



Captions



Shinola's Wright Brothers Limited Edition Watch takes flight.

NEARLY 110 YEARS AFTER THE FAMED WRIGHT FLYER lifted itself into the sky over the beach at Kitty Hawk, North Carolina, Shinola introduces a limited edition watch in Detroit, Michigan, paying tribute to that first flight and the Ohio-born brothers who introduced the world to aviation.

The new 1,000-piece Wright Brothers Watch is the first model in Shinola's new "Great Americans" series, reports the brand's creative director, Daniel Claudill.

"Obviously, we're rooted in manufacturing and our designs are really inspired by the history of American manufacturing," he says. "The collection stems from wanting to honor innovators, and the innovation that came from the Wright Brothers changed the world. We couldn't think of a better place to start."

In tandem with the debut of the watch, the brand rolled out a special edition of another of its signature products – the Wright Brothers Limited Edition Runwell Bicycle. A fitting compliment to the special timepiece, just twenty-five of the beautifully crafted black urban cycles will be made at its Detroit factory.

SHARED TECHNOLOGY

THE LOGIC BEHIND THE PAIRING OF WATCH and bicycle goes beyond the fact that Shinola specializes in both products. As aviation enthusiasts and lovers of American history know, the Wright Brothers owned and operated their own bicycle repair shop. The mechanical skills and engineering knowledge they gained from working with cycles were critical to their invention and construction of the Wright Flyer. In fact, bicycle technology was to be found throughout the Wright's flying machine.

Bearing this in mind, Shinola highlighted materials, colors and logos common to the Wright Brothers and their "aeroplane" in the design of the watch and bicycle. The Wright Brothers watch is

based on the brand's existing Brakeman model sharing the same 46mm stainless steel cushion case, a Ronda quartz movement (which Shinola calls the Argonite 715) and basic dial design.

Claudill and the craftspeople at Shinola worked with the Wright Brothers Foundation, studying their extensive photographic and print holdings for design inspiration.

"A lot of the inspiration came from the archives, whether it was color or small details like the wooden fenders on the bike," Claudill reveals.

The cream-colored Wright Brothers logo which appears above the six o'clock index on the watch is echoed on the bicycle's chain guard. Both make use of steel, specifically lugged steel for the bike and stainless steel for the case. Similarly, leather can be found in the construction of the watchstrap and bicycle seat.

"The idea for the watch came first," Claudill says. "When we were working on the bike we thought in terms of the brushing and polishing we do to the watches and similar finishes for both."

The combination of the limited edition Wright Brothers watch (\$1,000) and bike (\$2,950) proved an instant hit. In less than a week the watch sold out with the bicycle following suit just a few days later. "It's crazy," Claudill enthuses.

For those cursing their luck at having missed the first edition of Shinola's Great American Series, stay tuned. Claudill tells us the second watch in the line will debut soon – this one dedicated to Henry Ford. ●