



PRESS KIT

Remember. You will die.

Independent Swiss watchmaking · 2026

THE STORY

A Swiss watch designer with twenty years in the industry lost his job. Then he built the watch he had been afraid to build for three years — a memento mori timepiece where a sculpted skull sits above the crystal and the hours are read through its open jaw.

Skull.Watch is not a brand backed by a group. It is one designer, one object, and a deadline. The watch carries a single instruction engraved on its caseback: REMEMBER YOU WILL DIE. Its creator built it while living that instruction — no salary, no guarantee, no permission asked.

"This watch says: do what matters, take the risk. Building it required exactly that. I am the proof of concept."

Rather than raise money first, Skull.Watch is testing demand before committing to production. The edition is limited to 300 numbered pieces. If enough collectors reserve

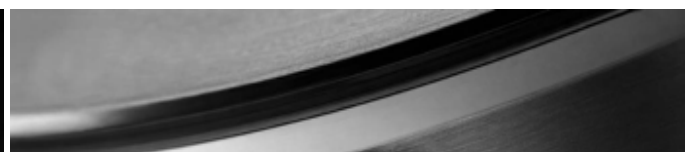
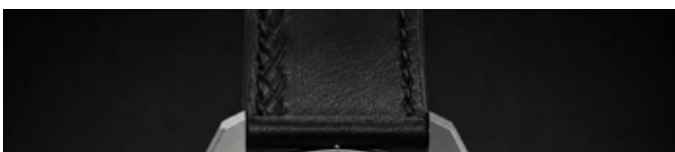
a piece, the watch is made. If not, it is not — and nobody is charged. That transparency is deliberate.

THE OBJECT

Most skull watches print a skull on the dial. This one sculpts it in 316L steel and mounts it *above* the sapphire crystal, standing proud of the case. Beneath it, two rotating discs replace the hands: one for hours, one for minutes. The movement is a traditional Swiss automatic and the reading stays fully analogue — the time is simply read through the skull's open jaw, as if being consumed.



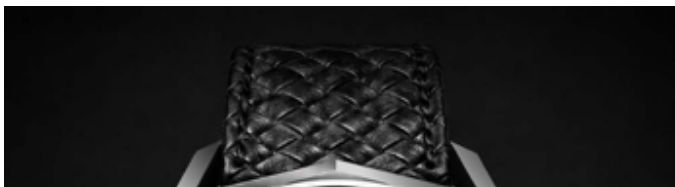
Black 01 — black PVD case, gold indexes





Engraved caseback, individually numbered 001-300 · engraved crown

FOUR REFERENCES





01 Black (PVD, gold indexes) · 02 Steel Black · 03 Steel White · 04 Steel Blue

SPECIFICATIONS

Movement	Swiss automatic · La Joux-Perret G100 (pending manufacture approval)
Power reserve	68 hours
Display	Two rotating discs, hours & minutes — analogue reading
Case	39 mm · 316L stainless steel
Thickness	13 mm
Lug to lug	45.8 mm · 19 mm lug width
Crystal	Flat sapphire, anti-reflective coating
Skull	316L steel, sculpted, mounted above the crystal

Caseback	Screwed, engraved, individually numbered
Water resistance	3 ATM
Strap	Braided leather, anthracite lining
Assembly	Switzerland · Swiss Made
Edition	300 pieces, numbered 001–300

PRICING

EARLY BIRD

First reservations · limited allocation

CHF 1'800

SUBSCRIPTION

Remaining pieces · until the edition closes

CHF 2'200

RETAIL

After delivery · if any pieces remain

CHF 2'500

Reservations are free and carry no obligation. No payment is taken before production is confirmed. If the edition is not filled, the watch is not produced and every reservation holder is told plainly.

TIMELINE

Now	Reservations open at skull.watch
-----	----------------------------------

Decision point	The edition is assessed. Production is confirmed or the project stops.
Prototyping	Approximately three months from confirmation
Production	Four to five months, assembled in Switzerland
Delivery	Roughly nine months after the edition closes

Every stage is documented publicly, including delays and setbacks.

ASSETS

CONTACT

Luigi Vivone

Founder & designer, Skull.Watch

pieces@skull.watch

skull.watch

[@skullwatchofficial](https://www.instagram.com/skullwatchofficial)

Available for interviews, hands-on previews and technical questions. Based in Switzerland.

Skull.Watch — Swiss Made · Memento Mori

© 2026 · Press materials free to reproduce with credit

