



VIQUERIA is proud to announce the TUONO
The Uncompromising Essence

Voghera, Italy – 30 January 2021

VIQUERIA – Italian Watch Company is proud to announce the Viqueria Tuono. After the sold-out of the first and second edition of LEVANTE, Viqueria is preparing to launch a completely new collectio. Continuing on the path already traced and thanks to the support of Kickstarter, the Italian start-up will launch the crowdfunding campaign on February 6, 2021. VIQUERIA has the ambition to become a leading microbrand in Italy in the watch sector and in the niche of the products characterized from an excellent quality / price ratio but at the same time reliable and of great appeal, thanks also to its design based on the Italian roots of the brand.

VIQUERIA TUONO is a **rare gem in the microbrand market**, thanks to its movement, a **Miyota 9130 with Power Reserve** complication, the design and impeccable specifications. In the end, three different souls converge on the TUONO:

– **Pilot Watch:** The pilot must be able to read their watch in the darkness of the cockpit, mandating **maximum contrast** between the dial and the bright white hands, **strong luminous material** on the dial and hands, and traditional Arabic numerals to indicate the hours. The **rotating bezel** with a large triangle, may be used for a variety of timing requirements, from timing the pre-flight check, to turns in a holding pattern, to the fighter pilot’s “time over target”;

– **Diver Watch:** The diver’s watch begins with **reliable waterproofing**, and a dial and hands that will provide for maximum visibility in a variety of underwater conditions. The **dive bezel** will be marked with a large triangle that the diver rotates to mark the **time of descent**, as well as minute markers that count up to indicate the elapsed time of a dive. The diver also uses the bezel to time other events, including decompression stops and required surface intervals;

– **Racing Watch:** This is the Viqueria’s idea for an **unconventional racing watch**, it doesn’t feature a chronograph or a tachometer scale, but the team designed it with a resolutely **sporty character** tinged with deliciously **retro accents**. All these elements are combined with the Power Reserve indicator that looks like a **fuel gauge** and with high-contrast dials that are easy to read at high speeds and with just a quick glance.

VIQUERIA TUONO is available in **4 styles, 3 with degrade dials (Brown, Grey and Blue) and 1 Full Lume**.

Popular in the 1970s, forgotten for a while and brought back on the scene recently, these **colourful dials stand out with lighter tones in the centre that gradually darken towards the edges**. Their gradient colour gives a rich depth to the dials, creating beautiful light effects. Furthermore, the VIQUERIA TUONO is also available with a **Full Lume dial**.

While majority of the pilot and diver watches use **SuperLume** on the dial and hands, we reversed this process by applying the entire dial with BGW9 SuperLume and made the hands and numbers in black color and C3 SuperLume.

Viqueria Tuono is created to be a versatile timepiece, thanks to the 41mm case and the 200m water resistance. Italian leather straps, a Jubilee style bracelet and a Made in Italy rubber strap complete the great watch design.

TUONO will be available with a Retail Price of \$714/€349. Except for the pre-order phase on Kickstarter, it will be possible to reserve the Viqueria Tuono for \$423/€349

SPECIFICATIONS:

- ☑ Mechanical Automatic Movement: Miyota 9130 with Power Reserve complication;
- ☑ Water Resistance: 200 meters / 660 feet / 20 ATM;
- ☑ Sapphire Crystal with Anti-Reflective Coating;
- ☑ 120 click Ceramic Bezel with BGW9 Lume;
- ☑ 3 Sunray Dials: Thunder Gray - Ocean Blue - Coffee Brown - 1 Full Lume Dial: Crystal White;
- ☑ 316L Stainless Steel Case with Sapphire Transparent Caseback;
- ☑ Crown: Screw-In with engraved Viqueria logo;
- ☑ Case Diameter 41mm - Thickness: 13.5mm - Lug Width: 20mm - Lug to Lug: 48mm;
- ☑ Straps: Made in Italy Leather Strap - Solid Links Jubilee Bracelet – Made in Italy “Vanilla Scent” Rubber Strap
- ☑ Assembled in Italy - 2 Years International Warranty.

ABOUT VIQUERIA – Italian Watch Company

The journey started in 2012 when we founded 2DStraps, an Italian brand that makes leather watches straps for luxury watches with top quality Tuscany leather. VIQUERIA is a start-up based in Voghera, Italy, a city close to Milano and hometown of the two founders Nicolò and Omar, with the mission to deliver to Customers affordable but quality and appealing watches, which does not cost an arm and delivers everyday pleasure to wear.