

NOMOS DISCOVERS A WHOLE NEW LOOK

The neomatik is Nomos' most drastic – and fun – overhaul to its core ranges since the brand began

What have we here? Welcome to the Nomos neomatik (the lower case “n” is part of its laid-back style). But, seriously, what exactly is it?

It's not a new family of watches, except visually and thematically it feels like one. It's not a totally new watch, except it *is* in the case of the Minimatik; the Minimatik as it was presented in Baselworld in March (as the first showpiece for the brand's in-house DUW 3001 automatic calibre) no longer exists. Both Minimatik models are also neomatik – it's the only model series not to exist in a manual form, as the name would suggest.

The simplest way to put it is that the neomatik represents new, automatic versions of the Tangente, Metro, Ludwig, Zurich and Orion models (firmly ignoring the existence of the Tangomat). All neomatik watches use the DUW 3001 movement, and as such, fit into a larger strategy for the brand that will see a greater emphasis on automatic calibres than ever before (more of which in future issues).

Despite the very impressive engineering that's gone into the calibre, and the corporate significance of a great uptick in self-winding production, the really big impact of the neomatik is definitely its design. This might sound a tad breathless, and in discussing many brands, it would be – but Nomos just isn't the kind of company that showers us in an endless rain of new dial colours and minor updates, presenting each one with all the fanfare of a second coming.



With the exception of the Metro, the families that have had the neomatik treatment have barely changed in Nomos' 25-year lifetime. Seeing them with champagne dials and lively new flecks of colour is like seeing your parents bouncing down the road on pogo-sticks, blowing party streamers and covered in glitter. In a good way.

There are ten neomatik models in total; five pairs of champagne- and white-dialled models. The white versions are lifted with sky-blue and either orange or red accents on the hour markers and hands; the champagne watches mix pale orange with dark grey accents (as well as getting new champagne-coloured cordovan leather straps). The latter five represent Nomos' strongest-ever overture towards the female market, although officially all the brand's watches remain unisex.

It works better on some lines than others; the champagne Ludwig could perhaps have benefited from black, rather than orange, hour indexes, for instance, but on the whole it has at one stroke highlighted the versatility of the original designs, exposed the slightly austere nature of some of the old models, and elevated the entire brand's offering to a new level.

And there's a final fillip in the tail. Nomos has made clear that these are the neomatik “first edition” pieces, to be produced in a non-numbered limited run until early next year. Then, the range will undergo a redesign, resulting in a more permanent look – perhaps to last the next 25 years.

Chris Hall



Essentials

Nomos Neomatik

Price: £2120 - £2480

Material: Stainless steel

Calibre: In-house automatic-winding lightweight calibre DUW 3001

Diameter: 35mm - 36mm

Power reserve: 42 hours

QP verdict: Nomos embraces the bright, vivid light of choice – a measure as strategically sound as it is aesthetically pleasing

