

ochs und junior.

rigorously simple watches by Ludwig Oechslin

ochs und junior references its watches by **time horizons**



moon phase



annual calendar



date



two time zones

To quicken recognition of its watches' main functions, ochs und junior is now referencing them with respect to their most distinctive time horizon.

moon phase

The ochs und junior moon phase (selene) features the world's most accurate moon phase calculation in a wristwatch. It will be off by 1 day in 3,478.27 years. The calculation uses just 5 parts; conventional watches typically need 30.

annual calendar

The ochs und junior annual calendar (anno) by Ludwig Oechslin features the world's most minimalist annual calendar function. The dial has no alphanumeric markings, and the calendar function is executed in just 3 moving parts. Other watchmakers require up to 40 parts for this function.

date

The ochs und junior date (mese) features Ludwig Oechslin's date spiral for intuitive legibility and preservation of visual hierarchy: time, then date.

two time zones

The ochs und junior two time zones (due ore) by Ludwig Oechslin is the most poetic way to show two time zones at a glance. Two time stories on one hand.

In German, the references will be mondphase, jahreskalender, datum, and zeitzonen, so German speakers have the same benefit.



Ludwig Oechslin

While others think that a watch has to be complicated and contain as many parts and functions as possible to be considered high-quality, Ludwig Oechslin, by contrast, has other interests and priorities. His thought processes lead him to develop the simplest combination of parts for superior reliability and fewer interfaces.

Oechslin's studies of astronomical devices and his restoration and documentation of the Farnese astronomical clock in the Vatican between 1978 and 1982 taught him that gears are a better solution for functions than the levers and springs more conventionally used for wristwatches. He now bases his designs on that insight.

His novel combinations of cogwheels and epicyclic (planetary) gearing use far fewer parts than traditional watchmaking complications and offer excellent operational reliability.

Ludwig Oechslin is responsible for all of ochs und junior's technical innovations and functional designs.

distribution

ochs und junior watches are sold directly to consumers at the ochs und junior workspace in Lucerne and over the internet at ochsundjunior.ch, instead of through the conventional route via the watch trade with its high middleman margins.

Company cofounder Beat Weinmann, with 16 years of experience on the management board of Lucerne-based watch retailer Embassy, heads the lean ochs und junior structure and represents the interface between the customer, Ludwig Oechslin, and the production partners.

Zürichstrasse 49 in Lucerne is the location of the ochs und junior workspace. Surrounded by architecture firms, advertising agencies, and unique local restaurants, the bright, spacious venue is a place for customers to work out the concept for their timepiece with cofounder Beat Weinmann while enjoying espresso served from a vintage 1966 Gaggia.

Sales over the internet are just as personal as paying a visit to ochs und junior in Lucerne. Beat Weinmann discusses the proposed model, color combination and the desired specifications with the customer, either online or over the phone, to make sure the order corresponds exactly to the wishes of the customer.

ochs und junior

ochs und junior AG was founded in 2006 as the vehicle for producing Ludwig Oechslin's rigorously simple watches. No more than 300 watches are made per year.

ochs und junior watches have no logo — none is necessary. Ludwig Oechslin creates clear design idioms for ochs und junior which are instantly recognizable.

Ulysse Nardin became a strategic partner in ochs und junior in the spring of 2012.

contact

ochs und junior AG
Zürichstrasse 49
6004 Lucerne

Media work: Beat Weinmann, cofounder, ochs und junior

Telephone: +41 (0)41 266 02 12
Mobile: +41 (0)79 232 63 15
Email: bw@ochsundjunior.ch
Skype: beatweinmann