

UNDONE

URBAN RETRO



GET YOUR KICKS ON Route 66

Get your motor running with the UNDONE Urban Retro, a new classic car-inspired collection that speaks to lovers of fast cars and the open road.

EASY RIDER

The vintage-inspired, retro dress chronographs of the Urban collection is the amazing collection that launched the ground-breaking UNDONE watch brand back in 2016, and is the original line that the founders of UNDONE created with their quintessential signature touch. A timeless testament to the “golden age” of watchmaking the UNDONE Urban collection showcases their love for classic timepieces, and is inspired by some of the most iconic and classic timepieces of the century.



This year, UNDONE “Heads out on the highway,” and is “Lookin’ for adventure, and whatever comes our way” with the new UNDONE Urban Retro, a special timepiece that looks to the horizon by being turbo charged and inspired by 70’s American vintage sports cars. Fueled by retro colors and designs, it is a classic chronograph that drives by the old automotive rules of yesteryear and beckons the open road with vim and vigor that only a full tank of gas can muster.

ON THE ROAD AGAIN

The 1960s and 70s were an incredible time for the American automotive industry, not only did these decades see a veritable boom in American automobile production, but with the likes of the Chevrolet Corvette, the Pontiac Firebird Trans Am, the Dodge Charger, and the Ford Mustang, also produced some of the best and most iconic American sports cars of all time.

A total must-have for lovers of vintage American muscle cars, the new **UNDONE** Urban Retro takes direct inspiration from these classic American automobiles in a modern vintage-inspired chronograph. It takes its cues from easier, simpler, albeit faster and dare we say, more “adventurous” time. A time when “Boomers” could hop into their cars without a care in the world, and “motor” on for miles and miles on open roads and highways.

Indeed, the baby-boomer generation of the 1960s was truly special, and had an unprecedented energy with an innate desire to live extraordinary lives. Considered “radical” at the time, questioning the status quo came naturally to them, and being the first post WWII generation “Boomers” would regularly push boundaries at every opportunity.



This resulted in an America populated with young people filled with the zest for life, and filled to brim with the promise of an unconquerable future. Indeed, Boomers enjoyed life to the fullest and lived in the here and now. “Leave the office early on a Friday, jump in your convertible, put some music on, head out to meet your friends, and dance to The Beatles all night long,” was a typical Friday night for a baby boomer.

This exhilarating feeling of freedom is the state of mind that produced the extraordinary American automobiles of the time, and is the essence effortlessly captured by the **UNDONE** Urban Retro.

IN PETROL WE TRUST

Feeling the need for speed, the **UNDONE Urban Retro** is the epitome of that free-spirited, bygone era. The vintage-inspired, retro chronograph sports a cool, two-tone color combination that simply begs to “race with the wind” on the “highway that’s the best.”

Sporting a vertically brushed silver dial with a bi-compax chronograph layout, the **V1**, a model motors-on with square but rounded-off subdials, and a date window at 6 o’clock. Best of all, this chronograph that harks back to a time of freedom of the open road is highlighted by a tachymeter scale, chronograph subdials and date wheel in a period-appropriate powder blue with shiny orange and brownish yellow highlights.



This attractive dial inspired by the colors and textures of 1960s and 70s American automobiles rocks within a 40mm rounded 316L stainless steel “Urban Killy” case with appropriate pump-style chronograph pushers from that bygone era, and is made easy to wear with an all-important lug-to-lug width of 47.6mm. This means the **UNDONE Urban Retro** can comfortably wrap itself around even the most diminutive of wrists.

I DROVE ALL NIGHT



Turbo charging the UNDONE Urban Retro is the TMI VK64 Meca-Quartz Hybrid Chronograph movement, a Japanese made calibre with a base battery-powered quartz movement but with an entirely mechanical chronograph component. This combination allows for the accuracy of a quartz calibre while providing the satisfying tactile interaction (that satisfying click upon starting the chronograph and that wonderfully mechanical snap-back of the chronograph hand when reset) that only mechanical chronographs can offer.

The TMI VK64 features central hours and minutes; central chronograph seconds; a 60-minute counter at 9 o'clock; and the date at 6 o'clock. Further, the TMI VK64 Meca-Quartz movement adds a compelling 24-hour indicator at 3 o'clock, has a recorded, expected accuracy of +/- 20 seconds per month, as well as hacking seconds for pinpoint accuracy when setting the time.

Further, the technical wonder that is the TMI VK64 Meca-Quartz Hybrid Chronograph movement can be partially viewed via a semi transparent exhibition caseback that is highlighted by a vintage license plate especially designed to provide the finishing touch to the UNDONE Urban Retro. Best of all, as with all UNDONE timepieces, the Urban Retro can be made "your very own" by choosing among the three colored license plates (light blue, yellow and navy blue) and personalizing it with the name and number of your choice on the caseback.

BORN TO BE WILD



The classically vintage UNDONE Urban Retro is matched with a “distressed” brown colored vintage-inspired leather strap with tan stitching to give that feeling of prolonged use on a long unending highway. But is further enhanced with a complimentary driver-inspired rally strap with every purchase, also made of distressed brown colored leather with tan stitching that simply drives home that feeling of heading out on the highway.



SPECIFICATIONS

Case Width - 40mm excluding crown

Case Thickness - 12.7mm

Warranty - 12 month warranty from purchase date

Movement - TMI VK64 with date window

Water Resistance - 30 meters

Case Material - 316L Stainless Steel

Glass Material - Hardened Domed K1 Crystal

Lume - Beige Super Lume

ABOUT UNDONE



UNDONE is dedicated to redefining timekeeping by offering personalized watches that transcend trends. We aim to inspire individuality, one custom watch at a time. Our vision is a world where people cherish watches not just as timekeeping instruments but as tangible expressions of their unique identities. UNDONE seeks to lead this transformation, merging innovation with the timeless tradition of watchmaking.



UNDONE

Contact Us:

kit.payumo@gmail.com

+63 9175337953

undone.com