



HYT PRESS REVIEW

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HYT won the Favourite Mens Watch Award 2014

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HYT's very popular H1 Dracula DLC was named winner of The Favourite Mens Watch Award during the prestigious A Journey Through Time VIII, 21-28 November 2014.

The award winners were selected by an international panel of five expert judges, including Dr. Bernard Chong who has presided over both the Grand Prix d'Horlogerie and the Fondation de la Haute Horlogerie. Announced during the 28 November closing grand gala dinner, the Prize lauded the Dracula's daring use of fluids and mechanics in the same watch and striking masculine design.

Launched in September 2014, HYT's limited edition H1 Dracula DLC was inspired by the unforgettable 19th century vampire legend and incorporates an unstructured red fluid on the dial and red veins on a sleek black alligator strap. Its 48.8mm titanium black DLC case has brushed, shot-peened and satin-finished surfaces. It has a mechanical HYT calibre hand-wound movement, 65-hour power reserve, hand-chamfered bridges and is adorned with côtes de Genève, rhodiumed bellows.

The Dracula is one of HYT's 20 ground breaking models and representative of the brand's determination to break with classical watch-making traditions with high-disruptive high-technology concepts.

Launched in 2012 The Hydro Mechanical Horologists revolutionised the horological market with the use of game changing fluid technology that unites mechanics and liquid within a wristwatch. The use of hydro mechanics was a first ever in the watch industry and HYT was the winner of the 2012 Geneva Watchmaking Grand Prize, Best innovative Watch Concept (Grand Prix d'Horlogerie de Geneve).

2 years on and HYT has more than 50 points of sale worldwide. In the last 6 weeks HYT opened HYT Asia in Singapore, the brand's first (non-retail) subsidiary to cater to the pressing demand coming from collectors in the region. This was followed by the launch of a commercial partnership with retail giant Time International for an exclusive distribution of its time pieces in Indonesia. HYT opened its first boutique in South East Asia in November in Kuala Lumpur's Starhill Gallery. HYT CEO Vincent Perriard announced 'we are extremely happy to have won the Favourite Mens Award. We know our watches ignite great interest and great passion in just about everyone we meet but competition was fierce!' Perriard added 'I got to meet a lot of collectors at the opening of HYT's store in Kuala Lumpur and although I wasn't surprised by the sophistication of collectors I was surprised by the consistent level of interest in our time pieces I encountered. Starhill Gallery Boutique is a great addition to the HYT family and will remain central to our development in S. E Asia'.

Tags: Dr. Bernard Chong, HYT, Vincent Perriard

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