

# CLUBHOUSE

Away from the Fairways

The Frisland GOÐ  
from JS Watch  
co. Reykjavik



## ■ TEE TIME

# Something Special

*JS Watch co. Reykjavik is a family-run Icelandic watchmaker whose exceptional timepieces promise to put the country on the map for something other than hot springs, Bjork and disruptive volcanoes, writes Robert Reid*

**A**fter years of imagining their dream watch, friends Sigurdur Gilbertsson, Julius Heidarsson and Grimkell Sigurthorsson decided to make the timepiece a reality. In 2005, with Gilbertson's father, Gilbert Gudjonsson, a master watchmaker of 40 years onboard, the team launched its first line and JS Watch co. Reykjavik was born.

The collection was an immediate success and sold out within six months. Iceland's economy, however, turned out to be built on an unstable base and the Icelandic Krona – the currency of this island nation – collapsed. The wealthy domestic market on which the firm relied, vanished.

CONTINUED OVERLEAF



**Worth saving: The Sif North Atlantic Rescue Timer (NART) is a classicly-styled pilot's watch, which is water resistant to a depth of 1000 meters**

In the wake of the financial collapse, however, millions of tourists flocked to Iceland, desperate to take advantage of the prices offered by the country's weak economy. JS Watch co's precision craftsmanship, attention to detail and sheer excellence in watch making appealed to this new influx of visitors. The brand was quickly back on its feet and working furiously to keep up with the renewed demand.

JS Watch has gone on to create five highly sought after limited edition collections. Having survived the financial failure, it seems only fitting that the company has created a new timepiece that embraces Iceland's volcanic vicissitude.

The Frisland GOÐ is a tribute watch that pays homage to the destructive power of the country's volcanoes. Based on the brand's

popular Frisland collection, this new edition has the name GOÐ etched onto the dial in a vivid red hue. The polished black dial is actually a carefully applied layer of volcanic ash taken from the cloud that grounded European air traffic for weeks in late 2010.

Beneath the brimstone, the timepiece is anything but ordinary. Assembled by hand, the case is made from 316L surgical steel and water resistant up to 50 meters. It protects an automatic ETA movement, customised to JS Watch's specifications. The finished product has a power reserve of up to 38 hours and is visible through a sapphire caseback.

The simple, bold aesthetic continues with oversized white roman numerals at the 12 and 6 o'clock positions. Plain white indices complete the hour markings and a red sweeping





**A classically styled pilot's watch, the Sif is generously proportioned at 40mm. The remarkably clean dial design and robust construction has made it a treasured possession of the fearless men and woman of the coastguard.**

Only 941 of these watches have been produced and the case back is specifically numbered. Available in stainless steel or with a contemporary PVD black coating the finished timepiece is as comfortable in the office as it is in rough seas.

Reflecting the determination of the Icelandic people and the country's dramatic nature, the GOÐ and Sif timepieces exemplify JS Watch patriotism. These timepieces, which are only just now available in Hong Kong, are rare examples of traditional craftsmanship working in harmony with contemporary passion. Their mark may not yet match that of a volcano, but they're a powerful – if exclusive – force in the world of horology and a brand the people of Iceland should be proud of.

*JS Watch co. Reykjavik is represented in Hong Kong by Times International Creation. For more information, contact [jswatch@timesic.com](mailto:jswatch@timesic.com); (852) 3590 4153*

**Elite club: It has been reported that Icelandic people take more pride in their Coast Guard than in any another establishment (above); master watchmaker Gilbert Gudjonsson (below) presents this helicopter crew with their own Sif NART, of which only 941 have been made**

hand compliments the finish. At 44mm the Frisland GOÐ is a real statement and a piece of geological authority.

Fiercely proud of Iceland's nautical prowess, JS Watch co. has also produced a hardy timekeeper in conjunction with the country's national coast guard – the Sif North Atlantic Rescue Timer. A classically styled pilot's watch, the Sif is generously proportioned at 40mm. The remarkably clean dial design and robust construction has made it a treasured possession of the fearless men and woman of the coastguard. White luminous numerals provide visibility in poor conditions and the water resistance extends to a depth of 1000 metres.

