



Advertise

66600006

Contact Us

APRIL 28, 2014



THE STORY BEHIND WRYST WATCHES

MOONPHASE

BY SPONSOREDPOST

11 COMMENTS



Hot Topics

Waltham AeroNaval AN-01 43mm Watch Hands-On 1 comments

Andrew Buckley [Impressive watch...but about \$2,000 too expensive for a microbrand with a stock ETA movement. Oh the madness of the watch industry in 2016. Hubris awaits...] – Sep 27, 12:30 AM

Guide To Buying Used & Vintage Watches In Tokyo, Japan 29 comments

Chaipod Yusakon 🥥 [Sorry , one more thing I live in Bangkok] – Sep 26, 11:38 PM

Chaipod Yusakon 🥪 [I want to find a seiko bullhead 6138 blue chronograph watch in NOS condition or otherwise.Can anyone help me?] – Sep 26, 11:37 PM

Omega Seamaster Planet Ocean GMT Deep Black Watch Review 79 comments

Chaz 🥥 { Eggs Zachary. } – Sep 26, 11:25 PM

Chaz 🥏 { No. It's spoken for. You may have 17,89.....7 🕴] – Sep 26, 11:24 PM

Rado Ceramica Konstantin Grcic Watch 33 comments

Bill W 💭 { SH*TTERS! They're sh*tters, f*ckers. } – Sep 26, 11:03 PM

Older »

n 2012, watch designer Jacques Fournier started his own watch brand named Wryst, after years of creating some of the most innovative modern watch designs under his company Horology Design, for brands aimed both at the mainstream as well as the ultra-high-end market. Born and educated in Switzerland, Fournier later moved to France and eventually to the UK, where he currently lives.

Wryst was born out of Jacques' passion to create his idea of the ultimate lifestyle sports watch with a design that had never before been attempted. Wryst timepieces are mostly priced at under \$1,000, but retain a sense of refined European design with a contemporary attitude intended for those watch lovers who share his aesthetic vision. He explains the story of Wryst watches from conception to concept below.



Why do you design watches and how did you get into doing so?

Jacques Fournier: At a young age, I was spending a lot of time looking at luxury timepieces in watch boutiques in Geneva or anywhere I would go. I had only one goal, to find a very unique one which would totally overdo all the other ones, and save up and buy it. In the early gos this was still haunting me, so I designed a few watches and shared visuals on the net. A Private Label watch design studio in Le Locle Switzerland asked me to design for them, and said I had a very interesting and unique approach in creating timepieces, which was inspiring to them.

How do you explain to people who aren't in the watch industry what you do?

Jacques Fournier: They do not always understand how far involved I am in the watchmaking process. I explain that I actually imagine shapes and models, I just have ideas and the ability to be able to transform them from nothing to a complete virtual project. When I have spare time, I just try and imagine what the next big design could be, objectively, as if no watch has ever been made before.



What type of design work did you do before making your own watch brand?

Jacques Fournier: I worked at developing many creations anonymously and for many years, in total confidentiality. Luxury brands sometimes require different views and sources of inspiration for their new collections. To give you an example I designed the entire pentagon shaped five-timezones collections for Jacob & Co, including the Ghost Baguette and the Grand Baguette Diamonds.

Did you start off wanting to make something different or did the design of Wryst watches just end up being quite unique?

Jacques Fournier: Both, the existing Wryst design was meant to be "THE" unique and atypical timepiece I have always wanted, and I hope it is for many people who see it. My intention was to create a timeless design you can not get bored of. A watch of which people would say: "I have never seen anything like it before..." and targeting a sporty audience with a strong & charismatic personality.





What design elements of the current collection of Wryst watches are you most proud of?

Jacques Fournier: The case design is different and complicated, I am certainly happy about a lot of things and particularly satisfied with the overall production finish. What I am most proud of is the identity of the brand. I feel Wryst is already identified as a privileged opportunity to purchase a bold sport timepiece with a newish and futuristic style. I hope people understand that my goal is to never give up offering innovative timepieces which are an alternative for collectors interested in owning something "different." I know my watches are not typical looking, and that is the point.

Talk about what your absolute dream watch would be like and why that appeals to you.

Jacques Fournier: It would be totally exclusive, maybe only one piece in existence. It would be ultra high-tech and be very light weight. I would not ever want to take it off my wrist: I imagine it as the perfect fashion accessory for men. Functionally it would be uncomplicated and highly reliable. You would be able to wear it for brutal sports, space tourism, or eating out without feeling it is inappropriate. You could combine the colors yourself to make it totally your own, and simply. It will not need any maintenance, not wear out, and never fail. I am sure you can figure our why it would appeal to me...



Compared to designing watches for other brands what is the most important lesson you learned in designing for yourself?

Jacques Fournier: For other brands I have to look in depth at their tradition, history and create within given guide lines. Listening to others has always been, and still is, extremely important in the development process. When I designed the Wryst it had to appeal to myself mainly. Now I have learned that our recently created customer portfolio will have high expectations for the future models which we need to tackle, achieve and monitor. There is always room for improvements

models which we need to tackle, achieve and monitor. There is always room for improvements, constantly.





See More Articles About:



Aside from your design, what do you think makes your business unique? Are you the type of boss you'd want to work for?

Jacques Fournier: What makes the business and state of mind different is quiet simple - Others have ideas and do things very well, but the main focus should be to look elsewhere, where no one has ever looked, be daring and sincere. I think individualism is extremely important, you can be copied, but try not to be compared... As per working for myself yes I would happily do so and be eager to learn on a daily basis, it certainly is a lot of fun. I believe it is important to have at least 5 to 10 good ideas per day and investigate further the ones you can, one might lead to something positive & unexpected.

You can learn more about Wryst watches or purchase them here.

- - -	PREVIOUS POST Fempest Viking Diver's Watch Review NEXT POST Zenith Captain Central Second Boutique Edition Hands-On: A Great Simple Watch	
10 Comments	aBlogtoWatch	1 Login -
Recomm	end 🖻 Share	Sort by Newest 💌
	Join the discussion	
, L m ca ar wa ch	* 2 years dney2 ago cot of nice comments obout watch. but i have ben looking at the short onts and the whole line of wryst watches are simple great. Anyone w in clearly see the lx6 yellow gold looks and feels very sporty, not sno hybody feel up to date in modern time. I am a pga professional and or atches but none that i i could wear while playing in events. this would hampions. thanks Larry	ho collects time peices obby, and would make wn some quality
I hat hat FV que to electron for low	* 2 years kehayes ago have always loved sports orientated watches, and whilst I have purchased TAG and Breitling in the past, I just LOVE my Wryst A W6 with red and black strap - you have to see these to believe the qui lestions I get about it is incredible - and they all want know about it. I love that fact that they are designed to be worn in the ements, are tough, and can handle the knocks. I wear mine r kite surfing, para-gliding, skiing, and business!, The new Wryst Sho oks amazing and I would love to add this to my stable! V * Reply * Share >	ality! The amount of e 'real'
Ha ha	* 2 years dr3w ago ave an FW6 and would love an excuse (40%) to get the Wryst Shore ave a choice of straps a different coloured watch would be fantastic! V • Reply • Share >	─ I≋ line LX6. Although I
W for	* 2 years G ago ow if there ever was a Ducati Diavel inspired watch the Red and Blac rward thinking design elements with a bit of futuristic ala 19330s thru 	
Tł	* 2 years meerpathan ago nese watches push the boundaries of design,sophistication, elegance llowing this company since I stumbled upon it in a motoring website.	



ABOUT THE AUTHOR **SponsoredPost**

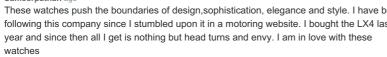


Established in 2007, aBlogtoWatch.com publishes watch buying guides, timepiece reviews and horological articles viewed by over one-million people worldwide each month.

ABTW strives to provide enthusiasts, consumers and watch collectors with the highest calibre of watch related information. We work for our audience and our coverage is as honest as it is passionate.

Find out more about our editorial policies \rightarrow





∧ V • Reply • Share >

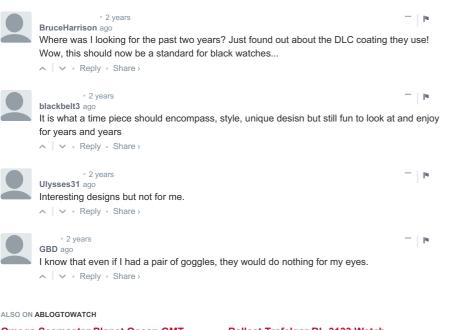
LeanneFoster ago

2 years



The design is beautiful, and well through. In my opinion, the design is very modern and unlike others 18

Jacques Fournier has done a watch that could suit everyone. you say "individualism is extremely important" and I couldn't agree more.



Omega Seamaster Planet Ocean GMT Deep Black Watch Review

79 comments • 8 days ago•

Horlogère Addict — 10,400 Swiss Francs. https://uploads.disquscdn.com/...

The Revival Of Votum Swiss Mechanical Watches

65 comments • 2 days ago•

spiceballs — Nice simple clean designs at a good size with matched date wheels and right water resistance all at a reasonable price. ...

Ballast Trafalgar BL-3133 Watch

60 comments • 7 days ago• Valannin — One day, I'm going to create a watch brand called, "Backstory" and just concoct the most bizarre non sequitur-laden ...

Bulgari Octo Solotempo 38mm Watch Is For Sleeves

33 comments • 8 days ago•

SuperStrapper — The design is classic Genta. If you were to hear about it in a conversation: "...and it's an octagon dial with a round ...

Subscribe D Add Disgus to your site 🔶 Privacy

DISQUS



Owner, Publisher, Editor-In-Chief Ariel Adams

Technical Director

Jitendra Sangal

David Bredan ^{Managing Editor} Bilal Khan

Senior Editor

Contributing Editors Patrick Kansa James Lamdin Rob Nudds Aileen Schiro James Stacey

Regular Contributors

Richard Cantley Mark Carson Zen Love Victor Marks E.M. Maximilien Matt Smith-Johnson Kenny Yeo

Art Director

Zen Love

Matt Smith-Johnson Social Media Richard Cantley Zen Love Copy Editor

© 2007–2016 aBlogtoWatch, All Rights Reserved. Legal Giveaway Rules Content Policies Advertise Contact

O RSS



Enter email address

Refresh my inbox daily with watches?

