



Singer

COLLECTION

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PREFACE

Powered by Audacity

With a legacy built on innovation, craftsmanship and a daring aesthetic, Singer has quickly established itself as a beacon of excellence in the haute horology world.

Since then, audacity has shaped the brand's story.

We are a creative, independent, human-scale Swiss company manufacturing exceptional rare timepieces and determined to defend a creative freedom. Each timepiece is a testament to the brand's promise to creating watches that are as functional as they are beautiful, embodying a perfect harmony between form and function. We are guided by the philosophy "Everything is Important". The result of this pursuit is a growing family of high-performance watches.

Singer has become synonymous with the concept of Reimagining, bringing together iconic design with 21st-century engineering and material science. Inspired but never constrained by traditions, Singer Reimagined creates remarkable watches for a discerning global clientele.

Boasting innovative and highly functional displays, made possible by groundbreaking movements, Singer manufactures exceptional timepieces, produced in limited quantities.

Singer's signature watches offer a highly innovative and refined design with sleek lines and unique dials where every detail has been imagined, studied, and executed to perfection. The company's ongoing mission is to create the ultimate, enduring collection of iconic designs.

At Singer, surrounded by our master watchmakers and artistic craftsmen, a shared philosophy drives us all together: everything is important. A unique perspective which guides our approach to everything we do.

Marco Borraccino, Co-founder & Director







ODE TO FUNCTIONALITY

Hopefully, when you browse through this brochure you will see that Singer is more than just a watch company; Singer has distilled the essence of iconic stopwatches from the 1960s and 1970s to reimagine the chronograph, giving birth to a different kind of timepiece that captures the visceral excitement of car racing.

Form follows function in my vision and designs.

I have been into art and creation since an early age. I have always been interested in the creative spark generated by the design process, rather than the object itself. For me, creation is a process that involves all the senses and aims to find the perfect alchemy between different elements despite the object you are working on. Therefore designing a watch is not much different from designing a car. And the analogy and connection between the two worlds goes beyond style. The watch is often a racing car's judge: a car may look beautiful and sound amazing but the chronograph is the judge of whether it is fast or not. Fastest laps and sector times, qualifying and average speeds – all these components of the racing world need timekeeping. This was part of the rationale for our deep reimagining of the chronograph at Singer.

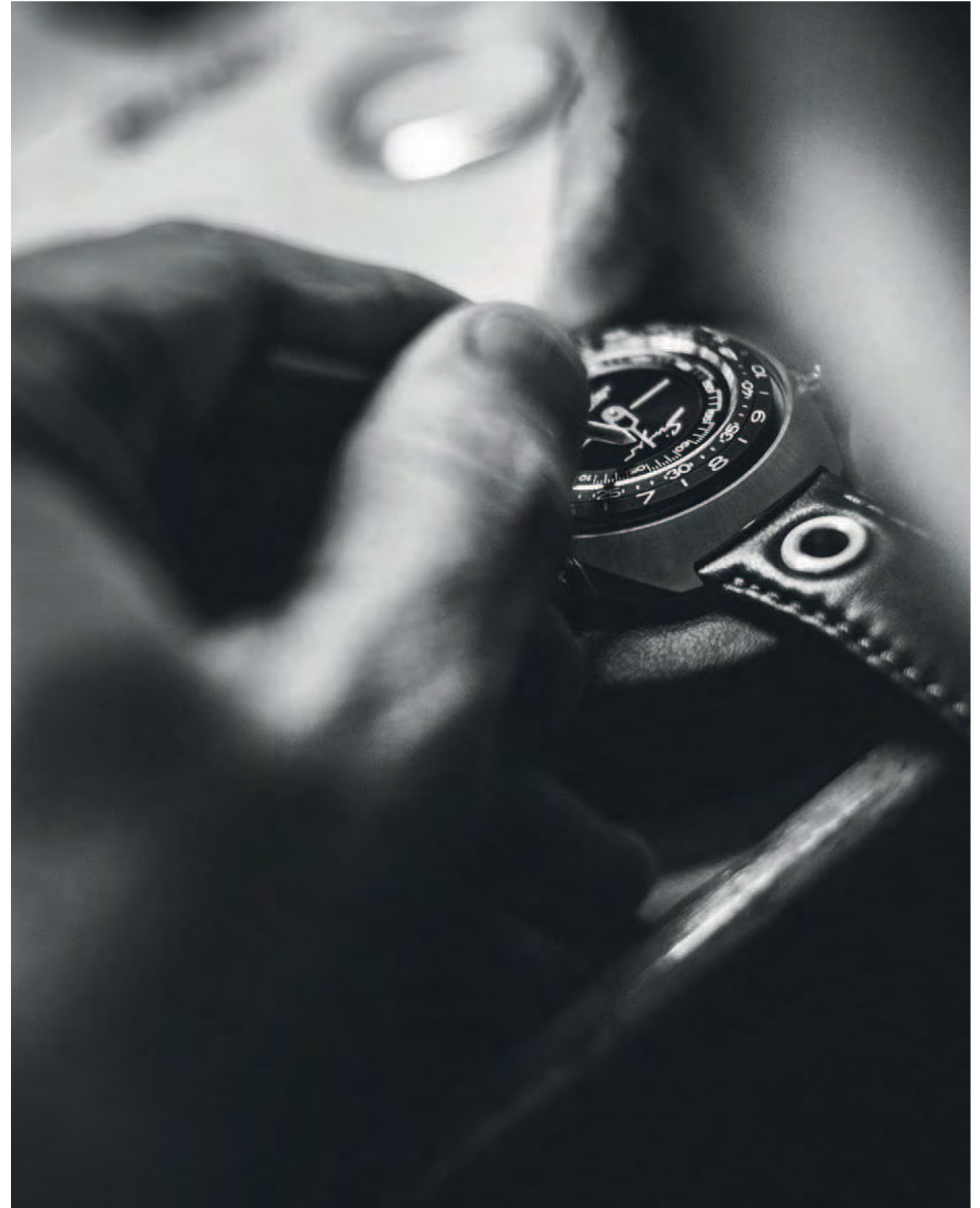
Following a bike accident at five years of age, my parents presented me with a mechanic watch, fitted with what we call today a "nato strap" with black and blue stripes, to cheer me up. During my childhood and supported by my father, I attended the most notorious car events and collector's reunions in Italy, where I developed a deep love and appreciation for the automotive world. Moreover, being at few kilometers away from the legendary Monza circuit, I spent entire days attending car races.

So naturally, when I had to imagine the watch of my dreams, the Singer Track 1 Launch Edition, I wanted to combine my deep passion for cars with my admiration for iconic watch designs from the '60s and '70s.

Singer has so much to show you inside this brochure, and we hope it will inspire you to visit our website, follow our social media and hopefully find the time to visit one of our showroom or retailer, where you can see and try everything that we create.

“I never worked to reach the highest level, but I always fought to do what I love. What makes me proud today is having the chance to design and create while always pushing the boundaries.”

———— MARCO BORRACCINO





Marco Borraccino and Rob Dickinson, co-founders of Singer Reimagined



SINGER REIMAGINED

Singer Reimagined, the award-winning high-watchmaking company based in Geneva, has become synonymous with the concept of Reimagining. It is part of Singer Group, the Californian-based luxury brand that has become globally renowned for its bespoke restorations of the Porsche 911 since 2009.

Singer Reimagined was born from an encounter between Rob Dickinson, the founder of Singer Vehicle Design and Marco Borraccino. The two formed an immediate connection over their common vision about design and their passion for iconic objects. An idea was born to create incredible timepieces that would reimagine high-watchmaking.

It was at this point that a decisive encounter with a third pillar of the collaboration took place. Marco shared his idea for a unique chronograph with the famed master watchmaker Jean-Marc Wiederrecht. This is how Singer Reimagined started on a very unusual path based on passion and friendship.

A few years later the brand took the watch industry by storm with innovative designs and ideas that are always driven by a devotion to beauty and functionality.

Marco Borraccino and Rob Dickinson, co-founders of Singer Reimagined and Jean-Marc Wiederrecht, founder of Agenhor and watchmaker



2 0 2 4

PRODUCTS
OVERVIEW

PRODUCTS OVERVIEW 2024



85

TRACK 1 BOLD *Edition*, SR006 is showcased in a ceramic-aluminum black case - 43 mm. Limited edition of 25 pieces



89

TRACK 1 FLAMBOYANT *Edition*, SR007 is showcased in a Grade 5 titanium case - 43 mm. Limited edition of 25 numbered pieces



93

TRACK 1 SKLT GOLD *Edition*, SR008 features a see-through dial encased in a 43 mm 18k yellow gold case. Limited edition of 15 numbered pieces



97

TRACK 1 SKLT CARBON *Edition*, SR009 - features a 43 mm case Crafted from stratified forged carbon. Limited edition of 25 numbered pieces



109

FLYTRACK BARISTA *Edition*, SR106 - features the unique one-minute coffee brewing scale Limited edition of 25 numbered pieces



59

DIVETRACK *Diving Watch*, SR401 - is a pioneering tool watch with an unprecedented 24-hour central chronograph function, marking a new era in the world of diving watches.



35

1969 CHRONOGRAPH, SR201 features a 40 mm stainless steel case enriched by the Singer metal bracelet Dial is executed in a precious piano-black lacquer finish.



47

1969 TIMER, SR301 embraces elegance and style offering great ergonomic performance and a unique style - 40 mm stainless steel case and Singer bracelet.



39

1969 CHRONOGRAPH, SUNRAY GREY SR201-S combines a sumptuous sun-brushed silver-coloured dial with Singer's bespoke 316L stainless-steel case and bracelet.



49

1969 TIMER SUNRAY GREY, SR301-S combines a sun-brushed silver-coloured dial adorned with polished indexes with Singer's bespoke 316L stainless-steel case and bracelet.



53

1969 TIMER BRONZE, SR303 features a sculptured bronze case, highlighted by dynamic polished edges, paired with a khaki textile and leather strap with Velcro fastening.



43

1969 CHRONOGRAPH BRONZE, SR203 The combination of the bronze case and its velvety matte green dial, with cream-coloured accents and golden touches, elegantly enhances the vintage look.



1969

1969 COLLECTION



40 MM COLLECTION



Singer timepieces are by definition a love letter to the vintage design of iconic '60s and '70s watches, now enhanced by functional improvements and state-of-the-art horological engineering. The idea that started the brand was reimagining one of the most iconic watch movements from that specific era: the automatic chronograph.

The first three, and very iconic, automatic chronographs were, in fact, released in 1969. The Chronomatic, El Primero and Caliber 6139 were publicly launched that very year. 1969 will also be remembered as a year rich in incredible events, stories and discoveries, with culture-altering events like Woodstock, the Moon landing and the first Concorde flight, just to mention a few. 1969 was a year that became iconic and meaningful for many reasons.

At Singer Reimagined we decided to celebrate this fantastic year by introducing a new product line named 1969. A new watch collection that was designed by Singer Reimagined as if it was still 1969.



1969 Original
Chronograph 40 mm
[2023]



1969 Original
Timer 40mm
[2023]



1969 Sunray Grey
Chronograph 40 mm
[2024]



1969 Bronze
Chronograph 40 mm
[2024]



1969 Bronze
Timer 40mm
[2024]



1969 Sunray Grey
Timer 40mm
[2024]

1969 Collection - Two models

1969 CHRONOGRAPH

It is the quintessential expression of Singer's high-watchmaking approach, featuring the most recent version of the famous AgenGraphe caliber. A new time display, enhanced readability and the award-winning 60-hour chronograph function taking center stage on the dial. All of this condensed into only 40 mm.

1969 TIMER

It represents the ultimate example of complexity distilled to its purest form. An intricate zero-reset system combined with a flyback device is the hidden technical gem behind this three-hand timepiece. A simple push of the button at two o'clock allows for lightning fast elapsed-time measurement using the central second hand of the watch.



Left: the 1969 Chronograph
Right: the 1969 Timer



1969, Amazing Engines

1969 CHRONOGRAPH 40 MM

The central dial displays the chronograph information in pure Singer style.

Seconds, jumping minutes and jumping-hour indications are centrally mounted and all point to the same base-60 scale. Singer chronographs are the only ones allowing event tracking of up to 60 hours. The time-of-the-day indication is displayed on the bottom side of the dial, via two disks rotating underneath the surface of the dial. Disk graphics and time indication arrows are executed in Super-LuminNova®.

The 72h power reserve is complemented by a hidden automatic winding system, positioned underneath the dial, which leaves an unobstructed view of the beautifully finished intricate caliber 6365 that is comprised of 491 different components and 56 jewels. This column-wheel chronograph comes with three exclusive patents including the hybrid proprietary Agenclutch clutch system.

1969 TIMER 40 MM

For the very first time, this three-hand watch features a more traditional time display.

Despite the very sleek and minimal design, the 1969 Timer features a function consisting of the zero-reset – flyback system allowing the wearer to use the central sweeping seconds hand as a smart and intuitive one-minute counter. The pusher at 2 o'clock allows the wearer to reset and restart timing without needing to go through the traditional sequence of start-stop-reset.

This system offers the opportunity to execute instant and sequential measurements, without interfering with the watch's timekeeping. A proprietary clutch system allows the central seconds hand to be dissociated from the movement, while kept still. It is re-engaged for motion as soon as the push button is released.



Above: Caliber 6365, open caseback of the 1969 Chronograph
Below: Caliber 6363, open caseback of the 1969 Timer

1969, Classic Style, Timeless Elegance

ICONIC DESIGN ELEMENTS

Combining wearability, strong personalities and distinctive styles, all six pieces are inspired by the brand's revolutionary spirit of discovery that is synonymous with the year 1969. The design pays tribute to the style of that era even further. The three-dimensional and beautifully-finished cases, the smaller dimensions and the revised displays are coupled with a brand-new metal bracelet or a leather and fabric handmade nato strap, to fit every wrist.

WATCH CASE

The case size of the Singer 1969 collection is 40 mm, a development in design based on well-researched ergonomic and functional considerations, to fit every wrist.

The cases of the six references are crafted in stainless steel adorned with the metal bracelet or sculpted in bronze. Brushed surfaces and polished edges, a Singer signature, are meticulously executed to provide an exquisite appeal.

The two-piece case features a domed glass-box sapphire crystal, providing an instant retro-look reminiscent of classic timepieces. The vigorous curves of its shape are underlined by mirror-polished edges providing elegance and movement.

DIALS AND FINE DETAILS

Executed in a very deep piano-black lacquer, silver-color sun-brushed shine or velvety matte green finish, dials are all enriched with an applied signature golden crown ring, adding an iconic and unexpected detail which complements the sobriety and functional minimalism of the graphics.

These elements are magnified by the domed glass-box sapphire crystal, visually extending the dial to the very edge of its metal frame.

Photo opposite: close-up of the precisely finished Singer metal bracelet



1969, A Blast from the Past

METAL BRACELET

The stainless-steel bracelet is composed of two contrasting elements. The edgy brushed “H” links are inspired by the curved shape of the race track, providing a contrasting and vibrant effect. In juxtaposition, the rounded polished center links bring smooth reflections and play with the light. This combination ensures exceptional wearability and comfort. The brushed sloping facets are complemented by polished chamfers, visually extending the case profile with polished edges – a brand signature feature.

Tapering from 22 to 18 mm, this new bracelet incorporates an adjustable fitting system housed in the folding clasp, is perfected for the largest array of wrist sizes. The micro-adjustment mechanism, with 21 steps to precisely adapt the length of the bracelet by up to 2 cm, allows an optimal fit. Whether for ladies or gentlemen, the bracelet can be adjusted directly on the wrist.

The stainless-steel clasp cover is engraved with the brand’s logo and features a fine brushing on the upper surface and mirror-polished edges. It is released by a pair of push pieces.

BEAUTY OF MATERIAL

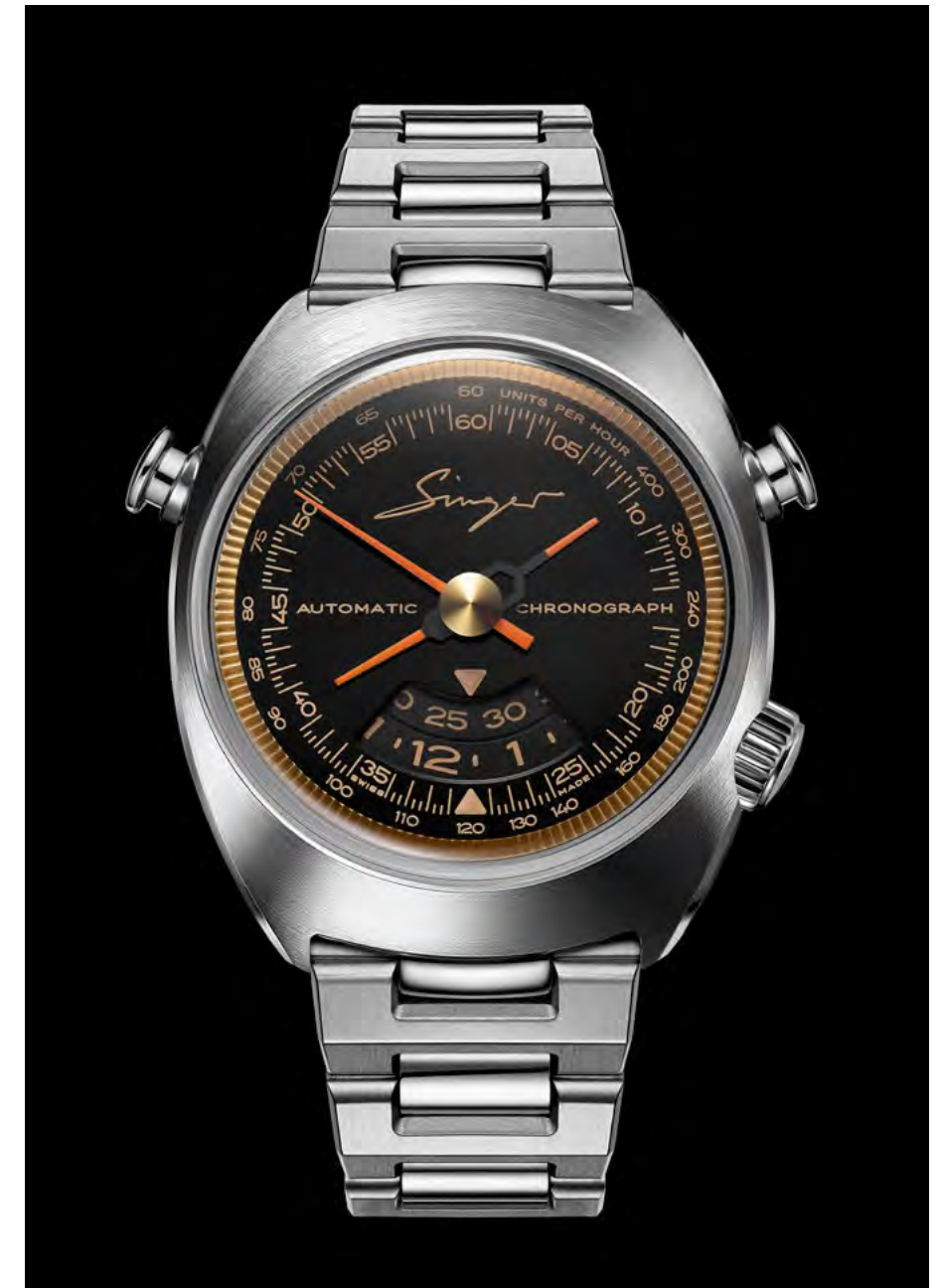
Crafted from bronze, the Chronograph ref. SR203 and Timer ref. SR303 are designed to embrace the spirit of uniqueness and individuality that is typical of Singer. Bronze is a robust and resilient material that evolves and visually changes depending on the surrounding environment.

Thanks to its particular set of properties, bronze is often preferred over stainless steel as it is not only tough and durable but also resistant to saltwater corrosion and extreme weather conditions. Its unusual patina is far from being a defect, it is the protective envelope that allows this incredible material to resist and endure in very hostile environmental conditions. Moreover, the patina evolves giving the watch its unique character and makes the appearance of each watch unique.

The sculptured bronze case is highlighted by dynamic polished edges that capture the different adventures and experiences of the wearer, like a second skin, making the patina the witness of each wearer’s journey over time. This particularity gives each watch a unique appearance, as it offers vintage allure and a level of personal individuality that simply cannot be matched. Its rarity is inherent.



Photo opposite: the two-piece case features a domed glass-box sapphire crystal



1969 CHRONOGRAPH SR201

The elegant shape and flawless hand finishing of its the stainless steel case are enriched by its vibrant Singer metal bracelet. Executed in a precious piano-black lacquer finish, the dial of the timepiece SR201 is adorned with intricate yet refined cream-coloured accents and its golden crown ring.

The Singer Reimagined Caliber 6365, 72-hour power reserve
Water resistance: 100 meters/10 ATM
40 mm diameter, 15.6 mm thickness
Limited production of 50 pieces in 2023





1969 CHRONOGRAPH SUNRAY GREY SR201-S

The Chronograph ref. SR201-S combines a sumptuous sun-brushed silver-coloured dial with Singer's bespoke 316L stainless-steel case and bracelet. The model pairs technical excellence with Singer's signature style, offering a unique design that is both contemporary and classic. The crisp aesthetic of the silver-coloured dial with their matching tone-on-tone case amplifies the elegance and charm of the timepiece.

The Singer Reimagined Caliber 6365, 72-hour power reserve
Water resistance: 100 meters/10 ATM
40 mm diameter, 15.6 mm thickness
Limited production of 25 pieces in 2024



60 UNITS PER HOUR

Singer

AUTOMATIC

CHRONOGRAPH

35
SWISS

MADE



1969 CHRONOGRAPH BRONZE SR203

Crafted from bronze, the Chronograph ref. SR203 is designed to embrace the spirit of uniqueness and individuality that is typical of Singer. The combination of the bronze case and its velvety matte green dial, with cream-coloured accents and golden touches, elegantly enhances the vintage look of the 1969 Bronze Chronograph, paying homage to an era symbolized by adventure and freedom of spirit.

The Singer Reimagined Caliber 6365, 72-hour power reserve
Water resistance: 100 meters/10 ATM
40 mm diameter, 15.6 mm thickness
Limited production of 25 pieces in 2024

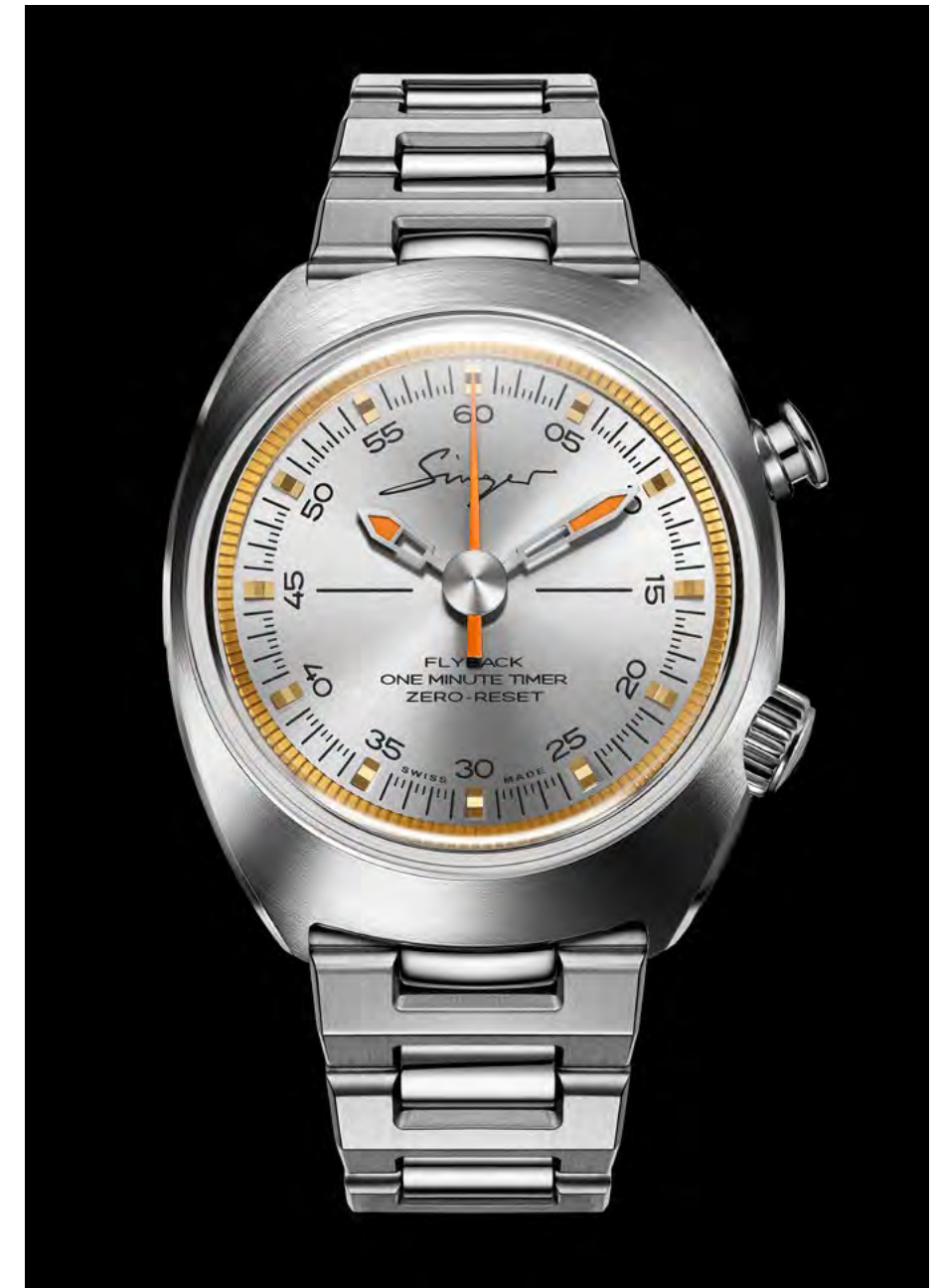




1969 TIMER SR301

The style of the 1969 Timer SR301 embraces elegance and style offering great ergonomic performance and a unique style. The watch is showcased in the clean and stylish 316L stainless steel case with handmade circular-brushed finishing and dynamic lines that offers a modern take on classic 1960s chronograph design.

The Singer Reimagined Caliber 6363
Manual-wound mechanism providing three days (72 hours) power reserve
Water resistance: 100 meters/10 ATM
40 mm diameter, 15.6 mm thickness
Limited production of 50 pieces in 2023



1969 TIMER SUNRAY GREY SR301-S

The sunray brushed finish of the dial with the applied mirror-polished golden indexes create a play on light that seamlessly blends with the finish of the stainless steel case. This harmonious combination of silver/gray tones tells the story of the timeless aesthetic of the 1969 era. This special dial colour is also a tribute to the very first and highly sought-after Track1 Launch Edition, the 2017 Limited Edition timepiece that started the whole Singer saga.

The Singer Reimagined Caliber 6363
Manual-wound mechanism providing three days (72 hours) power reserve
Water resistance: 100 meters/10 ATM
40 mm diameter, 15.6 mm thickness
Limited production of 25 pieces in 2024



SWISS

MADE

FLYBACK
ONE MINUTE TIMER
ZERO-RESET

Swiss



1969 TIMER BRONZE SR303

The sculptured bronze case of the Bronze Timer is highlighted by dynamic polished edges that capture the different adventures and experiences of the wearer, like a second skin, making the patina the witness of each wearer's journey over time. These first-ever Singer Bronze models are paired with hand-crafted khaki textile and leather straps with Velcro fastening, making them the perfect companions for any adventure they will brave.

The Singer Reimagined Caliber 6363
Manual-wound mechanism providing three days (72 hours) power reserve
Water resistance: 100 meters/10 ATM
40 mm diameter, 15.6 mm thickness
Limited production of 25 pieces in 2024





DIVETRACK

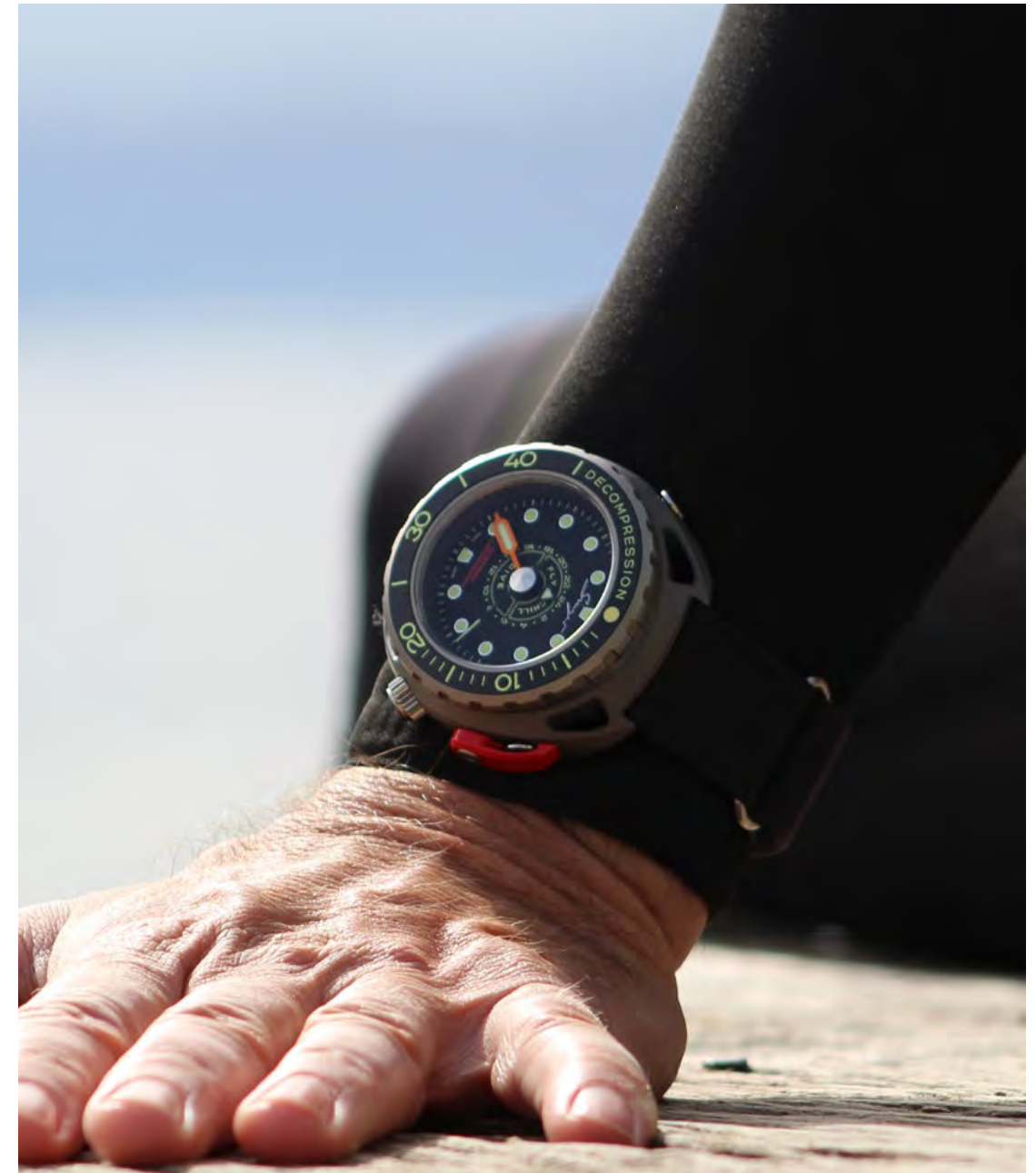
THE DIVETRACK

Automatic 24-h Central Chronograph



View on the subtle time-of-day indication. Placed under the rotating bezel, this 12-hour disk provides an unobtrusive yet clear indication of time as it progresses.

DIVING WATCH



Unparalleled as the world's first-ever mechanical diving chronograph, the Singer Divetrack is a timepiece that not only sets a new standard in functionality and usability but also revolutionises the concept of the diver's watch.

The Divetrack represents a bold leap forward in our quest to reimagine what a diving watch can be, it's not just about adding a new feature; it's about enhancing the dive experience with unparalleled precision, functionality and style.

Singer Divetrack is a true, mechanical, purpose-driven, fully operational diving chronograph

The Ultimate tool watch by Singer

ONE OF ITS KIND

The Divetrack *is a pioneering timepiece that marries the brand's iconic design ethos with an unprecedented 24-hour central chronograph function, marking a new era in the world of diving watches.*

Conceived by Marco Borraccino with a vision to achieve what has never been done before: a true, mechanical, purpose-driven, fully operational diving chronograph. The Singer Divetrack is designed to be an indispensable companion before, during, and after your dive. It's a watch that respects the traditions of dive watches while boldly advancing their functionality.

DESIGNED TO DIVE

The Divetrack stands out with its Singer Central Automatic 24-h Chronograph, designed specifically to monitor the entirety of your diving session. The Divetrack is not just for underwater use. On the surface, especially during diving trips or extended stays at a diving site, the watch helps you manage your 'surface intervals'. These intervals are crucial for allowing nitrogen absorbed during dives to dissipate safely from your body. With the chronograph still running, you can accurately gauge the length of your surface intervals, plan your subsequent dives accordingly or your next flight.

A MULTIPLE-FUNCTIONAL TOOL

The Central Sub-Counter is an exceptional multi-functional tool featuring 3 zones:

- CHILL (0h-6h): This zone helps you determine the surface interval before your next dive based on factors like previous dive duration, depth and frequency.
- DIVE (6h-18h): Indicates when you are clear to dive again after fulfilling the required surface interval.
- FLY (18h-24h): Post-dive, this zone highlights the safe window before flying to avoid health risks such as pulmonary embolism. As per PADI guidelines, you must wait at least 18 hours after your last dive before flying.

Opposite page: the Divetrack's dial is entirely dedicated to the 24-h chronograph informations, featuring an optimal visibility on informations vital for the diving explorations.





STAINLESS STEEL

300m - 30 ATM

FD23334772

SINGER REIMAGINED

AGH 0308
ELEMENT'S POSITIONS 40 RUBIS



A World Premiere

FORM FOLLOWS FUNCTION

The Divetrack is unparalleled as the world's first-ever mechanical diving chronograph. With its innovative movement architecture and design that prioritises function, it represents Singer's ultimate vision in diving watch technology—a pinnacle of practical, high-end mechanics for the diving connoisseur.

The 'Start/Stop' pusher at 2 o'clock is safeguarded against unintentional activation by a red-guard ceramic-coated protector. The 'Reset' pusher at 10 o'clock is cleverly designed to prevent accidental usage, only functioning when the chronograph is stopped. Positioned within the watch-case profile, these pushers are shielded from external impact.

The helium escape valve ensures the watch's functionality in case of saturation dive by allowing trapped helium to escape during decompression, protecting the watch from potential damage.

The black matte dial base enhances contrast and readability underwater while the highest-performing grade of Super-LumiNova® amplifies luminosity. The watch case is executed in Grade 5 Titanium. This material offers the best performance in terms of mechanical and corrosion resistance and an extremely interesting weight-to-volume ratio. All components of the watch case are micro-blasted to reduce disturbing light reflections and focus on the timepiece's essential and vital diving information.

Every detail has been considered and specifically designed to improved the highest level of functionality.

A TECHNICAL MASTERY

Crafted over a decade of development, the Divetrack boasts a dedicated 24-hour version of the AgenGraphe automatic movement featuring 479 parts and a robust 72-hour power reserve. Its innovative design ensures optimal legibility underwater, with all chronograph functions centralised for easy and intuitive reading.

The Singer 24-h AgenGraphe Caliber is not merely an advancement; it's a revolution in mechanical watchmaking. It challenges and redefines age-old principles, introducing a new era of ingenuity.

The spark that ignited this remarkable invention was a vision to improve the readability of chronographs, which often suffer from cluttered displays because of the scattered arrangement of small counter



Opposite page: the Divetrack is a marvel of engineering. Its unique sandwich structure incorporates an unprecedented use of sapphire crystals – three in total – for optimal dial visibility, movement showcase and frontal visibility of the hour disk.





The Singer Reimagined AgenGraphe 24-h Automatic Chronograph
Water resistance: 300 meters/30 ATM
49 mm diameter, 19.67 mm thickness
Case material: grade 5 titanium
Unidirectional bezel: marine-grade 316L stainless steel. 60 minutes ceramized aluminum ring.
Back: XM19 stainless steel
Strap #1 Singer Reimagined black caoutchouc strap with folding buckle
Strap #2 Diving technical textile strap with Velcro
Limited production of 25 pieces in 2024



TRACK 1

THE TRACK 1 COLLECTION



Track 1 London Edition dial details

43 MM COLLECTION



Singer Reimagined has distilled the essence of iconic stopwatches from the 1960s and 1970s to reimagine the chronograph, giving birth to a different kind of watch that captures the visceral excitement of car racing.

Form follows function, with a radical focus on legibility through the centralized display of all the chronograph functions thanks to a revolutionary movement. Singer Reimagined's innovative dial layout features interesting characteristics that include archetypal elements of traditional and sports timepieces along with a new and fascinating twist.

Track 1 London Edition

The Chronograph Reimagined

AGENGRAPHE

The whole design of the Track 1 timepieces is centered around the award-winning AgenGraphe caliber. This radical movement is the result of 10 years of development. It brings focus on legibility through the display of all the chronograph functions displayed in the center of the dial. The aim is to elevate and showcase elapsed time, personal time, as King. Thanks to the revolutionary AgenGraphe movement, this is the first chronograph with its priorities in the right place.

FORM FOLLOWS FUNCTION

The Singer Reimagined central chronograph completely redefines how the information is delivered, focusing on the elapsed time as the most important information of the stopwatch. This is a revolution in how time and elapsed time are presented. We challenged conventions that have been unchanged for decades by deeply reimagining the way a mechanical movement works and delivers the information.

ELAPSED TIME IS KING

The Track 1 is a radical re-engineering of the chronograph. Its sleek lines frame a highly innovative and complex design with an unprecedented display made possible by a revolutionary movement, the AgenGraphe 6361. This groundbreaking automatic caliber goes beyond the limitations imposed by preceding mechanisms, enabling a centralized indication of the chronograph functions, thus bringing forth a radical focus on legibility and performance.

The time of day is presented in striking relief around the periphery of the dial by the small pointer at 6 o'clock, floating just above two rotating disks. It is a revolution in how time and elapsed time are presented.

The AgenGraphe 6361 caliber



Mechanical Innovations

ENGINE AG6361

Measuring 34.40mm in diameter, this innovative twin-barreled caliber beats at 3Hz for a healthy power reserve of more than 60 hours. The Singer Track 1's revolutionary automatic column-wheel chronograph movement boasts a completely new design and architecture.

Developed with Agenhor, it is further enhanced by a novel clutch system for a smoother operation of the chronograph. Its unique 3x60 display (60 seconds, 60 minutes, 60 hours) is exclusive to Singer Reimagined.

OSCILLATING WEIGHT

To enable the best view of the intricate AgenGraphe 6361 movement, the winding rotor has been placed on the dial side of the watch. This allows the wearer an unobstructed view of the beauty and complexity of the movement through the caseback.

SINGER TRACK 1 DISKS DISPLAY

While designing the Track 1 the main goal was to improve chronograph performance. Therefore, the designer found a brilliant way to separate the chronograph from the time of the day to considerably improve readability and ergonomics. The Singer Track 1 collection reverses the accepted order of priority, driven by the belief that beauty comes from the uncompromising pursuit of optimized functionality.

The chronograph function takes center stage - as it should in a sports watch. The chronograph hours, minutes and seconds are coaxially mounted in the center of the dial, allowing the elapsed time to be easily read at a glance. The time of day has not been forgotten; it is displayed in beautiful relief around the periphery of the dial.

Open caseback of the *Track 1 Geneva Edition* with the caliber AgenGraphe 6361
Following pages: open caseback of the *Track 1 Flamboyant Edition*





TITANIUM

SINGER REIMAGINED

100M - 10ATM

TPACK1

SINGER REIMAGINED
67 RUBIS

1933
AGH 6361

AJUSTÉ EN 6 POSITIONS

SR-007

#00125

DD0000000

Neo-Retro Design, Sober Elegance

ICONIC DESIGN

At Singer Reimagined, Marco Borraccino has created complex timepieces inspired by iconic chronographs mainly from the golden era of the '70s. Starting from a vintage-inspired, barrel-shaped case, Marco designed the watch profile to evoke speed, dynamism and momentum that would enhance ergonomics and ensure a perfect fit on the wrist. The car racing influence can also be seen with the position of the pushers on the side of the case, which allows the wearer to easily operate the Track 1 timepiece on the wrist, like a real stopwatch.

FINISHES

Built with passion and utmost care, the watches are immaculately finished with meticulous attention to detail. There are no shortcuts in Singer's obsessive search to elevate the aesthetics and functionality to the highest levels.

On the case, the use of double-polished edges, framing the side view of the watch, gives lightness to the overall design and creates alternating finishes for a precious and refined result. To enhance legibility as much as possible, each dial features various finishes to create a sense of depth and contrast.

MATERIALS

Singer Reimagined watches are crafted from materials that have been selected with a single-minded pursuit of aesthetic and engineering perfection. Each Singer Track 1 has been conceived to embody preciousness, lightness and performance.

Singer's straps are manufactured with the same care and attention that Singer Vehicle Design lavishes on the interiors of its clients' cars. With their distinctive square tip, the straps are crafted from rare and fine quality materials by expert artisans.



Opposite page: Track 1 Skeleton Gold Edition





TRACK 1 BOLD EDITION

Nothing screams strength and power louder than the Track 1 Bold Edition. This model embodies boldness at its finest. The elegance of the dial is set to full throttle with striking gold accents. The high contrast hands ensure optimal legibility while the tachymeter creates a clear separation between the peripheral time of day and the central elapsed time.

Opposite page: close-up of the *Track 1 Bold Edition*



The Track 1 Bold Edition is showcased in a ceramic-aluminum black case. This cutting-edge material offers comfort, resistance and great aesthetics. The interplay between light and shadows enhances the sleek lines of the 43 mm barrel-shaped case and its smooth-to-the-touch surface offers an exceptional tactile experience. Located on either side of the case for enhanced operations and ergonomics, the crown and pushers are fashioned out of grade 5 titanium. Their surface is treated with a black DLC coating, providing superior resistance and head-turning good looks.

The Singer Reimagined Caliber 6361
43 mm, middle case in ceramic aluminum. Bezel, case back, pushers and crown in golden ZrN Grade 5 titanium
Limited edition of 25 pieces
Water resistance: 100 meters /10 ATM



TRACK 1 FLAMBOYANT EDITION

The elegant dial of the Track 1 Flamboyant Edition showcases a deep and complex red color thanks to the alternance of sunray and circular brushed finishes. Highly contrasting orange hands ensure optimal legibility, while a rhodium tachymeter flange creates a clear separation between the peripheral time of day and the central elapsed time.

Opposite page: dial of the *Track 1 Flamboyant Edition*



The Singer Track 1 Flamboyant Edition proposes a new circular-brushed finishing on the signature lightweight Grade 5 titanium case. The marked design of the bull-head push buttons allows the chronograph to be easily operated when worn on the wrist or held like a racing stopwatch, offering great ergonomic performance and a unique style.

The Singer Reimagined Caliber 6361
43 mm, circular-brushed titanium case
Limited edition of 25 numbered pieces
Water resistance: 100 meters /10 ATM

Above: open caseback of the Track 1 Flamboyant Edition



TRACK 1 SKLT GOLD

The Track 1 SKLT Edition features a new-generation see-through dial, suspended over the movement, allowing a view of the components below. Shaped as a structural chassis, the open-worked dial reveals the signature minute wheel, highlighted in a golden finish, to match the aesthetic of this special watch. Underneath the minutes wheel lies the automatic rotor that has been finished in black with a circular-brushed finish. Through the open-worked dial, the vital elements of the movement are finally exposed and visible, revealing the secret of AgenGraphe's automatic system.

Opposite page: transparent dial of the *Track 1 SKLT Gold Edition*



As a rare jewel, the Singer Track 1 SKLT Edition has been produced as a limited edition of 15 numbered units. A very special watch, it highlights the exquisite engineering of the Track 1 collection and Singer's mastery of precious materials.

The Singer Reimagined Caliber 6361
43 mm, circular-brushed 18k yellow gold case (1N)
Limited edition of 15 numbered pieces
Water resistance: 100 meters /10 ATM

Track 1 SKLT Gold Edition in its presentation box



TRACK 1 SKLT CARBON

The Track 1 SKLT Carbon Edition continues developing the skeleton dial collection, allowing the full beauty of its revolutionary movement to be unveiled. Crafted from stratified forged carbon, this architectural timepiece was engineered with the intent of reducing mass, enhancing lightness and opening up the movement. The bezel, pushers and crown, made of Grade 5 titanium, are mirror polished by hand and coated in black DLC in order to provide highlights and contrast.

Opposite page: close-up of the *Track 1 SKLT Carbon Edition*



The Singer rubber strap fits the dynamic spirit of the Track 1 SKLT Carbon and embodies the pursuit of lightness and technicity. The black open-worked strap reinterprets the iconic rivet perforations enhancing both the vintage style and the energetic look. This new powerful Singer signature perfectly matches with the sportiness of the watch and its performance.

The Singer Reimagined Caliber 6361
43 mm, stratified forged carbon case
Limited edition of 25 numbered pieces
Water resistance: 100 meters /10 ATM



FLYTRACK

THE FLYTRACK COLLECTION

43 MM COLLECTION



Open caseback of the Flytrack Barista Edition



The Singer Flytrack was designed to provide one of the most instantaneous ways of measuring short elapsed times, allowing the wearer to measure repetitive, sequential events. The Flytrack wristwatch collection embodies groundbreaking horologic innovation and contemporary design.

With its ability to transition between time and elapsed time, the flyback zero reset functionality is a genuine step forward in terms of how the chronograph can be configured and displayed for ease of reading.

Flytrack Barista Edition

The Seconds Reimagined

ONE MINUTE

The most minimalistic celebration of elapsed time calculations dressed in a timeless style. The Flytrack collection, designed to once again reimagine the chronograph, is a celebration of the practicality of a chronograph combined with a specific calibrated scale. Sixty seconds is the universal time-frame used for the majority of elapsed time calculations. Depending on the scale referred to, it is possible to obtain a variety of different information.

A TOOL

The original display of this time-only watch focuses on essential functions. The hour indication is relegated to the periphery on a rotating ring, while the minutes are displayed traditionally in the center, together with a special sweeping seconds hand. Thanks to the pusher at two o'clock, the seconds indicator can be used as a flyback chronograph hand. Pushing and releasing the button will instantly reset and restart the central seconds.

As such, it captures the functionality of a flyback chronograph, on-demand, when you need it, without going through the traditional sequence of start-stop-reset. It can also be used to "zero-reset" the watch's time easily and precisely for a precise time indication.

A COLLECTION, YOUR PERSONNALITY

These minimalistic timepieces combine the practicality of a chronograph with the functional innovation of a tool watch. Each limited edition Flytrack is unique. Each with its distinctive style, some models feature a specific scale on their dial.

Each model encapsulates Singer Reimagined's focus on 21st-century engineering and exquisite execution and best fits the personality of its owner. It fully matches his favorite timekeeping experience.

A dedicated style and a tool function for each person.

Opposite page: 18K gold individual limited edition number of the *Flytrack Telemeter* applied on the case



Mechanical Creativity

ENGINE 6364

The unique Singer AG6364 mechanism provides the measurement of short time-based events that can be repeated over and over again without interfering with the watch's timekeeping. The twist on Flytrack watches is easily accessible through the pusher at 2 o'clock. Singer Reimagined's proprietary system allows the wearer to instantly convert the central sweeping second-hand into a flyback chronograph-hand.

Holding the pusher down keeps the second hand motionless at zero. Releasing the button instantly sets the hand moving, allowing instant, lightning-speed starts. Pushing and releasing the button, will reset and restart immediately the central second hand for lightning time measurements.

The device can be used to easily zero-reset the watch's time, on demand. Hold the pusher down and release it precisely at the right moment to synchronize the watch.

The Singer Flytrack movement, the Caliber AG6364, has noble descendants, sharing its architecture with the prestigious, award-winning, AgenGraphe 6361. A dedicated development, focused on efficiency and performance, drove Singer's technical team and watchmakers to imagine innovative solutions to deliver a playful yet useful complication that aimed to be the most minimalistic iteration on the chronograph theme.

With 314 components, manual winding, two barrels providing 60h of power reserve, 39 jewels and a unique flyback and zero-reset function, all these characteristics provide the Singer Flytrack with the pedigree of an iconic watch.



Opposite page: movement *Flytrack 6364*



Dial of the Flytrack Barista



FLYTRACK BARISTA

The Barista Edition is a creative watch that celebrates elements of Italian culture and lifestyle, featuring the unique one-minute coffee brewing scale. It is something creative that has not been done in the chronograph field before.

Espresso brewing is an art with precision the key to perfection. The Singer Flytrack Barista represents the meeting point of two universes: The Art of Watchmaking and The Art of Espresso. The Barista scale allows easy measurement of the extraction time for the wearer's favorite coffee style prepared with an espresso machine. The longer the extraction time shown on the scale, the larger the coffee style.



70

110

RISTRETTO

115

103

09



The velvety matte brown dial comes with a unique one-minute coffee brewing scale traced in contrast using a subtle beige color. A circular-brushed golden inner bezel with a contrasting 60-second indication in black, underlines the refinement of this timepiece. The stainless-steel case is hand-finished with circular brushing and polished edges. The dark brown smooth calf strap with brown stitching completes the timepiece and comes with a matching stainless-steel folding buckle.

The Singer Reimagined Caliber 6364
43 mm, 316L stainless steel case
Limited edition of 30 numbered pieces
Water resistance: 100 meters /10 ATM

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The logo for Singer, featuring the word "Singer" in a stylized, orange, cursive script font.

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