



AMALGAM
WATCHES

BROCHURE

the Story

Founded in 2018, Amalgam Watches is an innovative watch concept inspired by a makeshift watch strap and our home country, Mark Twain's heaven. Mauritius.

Raison d'être

I

With smartphones, gone are the days when watches were functional accessories. Nowadays, watches are statement pieces to express an individual's sense of style & personality. The new generation of wearers are more interested in pieces which are custom-made, fashionable, suitable for many situations and affordable. Gemstones have also resurfaced recently as a fashion accessory sought for its unique, surreal esthetics and spiritual meaning.

II

Second, we are not re-inventing the wheel by adding gemstones to watches. However, those particular timpieces are fixed & restrictive in design, equipped with inferior components, an exaggerated use of beads and lack a moden fashion appeal.

III

Third, we wanted to bring a fresh, convenient approach to the market, which is populated by brands who are simply stamping their names on rehashed designs with average quality parts at a hiked-up pricing. Our model embed greater inherent value to our watches and its wearers. Our thirst for innovation is unending. Imagine a world where we believe in individuality and the freedom to be whoever you want to be.

the Team



Hosany Abdur-Raheem

The man behind the make. Together with an excellent academic record, Abdur's studies of Biomedical Engineering, combined with a versatile portfolio brimming with experience in CAD design, photo/vid-eography and graphics have sat him comfortably at the helm as AMALGAM's CEO. It is his innovative, out-of-box thinking that can be credited for not only the inception of the AMALGAM brand, but for the inspired, articulate, and innovative affect that has come to define its renowned. He also handles sales strategy, R&D, finances & legal. Jack of all trades, master of one: creativity.



Hosany Ridwaan

With a degree in computer engineering and a diploma in mechanical engineering, he excels in the understanding of manufacturing and quality control. Manufacturing has been a pretty challenging area for AMALGAM. With Ridwaan on deck, great progress was made especially in the final refinements. His inclination towards quality control and assembly stems from his innate sense for perfection. With his extensive technical knowledge, he is best suited in making sure that a great & memorable watch is delivered while offering the best experience in the industry to each customer.



Hosany Sumayyah

Having left her footprint on many a country and continent, Sumayyah's decade of travels has had a profound impact on the way she sees the world. A world upon which she labored to leave her mark via her prolific partnership with the AMALGAM brand before it even existed. Be it her financial support at start-up; the influence of her worldly eye for fashion and culture on our product design and business partnerships; the personable sincerity she lends to the voice of the brand, AMALGAM would not be what it is today without her.



“All watches tell time, some tell their story, ours tell your story”

“Mauritius was made first and then heaven; and heaven was copied after Mauritius”

Mark Twain

Freedom

For Mauritius, Red represents the struggle for freedom & independance. For AMALGAM, freedom in expressing yourself & our struggle to make it happen.

Uniqueness

For Mauritius, Blue represents the Indian Ocean, in the middle of which Mauritius is situated. For AMALGAM, it represents the vast possibilities of our novel watch design.

Vision

For Mauritius, Yellow represents the new light of independance. For AMALGAM, a new direction for the watch & fashion industry.

Quality

Green represents the agriculture of Mauritius and its color, unchanged thourghout the year. For AMALGAM, our guarantee of quality with impeccable service.

the Strap Models

The 'H' is the shorten form for HRM (Hook Removal Mechanism) - AMALGAM's patent design. The HRM allows the wearer to remove the gemstones only while keeping the same straps, allowing for more post-purchase combinations

More combinations after purchase
Beads & *Strap* parts *separately* removable



Less combinations after purchase
Complete Strap part removable *together*



the Watch Case, Origin



Classic All-Black



Casual Silver



Classic All-Silver

Specifications

Movement:

Ronda 762E, 1-Jewel (Swiss-parts)
Sony SR621SW battery

Glass crystal:

Sapphire Glass (scratch resistant)
with anti-reflective (AR) coating

Material: 316L - Stainless Steel

Dimensions:

40 mm case diameter
20 mm lug width
8 mm case thickness

Weight: 33.0 g



Classic Gold



Classic Black



Casual Black

the Watch Case, Myst

COMING SOON

Top : H- Straps

the Strap Colors

Bottom : H+ Straps



Jet Black

Rose Gold

Coffee Brown

Argent Silver

Cobalt Blue

14K Gold

the Innox Cable Core



Jet Black

Argent Silver

Rose Gold



Re-inforced innox core

The Innox Cable Core is made of 316-L stainless steel wires weaved together in a one mm cable core. A major upgrade over our silicon elastic core, it is a lot more resilient and last 3-4 years longer on average. The design integrate a conventional butterfly clasp and a uniquely designed part which serves as a connecting link.



the Parts Specifications

All the parts below are made of 316L-Stainless Steel with Ion Plated (PVD) coating with a matt finish



H+ Strap: Equipped with quick release pins (change strap without any tools) and has an inner U-shaped structure to match all hooks. Strap and hook combinations provide better comfort to users.

Weight: 8.6 g



Hook: The upper body is specially designed to match the inner structure of all H+ Straps. Lower part acts as the innox cable core housing.

Weight: 8.6 g



H- Strap: Acts as the main part connecting the watch casing with the innox cable core. It is equipped with quick release pins to allow quick swapping of straps.

Weight: 8.6 g



Strap ending: Acts as intermediary platform between H- Straps and stone beads

Weight: 8.6 g



Spacers: Different spacer thickness are used to give a precise wrist fit. Also used to keep gemstone bands together

Weight: 1 mm - 0.5 g | 2 mm- 1.0 g

Box Contents

Showcasing 1 x Watch case and 2 x H- Straps



the Concept Store

Curepipe, Mauritius



the Engraving

Every masterpiece has a unique feature that resonates with you. The gaze of Mona Lisa, the colors of Van Gogh or Salvador Dali's abstract vision. We offer the engraving service so we can 'complete' any commissioned timepiece, adding that final personal touch before we create a masterpiece. Why does it matter? Because a memory is worth remembering, an experience worth keeping. Watch making is the amalgam of memory & experience. A date, name, quote or logo, whatever you desire, we can make it happen.



Where can you engrave ?

1. Straps (H+ & H- Model) - Front or Back
2. Dial (Inside the watch case)
3. Middle Strap part
4. Butterfly Clasp



What can you **not** engrave ?

1. Copyrighted Design (e.g Logos, names of companies)
2. Pictures with light and shade and with various colors.

Don't know what to engrave ?
Contact us and we'll advise you accordingly.

the Signature Design

Our signature designs are inspired by a central theme and include our exclusive dial cutting process, an extension of the laser engraving machine. While the options are endless with 7 dial colors, we focused on six different design theme.



Bird of Paradise

Named after the flower Strelitzia, also known as Bird of Paradise. Symbolic of Freedom

An intricately cut dial with Roman markings creates an impressive layered effect with the silver watch case as background. The central diagram is a star, also represented as a pentagram

The gemstones used are meant to mimic the living. The garnet, the blood, the fuel of the living. Bronzite is the body. The smoky quartz, the mind. Grey Hawk Eyes, the senses.

The engraving theme is a classic floral depiction that extends to the mid-strap part. Symmetry played a big part in this design.

the Signature Design

The Sunstone

The goal was to create a perfect amalgam of the three color themes, Gold, Rose Gold & Silver. The colors associated to the riches of Africa. Tribal engraving adorn the straps with a central tribal mask. The dial follows the same theme but include a highly intricate dial pattern of flower within a sun. The gemstones consist of Sunstone, Mother of Pearl, Citrine and Rutilated Quartz.



the Signature Design

La Santa Muerte

This design is a symbolic of the Day of the Dead. The black & skulls representing the departed ones. Complemented by the vibrant purple of the Purple Tiger Eyes, Amethyst and Charoite, the color of life.

The dial features two opposing portrait of the Lady of the Dead, forming the shape of a butterfly.

Engraved inside the dial:

"Una bendición para los vivos. Un ramo de flores para los muertos. Con una espada justiciera, un castigo mortal para los malvados. Así llegaremos a la santificación."

"A blessing for the living, a bouquet of flowers for the dead. With a sword of justice, a punishment of death for the wicked. Thus shall we arrive at the altar of the saints."



the Signature Design

The Amalgam



The first signature design we assembled: The Amalgam

At the strap level, we used full-engraving with Vincent Van Gogh style clouds on the straps and Abstract Art in the mid-strap part.

At the dial level, we used a skeletonized dial with Roman numerals. The movement is exposed and golden hands are used. The circular engraving inside follows a Maori theme.

We also engraved on the butterfly clasp to make a more integrated design. The Black and Silver is pleasingly contrasted. The stones used are Obsidian, Black Tourmaline and Black Agate Cube.

the Collection

Gemstones



Name

Energy

Size

Clear Quartz

Healing

10 mm



Mist Jasper

Harmony

10 mm



Howlite

Calming

10 mm



Black & White
Malachite

Endurance

10 mm



Mist Jasper

Motivation

10 mm



Mist Jasper

Balance

10 mm

Gemstones



Name

Snowflake
Obsidian

Energy

Endurance

Size

10 mm



Black Labradorite

Destiny

10 mm



Lava Stone

Healing

10 mm



Shungite

Positivity

10 mm



Amethyst

Intelligence

10 mm



Grape Black
Jade

Love

10 mm



Purple Quartz

Royalty

10 mm



Pink Jade

Justice/Love

10 mm

Gemstones



Burgundy
Quartz

Meaning

Clarity

Size

10 mm



Red Sediment
Jasper

Protection

10 mm



Red Stone

Courage

10 mm



Mahogany
Obsidian

Strength

10 mm



Pink Sediment
Jasper

Happiness

10 mm



Tiger Eye

Wealth

10 mm



Yellow & Black
Malachite

Protection

10 mm

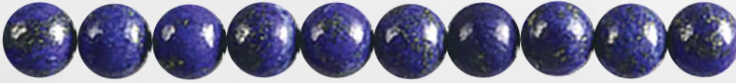


Yellow Turquoise

Intuition

10 mm

Gemstones



Name

Meaning

Size

Malachite

Healing

10 mm

Blue Sediment
Jasper

Harmony

10 mm

Blue Howlite

Creativity

10 mm

Black & Blue
Agate

Serenity

10 mm

Lapis Lazuli

Intelligence

10 mm

Frosty Agate

Motivational

10 mm

Sodalite

Harmony

10 mm

the Rare Collection

Our rare collection is made up of the stones with unique properties which fetch a high price tag. This collection can be used for your design, with an additional charge ranging from Rs 250 to Rs 1700.

Gemstones	Name	Meaning	Size
	Pearl	Wisdom	8-9 mm
	Mother of Pearl (White)	Prosperity	10 mm/ 8 mm
	Rutilated Quartz	Protection	10 mm/ 8 mm
	Hawk Eye	Balance	10 mm/ 8mm
	Labradorite (High-grade)	Protection	10 mm/ 8 mm
	Onyx (Engraved)	Calming	10 mm/ 8mm



Tourmaline

Balance

10 mm/
8 mm



Garnet

Love

10 mm/
8 mm



Purple Quartz

Intuition

10 mm/
8 mm



Purple Tiger Eye

Willpower

10 mm/
8mm



Charoite

Transformation

10 mm/
8 mm



Natural Kunzite

Love

10 mm/
8mm



Red Coral

Vitality

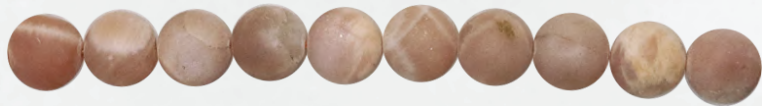
10 mm/
8 mm



Smoky Quartz

Protection

10 mm/
8 mm



Sunstone(Matt)

Joy

10 mm/
8 mm



Sunstone(Polish)

Joy

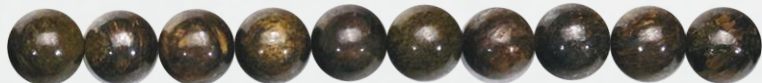
10 mm/
8 mm



Matt Black
Striped Agate

Courage

10 mm/
8 mm



Bronzite

Courtesy

10 mm/
8mm



Pyrite

Willpower

10 mm/
8 mm



Bloodstone

Purification

10 mm/
8mm



Golden Hawk Eye

Protection

10 mm/
8 mm



Mother of Pearl
(Beige)

Intuition

10 mm/
8 mm



Malachite
(Natural)

Healing

10 mm/
8 mm



Moss Agate

Wealth

10 mm/
8 mm



Russian Serpentine

Clarity

10 mm/
8 mm



Dumortierite

Support

10 mm/
8mm



Apatite

Creativity

10 mm/
8 mm



Angelite

Harmony

10 mm/
8mm



Lace Agate

Happnitness

10 mm/
8 mm



Selenite

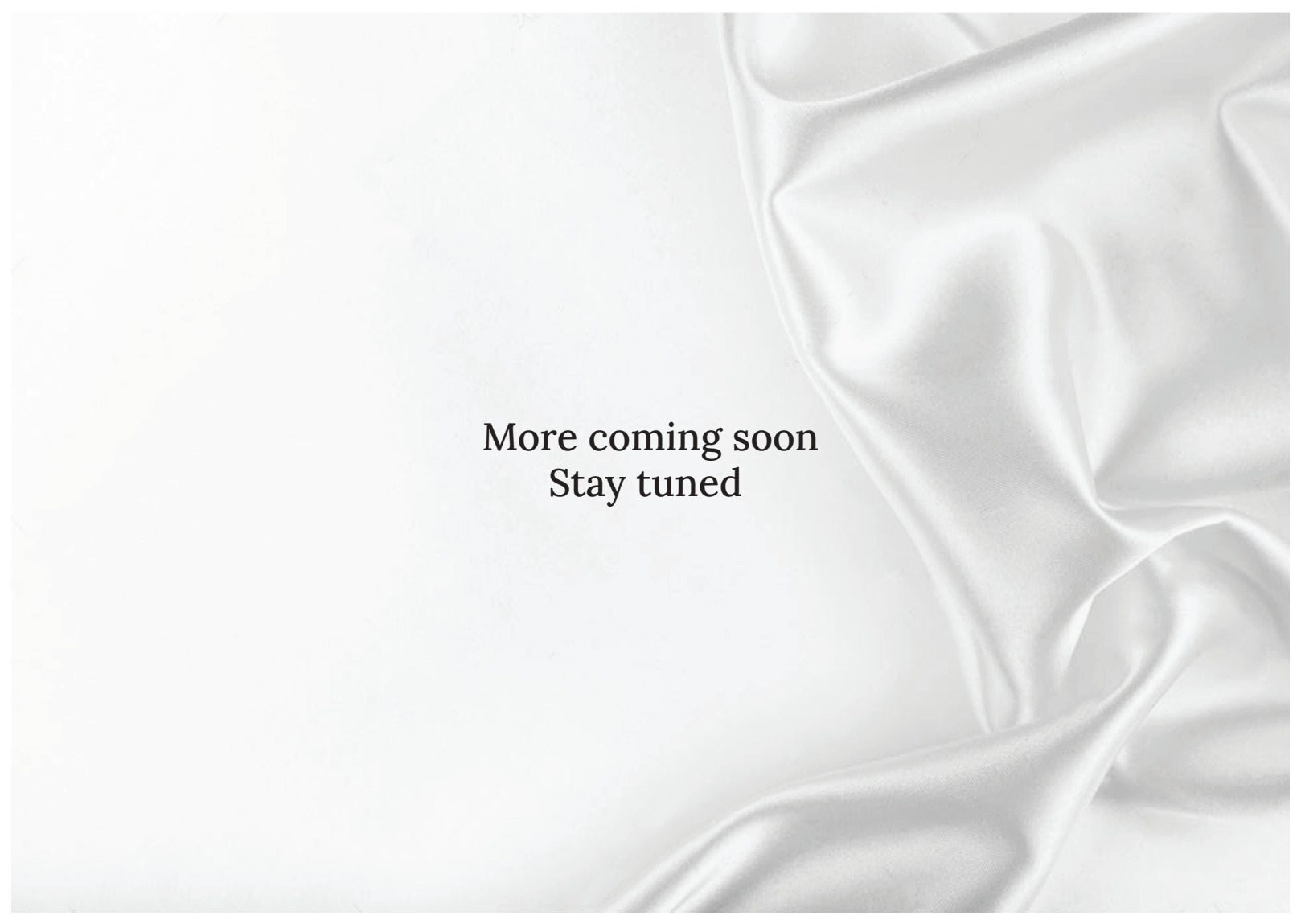
Wisdom

8 mm

the Collection completed

Visit us at Curepipe to check out our full collection featuring more than 200 different gemstones, in different finish, lustre and color





**More coming soon
Stay tuned**

Testimonials

**Irshaad Jaunbocus** recommends Amalgam Watches.
12 December 2018 · 🌐

Love the final product! Great finish, quality product and also great customer service.

**Muhammad Muzz** recommends Amalgam Watches.
14 February at 17:12 · 🌐

Beyond Perfection. I am really satisfied with the watch. Definite recommendation

**Chetan D Gukhool** recommends Amalgam Watches.
24 December 2018 · 🌐

Absolutely loved the customization process and the positive vibes. Quality and Unique piece! Thanks !

**Bhavish Sewdin** recommends Amalgam Watches.
26 December 2018 · 🌐

Great product and the fact that you can customize your own watch makes it kinda unique.
Love the customer service 🤔

The rest of the reviews can be seen on our Facebook page
[AMALGAM Watches > Reviews Tab](#)



**Ajmaira Moossa** recommends Amalgam Watches.
1 January · 🌐

Perfection at it's best! I always wanted to have a unique watch and I've been making different choices since one and a half year until Amalgam came into existence. Am happy that finally I've got my watch which is of great quality and original. I recommend this brand to everyone who wants to stand out of the crowd. Thank you Amalgam for bringing such a gem at an affordable price.

**Vidz Chemma** recommends Amalgam Watches.
19 February at 12:49 · 🌐

Itz unique.
Jewelry is something that has to do wiz emotion. I like for jewelry to tell a story & to be able to talk about what I'm wearing.
I'm like Amalgam watch. I usually keep my my personal style taz why I choose Amalgam watch 🤔❤️👑❤️👑❤️

**Hanslynn Belony Fong Kye** recommends Amalgam Watches.
19 February at 18:50 · 🌐

Good product... final result is more than I was expected 🙌🙌🙌🙌 customer care one of the best welcome Than I have ever experience 😊😊😊. The seller was very friendly and patient 🙌🙌🙌🙌 for sure will visit ur shop soon ..

**Nuur Ramsahye** recommends Amalgam Watches.
19 hrs · 🌐

I always had an interest in gemstones and now that Amalgam Watches have come up with the awesome idea of combining watch and gemstone I told myself I cannot miss this opportunity. When I met the genius behind I was simply amazed. I can see the love and passion he has for this business and products. I feel very lucky to be part of this. For me this is not a mere watch but a part of me. Buying this product forge your character and enhance your personality. I pray for more success to come and keep doing the fantabulous work. . Thank you for making me part of the family

**Mysteria** recommends Amalgam Watches.
16 February at 13:44 · 🌐

Its my first experience with amalgam watch. Really amazed with the watch. Such beautiful piece of jewelry and so perfectly made ❤️

**Sandrine Bacoye** recommends Amalgam Watches.
27 December 2018 · 🌐

Tro nice shows it... he gives you advice and especially very welcoming and the lady too.. my husband loves his Christmas present... soon for me 😊 without forgetting a juice is offered in the room waiting thanks U

Proudly Mauritian

Where Culture meets Concept

Designed by AMALGAM (Mauritius)

www.amalgamwatches.com

Trademarked & Patented

