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[jaipur.watch/pages/the-brand](http://jaipur.watch/pages/the-brand)

## The Brand

With a strong belief in the 'Make in India' initiative, Jaipur Watch Company is India's first bespoke Watch Company.

Started in 2013, to offer elegant handcrafted limited edition selection of timeless pieces that exude tradition with a subtle hint of contemporary design. Each watch is handcrafted meticulously to be cherished as heirlooms that are worthy of being passed down generations.





## THE VISIONARY

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As a young history-obsessed child, Gaurav Mehta found endless joy in historic Coins & Stamps. To this young, curious learner, they unlocked a yet undiscovered treasure-trove of magnificent tales. Stories of his own state of Rajasthan, of the glorious past of his own ancient homeland India. Always one to tinker around with his father's tools, Gaurav had this ingenious idea of fashioning his own, unique, one-of-a-kind timepiece. An expression of himself, an extension of his interests, one that would become, his signature. This led to the very first Coin Watch, fashioned, albeit a bit crudely using some rather rudimentary methods and a loaner-watch. The idea that was born however, would go on to completely redefine Luxury Watches.

## OUR PHILOSOPHY

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The idea that a timepiece should be the keeper of history is a philosophy that permeates the core of the Jaipur Watch Company. This core ethos is then manifested either in artistic expression that is derived from History through our various Ready-To-Wear lines, or through a deeply personal creation that is a materialization based on an insight that a client provides us whilst commissioning one of our Bespoke and fully Customizable timepieces. Either way, absolutely faultless mechanical watchmaking craftsmanship & standards are adhered to, accompanied by the assurance that a Jaipur Watch Company timepiece will be a signature statement unlike any other. Driven by passion, commitment, history, understanding people, and, time!





## CRAFTSMANSHIP

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The process of customizing a bespoke luxury watch is indeed an art. Each watch echoes the possessor's characteristics and connotes its own story through the dial. A requisite for customization involves closely working with the client in understanding their vision. Numerous watch connoisseurs approach with monograms, coins and motifs of personal significance that they want to turn into heirlooms. The first interaction between the client and the expert watch designer leads to exchange of ideas which are worked upon to build concrete concepts and designs. The designer and the watch maker then transform this idea into a sketch or even a digital creation to convey the message as envisioned by the client. The sketch is used to create a 2D drawings where the design detailing is done and the concept is finalized. The final 3D model is created with all the details and rendering. The watches can be handcrafted in gold using the finest quality of parts and machinery. Manufacturing of watches requires intensive care which is responsibly fulfilled by Jaipur Watch Company.

