

CHERKAS



CHERKAS MODULE ONE - the inaugural timepiece by CHERKAS.



The origin of CHERKAS watches is as unique as their design. The brand's founder, Vasily Kuybar, could not find the perfect watch that met his vision for design and functionality, so he created his ideal watch for himself - a unique piece.

As a longtime watch enthusiast and collector, he attended Dubai Watch Week in 2021 as a visitor, marking a pivotal moment that changed the course of his career. It was there that Vasily's watch received a tremendous amount of positive feedback from watch collectors and industry peers to whom it was shown privately. Inspired by this support, Vasily decided to launch his own brand, which he had long considered.

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CHERKAS MODULE ONE.

In developing the CHERKAS MODULE ONE, the goal was to create a simple and reliable tool distinguished by its ergonomic and unique design, crafted from high-quality materials.

The watch's design includes references to specialized tools developed over the years for space programs in both the USSR and the USA. These were supremely functional and, therefore, aesthetically flawless products that served as a benchmark for the minimalist and functional aesthetic of the new watches.

A key feature of the CHERKAS MODULE ONE's design is the "floating" bezel, which is visually separated from the main body of the case. This design choice was driven by the desire to visually lighten the case by dividing it horizontally. A recessed groove around the perimeter of the case also has a practical purpose, facilitating handling and maintenance of the watch.

Another key design element is the integrated lugs for the strap, which give the case a continuous contour. The case openings can be used with the proprietary CHERKAS strap, as well as standard one-piece straps, NATO straps, and other fastening devices.

The watch case has a matte finish and is devoid of any purely decorative elements. Grade 5 titanium is used for manufacturing the case and crown, which has undergone bead-blasting. The recessed area under the bezel features longitudinal brushing.

The central placement of the crown makes the watch convenient for both right- and left-handed individuals. The watch looks equally good on both the left and right wrist.

The case design features through-mounting with four screws, making watch servicing simple and efficient.

When developing the CHERKAS MODULE ONE concept, the decision to use the proven traditional indication with hands and hour markers was the most efficient.

The sandwich-type dial has a matte black finish. The cut-out hour marks are coated with Super-LumiNova that glows green.

The hands have a unique design, called Apogee. The hands also feature luminescent marks with a blue glow and are longitudinally brushed, which reflects the light differently depending on the position of the hands, enhancing readability.

The watch is powered by the automatic Sellita SW300-1 movement. We chose this movement as one of the most reliable and efficient on the market today.

The watch features a convex sapphire crystal with anti-reflective coating.

The proprietary CHERKAS Adjust-n-Fasten strap is made from dense nylon seatbelt material and is 24mm wide. The titanium buckle allows for adjusting the length of the strap. The strap fastens with Velcro through an opening in the case.

Each watch is manufactured in Switzerland and assembled in Tavannes, located in the famous watchmaking region of the Jura Mountains.

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The CHERKAS MODULE ONE model in this specification will be released in a limited edition of 300 pieces.

The CHERKAS MODULE ONE is priced at €2550, excluding taxes.

Available for pre-order at www.cherkaswatches.com starting from 15 June 2024.

The watch is scheduled for delivery in Q1-Q2 of 2025.

TECHNICAL SPECIFICATIONS

FUNCTIONS

- Hours
- Minutes

CASE

- Grade 5 Titanium
- Integrated lugs
- Crown at 12 o'clock
- Convex sapphire crystal with anti-reflective coating
- 38 mm wide, 12 mm thickness, 46 mm lug-to-lug (53 mm overall)
- 10ATM water resistance

HANDS

- Apogee-shaped hands with satin-finish
- Super-LumiNova coated markers

DIAL

- Sandwich dial (2 layers)
- Matte black finish with glossy white logo applied
- 12 recessed markers with Super-LumiNova coating

MOVEMENT

- Sellita SW300-1 automatic movement
- 28'800 vibrations per hour (4 Hz)
- 25 jewels
- Power reserve: 42 hours

STRAP AND BUCKLE

- Nylon strap 24 mm wide
- Titanium buckle for strap adjustment
- Fastening through an opening in the case

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About founder

The CHERKAS creator, Vasily Kuybar, was born and grew up in the far north of the Soviet Union, above the Arctic Circle, in the city of Vorkuta. In the winter months, during the polar night, the sun only appears there for a couple of hours a day, so reading became Vasily's main pastime. His favorite reading materials were sci-fi novels and technical magazines.

Since childhood, Vasily was fascinated by the world of technical aesthetics—the world of spacecraft, cars, and watches. His school notebooks were filled with sketches of space technology, futuristic cars, and watches. Although Vasily spent several years studying automotive design at the University of Mechanical Engineering in Moscow, his professional career took him into advertising and video production.

However, after many years, his passion for design and watches prevailed—Vasily decided to dedicate himself to creating his own watch brand and producing watches of his own design.

A pivotal moment in his decision to create his own watch brand came with an unexpected discovery a few years before the birth of CHERKAS watches. In an obscure pocket of an old suitcase, Vasily accidentally found a bundle containing his grandfather's watch and a note saying, “Pass this to Vasily,” written in his grandfather's hand. At the time of this discovery, his grandfather had been dead for several years. For some reason, his grandfather had hidden the bundle and told no one about it. Many years later, this treasure was found.

His grandfather's full name was IVAN ALEKSEEVICH CHERKAS.

Vasily decided that if he ever created his own watch brand, he would name it CHERKAS.



About company

The idea of the CHERKAS brand was born in 2020, when Vasily Kuybar designed his first watch.

At the moment CHERKAS TIME INSTRUMENTS LTD. is a company headquartered in Cyprus with partners in Switzerland, where CHERKAS watches are manufactured and assembled.

The brand's small team travels the world where they get inspiration to create new CHERKAS time measuring instruments.

About logo

The CHERKAS logo consists of the name and an icon stylized as the first artificial Earth satellite, better known as Sputnik.

Sputnik was launched into orbit by the Soviet Union on October 4, 1957. From that moment, the era of space exploration began.

The Sputnik icon symbolizes our respect for the early years of space exploration. This era gave the world a huge number of new discoveries and perspectives, and it continues to inspire us to create new watches.

The company name and the Sputnik icon are placed in a frame that is inspired by the title block on drawings.

We take pride in our logo, but for true purists, we've left the option of ordering a watch with a plain dial, so that absolutely nothing distracts you from reading the time.

For more information, please contact:

VASILY KUYBAR

VK@CHERKASWATCHES.COM

<https://www.cherkaswatches.com/>

https://www.instagram.com/cherkas_watches

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