



*Åkerfalk*

24 HOUR WATCHES FROM SWEDEN

FOR THOSE WHO VIEW TIME - AND LIFE - JUST A LITTLE BIT DIFFERENT.

## 24-HOUR

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The amount of time you experience - is only relative to what you do with it.  
While your entire life can seem to be over in a split second - a perfect kiss can last forever.

Time passes while you sleep, love, laugh and grief. Time passes - even after you are gone.

We created a 24-hour timepiece built from selected materials - to fit your wrist perfectly.

With a Swiss made Ronda movement - protected by a double dome glass  
- it helps you keep track of every hour - that's given to you.

Cause really, all time does - is let you borrow some.  
To be exact, it lets you borrow 24-hours a day for as long - as you live.

How long those 24-hours last - is up to you.





STRAPS: INTERCHANGEABLE STRAP SYSTEM

DIAL COLOR: SILK WHITE OR SILK BLACK

CASE COLOR: SILVER, BLACK OR GOLD

GUARANTEE: 24 MONTHS

WATER RESISTANT: 5ATM

THICKNESS: 10,4MM

CRYSTAL: SAPPHIRE

CASE SIZE: 40MM

LUG SIZE: 20MM

SWISS RONDA 515

24H MOVEMENT

EXCLUSIVE PRECISION



AK.001.SI.WH.BRLE.001

FIRST SEASON SILVER WHITE  
WITH BROWN CALF LEATHER STRAP





AK.001.SI.WH.BLE.001  
FIRST SEASON SILVER WHITE  
WITH BLACK CALF LEATHER STRAP



AK.001.SI.WH.BLMO.001  
FIRST SEASON SILVER WHITE  
WITH BLACK MOCHA STRAP



AK.001.SI.WH.BRMO.001  
FIRST SEASON SILVER WHITE  
WITH LIGHT BROWN MOCHA STRAP



AK.001.SI.WH.GYMO.001  
FIRST SEASON SILVER WHITE  
WITH LIGHT GREY MOCHA STRAP



AK.001.SI.WH.SIMI.001  
FIRST SEASON SILVER WHITE  
WITH SILVER MESH STRAP



AK.001.SI.WH.BLMI.001  
FIRST SEASON SILVER WHITE  
WITH BLACK MESH STRAP



AK.001.SI.WH.BLNA.001  
FIRST SEASON SILVER WHITE  
WITH BLACK NATO STRAP



AK.001.SI.WH.GRNA.001  
FIRST SEASON SILVER WHITE  
WITH GREEN NATO STRAP

AK.001.SI.BL.BLE.001

FIRST SEASON SILVER BLACK  
WITH BLACK CALF LEATHER STRAP







AK.001.SI.BL.BRLE.001  
FIRST SEASON SILVER BLACK  
WITH BROWN CALF LEATHER STRAP



AK.001.SI.BL.BLMO.001  
FIRST SEASON SILVER BLACK  
WITH BLACK MOCHA STRAP



AK.001.SI.BL.BRMO.001  
FIRST SEASON SILVER BLACK  
WITH LIGHT BROWN MOCHA STRAP



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FIRST SEASON SILVER BLACK  
WITH LIGHT GREY MOCHA STRAP



AK.001.SI.BL.SIMI.001  
FIRST SEASON SILVER BLACK  
WITH SILVER MESH STRAP



AK.001.SI.BL.BIMI.001  
FIRST SEASON SILVER BLACK  
WITH BLACK MESH STRAP



AK.001.SI.BL.BLNA.001  
FIRST SEASON SILVER BLACK  
WITH BLACK NATO STRAP



AK.001.SI.BL.GRNA.001  
FIRST SEASON SILVER BLACK  
WITH GREEN NATO STRAP



ALL WATCHES COMES WITH A  
BEAUTIFUL LEATHER TRAVEL CASE





CRYSTAL

DOUBLE DOME SAPPHIRE



MADE OF 316L STAINLESS STEEL  
5 ATM WATER RESISTANCE RATING

POLISHED TO PERFECTION



AK.001.GO.WH.BRLE.001

FIRST SEASON GOLD WHITE  
WITH BROWN CALF LEATHER STRAP





AK.001.GO.WH.BLE.001  
FIRST SEASON GOLD WHITE  
WITH BLACK CALF LEATHER STRAP



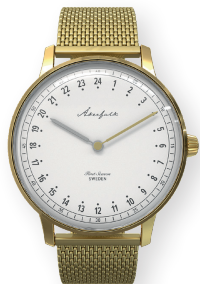
AK.001.GO.WH.BLMO.001  
FIRST SEASON GOLD WHITE  
WITH BLACK MOCHA STRAP



AK.001.GO.WH.BRMO.001  
FIRST SEASON GOLD WHITE  
WITH LIGHT BROWN MOCHA STRAP



AK.001.GO.WH.GYMO.001  
FIRST SEASON GOLD WHITE  
WITH LIGHT GREY MOCHA STRAP



AK.001.GO.WH.GOMI.001  
FIRST SEASON GOLD WHITE  
WITH GOLD MESH STRAP



AK.001.GO.WH.BLMI.001  
FIRST SEASON GOLD WHITE  
WITH BLACK MESH STRAP



AK.001.GO.WH.BLNA.001  
FIRST SEASON GOLD WHITE  
WITH BLACK NATO STRAP



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AK.001.GO.BL.GOMI.001  
FIRST SEASON GOLD BLACK  
WITH GOLD MESH STRAP







AK.001.GO.BL.BRLE.001  
FIRST SEASON GOLD BLACK  
WITH BROWN CALF LEATHER STRAP



AK.001.GO.BL.BLMO.001  
FIRST SEASON GOLD BLACK  
WITH BLACK MOCHA STRAP



AK.001.GO.BL.BRMO.001  
FIRST SEASON GOLD BLACK  
WITH LIGHT BROWN MOCHA STRAP



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WITH BLACK CALF LEATHER STRAP



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FIRST SEASON GOLD BLACK  
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FIRST SEASON GOLD BLACK  
WITH BLACK NATO STRAP



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FIRST SEASON GOLD BLACK  
WITH GREEN NATO STRAP



AK.001.BL.WH.BRLE.001

FIRST SEASON BLACK WHITE  
WITH BROWN CALF LEATHER STRAP





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WITH BLACK MESH STRAP



AK.001.BL.WH.SIMI.001  
FIRST SEASON BLACK WHITE  
WITH SILVER MESH STRAP



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FIRST SEASON BLACK WHITE  
WITH BLACK NATO STRAP



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FIRST SEASON BLACK BLACK  
WITH BLACK NATO STRAP



AK.001.BL.BL.GRNA.001  
FIRST SEASON BLACK BLACK  
WITH GREEN NATO STRAP

## INTERCHANGEABLE STRAP SYSTEM

GET THE ATTENTION WITH THE AMAZING LOOK OF OUR METAL MESH STRAPS.  
FITS ALL WRISTS WITH THE ADJUSTABLE BUCKLE.



SILVER  
METAL MESH STRAP

■ SIMI.001



GOLD  
METAL MESH STRAP

■ GOMI.001



BLACK  
METAL MESH STRAP

■ BLMI.001



BLACK  
LEATHER STRAP

■ BLE.SI.001  
■ BLE.GO.001  
■ BLE.BL.001



BROWN  
LEATHER STRAP

■ BRLE.SI.001  
■ BRLE.GO.001  
■ BRLE.BL.001

ITALIAN CALF LEATHER IS SOFT AND WILL SHAPE NICELY  
AROUND YOUR WRIST. THE MORE YOU USE IT THE  
BETTER IT WILL LOOK.



## INTERCHANGEABLE STRAP SYSTEM

MOCHA STRAP WILL ADD COMFORT AND ELEGANCE TO YOUR WATCH.  
AREAS EXPOSED TO RUBBING WILL AGE BEAUTIFULLY AND BECOME  
SMOOTH AND GLOSSY AFTER SOME TIME.

GET A NICE CASUAL AND RELAXED LOOK WITH  
OUR NATO STRAPS.



BLACK  
MOCHA STRAP

BLMO.SI.001  
BLMO.GO.001  
BLMO.BL.001



LIGHT BROWN  
MOCHA STRAP

BRMO.SI.001  
BRMO.GO.001  
BRMO.BL.001



GREY  
MOCHA STRAP

GYMO.SI.001  
GYMO.GO.001  
GYMO.BL.001



GREEN  
NATO STRAP

GRNA.SI.001  
GRNA.GO.001  
GRNA.BL.001



BLACK  
NATO STRAP

BLNA.SI.001  
BLNA.GO.001  
BLNA.BL.001

## ABOUT US

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It is unlikely that the average person will encounter a 24-hour watch in their day to day life. But for the adventurous spirit, few watches can claim to be as unique as the people who wear it. That's just one of the many things that makes our watch the perfect timepiece for those who view time - and life - just a little bit different.

Timeless design is design that remains attractive as the days, months, years, and decades pass. We are confident that the First Season watch will still be attractive 15 years from now, just like our grandparents vintage design watches that still feels timeless and interesting now.

Our First Season model is a unique watch which takes its inspiration from the classic vintage era of the 1960's. It effortlessly distinguish itself through the 24-hour movement and dial. Protected by a domed Sapphire crystal, which blends the past with the present through its unique and timeless design.

Akerfalk Watches were born through countless hours diligent effort with the design team striving to achieve a clean dial layout, complete with all 24 hours. The first samples looked great on paper, yet the "WOW" factor was somehow missing. It took us months and stacks of sketches and samples to find the precise DNA of Akerfalk Watches.

We are inspired by classic Swedish design, and we admire brands like Fjällräven, Svenskt Tenn and Volvo Automobiles, just to name a few. It is the overwhelming majesty of Sweden's natural beauty that permeates our very being and finds itself expressed in all that we create.

## THE BEGINNINGS:

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This project started almost 3 years ago. At first, it was only a discussion between three friends about their common passion for timepieces. As these discussions progressed, however, the project began to gain traction, and we started to focus on how most modern watches in today's market all shared a common generic design. We had to find a space in the market with something unique that would set us apart from the crowd.

One big question was how to finance the project. We wanted to find a solution without taking on a large external investor. We were blessed to have many options as the project grew in scale. Interest came from friends and also large-scale investors who saw the potential in us, and believed in our vision for creating something fresh and new, yet still incorporated all the best elements of the past.

We decided on a crowdfunding campaign with Kickstarter after witnessing some other success stories. This would also solve the financing for the first round. We started our pre-launch campaign and attracted a lot of traffic to our page, one of them was Sarah from the crowdfunding site Indiegogo. "We love what you are doing," she told us. "Run the campaign with us and we will give you the support that you need."

We decided to change to Indiegogo and were very happy that we did. On October 5th, 2017 we raised €45,221, which was 112% over our goal. We remain to this day, very grateful to all our backers who made this possible.



Only days after our Indiegogo campaign was finished, we were contacted by Fumio Chiba, CEO of Discover Inc Japan.

“I found the Akerfalk 24-Hour Timepiece Collection on your website, they are very cool and innovative, and I was very impressed and fascinated! I firmly believe that they will really catch on in Japan, so I would like to import and sell them through my website for the Japanese market.”


Following some e-mail exchanges, we decided to initiate a crowdfunding campaign on the Japanese site Makuake.com

The goal was set at 800,000 Yen (€6,420), but the campaign ended at 6,194,100 Yen (€49,712), 774% over our goal, making it one of the most funded watch campaigns at Makuake. Thank you to all our backers, customers and fans for making this dream a reality.

## MISSION

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To design, manufacture and distribute high quality and unique 24-hour timepieces. The perfect timepiece for those who view time - and life - just a little bit different.



Mikael Söderberg  
CEO/Buying

Mikael comes to Akerfalk from the fashion industry, where he worked with product development and buying processes from both Europe and the Far East for more than 15 years. For the past 4 years he's been working as a self-employed entrepreneur.

Joakim Lidbäck  
Designer

For the past 10 years, Joakim has run his own marketing and design agency. He plays a key role in the design process of all Akerfalk timepieces, and possesses an in-depth knowledge of the watch industry.





Anders Lipkin  
Creative Content Manager

Has run his own Advertising photography studio since early 2000 's. Works with the visual concept and hands-on content production.



A photograph of a dense forest with tall, slender evergreen trees. The ground is covered in thick, green undergrowth, including ferns and small shrubs. A light mist or fog hangs in the air, partially obscuring the trees in the background. The overall tone is dark and atmospheric.

AKERFALK.SE