

# DAEM

Spring 2019



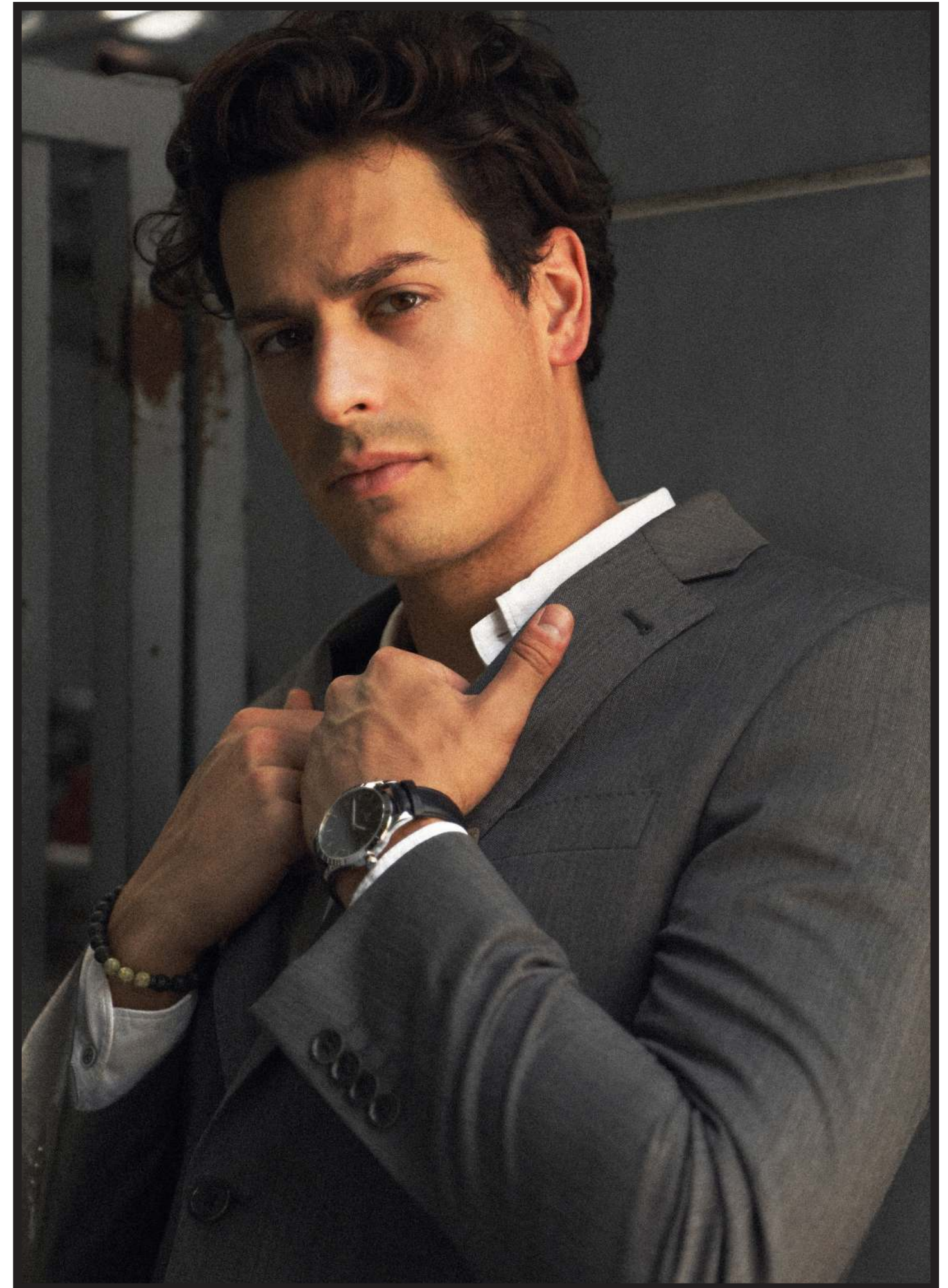
# DAEM

DAEM is a premium watch company based in New York City. The name DAEM is an anagram for “made.” It reflects collaborations with leading fashion, luxury and streetwear designers to bring our watches to life.

The DAEM Spring ‘19 Lookbook was shot during New York Fashion Week to capture a mix of iconic vintage and modern fits for the season.

The collection taps into a blend of high fashion and streetwear design, with stylist Kiry Wright (digital and e-commerce specialist at Prada) providing his uniquely inventive signature looks to pair with the DAEM Spring ‘19 watch series.

The imagery was captured by Kirk Halliburton.



DAEM prides itself on its character - shaped by diversity, innovative creativity, determination, color, and grit.

We build with and for our community - with eclectic influences and interests ranging from hip-hop to architecture and fashion to sports.

Each piece in the 2019 collection is fitted with premium components: Swiss Ronda 505 movement, Italian leather straps, sapphire crystal glass, and 316L stainless steel casing.



The collection combines bold unique design with subtle finishes, pulling inspiration from vibrant and sophisticated urbanscape.

Midnight x Black





Royal x Blue

The DAEM x Spring '19 Collection is a 40mm casing featuring a Breguet-inspired second hand with modified syringe hour and minute hands.



Slate x Brown

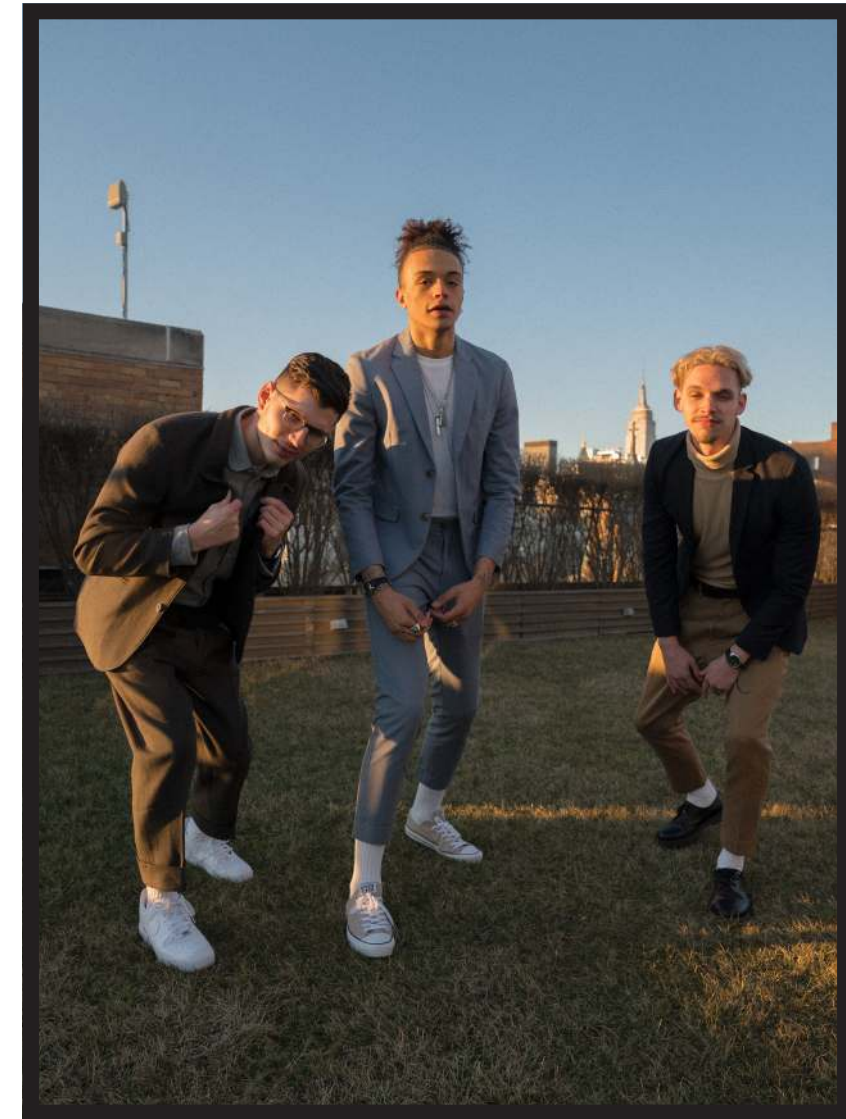
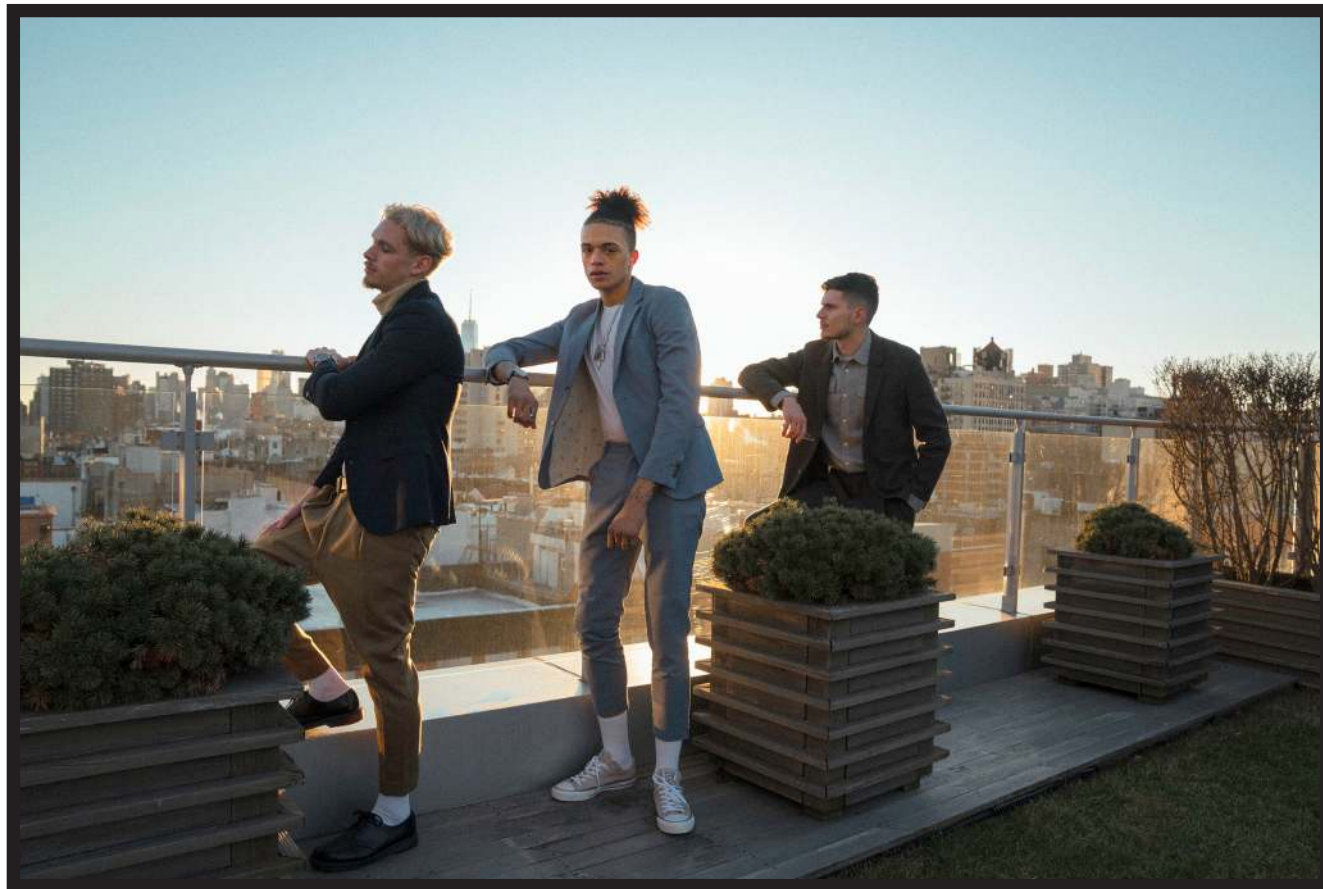


The movement of our watch signifies journeys that are challenging and winding, but authentic, uplifting, and rewarding.

A dynamic tension between creativity and craftsmanship gives each DAEM watch its distinctive feel.



Sterling x Black



The lifeblood of DAEM is our community.





Sterling x Black





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ALPHABET  
ALPHABET*





Royal x Blue

Above all, DAEM is a celebration of character, community, and creativity.

# DAEM

Come Alive.

