



WATCHES

A PRODUCT OF HIS TIME

Giuliano Mazzuoli draws inspiration from his surroundings. The Italian designer first caught the public's imagination with his innovative pens, which echoed the workshop tools of his childhood. A second range, the "Moka," was inspired by Alfonso Bialetti's 1930s coffee machine.

Now he's turned his hand to watches. The Manometro is a handcrafted, stainless steel watch that comes with an ivory, black or blue dial and is inspired by that most accurate of instruments, the pressure gauge. Exclusivity is the aim—Mazuoli has built the watch's reputation by word-of-mouth (and by slipping them onto the wrists of Italian celebrities). He's also made sure that retailers don't put the watches on display, forcing customers to ask for it by name.

www.giulianomazzuoli.com

