

OWNER'S HANDBOOK

KNIGHTSBRIDGE



STEWART DAWSON  
LONDON

**Contents:**

• Timeless timepiece .....	1
• David Stewart Dawson .....	3
• Our mission and vision .....	5
• Knightsbridge .....	7
• Technical information .....	9
• Movement Specifications .....	11
• Setting time and date .....	13
• Water resistance levels .....	15



# TIMELESS TIMEPIECE

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## An everyday style accessory

We would like to personally thank you for purchasing a Stewart Dawson London timepiece.

This is your digital Owner's Handbook and Instruction leaflet to get the best out of your timepiece, knowing more about the heritage and how to take care about your Stewart Dawson London watch.

This is the story of one man's quest for excellence. Stewart Dawson became the byword for superior quality, extraordinary innovation, and incomparable value in timepieces. Building on the British heritage of hand-crafted watches, he embraced emerging American technology and enthusiastically developed a brand known not only in England, but also in Australia and New Zealand.

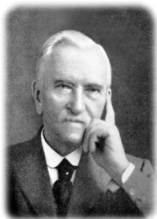
In 2018, Stewart Dawson London assured his legacy by relaunching products executed in a modern style yet reminiscent of enduring vintage designs.

S·D&C<sup>o</sup>



# DAVID STEWART DAWSON

## One and a half century of authentic brand history



David Stewart Dawson was one of the most influential Masters of Watches from last century. It was 1871 when David Stewart Dawson, then 22 years old, founded an innovative and successful watches and jewelry store in Liverpool. Not long after, David Stewart Dawson had established itself in the renowned boutique in London, Regent Street.

For one and a half century our brand has been historically famous for its exclusive collaborations with leading watch brands such as Rolex, Omega, Jaeger-LeCoultre and other prestigious watchmakers for rare and luxurious timepieces inspired by a timeless aesthetic with the ambition to create a distinctive and recognizable collection of technically perfect watches with a unique sophisticated look.



Omega and Rolex examples of Stewart Dawson early collaborations

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## OUR MISSION AND VISION

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### **Italian Design, Swiss Technology, British Soul: this is the essence of the brand**

Our mission is to build the best timepieces vintage inspired and bring them into the future, bridging the timeless esthetics of our authentic British heritage, with our know-how and obsession for technical perfection and worldwide recognized Italian design.

At Stewart Dawson London we are always very attentive to design our watches suitable for contemporary living, keeping an eye on our strong heritage.

We are proud that for our customers wearing one of our timepieces means to wrap around the wrist centuries of brand story together with the features of high-end Swiss technology and the Italian design uniqueness.

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## Understated elegance for any occasion

A dress watch with refined lines and a generous dial and maximum legibility of the applied hour markers and gladium hands, both with Super-LumiNova®.

Soleil dial finish that makes it bright and legible in all light conditions.

The geometry of the case and lugs is particularly pleasant and the softness of the strap ensures great comfort.

The strap is made of leather with special treatment with 3M Scotchgard™ hydro repellent coating to better protect them in contact with water.

The creation of Stewart Dawson's watch was inspired by the elegant residential district of Knightsbridge in the center of London. An important dress watch classic is born.

At the heart of Stewart Dawson's philosophy is the pursuit of timeless values that provide long-lasting satisfaction, and the attention to detail that is evident in every aspect of the watches.

The design of the dial and case is in perfect harmony of proportions, allowing for a modern style that can be enjoyed for a lifetime.

The case is satin-finished and polished to create a modern look, especially when combined with the gently rounded contour of the dial and case.



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## TECHNICAL INFORMATION

- Automatic Swiss Movement
- 25 jewels (26 SW200)
- 38 hours power reserve
- Anti-shock system
- Screw down crown
- Super-LumiNova® dial indexes and hands markers
- Anti-reflective sapphire crystal
- Unique engraved serial number

<b>Diameter:</b>	42,5 mm
<b>Thickness:</b>	12 mm
<b>Calibre:</b>	ETA 2824 or SW 200
<b>Case:</b>	Stainless steel 316L
<b>Water Resistance:</b>	10 ATM / 100 mt
<b>Timing Tolerance:</b>	-20 ~ +40 sec per day
<b>Lugs:</b>	22 mm

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## MOVEMENT SPECIFICATIONS

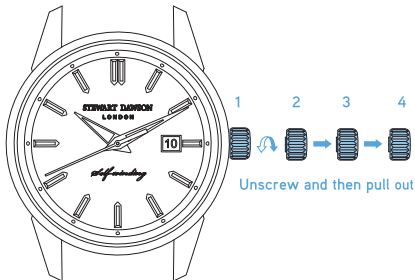
### ETA 2824 - SW 200

Diameter:	11 1/2''' mm
Movement height:	4.6 mm
Running time:	38 Hours
Number of jewels:	21
Angle lift of balance:	50°
Frequency:	28'800 A/h
Lugs:	22 mm

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## SETTING TIME AND DATE



1. Crown screw-in position
2. Manual winding
3. Date setting
4. Time setting

In normal position 1 (wearing position) the crown is positioned against the case, the crown ensures that the watch is water-resistant.

**ATTENTION:**

**IF THE CROWN IS NOT SCREWED-IN (POSITION 1) WATER CAN PENETRATE INTO THE MOVEMENT AND DAMAGE IT PERMANENTLY.**

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23

*Selfwinding*

SWISS MADE



## WATER RESISTANCE LEVELS

	30 meters 3 ATM 100 feet	Your watch can withstand accidental splashes.
	50 meters 5 ATM 165 feet	Your watch can withstand splashes, shower and is suitable for swimming. It is not suitable for water sports, pool-side diving or sea diving.
	100 meters 10 ATM 330 feet	Your watch is suitable for swimming, snorkelling but not suitable for high board diving or aqua diving.
	200 meters 20 ATM 660 feet	Your watch is suitable for swimming, high-impact water sports and scuba diving.
	More than 300 meters 30 ATM 990 feet	Suitable for all high-impact water sports, scuba-diving and saturation diving.

