

Ice Cream Twelves



CHRISTOPHER WARD'S

# ICE CREAM TWELVES

*Get them before  
they melt*

Congratulations on becoming an owner of the limited-edition Twelve, a watch inspired by the colours of British summer – and made especially for Ice Cream Sunday, July 21st.

With its 38mm, 12-sided case – finished in three contrasting ways – and the sculpted form of its '70s-style integrated bracelet, the Twelve is a testament to premium craftsmanship.

The textured dial is beautiful and legible, while the Sellita SW200-1 automatic movement will give you precision timekeeping for years to come.

Wherever you look, there are innovations, big and small. And memories of the summers that made us who we are today.



## Features

- Swiss made
- Self-winding 26 jewel mechanical movement
- 38 hours power reserve
- Elaboré 'Colimaçoné' finish on the movement
- Date calendar
- Anti-shock system
- Brushed, sandblasted and polished stainless steel case
- Embossed screw-down crown
- Screw-down exhibition caseback
- Brushed and polished hands
- Anti-reflective sapphire crystal
- Limited Edition dial inspired by International Ice Cream Sunday
- Top-brushed indexes with diamond polished facets
- Super-LumiNova® Grade X1 BL C1 filled hands and indexes
- Marine-grade stainless steel integrated bracelet with 'Christopher Ward' engraving, butterfly clasp

## Technical details

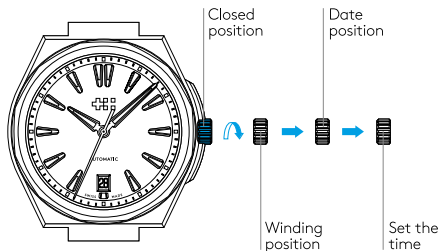
Calibre	Sellita SW200-1
Case	Stainless steel
Dial	Blue/Mint/Peach/Mango
Diameter	38mm
Height	9.95mm
Weight	60g
Water resistance	10 ATM (100m)
Vibrations	28,800 p/hr (4Hz)
Timing tolerance	-20/+20 sec p/day
Lug to lug	43.30mm
Strap width	23.30 mm
Power reserve	38 hours

## Setting the time and date

Unscrew the crown\* anti-clockwise from the case to position 2 for winding in power. Wind in a clockwise direction to re-power the watch.

To set the date pull gently into position 3 and turn in a clockwise direction.

Pull gently into position 4. This position is used for handsetting and stopping of the seconds hand. For precise time setting it is recommended to pass beyond the desired minute and to set the hand backwards.



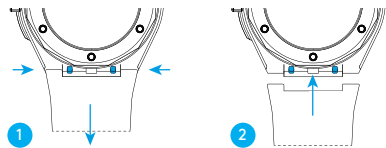
\*The screw-down crown should sit flush to the case (position 1) in order to maintain water resistance.

Date correction should not be carried out between 20.00 hr and 02.00 hr as the watch gearing will already be aligning itself to change the date.

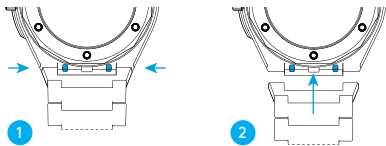
## Using the quick-release pins

- 1 Locate the quick-release pins on the underside of your case. Pinch the pins inwards to detach.
- 2 To reattach your strap or bracelet, pinch the pins inwards, and align the spring bars so they click securely into the lug holes on either side of the strap or bracelet.

## Detaching and reattaching a strap



## Detaching and reattaching a bracelet

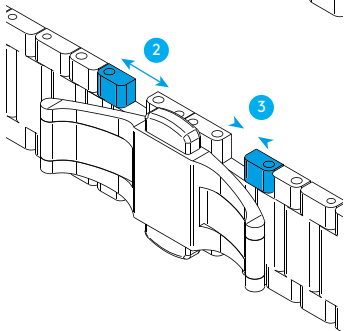
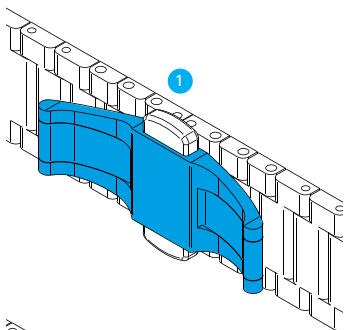


## Using the micro adjustment on your bracelet

- 1 Ensure butterfly clasp is closed.
- 2 Pull firmly on either side of the bracelet to open micro adjust.

There is two 1.5mm micro adjust positions on either side of the butterfly clasp allowing for a maximum extension of 3mm. To extend simply pull gently on one, or both sides of the bracelet clasp depending on the desired amount of extension.

- 3 To shorten simply push the bracelet back towards the clasp.





AUTOMATIC

SWISS



## Water resistance

Although your watch has been through vigorous static pressure testing, it is worth remembering that there are many variables that can affect the water resistance of your watch. For instance, arm movements during swimming and the sudden impact of diving and water sports will drastically increase the pressure the watch is under.

Wearing your watch in the bath, shower, or sauna can also have an effect as a rapid increase in temperature can cause seals to expand and in extreme cases, malfunction or create condensation.

For these reasons, the water resistance rating of your watch (as shown) should only ever be considered a guideline and we strongly recommend they are always adhered to.

### 10 ATM (100 metres)

Safe to use while snorkelling  
in open water







### **5 year movement guarantee**

Your watch is powered by a precision-engineered Swiss movement. In the rare event that your movement develops a fault within five years we'll repair it for free under warranty. Your watch will need to be sent to us for a full diagnosis before processing a repair under warranty. You'll always be informed before carrying out any work.

The Guarantee does not cover accidental damage. Any service or repair by a third-party retailer will void your Guarantee. For more details, please visit our website.

### **Service and repairs**

Our approach to service and repairs is about uncompromised quality and great value for money. The process, led by our expert technicians, won't cost the earth and will have the watch back on your wrist in reasonable time. We recommend you service your watch every three to four years to keep it in peak condition.

### **60-day free returns**

We hope you'll be happy with your watch from the moment it arrives. However, if that's not the case you have 60 days to return it in perfect, unused condition (with all its accompanying paperwork) in order to receive a replacement or full refund.





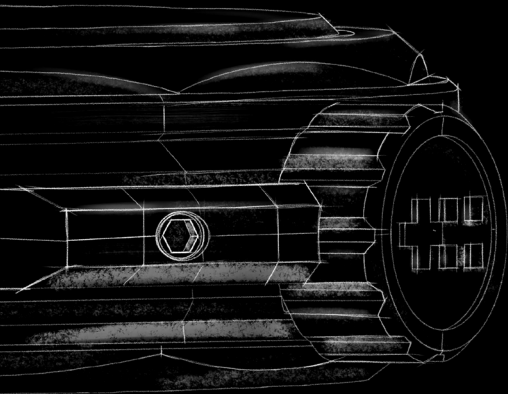
A Christopher Ward watch brings idiosyncratic English design together with Swiss watchmaking expertise. We obsessively oversee every part of the process – and only when we’re delighted with each element of the watch, will we sell it. Something you’ll appreciate whenever you wear it.

## Swiss made

Every Christopher Ward is built by hand in Switzerland, the epicentre of fine watchmaking, which offers an unrivalled pool of talent, enabling us to create watches and movements that rival the best.

It's here that our world-renowned 'JJ Calibres' movements were created, bringing haute horology to a new, wider audience of watch-lovers. And it's in the spotless rooms – and on those rows of white tables – that we created Calibre SH21, the first commercially viable movement from a British brand in 50 years.





## English design

Watchmaking can be conservative. A little too conservative for our taste. From the smooth lines of our iconic Light-catcher™ case to the precision engraving of our twin flags logo on a movement's rotor arm, our approach to design is both bold and detailed. We're careful to play by the rule book but occasionally like to rip it up as well.

England is the nation that gave the world the Aston Martin and the Sex Pistols. The design of our watches reflects both sides of our nature. Often at the same time.

## Innovation

Mechanical watchmaking may be a traditional discipline, but this never stops us from pushing – and breaking – its boundaries.

Which is why we engineered a perpetual moonphase movement that's accurate for 128 years. Re-created the first super compressor mechanism in 50 years. And launched Calibre SH21, the first in-house British movement in decades.

Innovation is at the core of what we do. And our timepieces show this.





Christopher Ward has won a global following – and can justifiably claim to make the most affordable luxury watches in the world.

For many of our fans, the philosophy of trying to put luxury watches within the reach of everyone, is as smart as the timepieces themselves. This open approach sees co-founders Mike France and Peter Ellis communicate personally with customers and listen to their feedback. Something that helps us improve our offering to you.

As the owner of a Christopher Ward watch, if you ever need to get hold of us we're at your service. And if you'd like to explore the CW world more, you can follow us on social media.



ChristopherWardLondon



@chriswardlondon