

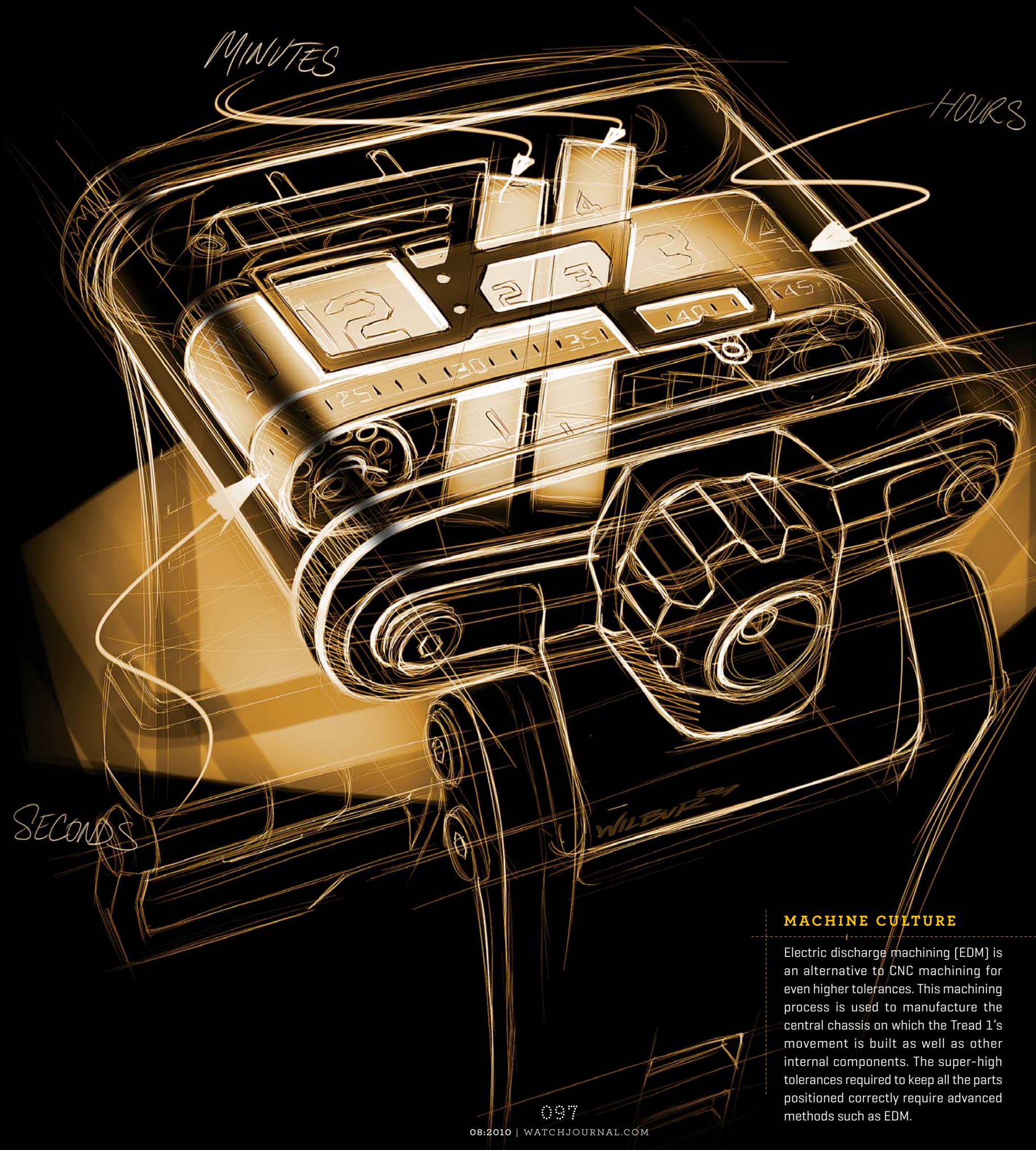
DEVON MAKES A BIG,
BOLD, SEXY DECLARATION
OF INDEPENDENCE FROM
THE STATUS QUO

Don't Tread ON THIS WATCH

What kind of watch could be expected to emerge from a West Coast startup that is part lifestyle brand, part design lab, part game-changer? How about one that redefines its category? That's exactly what Devon had in mind when it conceived the Tread 1, a groundbreaking watch that is unlike anything else on the market.

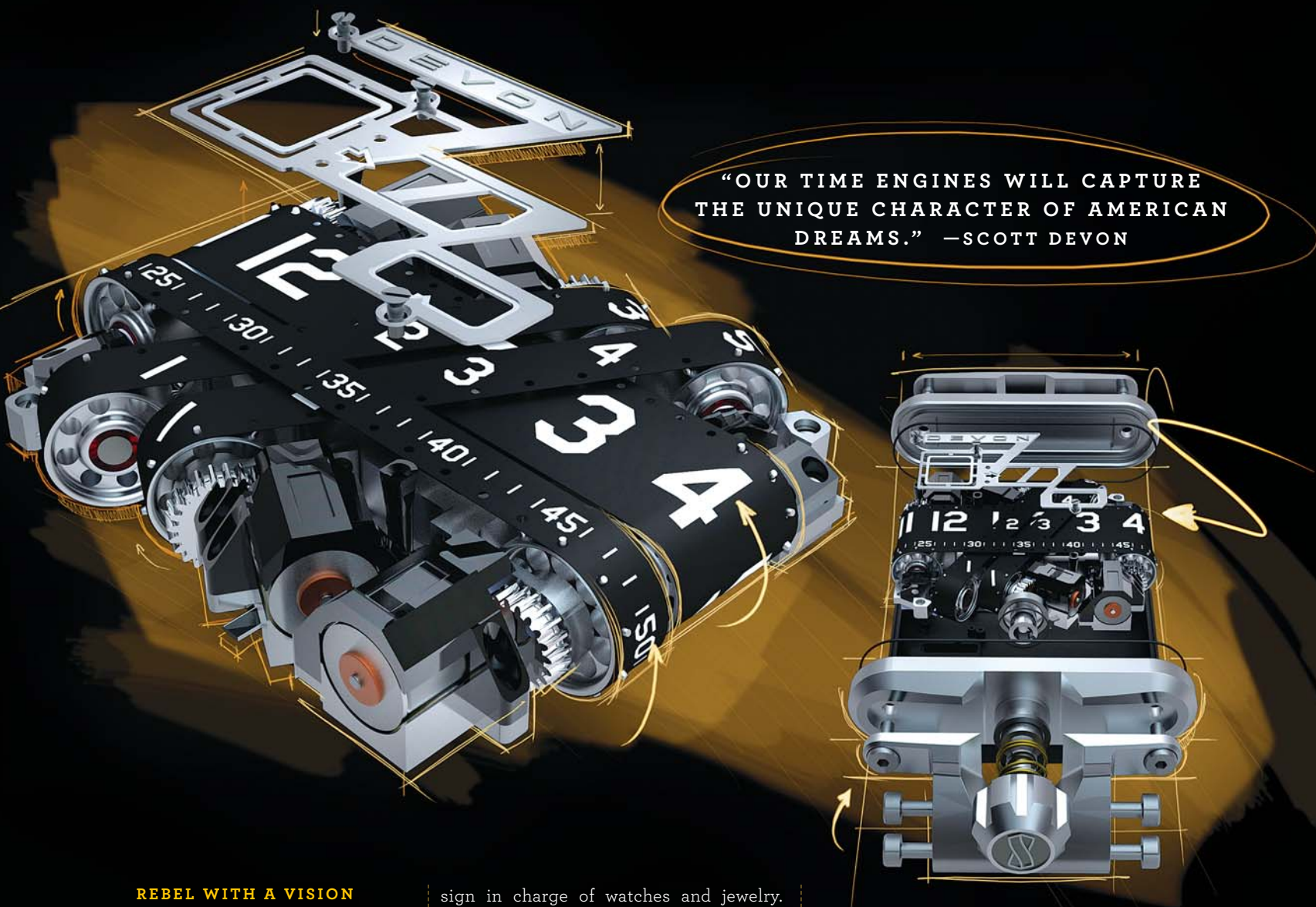
Devon launches this year as a lifestyle brand offering watches, jewelry, denim, couture clothing and motorcycles—an eclectic mix of products signaling that this brand, like the Tread 1 watch, will be unlike any other out there. And that's exactly the goal.

BY KEITH W. STRANDBERG



MACHINE CULTURE

Electric discharge machining (EDM) is an alternative to CNC machining for even higher tolerances. This machining process is used to manufacture the central chassis on which the Tread 1's movement is built as well as other internal components. The super-high tolerances required to keep all the parts positioned correctly require advanced methods such as EDM.



"OUR TIME ENGINES WILL CAPTURE THE UNIQUE CHARACTER OF AMERICAN DREAMS." —SCOTT DEVON

REBEL WITH A VISION

Brand founder Scott Devon has always had his eye and his mind set on design. Traveling the world as a polo player, Devon studied what other brands were doing. "All my travel really opened my eyes to different designs, and I saw what our brand could be like," he says. Devon bided his time until 2008, when he decided to launch his own company.

Devon operates a bit like a creative lab, supporting independent artists. Scott Devon has his own ideas for products, like the women's couture clothing line that he is designing himself, but, for other products, he serves as a supporter and a motivating force, almost like a patron. So anything that Devon feels is worthwhile and marketable can become a part of the Devon collection.

The first product Devon developed was a supercar based on the Viper chassis. Devon grew up in Detroit, so the car industry is in his blood. The Devon GTX was just about to go into production when Dodge discontinued the Viper. It was around that time that Devon met designer Jason Wilbur, who became the brand's director of advanced de-

sign in charge of watches and jewelry. "Jason was a concept car designer. I was really intrigued by his concept for the Tread 1 watch, and I knew it was where I wanted the brand to go," says Devon.

THE TREAD 1

The Tread 1 uses a system of multiple interwoven moving belts on an exposed mechanism to display the time. It's a design that pushes the limits of engineering. "We decided to start with a concept with really difficult physical aspects applied to time," Wilbur details. "I had seen some custom motorcycles with exposed primary belts, and some guy had written graffiti on the belt, and I thought, that's what I'm going to do, put the numbers on the belt. Then, I decided to overlap the belts, making it even more complicated."

To take the Tread 1 from concept to reality, Devon enlisted a California aerospace engineering firm to help develop the technology required. In fact, the brand assembled a network of unconventional suppliers who were not necessarily convinced that their products had applications in watchmaking. "I had

TREAD TECHNOLOGY

- Mounting the belt assemblies on a central chassis creates the illusion that the parts are floating within the case.
- Compact microstep motors drive the movement of the fiber-reinforced belts with efficiency, power and accuracy.
- A lubricant-free pulley system integrates jeweled bearings at friction points.
- An optical recognition system constantly monitors the position of each belt.
- The scratch-resistant polycarbonate crystal offers extreme durability.
- The five-piece case is high-grade stainless steel.
- The rechargeable lithium polymer cell runs for two weeks on a single charge.
- Wireless technology integrated into the watch's display box facilitates recharging.





"ANY PRODUCT THAT CARRIES MY NAME SHOULD MAKE YOUR HEART BEAT FASTER." —SCOTT DEVON

to convince [suppliers] to get involved in something that they were already expert in, they just didn't know it yet," Wilbur recalls. "The belts we use are from a US supplier that has been using them in avionics for over 50 years in altimeters and other instruments on fighter jets," he continues. "We chose these belts because of their resistance to extreme temperatures and environments."

Each fiber-reinforced nylon belt is just 0.002 inches thick. The material's thinness, strength and resistance to stretching contribute to accuracy. The main belts indicate the hours and minutes, while another belt in continuous motion indicates the seconds. Four tiny motors, coordinated by an on-board microprocessor, drive the belts. The watch uses a proprietary optical recognition system, which monitors each belt's position at all times.

The Tread 1 is also unusual in another respect—it is completely developed, manufactured and assembled in the US, using a very small percentage of parts from outside the country. "All the mechanical parts of the movement are custom manufactured from scratch specifically for the Tread 1: steel, titanium and aluminum components machined using techniques such as CNC, EDM and so on," Wilbur details. "No off-the-shelf parts exist in the Tread 1 except the battery, wires and screws."

One thing that both Devon and his designer are proud of is that no compromises were made on this project. "Scott is willing to take chances on emotional products that other people wouldn't be," says Wilbur. "He's open to new ideas and into the crazier projects. He's really about allowing us to create something that has solid emotional value." Devon acknowledges that this is a different way of doing things, but, in his view, it's the brand's reason for being. "We don't limit ourselves," Devon says. "We hope to have enough success so that we can keep taking risks."

THE BRAND

Devon isn't stopping with watches; instead this brand is going full steam ahead with haute couture, leather and denim wear, sunglasses, scents, jewelry, motorcycles and more by drawing on the talents of designers from

THE DEVON GTX



SCOTT DEVON

**"I GIVE MY TEAM THE FREEDOM TO IGNORE THE RULES."
—SCOTT DEVON**

signers will have offices there. Some of the products will be unique concept pieces, while others will be part of our line and sold across the world."

Innovation is the most important thing for Devon. "We really try not to be like anyone else," he details. "We want to find a fresh way to work in all these different areas. The style thread is a modern approach to design that has a bit of rock 'n' roll but has high style at the same time. When you look at the products, you get a modern-day Mad Max feeling."

The Tread 1 is the start of it all for Devon, and there's no question that the watch is already receiving a great response and is being perceived as very cool by people across the board, from watch enthusiasts to design and gadget fans. If the rest of the products are as unique and interesting as this watch, we can't wait to find out what else Devon has in store.

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