

2023

ELKA Watch Co.

ELKA X SERIES

Inspired by an Aircraft
Instrument

Elka

WATCH CO.
SWISS MADE

ABOUT REBELS AND
VISIONARIES



ELKA D SERIES

The Classic



WHY ELKA



Photography:
Nicolas Carvalho

A brand that echoes my vision. ELKA Watch Co. was launched in 2022. How and why? I dreamt of developing my own brand but above all I wanted a brand with a story, truth & credibility. I chose to call it by my nickname, ELKA. Since I love the 60s, the products and the aesthetics of that era I have decided to make it my design line for this and future collections.

When I wanted to protect the name, I realised that a brand called Elka Watch had already existed but had disappeared around the 60s & 70s precisely during the timeframe that I have chosen to base my designs on. This defunct Elka Watch was named after Eduard Louis Kiek from Amsterdam. I looked through its archives and realised that the brand had strong designs and had worked closely with other big names in the watch industry such as Ulysse Nardin, Heuer, Rolex, Minerva, to name only a few. So, without reviving the brand, I wanted to pay a tribute to this old Dutch brand with my first 2 series.

Hakim El Kadiri
Founder of ELKA Watch Co sàrl





ELKA D SERIES

The design of the D Series is inspired by a dial created by Ulysse Nardin for the defunct Elka Watch, the same hands, the same applied indexes.

Today the collection is composed of 6 similar dials in different colors.



ELKA D01-0804



ELKA D02-0805



ELKA D03-0806



ELKA D01-1001



ELKA D02-1001



ELKA D03-1001

BACK TO BASICS TO A SIMPLER TIME TO AUTHENTICITY

ELKA watches are inspired by the times when a product was kept for life. You invested in durability, quality and uniqueness.

The mindset is to step back to that period in the 1960s. To those pure and colourful aesthetics we still remember; back to the magical dreams of the space race, the Beatles, the Rolling Stones and Woodstock; a return to the struggles, the changes, the rebellious spirit that so marked that decade.

What if we had never really left that decade? What if we went back to it, body and soul, to become once again those enthusiastic and revolutionary people who made society move so much? The same values demonstrated at that time are still strong today. Boldness and elegance are timeless, whether they date from 1960s or the 2020s.





ELKA D SERIES

The idea for this model is rooted in watchmaking history, when pocket watches were common. The watch case is the same as the one used for the ELKA X Series, whose shape is taken from the shape of a pocket watch. The aim of this design is to have an organic object in hand, something like a pebble, something we want to touch, to feel.



ELKA D04-0807



ELKA D05-0804



ELKA D07-0810



ELKA D04-1001



ELKA D05-1001



ELKA D07-1001

WHAT IS THE ELKA GENERATION

Special thanks to the models

Juliane Waeffler

Sergii Slepkan

Djivan Ruchti

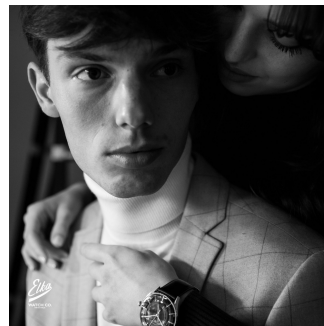
Amélie El Kadiri

Nicolas El Kadiri

Elvina Gilfanova

And the photographer

Nicolas Carvalho



I like the idea of a generation including all former generations, ideas and genders and do not want to rekindle the design philosophy from the moment when the former brand Elka faded out; my aim is to reactivate the ideals of the legendary 60s. The ingenious ideas, the revolutionary vision, the forward-thinking design principles and the loud political statements. That generation had so much in common with today's folks who all demand change, fairness & independency in their work environment, they dare to speak up and generate countless pioneering ideas. They strive to change the system for the better. They actually do care about our world. The generation ELKA was then and still is a powerful movement of stylish & kind individuals who are attracted by simplicity, authenticity and sophisticated design classics.





ELKA X SERIES

The ELKA X Series is inspired by a flight instrument created by Heuer for the defunct Elka Watch. The watch case is the same as for the ELKA D Series, whose shape is taken from that of a pocket watch. 2 models, but 2 different characters.



ELKA X01-0801



ELKA X02-0802



ELKA X03-0803



ELKA X SERIES

The Elka X Serie is the sporty version, equipped with cut-edge rough leather straps or Nato straps. 3 dials, a black one with numbers and hands equipped with Superluminova that looks like burnt tritium, another version with a dark blue dial and white Superluminova and a beige version that remains the color of a pocket watch made by the former brand



ELKA X01-0901



ELKA X02-0901



ELKA X03-0902



FEATURES



DIALS, HANDS AND SUPERLUMINOVA

Curved dial- for ELKA X and D models
- Curved hands for ELKA X and D models; numbers filled with Superluminova only on ELKA X models. Swiss Super-LumiNova® pigments are the choice of the Swiss watch industry for the highest possible afterglow performance. Swiss Super-LumiNova® is non-radioactive, REACH compatible, highly temperature resistant and resistant to environmental influences. It works like a light storage battery where light charges the battery and subsequently the light is continuously emitted. This activation and light emission process can be repeated indefinitely since the material suffers no ageing. It is chargeable with either sunlight or artificial light. Mixed with a suitable specific binder, Swiss Super-LumiNova® is applicable to dials and hands.



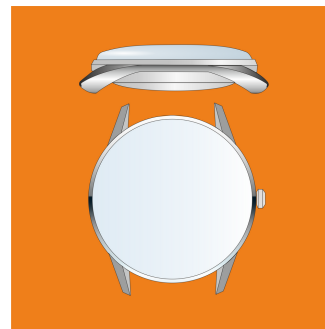
THE MOVEMENT

The movement has a 68-hour power reserve

24 jewels

A frequency of 28800 A/H (4Hz)

Manufactured by la Joux-Perret in la Chaux-de-Fonds



SAPPHIRE CRYSTAL

The Chevé-Box sapphire crystals are the most complicated version of watch sapphires. They have the appearance of Hezalite glass as made in the past. It should be remembered that the hardness of the sapphire crystal is just behind that of the diamond, at about 2000 HV

DIMENSIONS of the cases are 40.8 mm for the diameter, 11.85 mm for the thickness



FEATURES



MILANESE MESH

The Milanese bracelet is also known as Milanese mesh bracelet as it is made of intertwined loops (fine mesh). It is available in a thin and robust version to give the watch an elegant or solid appearance. It fits well on any wrist.

This type of bracelet was made by hand as early as the 13th century. In the 1920s, the process was revived by German manufacturers, which led it to a new wave of popularity. Milanese bracelets are visually distinguished by their dense, close-knit construction formed from steel springs which give them a smooth, fine surface. Milanese bracelets are extremely comfortable to wear and allow the skin to breathe easily.

NATO STRAP

Many people believe that the NATO bracelet is named after the North Atlantic Treaty Organisation (NATO). Therefore, the common story is that the watch was worn by NATO forces, but this is not technically the case. In reality, the name is short for NATO Stocking Number, a term that simply refers to the fact that the bracelet could be purchased in the NATO supply shop. The original NATO bracelet was born in 1973 in response to the British Ministry of Defence's need to provide a highly durable watch strap for the British Army. The MoD's objective was to design a watchband resistant under all conditions. The aim was to overcome the problems encountered with the bracelets of the time: Problems of moisture on the leather in tropical climates, the risk of reflection of the steel bracelet during a military mission, the poor reliability of rubber bracelets, as well as the risk of losing the watch due to the breakage of the spring bars (including those in the buckle). They were only available in the colour admiral grey and were all 20 millimetres wide. The bracelets were made of nylon.



ABOUT



Our ELKA Watch Co. of 2022 has no connection with the defunct Amsterdam brand. We just wanted to pay a tribute to the old Dutch brand with our first 2 models.

About them :

Founded in 1877 in Amsterdam by Eliazer Kiek, inventor of the tactile watch for the blind and watchmaker to Queen Juliana of the Netherlands. In 1949, the Elka Watch opened its Swiss branch in La Chaux-de-Fonds (it produced wristwatches of course but also pocket watches, braille watches, chronographs, chess and signal clocks). Then, in the mid-1970s, the brand disappeared along with Ernst Louis Kiek, grandson and last heir.



ELKA for:
Edouard Louis Kiek Amsterdam



Elka
WATCH CO.
SWISS MADE



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