Press release product launch HESS Uhren

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# A diamond dust dial

## The new TWO.2 model by HESS Uhren

### Subtle in the shadows and in darkness, the diamond dust dial explodes into a scintillating surface as soon it is exposed to sunlight as well as artificial light. Conceived with great patience, our latest model is utterly delightful.

A sudden flash of inspiration at the workbench eventually took shape after two years and countless experiments: The **TWO.2 Diamond Dust** model features a totally unprecedented dial.

To create it, diamond grains of defined sizes are applied to a preconditioned dial wafer in a complex process. They produce sparkling hues depending on the color combinations of the diamonds and the background.

### Quite a challenge

Much time and many experiments were needed to bond the crystals on a substrate in such a way that would make them sparkle like a snow field or a star-studded sky. The key issue in the numerous trials was to find the right combination of light refraction, bond integrity, surface texture, and uniformity of the diamond dust dial. All parties involved, including the suppliers, were extremely committed. And it was worth the effort.

"As if on a field covered by snowflakes, thousands of tiny diamond stars vie for attention."

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### The secret of the new TWO.2

The breakthrough finally involved the attachment of the diamond grains on the substrate in such a way that they can be distributed uniformly but also protrude from the base material to such a degree that a fascinating choreography of light can unfold.

The exact process remains our little secret. But one thing is certain: Images and words are merely descriptive. The only way to experience the orchestration of light and color on the dial is a hands-on encounter.

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| The dials are available in black, gray, and champagne for the TWO.2. The hands and appliques are in rhodium for the black dial and charcoal-colored for the gray and champagne dials. |

We thank you very much for providing us with coverage and look forward to receiving a voucher copy.

Please do not hesitate to contact me if you have any questions.

Sincerely yours,



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