

Braun clocks and watches

Braun design history

Braun GmbH is one of the world's leading manufacturers of small electric appliances. Braun's widely acclaimed reputation for innovative product design goes back to German engineer and inventor Max Braun.

From the mid-1950s, the Braun brand was closely linked with the concept of German modern industrial design and its combination of functionality and technology. In 1956, Braun created its first design department, headed by Dr. Fritz Eichler, who instituted a collaboration with the Ulm School of Design to develop a new product line. In 1956 the company introduced its famous SK4 record player ('Snow White's Coffin'), designed by a youthful Dieter Rams together with the pioneer of system design, Hans Gugelot, then lecturer of design at the Ulm School of Design. Rams soon became the most influential designer at Braun. Rams was a key figure in the German design renaissance of the late 1950s and 1960s. Eventually becoming head of Braun's design staff, Rams' influence was soon evidenced in many products. Many of his designs - sleek coffee makers, calculators, radios and razors - have found a permanent home at the Museum of Modern Art.

Braun products have been shown more frequently at exhibitions than those of any other comparable company. Some people find that they reflect basic human values such as authenticity and integrity. For others, they are the very incarnation of German perfectionism. Braun is not merely a trademark; it stands for an all-encompassing concept.

For the last five decades, this concept has spawned innovative products with an unprecedented regularity that begs to be explained - especially as the era spanned by the history of Braun design is not exactly one characterized by continuity. In 2000, the readers of *markt intern*, a German trade journal for retailers of electric appliances, voted Braun Germany's number one "Electro Retail Partner" ahead of three of its competitors. Apparently, the company's image for superior design and cutting-edge technology was strong enough to carry Braun's success of eighty years over into a new century.

Clocks and watches

In 1971, Braun launched a series of travel alarm clocks and watches. The infamous German industrial designers, Dieter Rams and Deitrich Lubs were the masterminds behind the project; and, with their “Less, is more” design philosophy they produced a number of memorable products for Braun including some of the best travel alarm clocks around.

Over the last 40 years, Braun time pieces were characterized by their pure, highly functional and timeless design with no superfluous details:

Every feature directly reflects a function.

Rooted in over half a century of modern design at Braun, the core values of functionality, quality and aesthetics are reflected in all clocks and watches.

The strength of clarity and simplicity of their design makes them a pleasure to use and to own.

The analogue clocks were manufactured with the intention to prioritize innovation and durability. The beautifully sleek structure and dial illumination, together with the slight graying back of the numbers ensures that the hour arms are clear and easily readable. All the clocks use precision German movements, known for their silent nature and high accuracy. A variety of models use radio controlled movements for complete accuracy of time.

A selection of the very best classic clocks and watches have been recreated in keeping with the high standards of quality of the originals. At the same time, brand new designs on both watches and clocks take the collection further than ever before.