



## 2010: the Renaissance of Anonimo

*Florence, March 2010 –Anonimo will now be less... anonymous. Whereas its watches previously bore only the logo they will now be signed with the Anonimo name. The face is also marked "Handcrafted in Firenze". While these changes may seem superficial, they nevertheless add to the renaissance of the brand.*

Anonimo announces some important innovations. The main change in 2010 is that the Anonimo name now appears on the face of the brand's watches. But this does not mean that Anonimo has changed its philosophy. The brand's vision is unchanged: watch enthusiasts should be inspired by Anonimo's craftsmanship, rather than a big designer name.

There is a simple explanation for putting the Anonimo name on the face. While most watchmakers first invest for years to make their reputation and then develop their product, Anonimo has done the reverse, sparing no effort over the past ten years to refine the quality of its watches.

Even though Anonimo has been in existence for a mere twelve years, the brand is acknowledged today as one of the main Italian makers of superior quality mechanical watches. And it has achieved this in an industry dominated by Swiss brands that often date back to the 19th century. This is why Anonimo has decided that the day has come to use its name.

All the 2010 models are also marked "Handcrafted in Firenze". For all Anonimo watches are indeed ingeniously designed and assembled by hand in Florence. Without this craftsmanship, Anonimo would not be Anonimo. Florence carries on a watchmaking tradition several centuries old and is famous for its artistic heritage. Anonimo was born there...

The company arose out of a workshop where craftsmen have been making watchcases since 1939. The name "Firenze" is deliberately written in Italian, as Italy is the cradle of design and fashion. Anonimo constantly strives for innovative materials and processes, and its innovation often goes hand-in-hand with functionality and beauty.

Although these changes represent a new stage in the life of the brand, one thing is for sure: Anonimo will remain faithful to its mission of sharing with the world the Italian passion for design and technology, especially the Florentine passion for uniqueness and craftsmanship. This is reflected in the design and manufacture of a limited edition of high-performance handcrafted mechanical watches.

### **About Anonimo**

Firenze Orologi distributes the watch brand Anonimo. This is the Italian fine watchmaking company that was founded in 1997 in Florence (Italy) by Federico Massacesi, former executive at the fashion house Salvatore Ferragamo. Although the company is still relatively young, it can boast years of experience in manufacturing hand-made top-quality watches.

Handcrafted watchcases are produced in an artisanal way in ateliers existing in Florence since





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1939. By means of its luxurious mechanical timepieces, Anonimo continues the Florentine tradition of watch-making. Anonimo, which means 'anonymous' in Italian, refers to Massacesi's philosophy: the product (the watch) is the focus, not an overhyped brand name. Each year Anonimo makes a very limited number of mechanical watches, made by hand.

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