



Anonimo Marinai D'Italia

In 2009, Anonimo created an exclusive watch at the request of the Associazione Nazionale Marinai d'Italia (ANMI), an association of Italian seamen: the Anonimo Marinai d'Italia. In 2010, Anonimo will produce an exceptional special edition of 200 of this collector's watch. It will be previewed at the Basel Watch and Jewellery Show.



Anonimo was founded a mere 12 years ago, but this Florentine company can boast of a long tradition. The common theme throughout its history has been the Italian navy. The Anonimo workshop has been making watch cases since 1939. The workshop originally made diving instruments and watches for the special units of the Italian navy. Years later, Anonimo and the Italian navy still work closely together.

What's more the founder of Anonimo, Federico Massacesi, "recruited" Dino Zei, a former Italian navy colonel and expert in research and development of functional watches. Together they developed the prestigious line of watches that bears his name. Thanks to Dino Zei's expertise and the long-standing cooperation with the navy, Anonimo has succeeded in developing high-performance watches

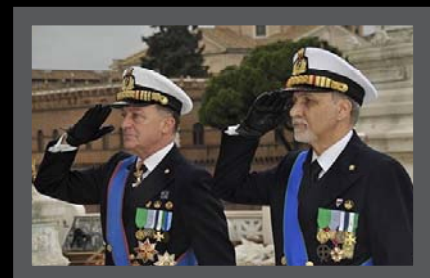


admired as much by divers as by collectors and design lovers.

Last year, at the request of the ANMI, the association of Italian seamen, Anonimo created a special watch: the Anonimo Marinai d'Italia. This watch was designed by Dino Zei and displays the colours of the ANMI – navy blue and pale yellow, the ANMI logo and the Italian flag. Only fifty of these watches were produced and it has become a unique collector's item that can be obtained only through the association.

Anonimo is presenting the watch officially at the Basel 2010 show. It is producing 200 watches. It has a blue face and is made of stainless steel that is water-resistant at up to 30 ATM, available in two finishes: with a rubber strap (1 650 euros) and a leather strap (1 850 euros).

The Associazione Nazionale Marinai d'Italia (ANMI) is a non-political association founded in 1979. It is open to anyone serving or having served in the Italian navy or merchant navy in wartime and has 50 000 members. It





aims to develop and disseminate the values, ethics and tradition of the national navy. The organisation centres around several departments in Italy and maintains close ties with similar associations throughout the world.

Recommended retail price: 1 650 euros (with rubber strap) or 1 850 euros (with leather strap).

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 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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