

THE BEGINNING ...

# THE BRAND

- Founded 2016 in Singapore, the brand is pronounced “ne-mi(me)-nus”.
- The primary aim of NEMINUS is to provide the market with fresh ideas, innovative concepts and unique materials with modernized manufacturing processes.
- Like most micro-brands, NEMINUS seeks to engineer and build well-made watches that are value-for-money (affordable) and readily accessible. But, unlike most microbrands, NEMINUS designs are distinct; it is not designed for everybody and it is not a "me-too" timepiece.

# NEMINUS PHILOSOPHY

- NEMINUS's philosophy in watch making is not about telling time. It's not about the hours, minutes and seconds; its about who you are and what you aspire to be.

# NEMINUS BRAND PROPOSITION

- NEMINUS's brand proposition is to enthrall wearers to "Be In It". That is, to inspire and to achieve the impossible. To live with zest, desire and aspirations.

# NEMINUS LOGO



NEMINUS Logo is form via an amalgamation of four(4) psychological sign “psi” crossed and overlap together. The logo indicates the understanding of consumers wants and needs of watches and its’ integrate in their lives.

# NEMINUS DESIGN

- NEMINUS's primary design and workmanship are geared toward the surrounding holistic elements of extreme professionals. It pays homage to extreme professionals and their adventures.
- A mere glimpse of NEMINUS timepieces is suffice to convince any disbeliever of the value and quality of the creation.
- NEMINUS's design DNA is "U.T.O.P.I.A".
  - U : UNIQUE designs
  - T : TOUGH materials
  - O : OPULENT finishing
  - P : PRACTICAL complications
  - I : INNOVATIVE concepts
  - A : AESTHETIC and COOL looking

# NEMINUS USE OF MATERIALS

- NEMINUS understands the extreme conditions professionals undertake; it understands the extreme requirements of the watch. It thus, uses the best possible materials in crafting its collections.
- Materials include workhorse movements from Switzerland and Japan, tough materials like surgical stainless steel (316 to 904), Cusn8 bronze, titanium, forged carbon or even Damascus casings, sapphire glass, Swiss super-luminova lumes, authentic Italian/Japan/American leather straps and evocative designs to reminiscent different environments.

# NEMINUS PRODUCT PROPOSITION

- NEMINUS's product proposition is "To Watch & Be Watched" - that is, other than to read time, our supporters are envied for their discriminatory tastes and styles.
- The values include :
  - Unique, distinctive and differentiated designs
  - High quality materials and finishing
  - Reasonably priced and Value for money for the inherent specs delivered in the timepiece

THANK YOU!