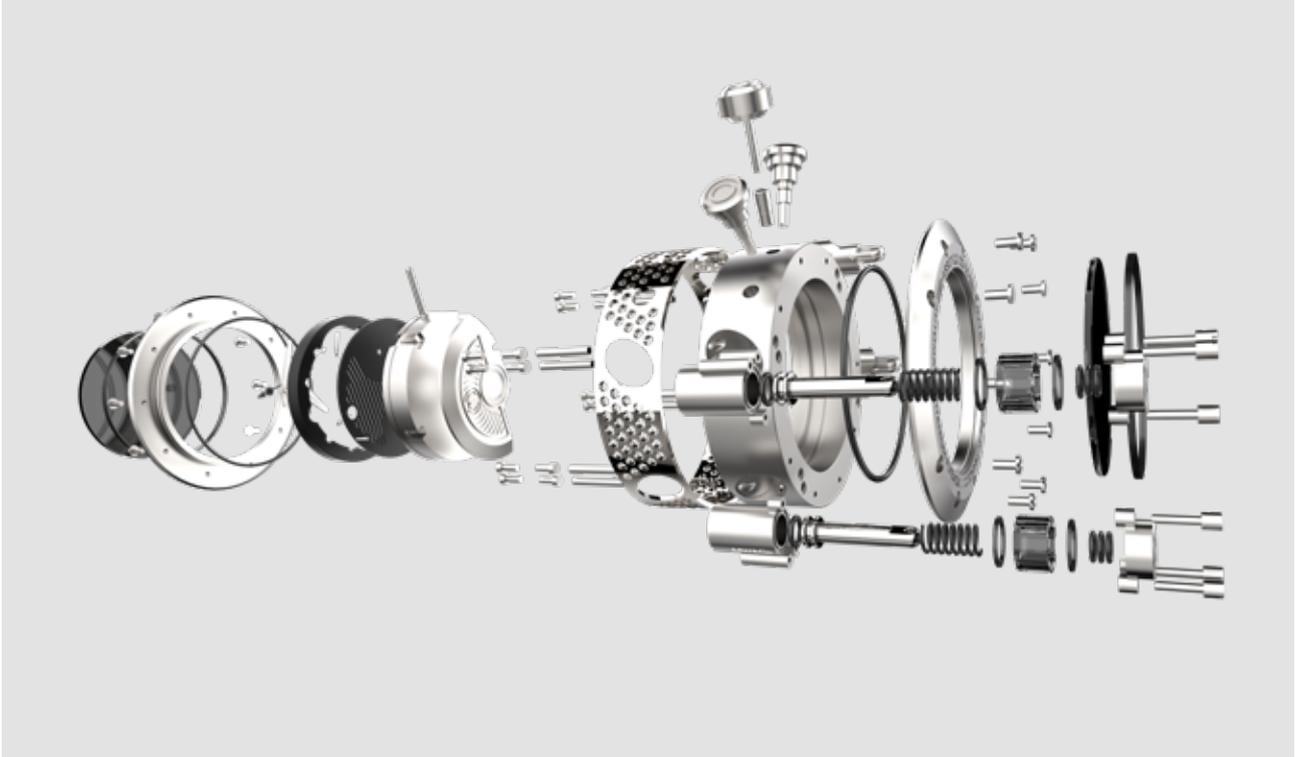




ASSET COLLECTION

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ABOUT US

MW&Co is an independent french company aiming to champion the values and colors of french industry.

MW&Co has concentrated its french based know-how in high added value parts of the watch, it is indeed in France that MW&Co spotted the machining and shaping skills needed to bring its first horological creation to life.

Our difference : Design, research and development and the manufacture of exclusive components in France.

It may seem strange that in the vast world of contemporary watchmaking, with its huge array of brands, models, complications, and prices, we couldn't find what we were looking for. There was something else, too, though: we were also seeking the "French touch", spurred on by the desire to promote local talent – and the French industry and design that has defined the ethos of luxury for decades.



MW & Co

MADE IN FRANCE

ASSET-2.3 PROTO-1

AUTOMATIC TITANIUM FLYBACK

THIRTYEIGHT
38211H1 (38)





ASSET 2.1



TECHNIQUE AND INNOVATION

The MW&Co Difference

The brand's first collection, ASSET, is like no other not only in terms of design, but also featuring completely new technical developments.

The most singular elements of pioneering technical prowess is the use of lugs with jacks which self-adjust to fit the wrist perfectly. This achievement has been a recurring aspiration in watchmaking, for which many different approaches have been developed. Most of them can be summed up as mobile lugs. While these may enable the watch to fit the wrist, they don't offer the possibility of lengthwise adjustment.

MW&Co's ASSET 2.1 has solved this problem: in a world first, its jacks allow the strap to be adjusted lengthwise too. Each individual lug requires the assembly of 14 micro-components, fitted to the nearest micron. This outstanding complexity gives the ASSETs 2.1 case an exclusive and innovative technical dimension, requiring no fewer than 77 exclusive components, on top of the 14 equally exclusive components needed to make each jack lug.



TECHNICAL SPECIFICATIONS

CASE

77 tailored components, exclusive architecture

CASE

Microblasted Grade 5 titanium

ASSET RING

Satin finished Grade 5 titanium

BEZEL

Microblasted Grade 5 titanium laser engraved with matte black lacquer filling

BACKCASE

Microblasted Grade 5 titanium laser engraved with matte black lacquer filling

INSIDE BEZEL

Microblasted Grade 5 titanium black lacquered, white pad printing

DIAL

See-through aluminium with black galvanic coating and white superluminova filled indexes

CROWN & PUSHERS

Microblasted Grade 5 titanium with black DLC coating and green lacquer filling

LUGS

Microblasted Grade 5 titanium machined in the solid material with black lacquer filling

SCREWS

Microblasted Grade 5 titanium with black DLC coating

WATER RESISTANCE

3ATM (30 m)

DIAMETER

46 mm

DAMPER LUGS

14 micro components per lug

BODY

Microblasted Grade 5 titanium machined in the solid material

PLUG

Microblasted Grade 5 titanium machined in the solid material

PISTON

Mirror polished Grade 5 titanium

SPRING

Inox 316L green Decoflex lacquer

SAPPHIRE RING

Polished sapphire crystal machined in the solid material

PLUG SEAL

3 NBR O'ring seals with ionic treatment

PISTON SEAL

1 NBR O'ring seal with ionic treatment
2 flat NBR tight seals to ensure the sapphire ring's water resistance
3 polished inox 316L screws with black DLC coating

STRAP & BUCKLE

STRAP

Handmade, Veal leather, with 2 microblasted Grade 5 titanium inserts

BUCKLE

Microblasted Grade 5 titanium laser engraved with black lacquer filling

MOVEMENT

DESIGNATION

3916A caliber

MECHANISM

Automatic Flyback chronograph with two column wheels, double counter hour/minute

FREQUENCY

28'800 A/h

POWER RESERVE

60 h



ASSET

PIÈCE UNIQUE JOEY STARR



The ASSET's architecture also forms the cornerstone of the customisation available to MW&Co owners willing to have an even more unique timepiece. As all ASSETS are hand-assembled, piece by piece, by the firm's own watchmaker, it is possible to choose between different colors, treatments and finishes.

Upon the request of French famous actor/singer Joey Starr, MW&Co produced this unique piece featuring an 18k solid gold handmade ring.

Collaborating with a French jeweller master craftsman who did this amazing work.



TECHNICAL SPECIFICATION

CASE

77 tailored components, exclusive architecture

CASE

Microblasted Grade 5 titanium with black DLC coating

ASSET RING

Handmade polished 18K solid gold

BEZEL

Microblasted Grade 5 titanium with bronze PVD coating laser engraved with matte black lacquer filling

BACKCASE

Microblasted Grade 5 titanium with bronze PVD coating laser engraved with matte black lacquer filling

INSIDE BEZEL

Microblasted Grade 5 titanium with black DLC coating, white pad printing

DIAL

See-through aluminium with bronze PVD coating and white superluminova filled indexes, white and black pad printing

CROWN

Microblasted Grade 5 titanium with bronze PVD coating and black lacquer filling

PUSHERS

Microblasted Grade 5 titanium with black DLC coating and bronze lacquer filling

LUGS

Microblasted Grade 5 titanium with bronze PVD coating machined in the solid material with black lacquer filling

SCREWS

Microblasted Grade 5 titanium with black DLC coating

WATER RESISTANCE

3ATM (30 m)

DIAMETER

46 mm

DAMPER LUGS

14 micro components per lug

BODY

Microblasted Grade 5 titanium with bronze PVD coating machined in the solid material

PLUG

Microblasted Grade 5 titanium with bronze PVD coating machined in the solid material

PISTON

Mirror polished Grade 5 titanium with bronze PVD coating

SPRING

Inox 316L black Decoflex lacquer

SAPPHIRE RING

Polished sapphire crystal machined in the solid material

PLUG SEAL

3 NBR O'ring seals with ionic treatment

PISTON SEAL

1 NBR O'ring seal with ionic treatment
2 flat NBR tight seals to ensure the sapphire ring's water resistance
3 polished inox 316L screws with black DLC coating

STRAP & BUCKLE

STRAP

Handmade, Veal leather, with 2 microblasted Grade 5 titanium inserts

BUCKLE

Polished 18K solid gold

MOVEMENT

DESIGNATION

3916A caliber

MECHANISM

Automatic Flyback chronograph with two column wheels double counter hour/minute

FREQUENCY

28'800 A/h

POWER RESERVE

60 h



ASSET 2.2 TITANIUM



The evolution

The new ASSET ring enlightens the great aesthetics of the model, this new version is more aggressive, it still features a creative complex case architecture and a very unique design.

Every single component has been treated with the greatest care.

The main evolutions are focused on the dial's structure and counters, the damper lug's shape, as well as the crown, pushers and hands, all featuring a new design.

The ASSET 2.2 confirms its racing heritage.



TECHNICAL SPECIFICATIONS



CASE

77 tailored components, exclusive architecture

CASE

Microblasted Grade 5 titanium

ASSET RING

Microblasted Grade 5 titanium with black HarDeco treatment

BEZEL

Microblasted and polished Grade 5 titanium laser engraved

BACKCASE

Microblasted and polished Grade 5 titanium laser engraved

INSIDE BEZEL

Microblasted Grade 5 titanium with black HarDeco treatment, orange pad printing

CROWN & PUSHERS

Microblasted and polished Grade 5 titanium

DIAL

Microblasted silver nickel brass with black galvanic treatment, indexes and logo in polished and rhodiumed silver nickel brass and white superluminova filled indexes

LUGS

Microblasted Grade 5 titanium machined in the solid material with black lacquer filling

SCREWS

Microblasted Grade 5 titanium

WATER RESISTANCE

5ATM (50 m)

DIAMETER

46 mm

DAMPER LUGS

14 micro components per lug

BODY

Microblasted Grade 5 titanium machined in the solid material

PLUG

Microblasted Grade 5 titanium machined in the solid material

PISTON

Mirror polished Inox 316L

SPRING

Microblasted NI SPAN C-902 with black ceramic painting

SAPPHIRE RING

Polished sapphire crystal machined in the solid material

PLUG SEAL

3 NBR O'ring seals with ionic treatment

PISTON SEAL

1 NBR O'ring seal with ionic treatment
2 flat NBR tight seals to ensure the sapphire ring's water resistance
3 microblasted inox 316L screws

STRAP & BUCKLE

STRAP

Handmade, matte black alligator leather, with 2 microblasted Grade 5 titanium inserts

BUCKLE

Microblasted Grade 5 titanium laser engraved

MOVEMENT

DESIGNATION

3916A caliber

MECHANISM

Automatic Flyback chronograph with two column wheels double counter hour/minute

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POWER RESERVE

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ASSET 2.3 BLACK TITANIUM



Orange is the new black

In this 2.3 Black Titanium version, the top of the line of the collection, the ASSET affirms an uncompromising radical look with a sporty DNA.

Polished titanium is in the heart of the process, allowing a great range of shades, enhanced by the black HarDeco treatment.



TECHNICAL SPECIFICATIONS



CASE

77 tailored components, exclusive architecture

CASE

Microblasted Grade 5 titanium with black HarDeco treatment

ASSET RING

Polished Grade 5 titanium with black HarDeco treatment

BEZEL

Microblasted and polished Grade 5 titanium laser engraved

BACKCASE

Microblasted and polished Grade 5 titanium laser engraved

INSIDE BEZEL

Microblasted Grade 5 titanium with matte orange painting, black pad printing

CROWN & PUSHERS

Microblasted and polished Grade 5 titanium with black HarDeco treatment

DIAL

Microblasted silver nickel brass with black galvanic treatment, indexes and logo in polished and rhodiumed silver nickel brass and white superluminova filled indexes

LUGS

Microblasted Grade 5 titanium machined in the solid material with black HarDeco treatment and orange lacquer filling

SCREWS

Microblasted Grade 5 titanium with black DLC coating

WATER RESISTANCE

5ATM (50 m)

DIAMETER

46 mm

DAMPER LUGS

14 micro components per lug

BODY

Microblasted Grade 5 titanium with black HarDeco treatment, machined in the solid material

PLUG

Microblasted Grade 5 titanium with black HarDeco treatment, machined in the solid material

PISTON

Polished Inox 316L with black HarDeco treatment

SPRING

Microblasted NI SPAN C-902 with orange lacquer

SAPPHIRE RING

Polished sapphire crystal machined in the solid material

PLUG SEAL

3 NBR O'ring seals with ionic treatment

PISTON SEAL

1 NBR O'ring seal with ionic treatment
2 flat NBR tight seals to ensure the sapphire ring's water resistance
3 microblasted inox 316L screws with black HarDeco treatment

STRAP & BUCKLE

STRAP

Handmade, matte black alligator leather, with 2 microblasted Grade 5 titanium inserts with black DLC treatment

BUCKLE

Microblasted Grade 5 titanium with black HarDeco treatment laser engraved

MOVEMENT

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