



## GENUINE MOTOR ACCESSORIES



**Any watches accompanied by the Bulova logo have been available for retail sale**

Licensed by Bulova®



Tranel®

Designed & manufactured at Studio 268 Ltd. (HK)/Tranel®



1900

1910

1920

1930

1940

1950

## The Questions:

What is a Harley? Why is it a Harley? Why does it matter? Who is a Harley rider anyway?

## The Answers:

“Why do people ride? It's almost impossible to explain. Because there are roads and distant towns. Because we share a sense of adventure. Because we have the freedom to do it...Functionally, a Harley-Davidson® motorcycle is transportation. But mechanically, it is an object of raw beauty.” —Harley-Davidson

## The Problem:

How can this Hong Kong company demonstrate to Harley-Davidson and Bulova that we understand the essence of the Harley-Davidson ethos and mission, and thereby secure future contracts for the company?

## The Idea:

Create a series of watches based on the concept of options and customization. The availability of custom equipment is one of HD's most famous characteristics. It allows each rider make their own choices and to express their personality through their bikes. The opportunity to make choices drives at the themes of freedom and enjoyment that are central to the Harley-Davidson philosophy.



1960



1970



1980



1990



2000

**Today, Harley-Davidson represents a long and colorful history. Nearly 90,000 of these legendarily “tough” bikes served the allied forces during World War II. Harley still draws inspiration from that experience and continues to build big, bad machines that are technologically advanced and superbly crafted. The “Bar and Shield” and all it represents about Harley-Davidson has gone through many cultural revolutions over the years. Today’s Harley still has the image of the Hell’s Angels on its coattails, but new generations of riders are twisting the throttle all around the world. One thing remains the same, an appreciation of the workmanship and the heritage that comes standard on every Harley.**


**The “Custom Series” of watches draws Harley so distinctive. In every show-walls, which riders can purchase machines. Building upon this perience, each watch case is so that a variety of straps can changed. In this sense, each a new personality that better wearer. Common Harley parts inspire the forms specifically familiar, yet the the shapes retain their own visual identity without simply becoming a styling trick.**



**upon some of the raw elements that make room, thousands of items adorn the to customize their already unique essential part of the Harley ex-built to the same dimensions be freely and easily inter-case has the ability to take on suits the personal taste of the the details for the cases. This makes analogy remains abstract enough so that**

**Material and form have also been carefully considered. A Harley-Davidson is comprised of a variety of seemingly disparate materials, textures, and shapes, arriving at a visually and technologically sound solution. The interplay of machined steel, chrome, leather, rubber, organic and geometric shapes, and wild to tame colors are artfully twisted together into a thing of beauty. Both the straps and cases of the custom series are intended to comment on this relationship which juxtaposes hard and soft, sharp and smooth, light and dark, and the balance of them. The form also considers the wearer as an integral part of the design, just as the rider is to a motorcycle.**

CUSTOMIZE TO YOUR  
HEART'S CONTENT.

Genuine Motor Accessories Customizer. 



# CUSTOM

Created in Rhino/Flamingo 3.0



# SERIES

GIVE THEM WHAT THEY REALLY WANT.  
Holiday gifts from [harley-davidson.com](http://harley-davidson.com)

**TRADITION THAT REFUSES TO STAND STILL.**

—Harley-Davidson



JHW2592A JHW2592B

JHW2592C JHW2592D



Buckle Design Option:  
FOR ALL STRAPS



JHW2593



JHW2594



JHW2595



## NOTE :

All case designs in this series are interchangeable with the wide cuff, leather strap, rubber strap, punched leather strap, the steel/rubber bracelet, and the watch fob carrier.

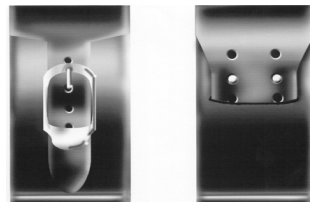
All watches are rendered in Photoshop unless otherwise specified.



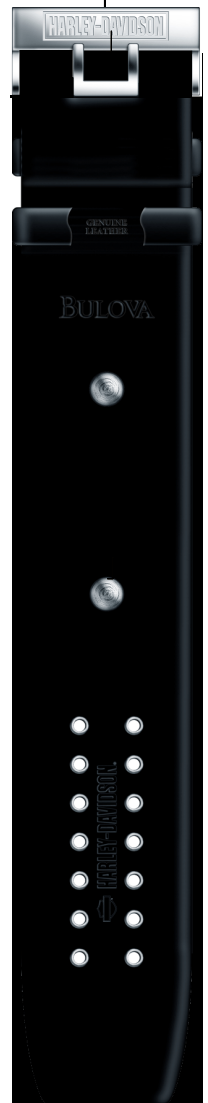
INTERCHANGEABLE CUFF



BULOVA



The existing Harley-Davidson vocabulary is rich with forms that lend themselves to watch making. **This face is a close reproduction of a speedometer from one of Harley's earliest bikes.** Some elements of a Harley motorcycle are decorative and decadent while others are plain and purposeful. **The lugs are deliberately lacking in ornament, like the frame of the bike, because they serve the utilitarian function of joining components.**



A unique aspect of this project is that movement through space shares an inherent relationship with moving through time.

If a Harley is a road machine, in a sense, a watch is a time machine.

The circle is the literal link between time and space in both the bike and the watch, as it is the dominant form in both mechanical systems.



Stitched Leather Strap

$$f = ma$$

$$2\pi r$$



$$d = 1/2at^2$$

Rubber Strap

The fade on the face and indexes represent the burn out or skid mark left by the tire. **As the second hand sweeps time, your Harley is actually sweeping you through space.**

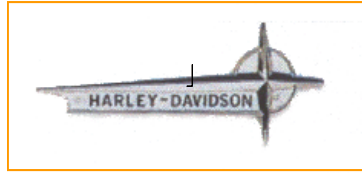
STUDIO  
268 LTD.

JHW2593

Tranel®

DESIGNED BY :

( 190301 )



JHW2594

**JHW2594-1A R2-5**  
Second hand red - 185C

BULOVA



This design was inspired by the workings of a motorcycle drive train. It completes the link between man and machine. Various components, like the flywheel, help transfer power to the pavement; in turn **the rider's hands transfer power to the clutch and throttle.** The bracelet is inspired by the drive chain. The hands are modeled after a classic Harley-Davidson fuel tank badge (above inset).



The piston head was used as the design cue in the development of this watch. **One second accuracy does not lend itself to the enjoyment of motoring.** For this reason, the second hand is cropped and does not point to second indexes. It simply moves to let you know that the watch is working.



BULOVA



Leather Cuff

Punched Leather Strap



JHW2595

JHW2597  
(CASE: JHW2592A)

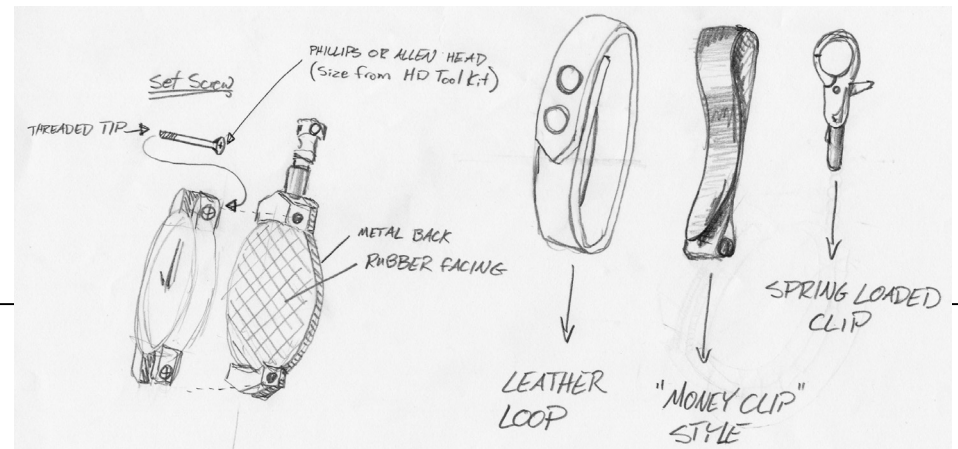


JHW2597  
(CASE: JHW2593)

STUDIO 268 LTD.	JHW2597 (with: JHW2592A/JHW2593)	Tranel®	DESIGNED BY:
			( 190301 )

After several meetings with Bulova, Hong Kong, they requested some submissions for a "Fob-Style" design.

I realized that this would naturally lend itself to another model in the "Custom Series." A special carrier could be created to accept any of the watch cases from the custom series.

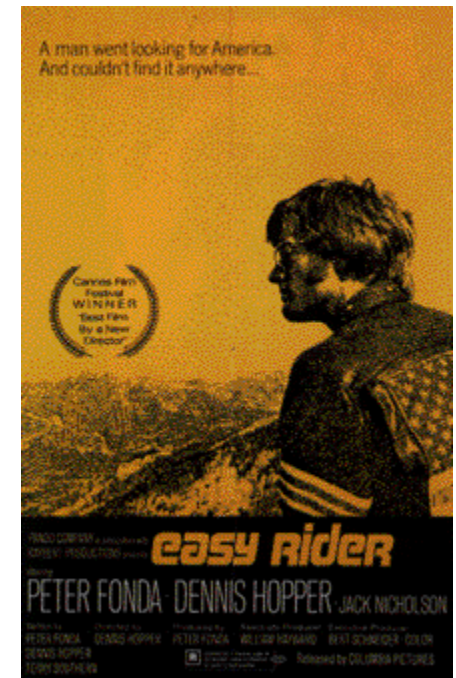




 BULOVA

Who even cares what time it is if you are riding your Harley? Are you having fun? Then it's not time to be anywhere yet. Are you tired? Then go home. Is it dark? Turn on your headlights. Are you hungry? Then eat.

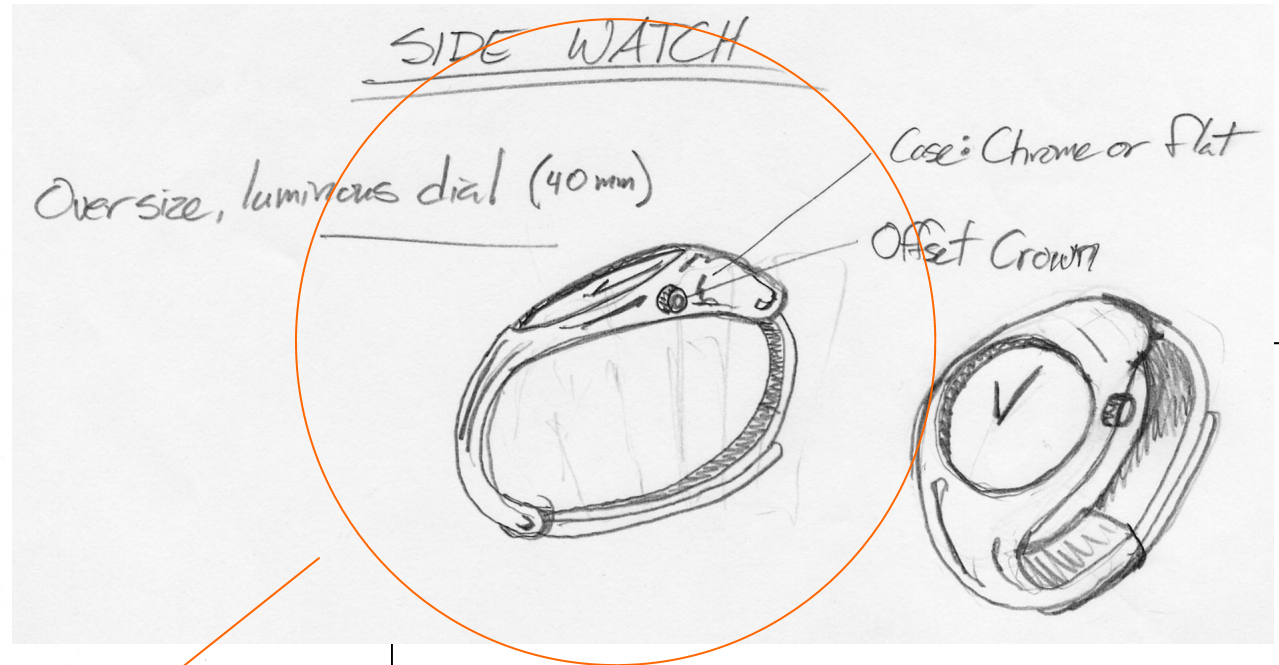
**Don't care? Then ride.**





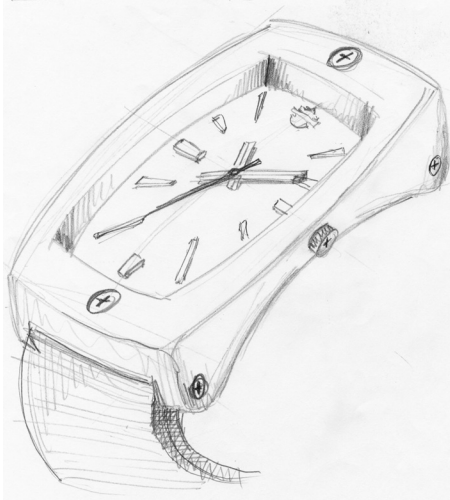
In addition to the Custom Series I submitted the following concepts, based on various HD parts, to Bulova's US General Manager and the VP of Marketing at the Basel Watch and Jewelry Fair 2002.





- 1) This fob is loosely based on the cross section of a motorcycle headlight. It also features an LED flashlight function.
- 2) This watch is truly meant for the rider. The face alone is 40mm, the same diameter as the case on most watches. The top of the watch is canted towards the rider, so the face is easily viewed when the rider's hands are on the bars.
- 3) The final fob is leather wrapped and embossed with flames on the front and back. A black face/white index model was also created.

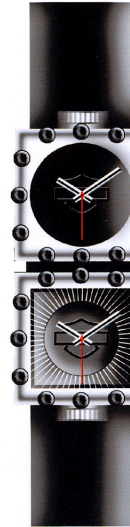
Handle Bar Clamp



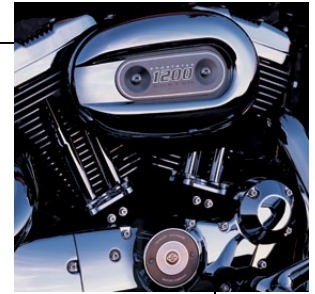
Handle Bar Clamp



Cylinder Head

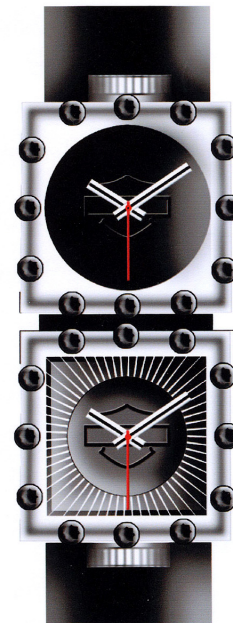


Harley-Davidson is famous for its "V-Twin" engine.

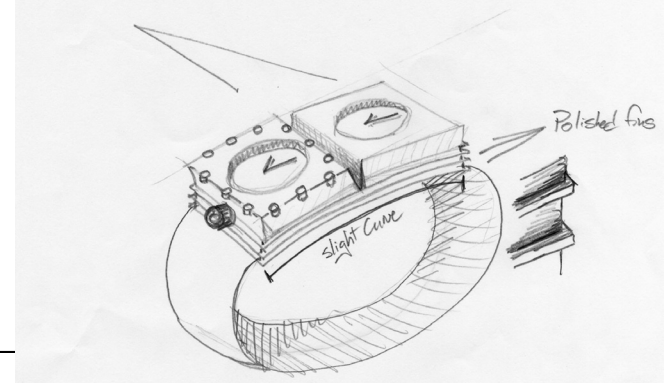


The handle bar clamp serves as a metaphor for attaching the rider to the motorcycle.

Since this is one of HD's most distinctive features, it seemed appropriate to design a watch that pays its respects to this legendary power plant.



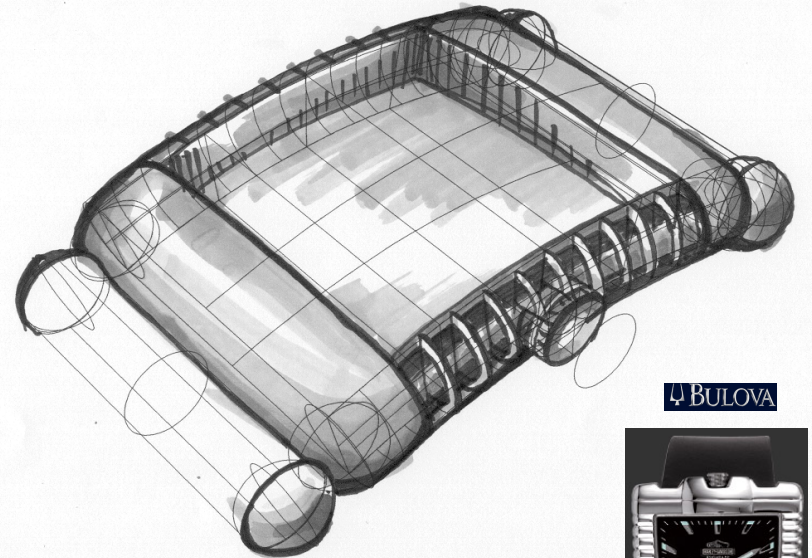
CASE: Cham/Flat Black -> See HD Cylinder Heads



## Coil-Over Shock Absorber



Frankly, I'm not sure whether a watch from Harley-Davidson should tell time at all. The ultimate expression of purpose is a watch with no movement, just hands that flop around. People ride to get away, not to be reminded of where they should be.



BULOVA



Studio 268 Ltd.

Harley-Davidson Watch Orders YTD

August 18th 2003

**Additional Harley-Davidson work is available upon request.**

<b>Style No.</b>	<b>Sketch Reference</b>	<b>Orders YTD</b>
76A00	JHW 2589A-r5	3,340
76A04	JHW 2592A-r5	39,770
76L10	JHW 2592A-r2	7,715
78A01	JHW 2594-1A-r2-5	1,000
76B17	JHW 2922-r13	1,075
76B00	JHW 2595-r11	1,720
76B07	JHW 2591-r3	2,550

**Total 57,170**

**This is a partial list. Since August 2003 several new models have been produced, in addition to reorders of existing styles.**

