

Make Time Yours, Searching for the Perfect Watch

ATLANTA, GEORGIA, UNITED STATES, April 8, 2015 /EINPresswire.com/ -- Scott Lancaster and Robert Ham are friends who share a passion for food, fellowship and fine watches. Although they would like to tell you that they learned about watches on their grandfathers' knee, the truth is that they met in a bar, and hit it off immediately. They, and some other friends tried to determine just exactly what it is that makes a fine watch – other than the price, of course. After much research, they found that most watches were rather ordinary and they set out to change that.

Together these guys and some friends make up the Lancaster Roberts company. This team sought out manufacturers and other watch making experts to develop a line of watches that is truly elegant – at an affordable cost. But before they could do that, they had to define exactly what it is that makes a “fine watch”.

Each Lancaster Roberts watch is designed with great care, using customizable parts that add up to an understated watch that is wearable in almost any situation. For their [Kickstarter Crowdfunding campaign](#) launch the guys came up with three different lines of watches: the Original First Edition watches – a silver and a gold colored watch, with a white watch face, attached to a leather band; the Catena series – a similar watch, with a gold or silver mesh band; and finally, the limited edition Genuine Hirsh Leather collection, which features a dark gold watch with a black face and a distinctive Hirsh Leather band. Every one of these watches is such that they will be at home in any business setting.

The team discovered that not only must a fine watch be a precision instrument (Lancaster Roberts watches feature a 4 jeweled Swiss Movement) that is presentable in nearly any situation, the



presentation of the watch is also important. The back of every watch made for the Kickstarter will be engraved with (in reason) the recipient's requested message. Each watch is then housed in a beautiful hinged box, with a soft cream lining. Just looking at the presentation case before it is even opened is part of the "fine watch" experience.

With the exception of a "thank you" or a listing on the website for contributors who pledge \$2.00 or \$15.00 just to [support the idea](#), rewards for this crowdfunding



campaign are Lancaster Roberts fine watches. The First Edition, with its soft suede band, will retail at \$395.00. But backers will receive one for only \$247.00. They can choose the Catena for \$267.00 – instead of its retail price of \$465.00. The limited edition Hirsh Leather collection, with bands in red, pearl, black and brown, will be available through the crowdfunding campaign for \$287.00. They will retail – while supplies last – at \$585.00.

As orders are placed, customers will receive an elegantly sealed card with a measuring device and a form to request their engraved message. Once all of the surveys are returned, manufacturing will begin. The watches will be assembled, personalized with engraving, and with watch bands of the perfect size, packed and shipped – each in its own beautiful box.

So what makes a fine watch? Attention to detail at every step along the way. Using excellent materials, and employing manufacturers who understand the process of making a quality product. Finally, it isn't enough just to create a fine product; it must also be presented in an elegant way. These watches will fulfill every one of these requirements, and more. They will truly be fine watches in every sense of the word. Indeed, they will be more like jewelry in the way they make a fashion statement.

By contributing to this Kickstarter crowdfunding campaign, you can be a part of [creating something beautiful](#), elegant and yet tastefully understated. Better yet, you can own one for yourself.

Even if you are not in the market for one of these watches, visit the website. These watches are truly worth taking time to admire them. Furthermore, you can watch some very well designed videos and have fun with the photo shoot outtakes. So spread the word around, let people know about this campaign. Even if a watch is not on your personal list, or even on our shopping list, perhaps it is something one of your friends would be interested in seeing.

About: Lancaster Roberts philosophy is to deliver a beautiful, elegantly designed range of watches, all of which are individual in their own distinctive way. They took inspiration from the most luxurious companies in the world to perfect their designs and the overall presentation of their product. Working tirelessly and obsessing over every small detail, they finally completed their very first collection.

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