

Time for a New Timepiece? It's Time for HOOT.

LAUSANNE, SWITZERLAND, December 14, 2015 /EINPresswire.com/ -- Are you ready to put time back on your wrist? Are you tired of depending on your cellphone to tell the time? How about a watch that doesn't just tell you what time it is, but comes with a lifestyle that matches your own activity? The HOOT watches understand that people with an active lifestyle aren't tucked into bed when the moon comes out, and they're built to adapt to night owl hours. That's the design that HOOT's Night Owl collection brings to telling time, with [watches for urban life](#) that are illuminated through the night between midnight and six o'clock in the morning, so that the night doesn't stay dark and your nightlife has its own light. HOOT watches are the bridge between luxury and an urban spirit, the perfect accessory for skaters and surfers, club-goers and adventurers, foodistas and travelers who need a watch that's



versatile, reliable, and fashionable. HOOT watches are Swiss-made, and that says it all. After two years of conceptualizing, designing, and perfecting HOOT watches, the company is ready to launch its second production, and that's why there's a [Kickstarter crowdfunding campaign](#) to raise \$122,377 by January 3.

HOOT watches are committed to accompanying their wearer on and off the beaten track, whether it's day or night. The Night Owl collection by HOOT offers eight unisex timepieces in your choice of either white or black high-quality, high-end rubber that's hypoallergenic, UV-resistant and waterproof. The one-piece rubber-injected membrane is what makes the watch unique, combining ergonomic comfort with durability.

But that's not the only remarkable feature of the HOOT collection. This watch comes with a philosophy based on its namesake, the night owl, symbolizing wildness and freedom. Says its designer, Jean Marc Salemi, "HOOT is the rallying cry of young minds gathering people to honor free spirits during diurnal and nocturnal activities." The Salemi Design Studio, a Swiss start-up, has developed a brand that innovates by offering a completely new vision for timepieces, one that embraces the vigorous life that's lived in urban environments and natural settings, nightclubs and beaches. Keep your eye on the "style" in that lifestyle watch: the HOOT suits a suit, but is equally adaptable for a chic, trendy outfit or casual comfort. If you've forgotten how much the right timepiece can add to your image, don't get locked into the notion that it's clothing that makes the man. HOOT watches are designed to evoke freedom, a concept which customizes your appearance in a way that

a cellphone can't.

The watches feature a repairable watch movement; a power-saving, pulled-out stem; interchangeability; and a powerful motor. The strap's internal microgrooves guarantee optimal comfort. The stainless steel bezel is covered with high-quality rubber. The injected rubber is very flexible but also very durable. Go ahead, twist it. It won't tear. The back, stamped with the HOOT logo, comes with a Swiss-made, water-resistant quartz movement and a unique serial number. The technical sophistication of stainless steel and rubber forges a link between the Case band and bracelet. The sapphire crystal glass comes with anti-reflection treatment.

The [technology of the design](#) will impress users with its reliability, and that's not an accident. Before the crowdfunding campaign was launched, the watches were meticulously tested by industry experts. Salemi and his team didn't just put Swiss precision into their design; they poured their heart and soul into their project in order to meet the standards of the Swiss-made label with precision, and quality.

The watch, which comes with a two-year warranty, will arrive in an elegant black box bearing the silver HOOT label. The packaging for the box, which is wrapped in an owl drawing that was designed by Greg Coulton, is both creative and functional. The packaging is produced by a company that hires people with disabilities, giving them the opportunity to work.

What time is it? It's "time" to check your HOOT watch.

About Hoot

Designer Jean Marc Salemi brings ten years of industry experience to HOOT (www.hoot.ch) that combine Swiss know-how, quality and excellence to create an affordable luxury brand. Salemi Design Studio, a Swiss start-up, has developed a product that matches ergonomic comfort with unique style. The Kickstarter campaign runs until January 3, which is when the manufacturing phase begins. Assembly gets underway in February and then in March, the HOOT watch will be shipped, delighting



consumers with the timepiece that defines an image.



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