



## **Accurist Watches – The History Of One Of The Leading Watch Brands**

Accurist Watches have grown to become one of the leading watch brands in the UK and also worldwide since originally launching in 1946, from a shop in St John Street in the Clerkenwell district, a popular area of London. The brand has since become renowned for its value and quality and have of course gone on to become the official time supplier for the Talk Clock and also many leading sports events and occasions.

The names originally behind Accurist were Asher and Rebecca Loftus, who originally came up with the intention of creating a brand name of lasting value, using on the best quality materials and time pieces for its watches. The watches were made from Swiss components which of course is a leading sales message, which combined with the low prices and range of models available, meant that this brand of watch was quickly established in the market.

When Richard Loftus left University, the next chapter of the Accurist watch began, as he designed a brand new range of watches that was to revolutionise the watch market all over the world. The "Old England" watches soon became somewhat of a celebrity must have, with the likes of The Beatles, Twiggy and even Princess Anne wearing their Accurist watch with pride, especially on those special occasions.

In the late sixties, Accurist opened its first office in Switzerland, which was set up as Accurist S.A., which due to its location in the heart of the watch making capital, La Chaux de Fonds, sent messages around the world that Accurist were quickly becoming one of the biggest manufacturers of designer watches in the world. The introduction of digital quartz movement and the technology development meant that Accurist were soon designer more modern watches and were the official watch for the pilots of Concorde, which was newly launched at the time.

The 1980's saw the company move its manufacturing to Japan and also become the official sponsor of the Talking Clock, which to this day is still used by millions of people. In late 1987 Accurist were awarded The National Association of Goldsmiths first ever Award of Excellence in recognition of their contribution and influence in the UK watch market.

The 1990's saw Accurist dominate the UK watch market, with record sales and more watches being launched than ever before, winning "Volume watch brand of the year" at The UK Jewellery Awards. Towards the end of this decade Accurist launched the accu.2 range, mainly aimed at the younger market that quickly became one of the most stocked watches in well over 1500 shops and retail outlets across the country.

There is no doubt that the marketing ability and the product development and standards have lead Accurist through the past 60 years, to still be one of the leading watch makers in the world. With increasing sponsorship deals, new products and new technology, Accurist has made massive ground in supplying designer and value for money watches to millions of people worldwide, a trend that is sure to continue, despite the increased competition in the market today.

**Written By Clear Web Services On Behalf Of WatchMad.co.uk**