



Oris Watches – Where And How It All Began And The Future

For well over 100 years the Oris Watch brand has been a sought after watch make, with millions of people around the world wearing one of these classic time pieces on their wrist. In this article, we take a detailed look at the history of this Switzerland based master brand, finding out how it all began over one hundreds years ago and looking at the milestones they have achieved along the way.

Oris released its first watch in 1904, a classic timepiece which was worn by many a gentleman in this era. Established in Switzerland, the brand has remained at the centre of the watch making world for over a century, expanding the lines and ranges of the watches produced continually throughout this period. In 1938 Oris released its first ever Pointer Calendar watch, something that is still used in many Oris watches now, making this one of the biggest movements in terms of technology for the company.

World War Two saw the launch of Oris's new range of clocks, not really a move away from watches, simply a stunning addition to this firms expanding range. This was followed in 1949 by a click that had an eight day power reserve, meaning that if the watch was fully wound, it would have lasted well over a week which was almost unheard of at this time.

In early 1970, Oris released its first ever chronograph watch under the brand name Chronoris, proving a phenomenal success, which was later to be re-launched in 2005 to popular acclaim and once again proved to be a very worthwhile watch. 1994 saw the 90th anniversary for the company and they decided to celebrate this by producing watch cases made of 18 carat gold, something that had not happen for some while.

Throughout the last fifteen years, Oris has launched a steel range, a watch that has tyre marks like the Formula 1 cars on the strap and this was followed in 2003 with the launch of the WilliamsF1 team watch, which has proved to be one of the most successful ranges in their collection.

These days Oris watches have been worn and are still being worn by some of the most well known celebrities and sporting icons on this planet. Well known stars from Formula One racing, the glitzy world of Americas Hollywood and dancing superstars from the highest world of entertainment, have worn some Oris watches, proving not only is the brand very popular but also of the upmost quality.

The future for Oris looks amazing strong. With new ranges and watches being lined up, the popularity of this manufacturer remains as strong as the manufacturing skill required to make these watches to the highest quality. Oris have been making quality watches for well over 100 years and will look to continue for many more, as more and more people start to find out just how good this Switzerland based company really is, quality and design, Oris is leading the way for watches.

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