

**H Y G G E**

# HYGGE

In the Danish culture, Hygge expresses a fundamental aspect of a lifestyle where cozy, warm and friendly feelings are cherished. Since 2009, the company P.O.S. and talented designers have collaborated to develop the Hygge watch project where the hygge feelings are embraced as an entire part of the design and the identity of the owner. Influenced by Scandinavian modern design and based on the Japanese quality and technical high-standards, Hygge continues to be a symbol of both cultures with minimalist aesthetic, details attention and commitment to craftsmanship.

## The Origins

Since its foundation, P.O.S has remained a family owned company. This continuity is an exceptional case in the Japanese watch industry and has participated to develop the natural dedication of P.O.S. to high-quality.

Founded in 1949 by Ryoji Sato, the company was originally named Yukosha and quickly earned an excellent reputation as a major dial manufacturer, supplying for decades renowned Japanese and Swiss brands. After its reestablishment in 1987, the company was renamed P.O.S. Co., Ltd. and began to import and promote Scandinavian brands into the Japanese market. In the meantime, Yoshimasa Sato, older son of Ryoji Sato, took inspiration from the prestigious history of the company to launch a new timepiece brand Hygge, a collection expressing P.O.S.'s passion for Scandinavian design and savoir-faire of watchmaking.

While becoming a recognized global brand, P.O.S. has been honored to develop Hygge, a high quality watch collection representing all its values and the Japanese traditions.



# Manufacturer

## CREATIVITY

It is the starting point of all the Hygge watches. In collaboration with talented designers, P.O.S. with its relentless pursuit of new ideas has created very unique timepieces. The constant sharing of ideas and experimentation are the core of P.O.S. creative process, which has brought a natural research culture of innovative design.

## MANUFACTURING

The professionalism and specialist nature of workmanship in the Japanese industry have been perfectly set in the manufacturing of the Hygge watches, with the high quality standards required at every step of the production. The constant research for excellence and innovation are an integral part of this. The same criteria have been also applied to the external and carefully selected suppliers, whom are requested to use only the best raw material and to closely monitor all the process of production.

## UNCOMPROMISING QUALITY CONTROL

Each stage of the production is closely controlled by engineers to assure the necessary standards of quality and reliability. Moreover, the Hygge watches are individually subject to the strictest test by a dedicated team in the company before being sent to one of the approved retailers. Hygge is dedicated to the entire satisfaction of its customers and offers only high quality watches.



# Designers

## Yoshimoto Murakami



Born in Kanagawa prefecture, Japan, Yoshimoto Murakami graduated in traditional Crafts at Tokyo University of Arts in 1976. After graduating, he joined one of the main Japanese watch manufacturers as designer. During his 35 years in their OEM design team, he designed watches for 50 international companies located in more than 20 countries, making him one of the most recognized Japanese designers in the watch industry. Since 2014, while dedicating his time to enjoy his passion of making lacquer vessel and carving, he has been continuing his outstanding career as independent watch designer. He is now using his long experience and all savoir-faire of watch design to collaborate to the HYGGE project, creating a new modern simplicity vision and expressing a lifestyle through the timepiece design.

## Pentagon Design Office



Pentagon Design, founded in 1996, is one of the leading Nordic design agencies. The designer's team creates holistic concepts resulting in user-driven products, packaging, spaces, services and brand experiences that generate delight for consumers and value for their costumers. Believing in clarity, quality and creativity, their mission is to reinvent the everyday design.

"We believe that good design starts with positivity. We will never design for awards or competitions but solely for the consumers. However, the international and domestic industry recognitions we have received, confirm that we are good at what we do. And that, of course, makes us proud and happy."

## Mats Lönngren



Finnish concept designer currently based in Helsinki, Mats Lönngren graduated in 2010 with a Master of Arts degree at Aalto University School of Art, Design and Architecture. With a strong background in product and conceptual design, Mats Lönngren has worked with several organizations dedicated to the life quality and wellbeing; including lifejacket concept awarded by the Braun Prize, Fazer new chocolate development, interior plant storage system, hospital interior to optimize the patient's care, showrooms including the Fiskars Pavillion in Arabia, Helsinki. Mats Lönngren is now committing his design creativity to writing a new chapter of Hygge and watch design.

"My key approach to design is to look at a design problem from a holistic perspective, where the overall concept down to each detail, form one solution. I believe that products, and their related touch points, are connected experiences that require designing them with a clear vision in mind. With Hygge, I have focused on creating timepieces in which the main functional and characteristic element is the display, and all other details are carefully defined to enhance its visibility."

## Major W.M.Tse



Hong Kong born British designer, Major W.M. Tse graduated in 1984 from the Hong Kong Polytechnic University with a degree in Product Design. In the early days of his career, his innovative designer talent was quickly recognized by several awards, including the 1st prize in the Hong Kong watch & clock design competition (1989, 1990 & 1991). He was also granted Member of the Chartered Society of Designers (UK) in 1989 and International Member of the Industrial Designers Society of America (USA) in 1991. Since then, he has been designing and producing watches bearing worldwide known brands including Mercedes Benz, Lanvin, Porsche, Charles Jourdan, and more. For his collaboration with P.O.S., Major W.M. Tse has devoted all his talents to give a unique minimalism design to the HYGGE watches.

"Everything on earth should not exist nor appear more than it needs to be. Therefore, I would like to make my creations barely minimum, minimal and generally quiet there for being appreciated."



## KOMA

Inspired by the Japanese traditional spinning, the stylish Koma and its dial complexity enhance the Japanese heritage of the independent watch house P.O.S., mother company of HYGGE, and its dedication to create the finest timepieces.

Scandinavian simple design marked by pure lines and clean aesthetic, Koma merges modern design beauty and Japanese made high-quality to create a watch with timeless character and to wear for years. Its elementary sobriety, expressed through its slim case, offers an elegant selection of five models to fit any wardrobe for men and women, which easily goes from day to night.





Black



Silver

Japanese	Movement
3 hands with calendar	Functions
Stainless Steel	Case
φ41x6.9mm	Case dimensions
3ATM	Water resistance
Hard coated Mineral	Crystal
Stainless Steel / Leather	Bracelet / Strap



Blue



Brown



Silver Metal





## HORIZON

The Horizon line draws inspiration from the simplicity of Scandinavian design coupled with the basics of good design. High quality camera served as a subtle reference for the physical geometry and graphical elements of the Horizon design. The curved geometry implemented in the case details and the particular care placed on the dial's typography offer a timepiece that is very pleasing to the eye and comfortable to wear.

The Japanese manufacturing and movement guarantee a timepiece of precision and a high-level of performance over years of use. The distinctive colors offered in the fine quality leather strap make the HYGGE Horizon an elegant chronograph watch which goes easily from active daytime wear to elegant evening events.





Black & White



All Black

Japanese	Movement
6 hands	Functions
Stainless Steel	Case
φ48 x H11.3mm	Case dimensions
10ATM	Water resistance
Mineral	Crystal
Leather	Strap



Light Grey



Dark Grey



Brown

\*All watches are made in Japan.





## Väri

To Hygge, the colors are a source of creative inspiration. Continually leading the avant-garde of design watches, Hygge expands its collection with the Väri series, its first line dedicated to ladies.

Under the design direction of Pentagon Design Studio & Mats Lönngrén, the Väri series stands out by its simple time display and square case, characterized by its curved and perfect geometrical face to appear as one piece without any other parts. To complete, the case back's round edge and the leather strap have been also carefully developed to be pleasant to wear daily.

Snow Grey, Stone Grey, Ocean Blue, Sunset Orange and Forest Green, a perfect harmonization of 5 colors offers to fit each woman's wardrobe and tastes for an excellent dressing and unlimited enjoyment.



SNOW GREY



STONE GREY

Japanese	Movement
3 hands	Functions
Aluminum	Case
33 x 33 x H8.65mm	Case dimensions
3ATM	Water resistance
Mineral	Crystal
Leather	Strap



SUNSET ORANGE



OCEAN BLUE



FOREST GREEN



reddot award 2016  
winner

\*All watches are made in Japan.





# 2089 SERIES



MSL2089CH(M)  
Silver



MSL2089BK(BK)  
Black

Japanese  
3 hands  
Stainless Steel  
32 x 32 x H7.5mm  
3ATM  
Mineral  
Leather

Movement  
Functions  
Case  
Case dimensions  
Water resistance  
Crystal  
Strap



2089 All Black  
Black



2089 Rose Gold  
white



2089 Gold  
silver

With its elegant black face and square case slightly expanding from the back to the front, the 2089 series pays tribute to the modern Danish Royal Library in Copenhagen, one of the most representative Scandinavian architectures known as black diamond.

The 2089 watch is both modern and elegant, with color accents to perfectly complement men and women willing to pronounce their personality and liberate their everyday style.

\*All watches are made in Japan.

# 2203 SERIES



MSM2203C(CH)  
Silver & Black



MSM2203BC(BK)  
Black

Japanese	Movement
3 hands with calendar	Functions
Stainless Steel	Case
φ44 x H10.5mm	Case dimensions
10ATM	Water resistance
Mineral	Crystal
Stainless Steel / Leather	Bracelet / Strap



MSL2203BC(BO)  
Black & Bordeaux



MSL2203C(KA)  
Silver & Khaki



MSL2203C(BK)  
Silver & Black

The Hygge 2203 series is the 3-hand version of the 2204 chronograph series, loyal to Major Tse's minimalism design and "Made in Japan" quality found in each details and materials. The stylish tone of strap colors and the large case enhance its masculine elegance to prove highly popularity among active businessmen.

The Hygge 2203 series consists of five models: 44mm case with a Japanese quartz movement and calendar function, set with a diamond cut pattern bezel, double-layer dial and two versions of band in leather and Stainless Steel. A watch for men passionate about beautiful design and high-quality craftsmanship!

\*All watches are made in Japan.



# 3012 SERIES



First design born from the collaboration with Pentagon Design and Mats Lönngren, the Hygge 3012 series and its disc hands embody curiosity and fascination in its symbolic indication of time.

The design process started from the basic form of the watch face, where the goal was to find a user-friendly and unique way of representing time, resulting in a simple, functional and aesthetic timepiece. The simplified case with its innovative crown construction to place it inside reduces unnecessary distractions and provides a calm environment to view the time. The stainless steel case is sandblasted to provide a beautiful matte finishing in both silver and black.

The 3012 is a unisex watch available in five models with a distinct color's selection to create infinite possibilities of personal expression.

		<p>Japanese 2 disc hands Stainless Steel φ39mm x H9.3mm 3ATM Mineral Polyurethane Leather</p> <p>Movement Functions Case Case dimensions Water resistance Crystal Strap</p>
MSP3012C(GR) White & Cool Grey	MSP3012BC(GR) Black & Cool Grey	
		
MSP3012C(OR) White & Orange	MSP3012BC(YE) Black & Yellow	MSP3012C(BL) White & Blue

\*All watches are made in Japan.



## 2204 CHRONOGRAPH SERIES

Major W.M. Tse offers an iconic timepiece inspired by the Danish architectural and industrial design. Its unique design and rare sense of the details lie in the diamond-pattern case side and the dial combining originality (Left half with holes) and quality (double-layer dial).

Preserving the essence of Scandinavian modern design, the 2204 chronograph series is nonetheless a tribute to the brand and its past collections with the minimal use of colors and a yellow touch. The 2204 watches come in five models with different band materials, case and dial's colors.



MSM2204BC(CH)  
Silver & Black



MSM2204BC(BK)  
Black

Japanese	Movement
6 hands Chronograph	Functions
Stainless Steel	Case
φ41mm x H8.6mm	Case dimensions
10ATM	Water resistance
Mineral	Crystal
Stainless Steel / Leather	Bracelet / Strap



MSL2204C(CH)  
Silver



MSL2204BC(CH)  
Silver & Black



MSL2204BC(BK)  
Black

\*All watches are made in Japan.

## 2312 CHRONOGRAPH SERIES

Perfect complement to both casual and formal clothes, the 2312 chronograph watches appears also as a must-have for all sports fans with its Seiko chronograph function and 10 ATM water-resistant.

Inspired by the Danish architecture, the cylindrical shape case wider at the back features pure lines and allows a beautiful aesthetic and a total comfort to its wearer. The dial's intrecciato look reminds Major W.M. Tse's attention to each detail in his expression of minimalism. A combination of functionality, elegance and active lifestyle!



MSL2312BC(BK)  
Black



MSL2312C(CH)  
White & Black

Japanese	Movement
6 hands Chronograph with calendar	Functions
Stainless Steel	Case
φ41mm x H13mm	Case dimensions
10ATM	Water resistance
Mineral	Crystal
Stainless Steel / Leather	Bracelet / Strap



MSM2312BC(BK)  
Black



MSM2312C(BK)  
Black & Silver



MSM2312C(CH)  
Silver

\*All watches are made in Japan.

## HYGGE

When the essence of Scandinavian design meets  
the finest Japanese quality

