



2024 SPRING SUMMER COLLECTION



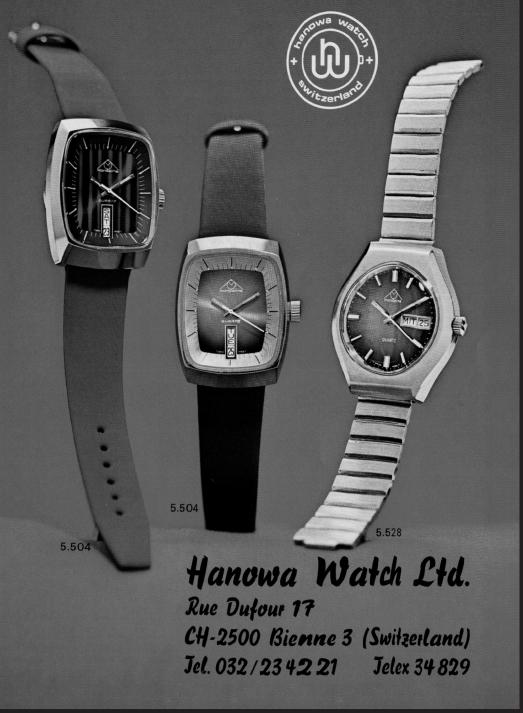


Swiss Military Hanowa, renowned for Swiss-made precision watchmaking, was established by Hans Noll in 1963 in Bienne, Switzerland. Rooted in a rich legacy of Swiss craftsmanship, the brand stands firmly on its commitment to accuracy, excellence, and reliability. Officially licensed by the Swiss Confederation, every intricate detail of the thoughtfully crafted watches echoes robustness, endurance, and exceptional performance.

Embracing the philosophy 'YOUR ONLY LIMIT IS YOU', Swiss Military Hanowa inspires greatness by pushing boundaries and unlocking new possibilities. With 60 years of cutting-edge design and Swissmade excellence, the brand continues to build watches that perfectly complement an active lifestyle – multifunctional, durable, timeless, and modern.

In pursuit of a more sustainable future, Swiss Military Hanowa forges ahead toward sustainability, sourcing leather from certified tanneries and partnering with organizations to createsafe and sustainable products.

hanowa watch review



HERITAGE

Hanowa has been pushing the rugged aesthetic since 1963, when it was founded in Biel Switzerland, by Hans Noll.In 1990, the brand made this look its signature style with the founding of Swiss Military Hanowa.

Marking 60 years of cutting-edge design, robust features, and Swiss-made excellence, Swiss Military Hanowa stands as a testament to its legacy of precision and innovation.

Officially licensed by the Swiss Confederation, Swiss Military Hanowa was founded on Swiss craftsmanship, superior quality, and high precision. Today, the brand continues to make watches that complement an active lifestyle – multifunctional, durable, timeless, and modern.

1963 HANOWA FOUNDED

HANOWA

The company established by Hans Noll in 1963 was founded as a family business. The founder and brand ambassador dedicated his life to watches.



RING AND PENDENT WATCHES

1969 following the market trends, ring and pendent watches were first introduced



TITANIUM WATCHES

Committed to the world of sports, advanced technical materials are used for the production of Swiss Military Hanowa watches



2012 FLAGSHIP

Flagship and Flagship Chrono were introduced becoming soon the hero piece of the collection capturing the world's attention.



2014 OFFICIAL LICENSED

Swiss Military Hanowa is officially licensed by the Swiss Confederation for the high standards of quality upheld by the brand since its foundation. Only a selected number of Swiss brands are awarded with this significant accreditation by the Swiss government, recognized around the world.



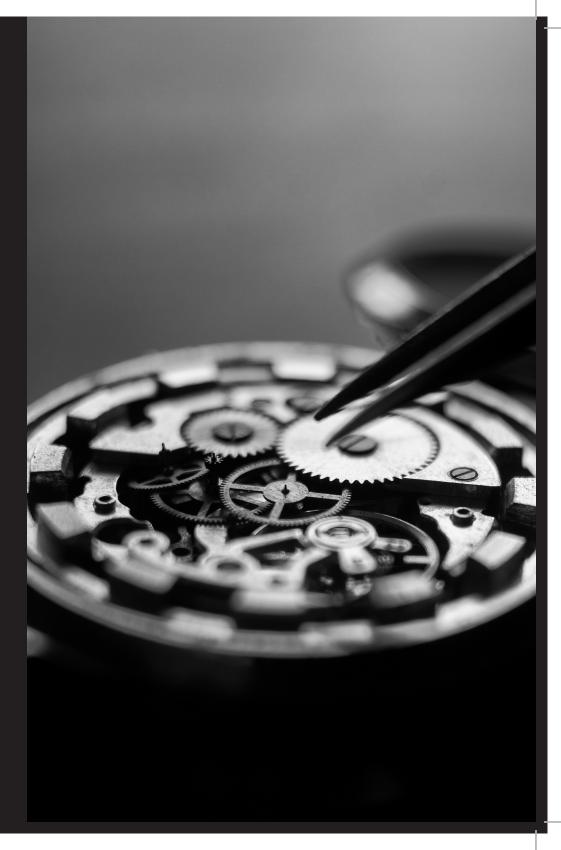
2023 60 YEARS

Marking 60 years of cutting-edge design, robust features, and Swiss-made excellence, Swiss Military Hanowa stands as a testament to its legacy of precision and innovation.

SAVOIR-FAIRE

Commitment and dedication are the cornerstones of our expertise. Meticulous attention to the finer details sets Swiss Military Hanowa apart, consistently elevating the precision and quality of timekeeping.

Rigorous tests, employing state-of-the-art technology, guaranteed durability and impeccable accuracy in every watch we craft.



C ROBUST STAINLESS STEEL.

2 or 3 part cases in brushed and polished stainless steel. Each model is manufactured using high grade 316L stainless steel to be more scratch resistant and not to oxidize.

ANTI-REFLECTIVE SAPPHIRE CRYSTAL.

All watches are equipped with ultra-scratch resistant sapphire crystal with anti-reflective coating which enhances readability.

LUMINOUS ACCENTS.

All watches are featuring luminous on hands and/or dial markers for maximum visibility.



SWISS MADE MOVEMENT.

All models are using high qualitative swiss made movements from renowned manufacturer. Quartz movements with special functions such as Chronographs, GMT or big dates are used as well as automatic movements

LARGE CROWN. 🚦

The typically large size crown of pilot style watches ensures quick adjustability and helps facilitate changing the crown even with gloves on.

WATER RESISTANCE.

The watches offer the wearer a water resistance of min 10ATM/100m/330ft.







B ROBUST STAINLESS STEEL.

High grade 316L stainless steel is used for all Divers models to be impact resistant and anti-corrosive.

SWISS MILITARY

RLATIVE PERFORMANCE

LUMINOUS ACCENTS.

All watches are featuring luminous on hands and dial markers as well as on the bezel for maximum visibility.

ANTI-REFLECTIVE SAPPHIRE CRYSTAL.

Each watch has a scratch resistant sapphire crystal with anti-reflective coating for optimum readability in all circumstances.

SWISS MADE MOVEMENT.

All models are using high qualitative swiss made quartz or automatic movements from renowned manufacturer.

SCREWED IN CROWN. 🕒

316L stainless steel screw-in crown with multiple gaskets secure the water resistance.

TURNING BEZEL. 🖸

To measure the elapsed time under water, each watch is equipped with an uni-directional rotating bezel in different materials.

WATER RESISTANCE.

The watches offer the wearer a water resistance of min 20ATM/200m/660ft.





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DEFENDER

SWISS MADE RONDA RONDA 5030.D























SMWGI0003303





FLAGSHIP X

SWISS MADE RONDA 505





SMWGH2100602





SMWGH2100601











SMWGH2100604





SMWGH2100603





SMWGH2100610









SMWGB2100605





SMWGB2100606









SMWGB2100607





SMWGB2100611







FLAGHIP X

CHRONO

SWISS MADE RONDA 5030.D





SMWGI2100701





SMWGI2100703









SMWGI2100760





SMWGI2100710









SMWGC2100705





SMWGC2100706









GREYHOUND

SWISS MADE RONDA 503



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SMWGA0001502

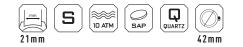




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SMWGG0001504













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SMWGB0000702









SMWGB0000703





SMWGB0000710













PUMA

SWISS MADE RONDA 517

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SWISS MADE RONDA 515



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SPRING SUMMER 24

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SMWGB2200103





SMWGB2200104









SMWGB2200111





SMWGB2200140













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SMWLH2200202





SMWLH2200210







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SPRING SUMMER 24



SIDEWINDER CERAMIC

A dynamic collection that offers both contemporary style and masculine elegance.

Inspired by the great outdoors, the Sidewinder Ceramic family boasts a bold design, lightweight build, and durable ceramic construction for the ultimate outdoor thrills. The captivating red accents provide a sporty contrast that exudes confidence and class. The patterned dial with luminous hands and indices lends a dynamic impression, and the chronograph function ensures precise timekeeping. The ceramic case and bracelet, durable and longlasting, grab attention in a very distinguished way.







SWISS MADE RONDA 5040.D



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SWISS MILITARY

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SWISS MADE RONDA 515



















SIDEWINDER

CHRONO

SWISS MADE RONDA 3540.D





SMWGI2101702







SWISS MILITARY HANOWA



SWISS MADE RONDA 505



SMWLH2101801









SMWLH2101860





SMWLH2101810











SWISS MADE RONDA 515





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SWISS MADE RONDA 3540.D



SPRING SUMMER 24

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SWISS MILITARY HANOWA























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SPRING SUMMER 24

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SWISS MILITARY HANOWA



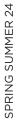
STONE MARTEN

A dynamic watch designed for those who thrive in the great outdoors.

With distinctive character, contemporary design, and remarkable functionality, Stone Marten elevates any outdoor experience. The 45mm case makes a bold statement, while the sub-eyes let you track time with precision. The luminous hands and indices find their home on the grain-patterned, rugged yet refined dial, ensuring readability in any lighting. Balanced by modern styling and classic execution, Stone Marten embodies the spirit of adventure with its overall rough look and feel.







SWISS MADE RONDA 3540.D



SMWGC0001830









SMWGC0001831





SMWGC0001832



SMWGC0001840







WATCHMAN SWISS MADE RONDA 3540.D



SMWGI0003402





SMWG0003403



















SWISS MADE RONDA 5030.D

SMWGC0000320









SMWGC0000301





SMWGC0000340









SMWGC0000302





SMWGC0000330









SMWGI0000303





SMWGI0000307









SMWGI0000304





SMWGI0000341











AFTERBURN GMT

SWISS MADE RONDA 515.24H

SMWGH0003203





SMWGH0003204









SMWGB0003201



SPRING SUMMER 24







SMWGB0003202







AIRMAN

FIRST CLASS

SWISS MADE RONDA 5030.D





SMWGI0003102



SPRING SUMMER 24





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SMWGI0003104













SMWGI0003101





FALCON

SWISS MADE RONDA 503





SMWGA2100404



SPRING SUMMER 24

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SMWGA2100401





SMWGA2100402











HAWK EYE

SWISS MADE RONDA 505.24H

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SMWGB0000505



SPRING SUMMER 24



THUNDER

SWISS MADE RONDA 515

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SMWGH0000860



SPRING SUMMER 24









SMWGB000805







THUNDERBOLT

CHRONO

SWISS MADE RONDA 3540.D





SMWGC0000401



SPRING SUMMER 24







SMWGC0000402





SMWGC0000405









SMWGC0000430





SMWGC0000410











SMWGI0000403











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BLACK MARLIN SWISS MADE RONDA 515



SMWGN0001701





SMWGN0001720











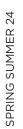
MAITRE PLONGEUR

Taking diving exploration to new depths.

Maitre Plongeur, the ultimate diving watch, is the perfect companion for diving enthusiasts and professionals alike. With a robust case and a set of interchangeable bracelet and strap, this watch offers unmatched durability and versatility. The striking navy-blue dial not only adds elegance but also enhances readability with its luminous hands and indices, even in the depths of the ocean. Powered by a Swiss-made automatic movement, precise timekeeping is ensured at all times. With exceptional water resistance of up to 1000 meters, Maitre Plongeur is truly a diver's dream.







MAITRE PLONGEUR

SWISS MADE AUTOMATIC SOPROD P024



SMWGL0002001- SET



SMWGL0002001- SET

UTOMATIC









SMWGL0002002-SET





SMWGL0002002-SET



DCEAN MATERIAL

Swiss Military Hanowa joins hands with #tide to pave the road to a more sustainable future - minimizing material waste and upcycling ocean-bound plastic waste to build a more durable, stylish, and eco-friendly watch. #tide is a Swiss-based company taking global action against marine plastic pollution – recrafting the wastes to create safe and sustainable products.

commitment

Tide Ocean SA is a Swiss upcycling company employing sustainable solutions to address the threat of water pollution. #tide is taking measurable strides in keeping plastic out of the ocean and in the economy simultaneously, by collaborating with various brands who are opening their doors to sustainable products. They sort, clean and shred the plastics polluting the ocean and recraft them into premium raw materials that's further processed to create safe and sustainable products. The mechanical upcycling practice of #tide can %100 regenerate the components of ocean-bound plastic waste to a virgin level. So far, #tide has given a new meaning to 30.000 bottles of ocean plastic wastes by converting them into durable products.









OCEAN PIONEER

SWISS MADE RONDA 515



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SMWGN0001181





SMWGN0001182













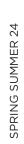








































OFFSHORE DIVER II

SWISS MADE RONDA 715





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SMWGH2200360



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ANOW



DARK MATTER

SWISS MADE RONDA 503

THE NEW FRONTIER OF THE UNEXPLORED

Senses surrender; reality blurred – introducing the enigma of **DARK MATTER.** Blurring the lines between perception and imagination, unfolds a journey into the uncharted - an expedition into the unknown.

Cloaked in Musou Black, the blackest abyss, the watch eclipses light and time itself, embracing the depths of both the universe and your perception. Absorbing 99.4% of light, against the ultra-black backdrop, the hands chart a course through the inky depths, sparking curiosity. With each tick, you are drawn deeper, linking the cosmic mystique with the allure on your wrist.

Swiss Military Hanowa's pursuit to conquer the unexplored horizons of both style and substance is realized with **DARK MATTER.** With the bold presence, the watch embodies the philosophy of Swiss Military Hanowa: challenging limits, and crafting timepieces that blend both innovation and art.

Journey beyond the conventions of time with **DARK MATTER.**









SIDEWINDER FORGED CARBON

SWISS MADE RONDA 515

In a world where every second is an opportunity to excel, introducing a masterpiece – one bold stroke of perfection. Embrace the power of self-expression with **FORGED CARBON.**

Avant-garde design, technological innovation, and uncompromising excellence – the limitededition collection delivers a statement like no other. Each dial, fashioned from forged carbon with the bold fusion of gold and black accents, creates a statement that defies the conventional. Crafted from resilient carbon fibers, molded as the resin sets, the timepiece stands as robust as your spirit, lighter than steel, and a true reflection of individuality. With no two timepieces identical, they bear your mark, a testament to your one-of-a-kind journey.

Swiss Military Hanowa pushes the boundaries of craftsmanship with **FORGED CARBON**. Not following trends, but setting them – the collection stands as a testament to the brand's unwavering commitment to precision, unbridled innovation, and the celebration of individuality.

Explore excellence in every second you seize.











CHIROPTERA NIGHT VISION

SWISS MADE M921 NIGHT VISION

Emitting a greenish color the backlight technology evenly lights up the entire dial, allowing to see the watch dial even in the greatest darkness.





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SWISS MADE RONDA 5030.D



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SMWG0000902









SMWG0000940



SPRING SUMMER 24







SMWG0000941







DILIGENTER

AUTOMATIC SOPROD P024







SMWGL0002101







SMWGL0002102





SMWGL0002103









SMWGL0002160





SMWGL0002110





PICTOGRAM TABLE

	Backlight function	S	Stainless steel
	Ceramic		World Time (24 hours)
SP	Stainless steel with Ion Plating (PVD) treatment		Unidirectional revolving bezel
ATM	50 m water resistant	\$	Leather strap
ATM	100 m water resistant	\bigcirc	Tachymeter
	200 m water resistant		Silicone strap
	1000 m water resistant		Case diameter (without winding crown) in xx millimeters
GAP	Scratch resistant sapphire crystal		Screw down crown
	Automatic movement		Lug width
	Swiss Precision quartz movement	NEW !	New model
	Chronograph		Ocean Plastic
37	Date indication		





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www.swissmilitary-hanowa.com