



**KROSS**   
**STUDIO**



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**Kross Studio and Warner Bros.  
Consumer Products to Launch a  
New Highly Collectible, the  
“Space Jam: A New Legacy”  
Collector Set.**

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*“Space Jam: A New Legacy” inspired Kross Studio 10-piece collector set composed of a Tourbillon watch and an interactive basketball sculpture where performance, technique, and Looney Tunes blend with style.*

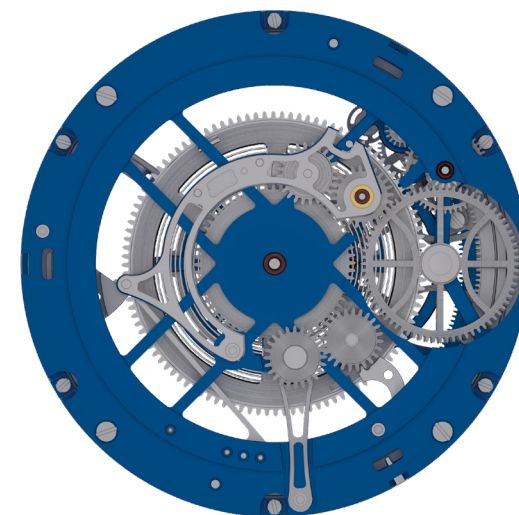
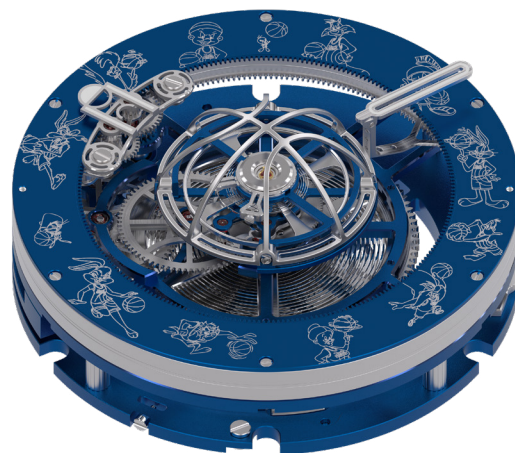
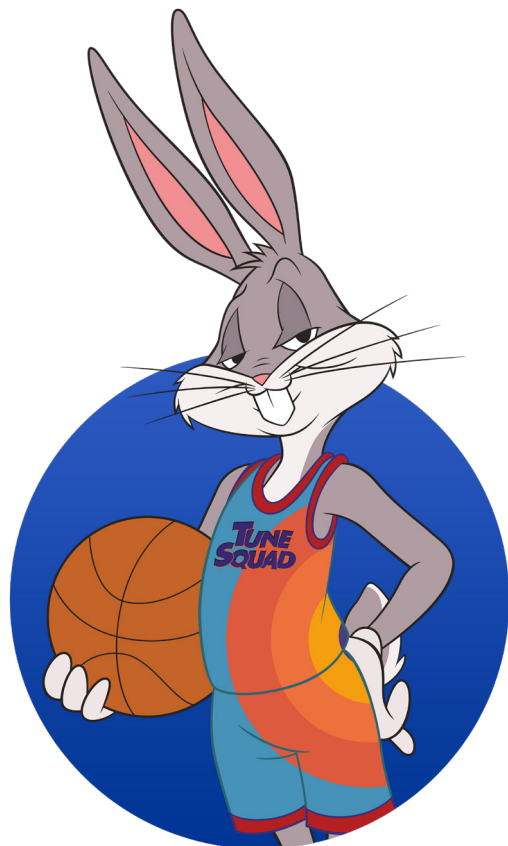
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The latest collaboration between Warner Bros. Consumer Products and Kross Studio celebrates the upcoming animated/live-action Space Jam: A New Legacy movie, releasing in theatres on July 16, 2021, and on HBO Max for 31 days from theatrical release in the U.S.. This marks a new opportunity for the Swiss design studio to draw inspiration from a cherished childhood memory, like the 1989 Batmobile before.



For the occasion, Kross Studio designed a high-end sophisticated watch and a functional art object merging four fascinating worlds: basketball, horology, art, and Looney Tunes.

Embracing the Tune Squad's spirit, Kross Studio aims to push limits and play the game its own way. The design studio demonstrates its performance and technical prowess in every element of these Collector Sets, balanced by the playful nostalgia of Looney Tunes iconography.



## Welcome to the Jam

Basketball is one of the most popular and fast-paced professional sports, requiring skilled technique and excellence of its athletes on every inch of the court. The Kross team developed a wristwatch that embodies the precision and sporty style of the basketball world, demonstrating their own dominance as one of the leading design startups and independent watchmakers in the game today.

The 3 Hz caliber KS 7'000, developed and produced fully in-house by Kross Studio, made its entrance on the court earlier this year. This caliber is the perfect match for the Space Jam Tourbillon, reflecting Kross Studio's streetwise design style and finely honed technical skills.

The mechanical hand-wound movement, equipped with an oversized barrel that can deliver a 5-day power reserve is placed in the

center of the movement. It leaves no space for the regulator that is therefore placed in the center, in a tourbillon cage, on top of the barrel.

Kross Studio raised its game, leveraging the "Space Jam: A New Legacy" collaboration to engineer watchmaking parts that reflect the baller's action-packed life on and off the court. The fully skeletonized design provides a deeper look at the highly detailed components, such as the wheels that have been styled as basketballs.

The central tourbillon cage towers over the piece, covered with an open-work basketball-like structure that reveals its regulator below. Each of the watch's 281 parts have been hand-made to offer the ultimate fine-tuned finish.

## It's Game o'clock!

Every detail of the watch invites you to get up and be ready to slam anytime just as the hour hand which turns into a free throw lane or "key", a marked area on a basketball court surrounding the basket, filled with white blue emission SuperLuminova™. The hours and minutes are also displayed in a unique way. The hands have been affixed to a peripheral display mechanism orbiting 360° around the tourbillon.

## Round up the Tunes

The Tunes Squad enters the stage engraved on the fixed hour wheel, and each character of the "Dream Team" appears ready for action, from Bugs Bunny, Lola Bunny, Daffy Duck, and Tweety to Sylvester, Marvin the Martian, Yosemite Sam, Granny, Taz, Speedy Gonzales, Elmer Fudd to Wile E. Coyote and Road Runner.



## Tune it up!

A 45mm titanium case with a sapphire crystal dome houses the entire scene, exalting the unique horology savoir-faire of Kross Studio. The reverse side of the case subtly highlights the Studio's namesake cross emblem through the plate and barrel bridge, which have been coated in blue PVD for a captivating effect.

Watch winding and time setting are done via the "D-ring crown" on the case back and the "Time Set" push button, placed at 3 o'clock on the edge of the watch. Not only does this system ensure design symmetry and a more comfortable experience than a watch with a conventional crown, but it enables faster winding.

The watch is delivered with two straps: one in deep blue calfskin leather, and the other one in laser abraded rubber, reproducing the famous basketball orange color and texture. An interchangeable strap system allows a quick and simple strap change with a single click of the quick-release buttons, located on the underside of the Space Jam Tourbillon watch.



## This is not a watch box

The watch comes along with a functional art piece, a stand-alone design object. Like the timepiece, it also celebrates basketball culture and "Space Jam: A New Legacy." Designed and engineered by Kross Studio, the sculpture takes the form of a basketball, crafted in wood and aluminum.

Eleven wooden layers representing flat basketballs have been affixed on a central pillar to create a mesmerizing effect. The watch can be stored in the heart of the sculpture, revealed by lifting the ball straight upward.



As a sneak peek of the Space Jam Tourbillon, the Tune Squad meets on the stand of the sculpture, waiting for the game to begin. This art piece was designed to be held and experienced and can be carefully removed from its pedestal. Holding this incredibly detailed piece, the collector can imagine their own destiny as a player in the Space Jam world.



Once again, Kross Studio reveals the power of artistic collaborations through a one-of-a-kind collectible set. The artwork is produced in a limited edition of 10 numbered pieces. Each piece arrives inside a bespoke wood crate, with its owner's book, its certificate of authenticity and art handling gloves.



## About Kross Studio

Kross Studio is a manufacturer and design studio based in Switzerland, founded in 2020 by a group of five entrepreneurs, each bringing decades of experience at the highest echelons of luxury and design. The Swiss label specializes in creating innovative and exclusive art objects for the finest collectors. Known for its innovative collaborations, each piece produced by Kross Studio transcends its material to offer immersive visual experiences that also cross over into the broader world of contemporary arts and culture. Kross Studio designs each piece entirely in-house with the highest level of know-how and craftsmanship. For more information, visit [www.kross.studio](http://www.kross.studio)

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## About Warner Bros. Consumer Products

Warner Bros. Consumer Products, part of Warner Bros. Global Brands and Experiences, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners

with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, Wizarding World, Looney Tunes, Hanna-Barbera, HBO, Cartoon Network and Adult Swim. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros.

World Abu Dhabi. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

## About "Space Jam: A New Legacy"

Welcome to the *Jam!* Basketball champion and global icon LeBron James goes on an epic adventure alongside timeless Tune Bugs Bunny with the animated/live-action event "Space Jam: A New Legacy" from director Malcolm D. Lee and innovative filmmaking team that includes Ryan Coogler and Maverick Carter. This transformational journey is a manic mashup of two worlds that reveals just how far some parents will go to connect with their kids. When LeBron and his young son Dom are trapped in a digital space by a rogue A.I., LeBron must get them home safe by leading Bugs, Lola Bunny and the whole gang of notoriously undisciplined Looney Tunes to victory over the A.I.'s digitized champions on

the court: a powered-up roster of professional basketball stars as you've never seen them before. It's Tunes versus Goons in the highest-stakes challenge of his life, that will redefine LeBron's bond with his son and shine a light on the power of being yourself. The ready-for-action Tunes destroy convention, supercharge their unique talents and surprise even "King" James by playing the game their own way.

James stars alongside Don Cheadle, Kris Davis, Sonequa Martin-Green, newcomer Cedric Joe, Jeff Bergman and Eric Bauza. Lee directs from a screenplay by Juel Taylor & Tony Rettenmaier & Keenan Coogler & Terence Nance and Jesse Gordon and Celeste Ballard, story by Juel Taylor & Tony Rettenmaier & Keenan Coogler & Terence Nance and Terence Nance. Based on "Space Jam," written by Leo Benvenuti & Steve Rudnick and Timothy Harris & Herschel Weingrod. The film's producers are Ryan Coogler, LeBron James, Maverick Carter and Duncan Henderson, and the executive producers are Sev Ohanian, Zinzi Coogler, Allison Abbate, Jesse Ehrman, Jamal Henderson, Spencer Beighley, Justin Lin, Terence Nance and Ivan Reitman.

Warner Bros. Pictures Presents a Proximity/The SpringHill Company Production, a Malcolm D. Lee Film, "Space Jam: A New Legacy." The film will be distributed worldwide by Warner Bros. Pictures. It will be released in theaters nationwide on July 16, 2021 and will be available in the U.S. on HBO Max for 31 days from theatrical release.

# TECH SPECS

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## SPACE JAM TOURBILLON

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**Parts**  
281

**Limited edition**  
10 numbered pieces

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Movement

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**Caliber**  
KS 7'000

**Jewels**  
27

**Functions**  
Manual-winding central tourbillon

**Power reserve**  
5 days

**Parts**  
203

**Frequency**  
21'600bph / 3Hz

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Case

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**Materials**  
Grade 5 titanium

**Diameter**  
45mm

Dome-shaped anti-reflective sapphire crystal

**Thickness**  
20mm

**Water Resistance**  
30 m or 3 ATM

**Thickness without crystal**  
12,5mm

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Case Back

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**Materials**  
Grade 5 titanium

4 anti-reflective sapphire crystals

Interchangeable straps

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1. Blue calf leather strap, black stitching, black rubber inlay
  2. Orange laser abraded rubber, black stitching, black rubber inlay
- Grade 5 titanium deployant buckle clasp
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## KROSS STUDIO B-BALL

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**Materials**  
Oak wood  
Aluminum

**Weight**  
6,5Kg

**Dimensions**

**Height**  
Closed  
333mm

Opened  
440,5mm

**Diameter**

B-BALL  
260mm

Base  
253,7mm



**Press contact**

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[www.kross.studio](http://www.kross.studio)



SPACE JAM: A NEW LEGACY and all related characters and elements  
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