



For immediate release

## **KROSS STUDIO REVEALS NEW WAYNE ENTERPRISES WATCH WINDER CREATED IN EXCLUSIVE COLLABORATION WITH WARNER BROS. CONSUMER PRODUCTS, DC AND UNCRATE**

**Gland, Switzerland (September 22, 2022)** – Kross Studio is proud to partner with Warner Bros. Consumer Products (WBCP), DC, and Uncrate on an exclusive collaboration: the Wayne Enterprises x Kross Studio Watch Winder. Available to pre-order beginning September 22 on Uncrate.com, the unique watch winder is debuting as part of WBCP's all-new *Wayne Enterprises* lifestyle label.

### **Wayne Enterprises X Uncrate**

Created by Warner Bros. Consumer Products, Wayne Enterprises is a sophisticated lifestyle label featuring luxury products and experiences inspired by DC's Bruce Wayne, man-about-town and hero of Gotham City. The brand takes its cues from Bruce Wayne's sophisticated taste, infused with mystery and purpose. The new Kross Studio x Wayne Enterprises Watch Winder will feature in the upscale new collection developed in partnership with Uncrate, to be revealed first on Uncrate.com starting September 22.

### **Kross Studio for Wayne Enterprises**

Warner Bros. Consumer Products and Uncrate approached Kross Studio to take part in this collaboration, and the renegade Swiss design atelier channeled Bruce Wayne's enigmatic elegance for this exclusive version of its watch winder. Appealing design meets Impressive horological function in the Kross Studio x Wayne Enterprises winder, making this top-of-the-line technological accessory the perfect fit for the Wayne Enterprises and Uncrate collaboration.

### **Stand-Out Form and Functionality**

As always with any project development, for Kross Studio, functionality is paramount. This winder comes equipped with two coordinating elements: the winding motor and its

support. The winding motor can easily be disassembled and stored while winding a watch, leaving the stand-alone custom brushed black anodized aluminum base to be admired in all its sophistication. Kross Studio customized the support for this limited edition, emblazoned on its front with a subtle Wayne Enterprises logo.

The winding engine, the most powerful commercial watch winder on the market today, harnesses the force of its powerful movement to maintain the mechanism of any automatic mechanical watch placed within the winding capsule. It comes equipped with an infrared sensor that detects the presence of a watch, and thereby activates the winder. When no watch is present, the device remains in standby mode to conserve power.

### **Connected Like Bruce Wayne**

The Bluetooth interface offers the owner access to all its parameters available via a smartphone dedicated application, Kross Watch Winder, available on the App Store and Google Play. In this way, the user can define optimal settings for their automatic watch model, fine-tuning the direction of rotation, rotation time, and load control.

The Kross Studio watch winder was developed in-house by the Studio engineers. Assembled by hand, it is made up of 26 pieces for a total of 2kg, and measures 13cm long, 15cm wide and 21,5cm high. Particular attention has been paid to the smallest details, as in all Kross Studio achievements, revealing all the passion and mastery instilled in its design.

### **Pre-Order Starting September 22**

The Kross Studio Watch Winder Wayne Enterprises Edition (1990 CHF - 2100 USD approx) will be available for pre-order first on [uncrate.com](https://www.uncrate.com) starting September 22, 2022, and on [kross-studio.com](https://www.kross-studio.com), and from authorized retailers starting October 12, 2022.

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## **ABOUT**

**Kross Studio** is the leading next-generation Swiss design studio and manufacturer, founded in 2020 with a vision to erase the boundaries between fine art, pop culture, and high-end product design. Kross Studio produces immersive, expertly engineered,

and highly collectible functional art objects that defy categorization. Just two years into its inception, Kross Studio has already established ongoing collaborations with the world's leading entertainment companies, including Lucasfilm Ltd. and Warner Bros. Consumer Products, to create richly imagined collector's items and collector sets that fuse beloved pop cultural iconography with high-end finishes, a hint of nostalgia, and hyper-creative horological elements. Enter the universe of Kross Studio at [www.kross-studio.com](http://www.kross-studio.com).

### **About Warner Bros. Consumer Products**

Warner Bros. Consumer Products (WBCP), part of Warner Bros. Discovery Global Brands and Experiences, extends the company'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 Warner Bros.' biggest franchises from DC, Wizarding World, Looney Tunes, Hanna-Barbera, Game of Thrones, Cartoon Network and Adult Swim. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBCP is one of the leading licensing and retail merchandising organizations in the world.

### **About DC**

DC, a Warner Bros. Discovery Company, creates iconic characters, enduring stories, and immersive experiences that inspire and entertain audiences of every generation around the world and is one of the world's largest publishers of comics and graphic novels. As a creative division, DC is charged with strategically integrating its stories and characters across film, television, consumer products, home entertainment, interactive games, and the DC Universe Infinite digital subscription service and community engagement portal. For more information visit [dc.com](http://dc.com).