

Welder watches are the creation of Italo Fontana, who, as the name implies, is Italian. They are pitched at millennials, and debuted, appropriately, around the year 2000, the same time as the millennials. The motto is "you define your own terms". Another way of putting it is "seeking for a new way of doing, daring to look different, promising new experiences". Boldness, in other words. On the website ([www.welderwatch.com](http://www.welderwatch.com)) the ranks of "The Gang" stare out undaunted, displaying the obligatory watch via a cross-chested, close-fisted salute. Watch and soul are one.

The design has been described as industrial, or perhaps chunky, with an up-to-date unisex design. Defining your own terms perhaps includes not being shackled by gender. They can be square or round. Some are three-in-ones, showing three time zones. They come in different colours, too, and the newest ones have interchangeable fillers for a flexible colour. Even the hour markings can be red or yellow instead of boring black. Differentiated, in short. They are water-resistant as well, unless you are a deep-sea diver. They definitely occupy the full wrist.

The date display is on the left, and so is the crown – the latter allows the wrist to move more freely and especially suits left-handers. The dials have been described as three-dimensional, perhaps representing the dimensions of time and space; perhaps indicating the depth of the soul, to return to the "watch and soul are one" theme. Mineral glass is still better than plastic, though.

The watches are not actually cheap, mostly in the hundreds of British pounds, but neither are they ridiculously expensive. Watches are about more than just telling the time. Time is money, after all, but perhaps watches provide an insight into that proverb from the other way around. Despite the advertising's attempt at a unisex image, they seem to be mainly the domain of males, being popular among professional Rugby players.