

**S Y E**  
S T A R T Y O U R E N G I N E

# **WATCH BOOK 2024**



# CONTENTS

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PAGES 3-10  
PAGES 11-13  
PAGE 14  
PAGE 15  
PAGES 16-17  
PAGE 18-19  
PAGE 20  
PAGE 21  
PAGE 22  
PAGES 23-34  
PAGES 35-46  
PAGES 47-48  
PAGES 49-50

BRAND PRESENTATION  
SYE MOTION WATCHES  
FASTBACK™ SYSTEM  
FASTBACK™ STRAPS  
SYE PRODUCTS LINE-UP  
K-TAIL END PIECE  
SYE WATCH ROLLS  
MEDIA COVERAGE  
SYE OWNERS REVIEWS  
LOOKBOOK AUTOMATIC 24  
LOOKBOOK CHRONOGRAPH  
WATCHES VARIATIONS  
SYE COMICS



# THE ORIGINS

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## (RE)START YOUR ENGINE

How did you feel the first time you saw the smooth curves of a classy car, heard the musical growl of a twin engine, glimpsed a flash of gleaming chrome or felt the sensual touch of an aged leather seat?

These are the feelings that drive us and that led to the creation of SYE!

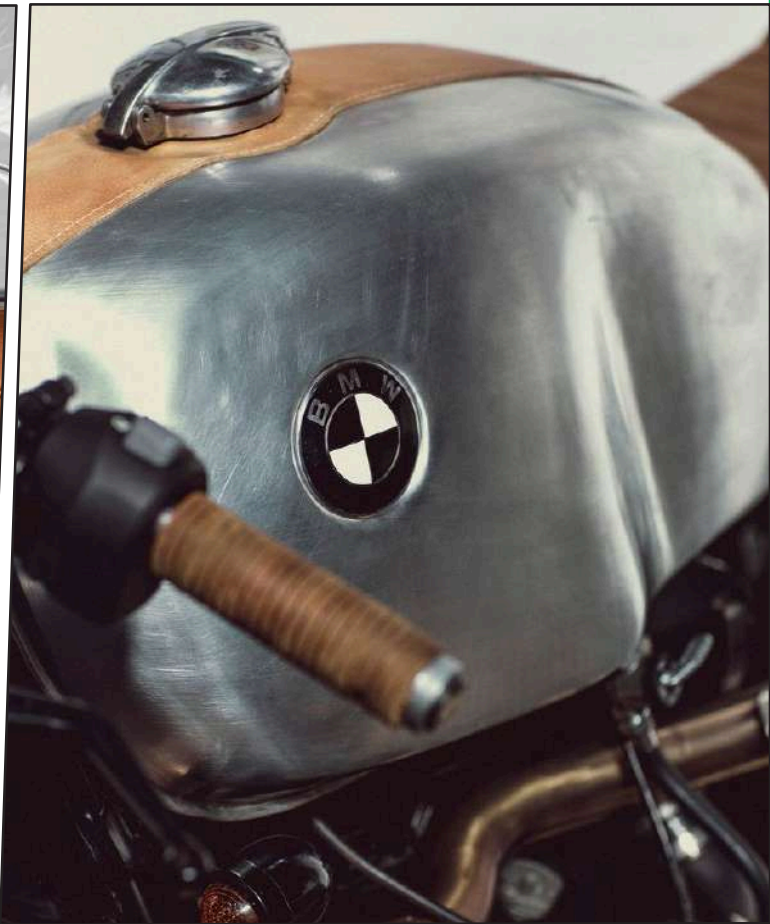
In our quest for a perfect moment, they inspired us look at materials, savoir-faire and 20th century design principles from a new angle in an unashamedly modern watch.



# THE ORIGINS

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## AN ODE TO MECHANICAL GENIUS



# THE VISION

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## INVENTING A NEW TYPE OF ELEGANCE

Non-conformist, self-assured, distinguished – SYE brings the concept of Sports Tailoring to your wrist through a perfect marriage of rigorous yet relaxed, demanding yet free.

Wearing a SYE watch means proclaiming your attachment to a different kind of watch and putting your strong style and bold mindset on display.



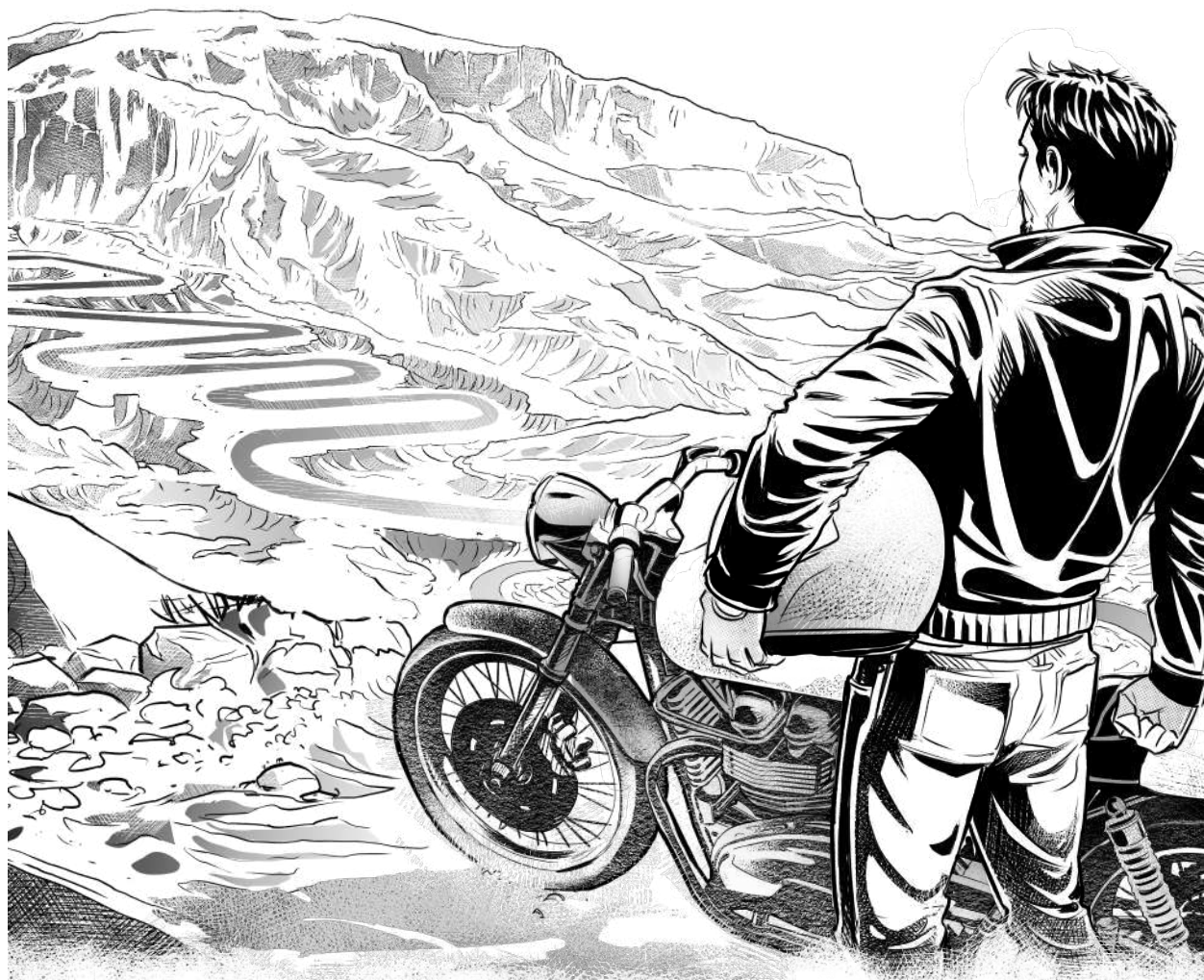
# THE MISSION

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## CREATING THRILLS

Get on board, take the plunge and let your senses take off!

We cut no corners in our watches, using only the finest materials, an impeccable finish, exclusive styles and exciting designs...



# THE PROMISE

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START YOUR ENGINE...  
AND HAVE FUN!

An unadulterated good time.

Get ready for an exclusive experience.

We promise you'll love it!

**Gentlemen, Start Your Engine ...**



# THE DNA

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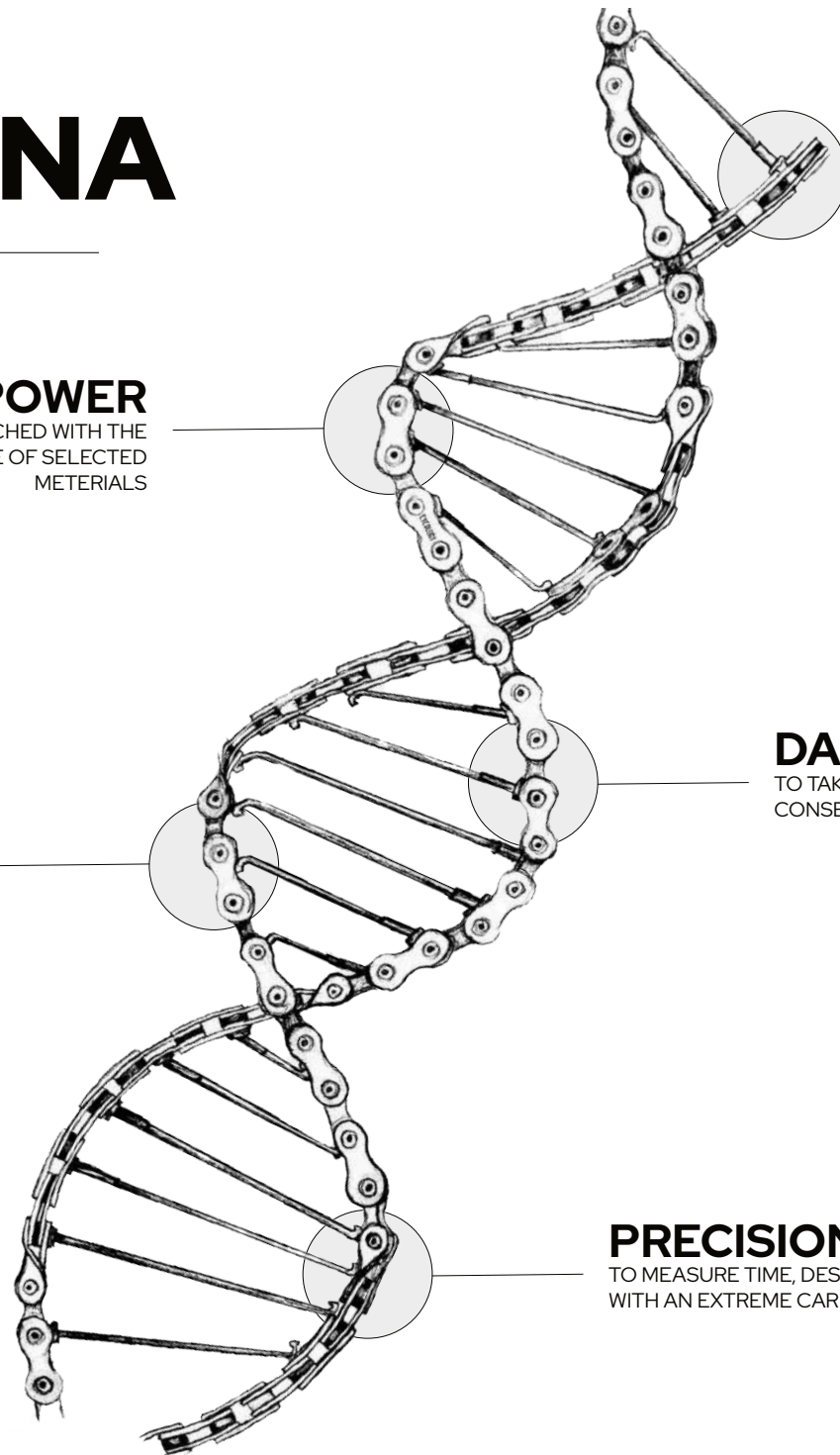
**ELEGANCE**  
OF LINES, MATERIALS AND SHAPES

**POWER**  
OF A BOLD MASCULINITY MATCHED WITH THE  
GRACIOUSNESS AND RESISTANCE OF SELECTED  
MATERIALS

**INGENUITY**  
TO CREATE A RICH CUSTOMER EXPERIENCE

**DARING**  
TO TAKE ALTERNATIVE ROUTES AND CHALLENGE  
CONSERVATISM

**PRECISION**  
TO MEASURE TIME, DESIGN AND BUILD OUR PRODUCTS  
WITH AN EXTREME CARE FOR DETAILS





# IN A NUTSHELL

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## START YOUR ENGINE...

SYE [Start Your Engine] is a French premium brand with a strong personality inventing a new kind of masculine elegance to your wrist.

SYE is bringing Sport Tailoring to the world of watches by creating a perfect marriage of a classy yet relaxed style.

If you want to change up your style, the Fastback™ system and our range of premium straps makes swapping out the strap feel like playing with Meccano.

With its fine leather, impeccable finish, exclusive style and affordable prices...

*Start your engine, and have fun!*

# SYE TEAM

## MEET THE A-TEAM

DESIGN	STRAPS	SERVICE	ILLUSTRATIONS	FOUNDER
				
<p>LUDOVIC BLANQUER</p>	<p>JEAN ROUSSEAU</p>	<p>REPARALUX</p>	<p>GIOVANNI VALETTA</p>	<p>ARNAUD PÉZERON</p>
<p>Bell &amp; Ross LOUIS VUITTON</p> <p>SEIKO TAG Heuer</p> <p>ULYSSE NARDIN ZENITH</p>			   	<p>EPSON CASIO</p> <p>tomtom OLYMPUS</p> 

# MEET MOT10N

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**3 HANDS MECANICAL AUTOMATIC**



**MECA-QUARTZ CHRONOGRAPH**

# MOTION AUTOMATIC 24

SO CHIC



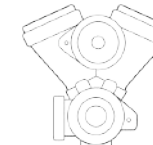
## SPECIFICATIONS

SPORT-CHIC WATCH  
WITH A TWIST



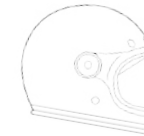
- Steel case
- Integrated Fastback™ strap
- 50M water resistant
- 40mm Diameter

PRECISE AND RELIABLE  
MOVEMENT



- Mechanical automatic
- Miyota Caliber 8217
- 42h Power reserve
- Hour, Minute, Second, Date, 24h

MAXIMUM RESISTANCE



- Scratchproof sapphire glass
- Anti-reflection coating

STRAPS ENGINEERED  
TO LAST



- 14+ available straps
- Folding clasp
- Precious leather, steel or titanium

AND ALWAYS...



- Made in France
- 2 years international warranty
- Numbered watches

# MOTION CHRONOGRAPH

## RACING SPIRIT



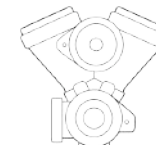
### SPECIFICATIONS

#### SPORT-CHIC WATCH WITH A TWIST



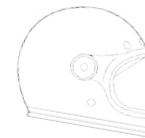
- Steel or Titanium case
- Integrated Fastback™ strap
- 50M water resistant
- 40mm Diameter

#### PRECISE AND RELIABLE MOVEMENT



- Seiko VK64 Meca-quartz caliber
- 1/5 second chronograph
- Remise à zéro mécanique
- Hour, Minute, Date, 24h, Tachy

#### MAXIMUM RESISTANCE



- Scratchproof sapphire glass
- Anti-reflection coating

#### STRAPS ENGINEERED TO LAST



- 14+ available straps
- Folding clasp
- Precious leather, steel or titanium

#### AND ALWAYS...



- Made in France
- 2 years international warranty
- Numbered watches

# FASTBACK™ SYSTEM

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## UNIQUE EXPERIENCE

An original locking patented system to ensure the **deepest strap/case integration** possible and to offer an interchangeable strap solution.

ROCK SOLID ✓

PRATICAL ✓

UNIQUE ✓

AESTHETICAL ✓

PLAYFUL ✓



# FASTBACK™ STRAPS

## ENGINEERED TO LAST

Our first working prototype is worn daily since its first days, 4 years ago... and it's still in excellent shape.

The secret? A stainless **steel insert**, an invisible **polymer piece** printed in 3D, a **precious leather**, an **ultra-resistant lining** and a **folding clasp**.

We put together all the ingredients for a maximum durability.





# MOTION WATCHES

## AUTOMATIC 24



*Silver*



*Black*



*Pebble*



*Estoril*



*Bullitt Titanium*

## CHRONOGRAPH



*Silver*



*Black*



*Panda*



*Estoril*



*Bullitt Titanium*



# FASTBACK™ STRAPS



*Asphalt*  
Black grained calf



*Carbon black*  
Black Novonappa calf



*Skybury*  
Brown Novonappa calf



*Whiskey*  
Gold Novonappa calf



*Highland*  
Dark green grained calf



*Impala*  
Beige matte calf



*Syrah*  
Burgundy matte calf



*Petroleum*  
Blueu-grey matte calf



*SYE blue*  
Electric blue matte calf



*Shadow*  
Black matte calf



*Racing black*  
Perforated black calf



*Racing whiskey*  
Gold perforated calf



*Chain*  
Stainless steel



*Chain*  
Titanium

# K-TAIL ACCESSOIRY

END PIECES THAT CHANGE IT ALL!

MOTION watches now come with a new accessory: an end piece called K-Tail that will drastically change the design of your watch and allow you to adapt new straps, 18mm wide, to your watch while playing with the Fastback™ system.



*K-Tail Steel*



*K-Tail Titanium*



# PERFECT WATCH COMPANION

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## OUR WATCH ROLLS



Hand made in Paris from precious Novonappa leather, they welcome up to 2 watches, 4 Fastback™ straps and your tool.

They also welcome other watches and straps too..

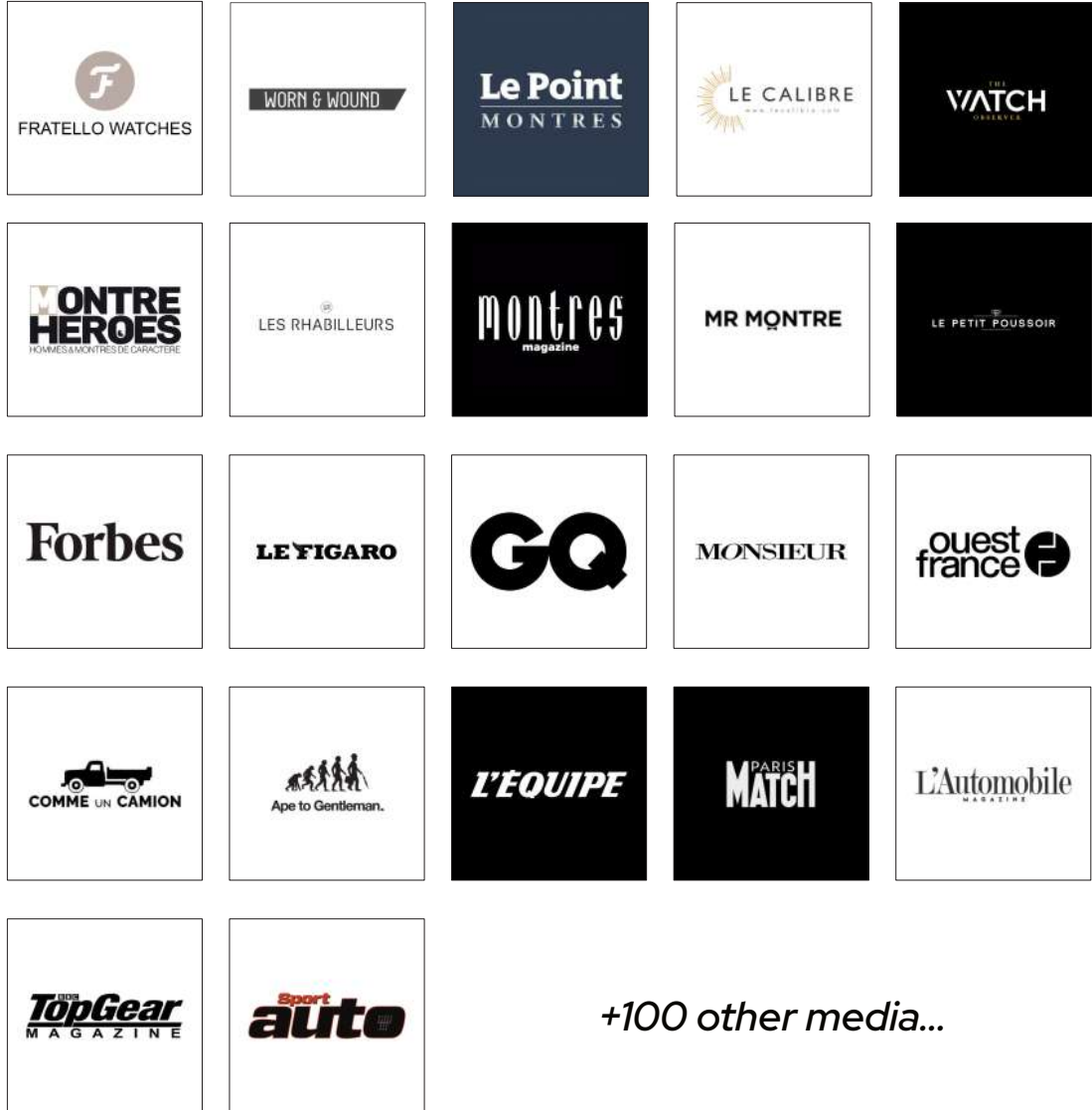


*Carbon black*

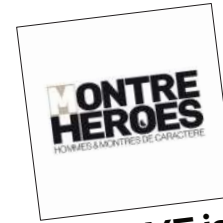


*Whiskey*

# MEDIA LOVE SYE



+100 other media...



« SYE is betting on innovation and high-end finish to seduce customers looking for a new watchmaking experience. The bet seems to have paid off! »



« The watch hit me in [...] 'the feels'. The crispness of the dividing lines between the finishes gifts the SYE MOTION with a superb character. This piece looks fantastic. »



« The watch head has some unique details that give its personality, but the strap itself is what really impressed me. It's a complex and high-end construction that could cost as much as the whole watch itself if a luxury mabrand made it. As someone with some experience in making leather straps, it really impressed me. »

# SYE OWNERS LOVE THEIR WATCH

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## Why I love SYE'S MOTION Chronograph

My wrist is unusually skinny, and I was unsure if the watch's strap would be too long for me. I reached out to SYE via email regarding my concern, and Arnaud, got back to me almost immediately, assuring me that the strap would fit my chicken wrist for sure.

Sacha Neuberger

## Great Watches, Great Customer Service

SYE contacted me after my purchase, after processing my order, and twice after delivery to make sure I was satisfied. They respond to emails very very quickly for the fact that there's a huge time zone difference between their office and my home. To top it all off my watch arrived days earlier than expected thanks to the diligent processing speed from SYE, and it arrived in perfect condition beyond the quality that could have been conveyed through any photos on the site.

Nikhil

## Great watch ! I'm very proud to own this fantastic...

I'm very proud to own this fantastic SYE chronograph. It's a superb watch with very good finish, created and developed by a very nice French team.

Nothing negative : quality, price, packaging, time of delivery, all is perfect !

Nicolas Fevre

## Excellent end to end experience

Excellent end to end experience. Great communication, out of the box experience and last but not least you are not buying a simple watch but a well designed and high quality one.

Sye is the new brand to be.

Guillaume Serra

Read our +130 5\* reviews on



# LOOKBOOK

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MOTION AUTOMATIC 24























# LOOKBOOK

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## MOTION CHRONOGRAPH























# MOTION AUTOMATIC 24

*Silver*



*Whiskey Asphalt Carbon black Skybury Impala Highland Syrah Petroleum SYE blue Shadow Racing black Racing whiskey Chain*

*Black*



*Skybury Asphalt Carbon black Whiskey Impala Highland Syrah Petroleum SYE blue Shadow Racing black Racing whiskey Chain*

*Pebble*



*Impala Asphalt Carbon black Skybury Whiskey Highland Syrah Petroleum SYE blue Shadow Racing black Racing whiskey Chain*

*Bullitt*



*Shadow Asphalt Carbon black Skybury Whiskey Highland Syrah Petroleum SYE blue Impala Racing black Racing whiskey Chain Titanium*

*Estoril*



*Carbon black Chain Impala Skybury Whiskey Highland Syrah Petroleum SYE blue Shadow Racing black Racing whiskey Asphalt*

# MOTION CHRONOGRAPH

*Silver*



*SYE blue Asphalt Carbon black Skybury Whiskey Impala Highland Syrah Petroleum Shadow Racing black Racing whiskey Chain*

*Black*



*Carbon black Asphalt Skybury Whiskey Impala Highland Syrah Petroleum SYE blue Shadow Racing black Racing whiskey Chain*

*Panda*



*Chain Asphalt Carbon black Skybury Whiskey Impala Highland Syrah Petroleum SYE blue Shadow Racing black Racing whiskey*

*Bullitt*

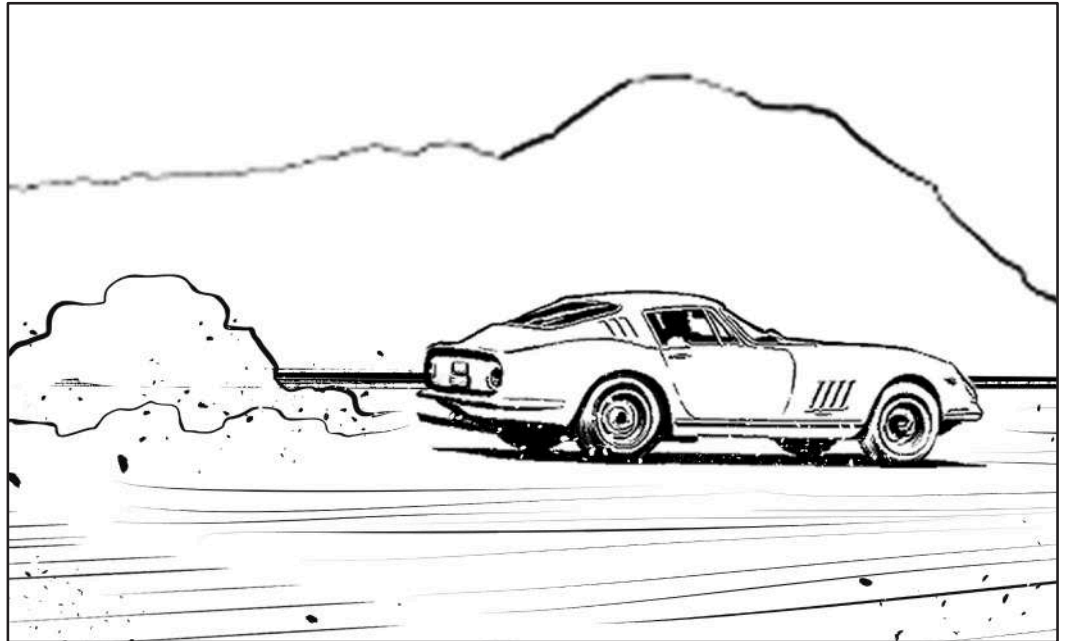
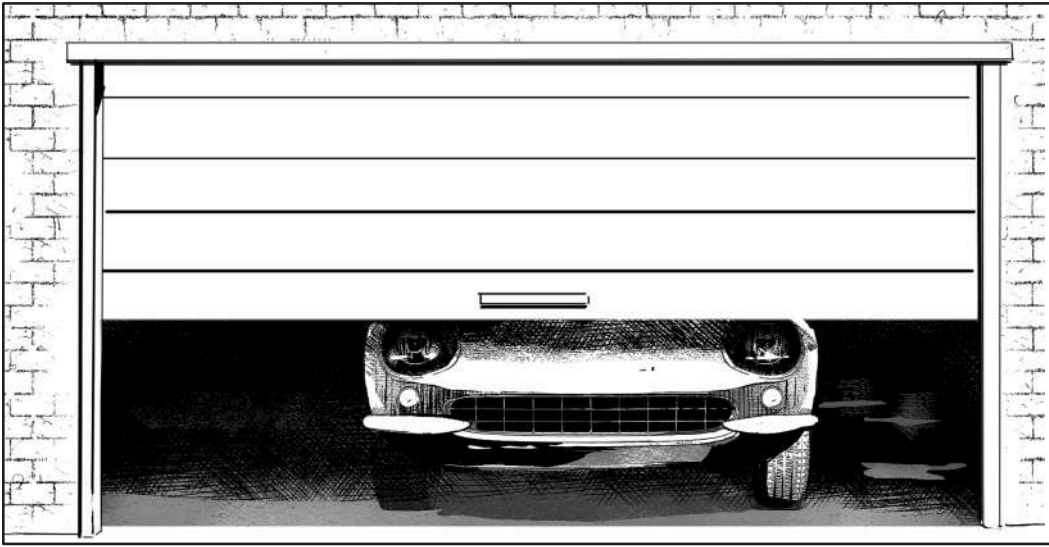


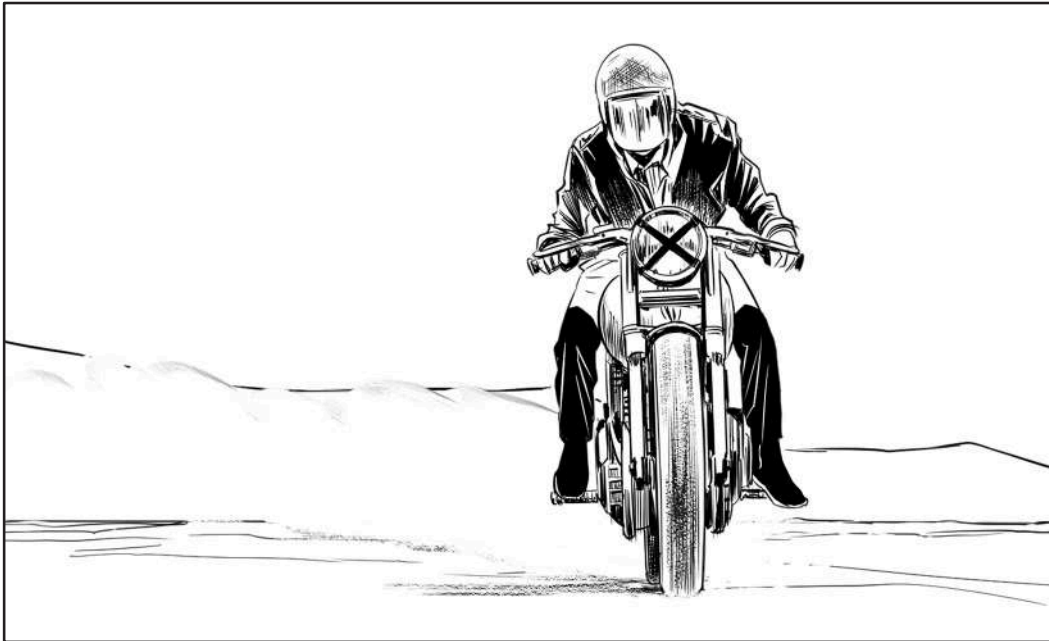
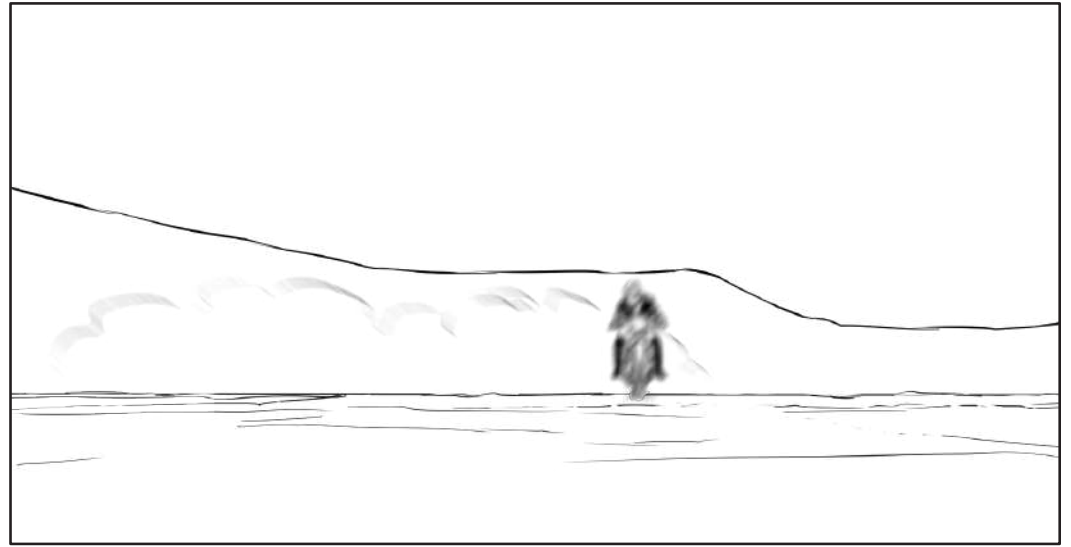
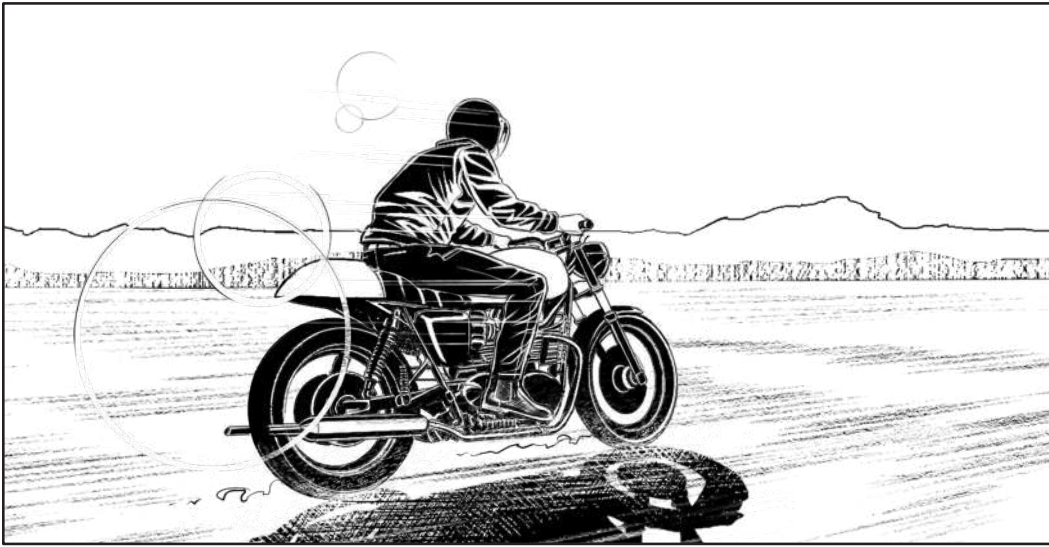
*Shadow Asphalt Carbon black Skybury Whiskey Impala Highland Syrah Petroleum SYE blue Racing black Racing whiskey Chain Tirane*

*Estoril*



*Carbon black Chain Impala Skybury Whiskey Highland Syrah Petroleum SYE blue Asphalt Racing black Racing whiskey Shadow*





**[WWW.SYEWATCHES.COM](http://WWW.SYEWATCHES.COM)**