

### **Michael Young for o.d.m. - Hacker Watch Cocktail Party**

In this September Watch Fair, o.d.m. will proudly unveil the newest innovative collaboration collection with Michael Young. This event will be a cocktail party and will be attended by Michael Young, representatives and business partners of o.d.m. as well as media.



Michael Young's new timepiece «Hacker Watch» for o.d.m. is inspired by many of the precision engineering projects his studio has been involved with in Hong Kong. The appearance is based on the application of visual ergonomics, using bold lines that lead the eyes pleasantly and allowing the time to be read at a glance. Meanwhile, the metal disc in the centre offers strong protection for daily use, so it's durable yet classical in style. Hacker Watch is designed for running about in a city and for all occasions.

Hacker Watch full collection:



Details of the cocktail party:

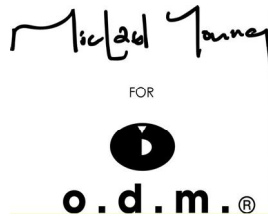
Date: 8 September 2011 (Thursday)

Time: 16:30 - 17:30

Venue: Wine Cellar, Brand Name Gallery, Hong Kong Convention and Exhibition Centre

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### About o.d.m.

o.d.m. is one of the most popular designer watch brand with distribution networks across about 30 countries and regions worldwide. It is also the very first Hong Kong watch brand to participate in BASELWORLD in 2003. The mission of o.d.m. is to convey a philosophy that inspired the creation of the brand name: original, dynamic and minimal. Over the past years, o.d.m. has won various international awards, including Germany's reddot Design Award, China's iF Design Award, Japan's Good Design Award and USA's Good Design Award. Those awards recognize o.d.m.'s outstanding achievements and an excellent brand reputation.

### About Michael Young

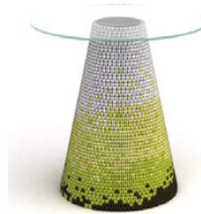
In a career that spans little more than 15 years, British-born and Hong Kong based designer Michael Young established himself from the very beginning as one of the world's leading figures in his trade, proven by his endlessly copied designs and its unparalleled power to generate a vibrant but relaxed atmosphere, combined with the pioneering passion for technology. In 1995 he created his own MY022 Ltd design office in London, and he was soon offered the opportunity of one-man shows in prestigious galleries in France, Germany and Japan. Michael Young has been appointed creative director of the 100% Design Tokyo 2 years in a row (2007 & 2008), also the creative director of Asian Aerospace 2009.



Citystorm Bike for Giant



MoshiMy Handset



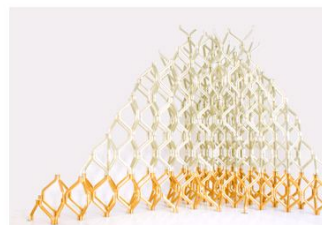
Zipzi Tables



Plastic Polo for Lacoste



Passanha Oil Bottle Design



Zipzi Link Installation



Chivas 18 Night Life Bar