

E -2025-3

ELKA Watch Co.

The New Classic

ARINIS

Thousands of years of history
on your wrist

X SERIES

Inspired by an Aircraft
Instrument

D&S SERIES

The Classic



Elka
WATCH CO.
SWISS MADE

ABOUT REBELS AND
VISIONARIES

TIMEPEACE

WHY ELKA



ELKA Watch Co. was launched in 2022.

I dreamt of developing my own brand but above all I wanted a brand with a story, truth & credibility. I chose to call it by my nickname, ELKA. Since I love the 60s, the products and the aesthetics of that era I have decided to make it my design line for this and future collections.

When I wanted to protect the name, I realised that a brand called Elka Watch had already existed but had disappeared around the 60s & 70s precisely during the timeframe that I have chosen to base my designs on. This defunct Elka Watch was named after Eduard Louis Kiek from Amsterdam. I looked through its archives and realised that the brand had strong designs and had worked closely with other big names in the watch industry such as Ulysse Nardin, Heuer, Rolex, Minerva, to name only a few. So, without reviving the brand, I wanted to pay a tribute to this old Dutch brand with my first 2 series.

Since then, only a few new products have been added, such as the Arinis, a diving watch inspired by the 1st models of the 60s, and the new S series, the new icons of minimalism.

Hakim El Kadiri
Founder of ELKA Watch Co sàrl

Photography:

Nicolas El Kadiri
Nicolas Carvalho
David Haefeli



BACK TO BASICS TO A SIMPLER TIME TO AUTHENTICITY

ELKA watches are inspired by the times when a product was kept for life. You invested in durability, quality and uniqueness.

The mindset is to step back to that period in the 1960s. To those pure and colourful aesthetics we still remember: back to the magical dreams of the space race, the Beatles, the Rolling Stones and Woodstock; a return to the struggles, the changes, the rebellious spirit that so marked that decade.

What if we had never really left that decade? What if we went back to it, body and soul, to become once again those enthusiastic and revolutionary people who made society move so much? The same values demonstrated at that time are still strong today. Boldness and elegance are timeless, whether they date from 1960s or the 2020s.



ELKA D04-0807

ELKA D SERIES

The design of the D Series is inspired by a dial created by Ulysse Nardin for the defunct Elka Watch, the same hands, the same applied indexes. Today the collection is composed of 8 similar dials in different colors.

The idea for this model is rooted in watchmaking history, when pocket watches were common.

The watch case is the same as the one used for the ELKA X Series, whose shape is taken from the shape of a pocket watch. The aim of this design is to have an organic object in hand, something like a pebble, something we want to touch, to feel.



ELKA D01-0804



ELKA D02-0805



ELKA D03-1001



ELKA D04-0807



ELKA D05-0804



ELKA D07-0810

ELKA D SERIES



Will you dare to wear blue or baby pink? Tired of the gloom of the period, dare to use colour to revive dynamism and positive momentum! The new shades proposed by Elka Watch Co. allow everyone to express themselves in a cheerful and spontaneous way in a sometimes gloomy environment. The young brand Elka Watch Co. is back this spring with jolly and certainly daring seasonal colours. Will you dare to wear these colours and show your desire to move on? The Elka Serie D watch, with a diameter of 40.8 mm, has very short lugs that allow it to be worn on both wide and very thin wrists. .



ELKA D08-0804



ELKA D06-0808



ELKA D08-1003

ELKA X SERIES

The ELKA X Series is inspired by a flight instrument created by Heuer for the defunct Elka Watch. The watch case is the same as for the ELKA D Series, whose shape is taken from that of a pocket watch. 2 models, but 2 different characters.

The Elka X Serie is the sporty version, equipped with cut-edge rough leather straps or Nato straps. 5 dials, a black one with numbers and hands equipped with Superluminova that looks like burnt tritium, another version with a dark blue dial and white Superluminova and a beige version that remains the color of a pocket watch made by the former brand - and 2 new models in khaki green and another in a colour gradient from beige to black.



ELKA X01-0801



ELKA X02w-0901



ELKA X03-0803



ELKA X SERIES



ELKA X01w-1003



ELKA X09-0901



ELKA X03-0902



ELKA X15w-0901



ELKA X02-0802



ELKA X09-0804

ELKA TIMEPEACE

TIMEPEACE by Elka carries a powerful message. The watch features a poetic inscription in English in an Elvish calligraphy: "From the mountains to the oceans, may the language of peace echo through every soul". This phrase poetically reinterprets the core message of human rights, capturing the essence of equality, dignity, and the interconnectedness of humanity. It emphasizes universality and the importance of peace and understanding, evoking vastness and inclusivity, mirroring the "all human beings" of the original human rights text. The inscription serves as a constant reminder of these fundamental values.

Case Material: 1.4404 steel with 5N PVD Coating



ELKA TIMEPEACE

ELKA S SERIES

Two timepieces, each produced in a limited series of 25.

Inspired by deep shades of green and burgundy, these new creations follow in the footsteps of the young brand's iconic models, such as the blue 'Essence' created in collaboration with Ace Jewelers and the amber-coloured 'Loch Lät'.

A return to the roots of watchmaking, where timeless elegance meets exclusivity. These uncluttered timepieces, stripped of all superfluous elements, are an invitation to pure and simple contemplation of the passing of time. These are unique timepieces for watch lovers in search of authenticity.

These two new timepieces have sunbrushed dials, with colours ranging from light to dark green, or from light to dark burgundy. These colours are very playful with the light that surrounds us, and the sapphire 'box' offers even more 'deformations' that make these watches unique in every way.



ELKA S05-1003



ELKA S02-1003



ELKA S05-0804



ELKA X LOCH LĀT



ELKA S01-0811



The founder of Elka Watch, has expanded his horizons with the launch of Loch Lat, a meticulously crafted single malt whisky. This new venture, born out of a passion for both timekeeping and spirits, reflects El Kadiri's dedication to quality and innovation.

Loch Lat is the culmination of a three-year journey that began with a casual inspiration. Inspired by a Belgian friend's gift of a fine whisky, El Kadiri was captivated by the spirit's unique character and set out to create a Neuchâtel-based counterpart.

Partnering with experienced oenologist, El Kadiri carefully selected the finest malt must and oversaw the distillation process. The spirit was then aged in repurposed cognac casks, imparting a rich and complex flavor profile.

To honor the region's history, El Kadiri named Loch Lat after a nearby lake and chose the iconic Wheel of Saint Blaise as its logo. This ancient artifact, discovered in the area, symbolizes the region's rich heritage.

In a nod to his watchmaking expertise, El Kadiri created a limited edition of 25 watches, each paired with a unique bottle of Loch Lat. The S Series watch features a distinctive amber dial and a high-quality La Joux Perret G100 movement.

Loch Lat is a testament to El Kadiri's unwavering pursuit of excellence, combining his passion for watchmaking with a newfound appreciation for the art of whisky making.

ELKA ARINIS



inspired by the rich past and history of the now-defunct Elka Watch Cy from Amsterdam, the brand is back with a new timepiece. This model stays true to the codes of the young brand and takes the form of a stylish diver's watch. This watch boasts the same dimensions, chevé-box sapphire crystal, lugs shape, and emblematic side edge line as the original series. The watch is adorned with a ceramic ring bezel and superluminova numerals, and is water-resistant to 20 bar (200m). The watch is named after the ancient name of the village of Saint-Blaise, which dates back to the first millennium. This name was chosen for many reasons: the village's location on the shores of Switzerland's Lake Neuchâtel and the region's rich history, which includes the Celts and the Palafittes civilizations. These ancient people built dwellings on the lake's poles to allow for fluctuating water levels. The watch's design is inspired by the region's history, with elements that recall the Celtic wheel found in the lake, the stock of ceramics found at Chemin du Diable in Saint-Blaise, and the lake itself. These elements are reflected in the watch's shape, material used such as the bezel in ceramic.



ELKA AF01-1002



ELKA AF01w-1201



ELKA AF01-1001

ELKA ARINIS

Taking a stroll around the old Arinis village, today called Saint-Blaise, you'll be able to uncover stories but also history. From the palafittes found in the lake to the old wheel, including the ceramic found on an old roman road, this small region near the Neuchâtel Lake in Switzerland is a small jewel demanding to be discovered. Come discover the depths of celt civilisation on the shore of the lake with your new ELKA Diver's watch. The Arinis watch has been inspired by all the history surrounding the wonderful region of Saint-Blaise. Ceramics was found on an old roman path, imposing the idea of a ceramic made bezel. The old wheel, being a strong and intrinsically regional object, has given it's colour to parts of the collection. The engraved fishes at the back of the watch are a small hint to the fascinating artifacts found in the lake. A thousand years of history, wrapped around your wrist.



ELKA AF02w-1001



ELKA AF02-1202



ELKA AF02-1002

ELKA ARINIS

CALIBER: La Joux Perret G100 automatic 4 Hz / 28'800 A/h, stop second 68-hour power reserve

FUNCTIONS: Hours, minutes, centre second, date (available on certain models)

UNIDIRECTIONAL TURNING BEZEL : 120 Positions with Ceramic insert filled with Superluminova

CASE DIMENSIONS: 41 mm in diameter, 11.85 thick, 46.50 mm Lug to Lug

SCREW DOWN CROWN

GLASS: Chev  box type sapphire crystal - anti-scratch anti-reflective treatment on one side

WATERPROOF: 200 meters / 20 bar



ELKA AF01-0901



ELKA AF02w-0804



ELKA AF01w-0903



ELKA X HEROES

ELKA Watch Co has teamed up with Heroes Media to produce a watch combining its DNA with those of the "Heroes" magazines for limited edition of 25 pieces. From the first glance, there is no doubt that the "Heroes" spirit is there. Black, white, a raven hidden on the dial and a chic adventurer's face. This is the new ELKA Watch Co. watch made in partnership with Montre Heroes. A 40.8 mm diameter case in sandblasted and blackened stainless steel with "gun" PVD treatment, a matt black dial with a neo-retro design, white hands and numerals: the "Heroes" graphic DNA is fully respected.

The Heroes model is inspired by the X Series and the design of a pocket watch. "The objective of this design is to have an organic object in your hands, like a pebble, something you want to touch and feel," says Hakim El Kadiri. Several prototypes were necessary to arrive at the final result. A watch in "Heroes" colours with a very fifties style and a Café Racer spirit.

This model is also the first from ELKA Watch Co in a sandblasted "gun" colour version, with the famous raven engraved on the case back and discreetly printed in white between the two inner strands of the black Nato strap that covers the watch. A must-have.

Paul Miquel



ELKA x Heroes



ELKA X ACE

Rekindling an old friendship over a serendipitous, shared tie with a watch brand lost to time; Celebrating diversity and friendship with the Ace x Elka Watch Company Diversity Series. Old friends Hakim El Kadiri of Elka Watch Company and Alon Ben Joseph of Ace Jewelers reconnected over shared ties by the now defunct ELKA of Amsterdam. Fast forward several months, and they're proud to present the Ace x Elka Watch Company Diversity Series, a set of four limited edition watches each using a different numeric script on the gradient blue dials: Western Arabic, Eastern Arabic / Hindi, Chinese and Hebrew, respectively.



ELKA X11-0804



ELKA X12-0804



ELKA X ACE

Whilst discussing ideas for their future collaboration, Alon pitched the idea to create a set of four watches based on this design but using different numerical scripts, just like the ELKA of old did with Alon's highly-coveted Hebrew script dial. The result is the Diversity Series. The collection consists of four watches, each with a gradient blue dial, but featuring different scripts for the numerals: Eastern Arabic / Hindi, Chinese, and Hebrew respectively, complimented by one using classical Western Arabic numerals. And purists rejoice: unlike the standard production X-Series, there's no date window on the Diversity Series watches. "Collecting watches is a passion that transcends borders, languages and cultures. The source of inspiration for the Diversity Series may have been a Hebrew script Elka watch from my personal collection, but we expanded this concept to celebrate diversity on a global scale, as well as the friendships that form over shared hobbies and pastimes. I trust these will find proud homes with collectors all over the world - and I'm particularly excited to see where the different dial variations will end up", adds Alon. Of these four types of numbering, three use the double O at twelve o'clock, like the standard production X-Series. Only the Hebrew version has the number 60. The Hebrew version with a blue dial was sold out and has been replaced by a green version.



ELKA X13-0804



ELKA X16-0811



FEATURES



DIALS, HANDS AND SUPERLUMINOVA

Curved dial- for ELKA X and D models - Curved hands for ELKA X and D models: numbers filled with Superluminova only on ELKA X models. Swiss Super-LumiNova® pigments are the choice of the Swiss watch industry for the highest possible afterglow performance. Swiss Super-LumiNova® is non-radioactive, REACH compatible, highly temperature resistant and resistant to environmental influences. It works like a light storage battery where light charges the battery and subsequently the light is continuously emitted. This activation and light emission process can be repeated indefinitely since the material suffers no ageing. It is chargeable with either sunlight or artificial light. Mixed with a suitable specific binder, Swiss Super-LumiNova® is applicable to dials and hands.

DIMENSIONS of the X & D series: are 40.8 mm for the diameter, 10.80 mm for the thickness
Dimensions of the Arinis: 41 mm in diameter, 11.85 thick, 46.50 mm Lug to Lug



THE MOVEMENT

The movement has a 68-hour power reserve

24 jewels

A frequency of 28800 A/H (4Hz)

Manufactured by la Joux-Perret in la Chaux-de-Fonds



SAPPHIRE CRYSTAL

The Chev -Box sapphire crystals are the most complicated version of watch sapphires. They have the appearance of Hezalite glass as made in the past. It should be remembered that the hardness of the sapphire crystal is just behind that of the diamond, at about 2000 HV



FEATURES



MILANESE MESH

The Milanese bracelet is also known as Milanese mesh bracelet as it is made of intertwined loops (fine mesh). It is available in a thin and robust version to give the watch an elegant or solid appearance. It fits well on any wrist.

This type of bracelet was made by hand as early as the 13th century. In the 1920s, the process was revived by German manufacturers, which led it to a new wave of popularity. Milanese bracelets are visually distinguished by their dense, close-knit construction formed from steel springs which give them a smooth, fine surface. Milanese bracelets are extremely comfortable to wear and allow the skin to breathe easily.

TROPIC STRAP

A touch of modernity in a classic design

The Elka Arinis Tropic Rubber Strap is an ode to the golden age of diving watches in the 1960s. Combining functionality and sophistication, this hi-tec genuine rubber strap pays homage to the Tropic straps of the past with a tapered tail, two loops and a textured pattern true to the era. Despite its vintage look, this is a thoroughly modern bracelet, with easy spring bars and exceptional durability. The Elka Arinis Vintage Tropic bracelet's small perforations are carefully designed to allow air and water to circulate, offering the wearer great comfort in hot climates. Key features : Genuine rubber, Made in Switzerland, Black or Blue colour, Size 20/18 mm, Highly resistant to the elements and temperature.

NATO STRAP

Many people believe that the NATO bracelet is named after the North Atlantic Treaty Organisation (NATO). Therefore, the common story is that the watch was worn by NATO forces, but this is not technically the case. In reality, the name is short for NATO Stocking Number, a term that simply refers to the fact that the bracelet could be purchased in the NATO supply shop. The original NATO bracelet was born in 1973 in response to the British Ministry of Defence's need to provide a highly durable watch strap for the British Army. The MoD's objective was to design a watchband resistant under all conditions. The aim was to overcome the problems encountered with the bracelets of the time: Problems of moisture on the leather in tropical climates, the risk of reflection of the steel bracelet during a military mission, the poor reliability of rubber bracelets, as well as the risk of losing the watch due to the breakage of the spring bars (including those in the buckle). They were only available in the colour admiral grey and were all 20 millimetres wide. The bracelets were made of nylon.



ELKA AF02w-1202



ELKA AF02-0901

ABOUT



Founded in 1877 in Amsterdam by Eliazer Kiek, inventor of the tactile watch for the blind and watchmaker to Queen Juliana of the Netherlands. In 1949, the Elka Watch opened its Swiss branch in La Chaux-de-Fonds (it produced wristwatches of course but also pocket watches, braille watches, chronographs, chess and signal clocks). Then, in the mid-1970s, the brand disappeared along with Ernst Louis Kiek, grandson and last heir.

ELKA Watch Co. of 2022 has no connection with the defunct Amsterdam brand. We just wanted to pay a tribute to the old Dutch brand with our first 2 models.



ELKA for:
Edouard Louis Kiek Amsterdam



ELKA X SERIES



X01-0801



X01-0901



X01-1003



X02-0802



X02-0901



X02-1003



X03-0803



X03-0902



X03-0901



X03-0804



X09-0802



X09-0804



X09-0901



X09-1003



X15w-0802



X15w-0804



X15w-0901



X15w-1003



X10-0903



X11-0804



X11-1003



X12-0804



X12-1003



X13-0804



X13-1003



X16-0811



X16-1003

ELKA ARINIS



AF01w-1201



AF01-1002



AF01-1001



AF01w-0901



AF01w-0804



AF02-1202



AF02-1002



AF02-1001



AF02-0901



AF01w-0804

ELKA D - S AND TP SERIES



D01-0804



D01-1001



D01-0808



D01-1003



D01-0901



D02-0803



D02-0806



D02-0902



D02-1001



D02-1003



D03-0806



D03-1001



D03-0901



D03-0804



D03-1003



D04-0807



D04-1001



D04-0806



D04-1003



D05-0804



D05-1001



D05-0901



D05-1003



D06-0808



D06-1001



D06-0901



D08-1003



D08-0808



D08-0804



D08-0901



D08-1001



D07-0810



D07-1001



D07-0807



D07-0902



S01-0811



S01-1003



S02-0810



S02-1003



S05-0811



S05-0804



S05-1003



TP 01-0806



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