

ELKA Watch Co.

Form Follows Feeling



Elka
WATCH CO.
SWISS MADE

JULY 2026

RUE DES CHAVANNES

Following the success of our initial pop-up experience, Elka Watch Co. took a decisive step on December 15, 2025, by opening its own permanent point of sale in the heart of Neuchâtel. In a global context that often calls for caution, we have chosen to affirm our physical presence at 16, Rue des Chavannes. This boutique is more than just a retail space; it is a meeting point where proximity and direct exchange become essential once again.

The choice of this location was deeply personal. For decades, these walls housed a traditional craft workshop, and its soul still permeates the space. If you look closely at the walls, you can still discern the faint traces and silhouettes left by the precision tools of the past—a poetic reminder of generations of manual mastery. By inhabiting this space, Elka Watch Co. is not merely opening a store; it is becoming part of a legacy of passion and rigor.

This space was designed as a sanctuary for those who appreciate demanding craftsmanship and timeless design. While the boutique is first and foremost the home of Elka Watch Co. collections—it is also a broader place of discovery.

In this spirit, we offer a selection of "partner creations" that share our vision of durability and aesthetics:

- Utinam architectural clocks, Moscot eyewear, and our proprietary whisky, « Loch Lât ».

In an era of total digitalization, we have chosen the tangible. We firmly believe that a watch, a work of art, or an object of character deserves to be seen, touched, and shared in a setting of its own. Our ambition is to make 16, Rue des Chavannes a destination that warrants the journey—a place where experience and emotion prevail over immediacy.

This hub is conceived as an evolving platform. Beyond watchmaking, we welcome creators, photographers, and artisans who share our attention to detail.

We would be honoured to welcome you to share a story and a moment of horological passion.



WHY ELKA



Introducing the ELKA Watch Co.: A Legacy Reimagined. Now in 36mm

ELKA Watch Co., founded in 2022, was born from a passion to create a brand deeply rooted in story, truth, and credibility. I chose my nickname, ELKA, for its personal significance, and a profound admiration for the 1960s—its iconic products and distinctive aesthetics—became the guiding design principle for all current and future collections.

A remarkable discovery unfolded during the brand's inception: an original "Elka Watch" had flourished in the very era that inspires my designs, fading into history around the 1960s and 70s. This esteemed Dutch brand, named after its founder Eduard Louis Kiek of Amsterdam, boasted a rich archive of strong designs and collaborations with horological giants like Ulysse Nardin, Heuer, Rolex, and Minerva. Without seeking to revive the original, ELKA Watch Co. serves as a heartfelt tribute to this heritage, with our initial two series directly influenced by its legacy.

Since then, we've expanded our collection, introducing pieces like the Arinis, a diving watch echoing the spirit of 60s pioneers, and the new S series, our latest embodiment of minimalist design. We're also thrilled to announce the introduction of a new 36mm diameter across our models, offering a refined and versatile option for enthusiasts.

Hakim El Kadiri
Founder of ELKA Watch Co sàrl



BACK TO BASICS TO A SIMPLER TIME TO AUTHENTICITY

At ELKA Watch Co., we believe in revisiting a time when products were crafted to last a lifetime—when durability, quality, and uniqueness were paramount. Our watches are a direct nod to the captivating spirit of the 1960s: its pure, vibrant aesthetics, the thrilling Space Race, and the groundbreaking sounds of The Beatles, The Rolling Stones, and Woodstock. It was a decade of profound change, rebellious energy, and a bold pursuit of new horizons.

What if we could recapture that transformative era? We invite you to step back with us, embracing the enthusiasm and revolutionary spirit that defined the '60s. The core values of that time—boldness and elegance—remain just as powerful today as they were then. ELKA watches embody this timeless essence, bridging the iconic style of the 1960s with the craftsmanship of the 2020s.





D Series : The Classic

ELKA D08-1003



Elka
Swiss Made

ELKA D SERIES

ELKA D-Series: The Perfect Fit, Now also in 36mm

Ever worn a watch that just feels right? That's the ELKA D-Series. It's more than just telling time; it's about holding a piece of history, crafted for today. At ELKA Watch Co., we live by the principle of "Form Follows Feelings," ensuring every detail and curve serves a purpose. This philosophy guarantees our watches are designed to last a lifetime, becoming a true part of your story.

Imagine the smooth, satisfying feel of a lucky pebble in your palm. That's the inspiration behind the D-Series' unique case. It echoes the elegant shape of classic pocket watches, designed to feel wonderfully organic on your wrist. It's a subtle nod to the past, brought vibrantly into the present. You'll also spot subtle tributes to horological legends like Ulysse Nardin in the timeless dials and applied indexes. We even use a special Chevé-box sapphire crystal—it looks beautifully vintage, like old Hesalite, but it's incredibly tough, almost as hard as a diamond. Pure nostalgia, built to last.

Beneath that stunning dial, each D-Series watch beats with the heart of Swiss precision: the La Joux-Perret G100 automatic movement. This isn't just any engine; it's a testament to fine engineering, offering a robust 68-hour power reserve and precise stop-second function. It's the "Swiss Made" quality you can feel, ticking with unwavering attention to detail.



ELKA D01-0804



ELKA MD01wo-1004



ELKA D02-0805



ELKA MD02wo-0815

ELKA D SERIES



ELKA D02-1003



ELKA MD02wo-1004



ELKA D05-1003



ELKA MD05wo-1004



ELKA D02-0806



ELKA D02-1001



ELKA D05-0804



ELKA D05-1001

ELKA D SERIES



ELKA D03-1003



ELKA D08-1003



ELKA D04-0807



ELKA D06-1003



ELKA D03-0806



ELKA D08-0804



ELKA D07-0810



ELKA D06-0808

ELKA S SERIES X LOCH LÄT



ELKA MS01wo-1004: The Spirit of the S Series x Loch Lät

The S Series represents the pinnacle of Elka's design: pure lines and timeless elegance. With the MS01wo-1004, this quest for simplicity meets the world of our proprietary whisky, Loch Lät.

This 36mm edition stands out with its stunning sunray amber dial, capturing light much like a fine, aged spirit. Protected by a highly domed Chevé-box sapphire crystal, the dial offers a depth and play of reflections reminiscent of the iconic classic watches of the 1960s.

Beneath this warm exterior beats a Swiss automatic movement of the latest generation, providing an exceptional 68-hour power reserve. This timepiece is more than just an instrument for measuring time; it is a celebration of "slow time" and maturation—values at the very heart of our Maison.

- Size: 36mm, the perfect balance on the wrist.
- Heart: Swiss G101 automatic movement, engineered for precision.
- Signature: A unique amber dial, a direct echo of the Loch Lät universe.



ELKA MS01wo-1004

ELKA S SERIES B & W



Christian Coigny for Elka Watch

Black & White: ELKA Watch Co. & Christian Coigny

The black and white aesthetic is a timeless dance between light and shadow, capturing the essence of a moment without distraction. This spirit defines our Black Edition—a total immersion into depth, echoing the dramatic contrasts of classic photography. Offered in both the bold 40.8 mm and refined 36 mm formats, each edition is limited to 100 individually numbered pieces. These are wearable statements of sophistication, designed for those who value the enduring power of the monochrome palette.

A Shared Philosophy

The work of acclaimed Swiss photographer Christian Coigny resonates deeply with these timepieces. His commitment to the authenticity of film mirrors our own dedication to heritage-inspired watchmaking.

"I like the physical contact with my work... showing exactly what I saw," Coigny explains.

This handcrafted approach is the soul of our collaboration—creating pieces meant to be cherished for their truth, their beauty, and their sustainable style.



ELKA S04wo-0808



ELKA MS04wo-0818



ELKA S03wo-0807



ELKA MS03wo-0817

ELKA S SERIES

Meet two exclusive timepieces, each a limited edition of just 25. These watches dive into the allure of deep green and burgundy, following in the successful footsteps of the brand's fan favorites, like the blue 'Essence' (a collaboration with Ace Jewelers) and the amber 'Loch Lät'. They champion a return to authentic watchmaking: timeless, elegant, and exceptionally exclusive. Designed for those who appreciate simplicity, these uncluttered watches focus purely on the beauty of time. Both boast sunbrushed dials that shift from light to dark shades of green or burgundy. Watch as these colors dance with light, further enhanced by the sapphire 'chevé-box' crystal, which creates captivating visual 'deformations' that make these watches incredibly unique.



ELKA S05-1003



ELKA S02-1003



ELKA S05-0804



ELKA S SERIES "ZELLIGE"



ELKA S SERIES "ZELLIGE"



ELKA SG01w-0806



ELKA S10wo-0804



Zelliges: A Heartfelt Project of Solidarity

The Rallye Aïcha des Gazelles is much more than a race: it is a human, supportive, and entrepreneurial challenge. It is in this spirit that I have chosen to support Team GAS'elles—two "Gazelles" from Neuchâtel, Sheeba and Alexia—as they prepare to take on the Moroccan desert in 2026.

This project is deeply personal to me. It echoes my own values as an entrepreneur and my profound connection to Morocco, my country of origin where I lived for over 17 years. This heritage is the inspiration behind these unique timepieces.

The Art of Zellige in Two Editions

To mark this commitment, we have designed a limited edition of 101 pieces (matching their team number). The design is directly inspired by Zellige, the ancestral art of Moroccan mosaic, featuring complex geometric patterns on a vibrant green dial. This collection is available in two distinct models:

- SG01w-0806: An elegant version featuring a rose gold PVD case.
- S10wo-0804: A version with a pure character, featuring a stainless steel case

101 Pieces, 101 Destinies

The distribution of this series has been thoughtfully planned to turn these watches into concrete action:

- Piece 1/101: Will be auctioned with all proceeds donated to the Zoé4life foundation, supporting their incredible work for children battling cancer.
- Two Mission Watches: Will be worn by Sheeba and Alexia throughout the rally, symbolizing their determination and the support of the Neuchâtel community.
- The remaining 98 pieces: Sale proceeds will directly fund the team's participation in the Rallye des Gazelles.

By choosing a Zelliges watch, you are not just wearing a timepiece: you are supporting a team, honoring a culture, and contributing to a vital cause.

ELKA X ACE “ESSENCE”

Back to Essentials

Stripping away indices and numerals to let nothing but pure emotion speak. Born from our collaboration with Ace Jewelers, the Serie D “The 36” Essence celebrates absolute minimalism where time is no longer measured, but felt. This exclusive 36mm timepiece invites the eye to glide without obstacle across a captivating sunray blue dial, nestled at the heart of our signature pebble case. A pure, organic, and rare approach to watchmaking, guided by our mantra “Form Follows Feeling”, and limited to just 50 pieces worldwide.



ELKA MD09wo-0815



ELKA MD09wo-1004



ELKA MD09wo-0814



TimePeace

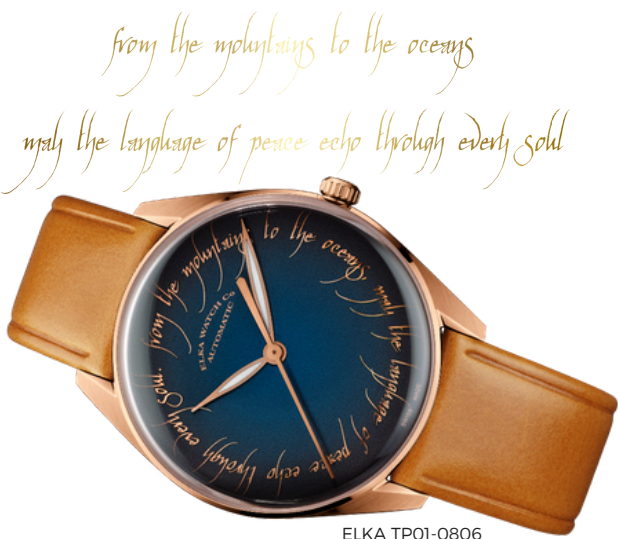
ELKA TP01-0805

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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



Inspired by a Flight Instrument

ELKA X02-0901



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ELKA X SERIES

The ELKA X-Series is far more than a watch; it is a narrative crafted for the modern adventurer. While rooted in our heritage, it is guided by the belief that "Form Follows Feeling." Every line and curve is designed to evoke the spirit of exploration, drawing direct inspiration from a historic Heuer flight instrument originally created for Elka. This lineage transforms the rigorous precision of a cockpit gauge into a wearable piece of history that resonates with purpose.

Sharing the ergonomic, pocket-watch-inspired soul of our D-Series, the X-Series asserts a sporty, action-ready personality. It balances the adrenaline of discovery with the quiet, unique elegance that is the hallmark of the Elka signature.

At its heart, the X-Series is powered by the Swiss-made La Joux-Perret G100 automatic movement, providing a generous 68-hour power reserve to ensure your journey is never interrupted. Its robust 1.4404 steel case (40.8mm diameter, 10.8mm thick) is shielded by our signature Chevé-box sapphire crystal. This crystal captures the nostalgic warmth and visual charm of vintage Hesalite while offering the uncompromising toughness required for today's world.

The dials are an invitation to travel—from deep blacks and blues to sand beige, khaki green, and captivating gradients. Designed for instant legibility, they feature bold numerals and Superluminova-filled hands. Some models even offer a "burnt by time" effect, providing the comforting sensation of a reliable companion that has already shared a lifetime of stories.

The X-Series is built for the lived experience. Whether paired with a rough-edged leather strap for a rugged vintage feel, a durable NATO strap for your next expedition, or our intricate Rice Grain metal bracelet for a blend of sport and sophistication, it is ready to follow your lead.



ELKA X15w-0804



ELKA X01w-1003



ELKA X01-0801



ELKA X02w-0901



ELKA X03-0902



ELKA X09-0804

ELKA X ACE

The Diversity Series: A Global Dialogue

A remarkable highlight is the Ace Jewelers x Elka Diversity Series. These limited-edition timepieces celebrate global cultures with deep blue sunray dials featuring minute markers in Western Arabic, Eastern Arabic, Chinese, or Hebrew scripts. This collection transcends aesthetics, inviting a global dialogue on your wrist.



ELKA X11-1003



ELKA X12-0804



ELKA X13-0804



ELKA X16-0811

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



N Series: The Field Watch

ELKA MN02wo-0905



ELKA N SERIES

ELKA N-Series: The 36mm Field Watch with 1930s Heritage

Meet the ELKA N-Series, making its debut in a captivating 36mm diameter. This collection is a direct nod to the utilitarian charm of classic "Field Watches," drawing its iconic numerals from a legendary ELKA model from the 1930s. It's a true piece of history, reimagined for your wrist today.

The N-Series launches with two distinct and highly evocative dial options:

- A striking matte black, featuring "Old Radium" numerals that evoke a timeless, aged aesthetic.
- A sophisticated parchment-colored beige, contrasted with crisp black numerals for a classic, legible look.

With the N-Series, ELKA Watch Co. continues to bridge a rich historical legacy with contemporary craftsmanship, offering versatile and historically inspired timepieces that feel just right.



ELKA MN01wo-0814



ELKA MN02wo-0816



ELKA MN01wo-0905



ELKA MN02wo-1004



ELKA MN01wo-1004

Movement: La Joux-Perret G101 Automatic

- 4 Hz / 28'800 A/h, Stop-seconds function
- 68-hour power reserve
- Isochronism: 4-position regulation +/- 7 seconds/day

Functions: Hours, minutes, central seconds

Case Materials: 1.4404 Stainless Steel

Case Dimensions: 36 mm diameter, 10.50 mm thickness, 41.10 mm lug-to-lug

Case Back: Screwed case back / open case back / 1.4404 Stainless Steel / Sapphire

Hands: Glaive-shaped, brushed nickel (hour, minute) with Superluminova

Crystal: Chev -box type sapphire crystal - scratch-resistant / Anti-reflective coating on one side

Water Resistance: 50 meters / 5 bars

ELKA N SERIES



ELKA MN04wo-0815



ELKA MN04wo-1004

The MN03 stands out with its vibrant green dial and SuperLuminova numerals. This timepiece is a collaboration with Ace Jewelers, created to celebrate their 50th anniversary. It's limited to just 50 pieces and features Eastern Arabic numerals, an aesthetic that fits within a philosophy of openness and dialogue. Like the Hebrew watch, the MN03 carries the same message of hope: the watch as a bridge between cultures and a symbol of reconciliation. The bold green of its dial evokes vitality and a forward-looking movement, while the Eastern Arabic numerals are a reminder of the richness of the civilizations that have contributed so much to humanity.

These two models, though distinct, create a fascinating horological dialogue. The Hebrew watch is an intimate and powerful story, laden with personal symbols and heritage. The MN03, on the other hand, is a declaration of universal openness—an aspiration for a world where differences are celebrated. Together, they illustrate Elka's ability to transform a simple timepiece into an object that carries meaning, identity, and a spirit of sharing that transcends borders to bring people closer together.

Fifty years. Half a century of passion, expertise, and dedication to the art of watchmaking. To celebrate this milestone, Ace Jewelers of Amsterdam and Elka Watch Co. have joined forces for a third collaboration, rich in history and symbolism.

The bond between these two houses is more than a simple business partnership. It is the result of a long-standing friendship between Alon Ben Joseph and the founder of Elka's new era. A friendship that revealed a shared heritage, as it turned out that one of the old Ace Jewelers' boutique locations used to house one of Mr. Kiek boutiques, the original owner of the Elka brand. This crossing of destinies sealed a natural and powerful collaboration.

The first two watches, "Diversity" and "Essence", already paid a vibrant tribute to Amsterdam's identity. The "Diversity" collection, with its dials inspired by the city's different neighborhoods, celebrated the open-mindedness and multiculturalism of the Dutch capital. The "Essence" watch embraced pure minimalism, capturing the timeless elegance of simplicity.

Today, to mark Ace Jewelers' 50th anniversary, this third collaboration is much more than a timepiece. Limited to just 50 pieces, it is a true collector's item adorned with Hebrew numerals, echoing the history and values of the Ben Joseph family. It is a watch that tells a story, honors a family legacy, and symbolizes the loyalty, friendship, and continuity of a shared passion.

This special edition not only celebrates an important anniversary, but it also strengthens the deep bond that unites Elka and Ace Jewelers: an authentic connection, forged by history and mutual respect.



ELKA MN03wo-0905



ELKA MN03wo-0816



ARINIS: Crafted with the Echoes of Time

ELKA ARINIS AF01w-1003



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ELKA ARINIS

From the tranquil depths of Lake Neuchâtel emerges the ELKA Arinis, more than a watch —it's a living echo of history, forged for today's challenges. This robust "Tool Watch" is a testament to the enduring spirit of Switzerland, bridging a profound past with modern precision.

The name "Arinis" harks back to Saint-Blaise, a village on Lake Neuchâtel, rich in Swiss heritage from the enigmatic Palafitte civilization and Celtic tribes dating back 12,000 years. We've woven this history into the Arinis; look for subtle tributes, like the minute hand shaped like an ancient arrow, connecting you to stories that predate timekeeping itself.

While its soul is ancient, the Arinis's capabilities are modern. Engineered for performance and tested for subaquatic authenticity, it boasts an impressive 200 meters (20 bar) of water resistance. The robust unidirectional turning bezel with 120 positions features a scratch-resistant ceramic insert, filled with luminous Superluminova (C1 for blue, Old Radium for black) for clear legibility in any depth, highlighted by an intuitive orange line.

Powering the Arinis is the heart of Swiss watchmaking: the La Joux Perret G100 automatic movement, housed in a durable 1,4404 steel case (41mm diameter). This robust caliber offers a smooth stop-second function and a generous 68-hour power reserve, embodying meticulous Swiss Made quality.

Above the dial, the Chevé-box type sapphire crystal provides vintage charm and modern resilience with anti-scratch, anti-reflective treatment. The curved dials come in captivating Deep Black, Blue Gradient, and warm Amber, perfectly suiting both formal settings and underwater expeditions.



ELKA AF01w-1001



ELKA AF02-1202



ELKA AF03w-1002

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-0804



ELKA AF03w-0904



ELKA AF01-0901

FEATURES



DIALS, HANDS AND SUPERLUMINOVA

For ELKA's X, N, D, and S models, the watches feature a curved dial. The numbers on the X and N models are filled with Swiss Super-LumiNova®, a non-radioactive, high-performance lume that recharges with light (both sun and artificial). This material acts like a light battery, storing energy and emitting a continuous glow without aging, making it an ideal choice for watch hands and dials.



DIMENSIONS :

- 1 Series: 40.8 mm diameter and 10.80 mm thick, and a lug-to-lug distance of 46.50 mm.
- 2 Series: 36 mm diameter, 10.50 mm thick, and a lug-to-lug distance of 41.10 mm.
- Arinis: 41 mm diameter, 11.85 mm thick, and a lug-to-lug distance of 46.50 mm.



SAPPHIRE CRYSTAL

Chevé-Box sapphire crystals are considered the most complex type of sapphire used in watchmaking. They are designed to mimic the vintage look of traditional Hesalite glass.

Despite their classic appearance, these crystals are incredibly durable. Sapphire crystal is second only to diamond in hardness, with a rating of approximately 2000 HV (Vickers hardness).

THE MOVEMENTS

The movements have 68-hour power reserve
24 jewels, A frequency of 28800 A/H (4Hz)
Manufactured by la Joux-Perret in la Chaux-de-Fonds



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—Elka Watch Co. built a notable history before its disappearance. In 1949, the company established a Swiss branch in La Chaux-de-Fonds, diversifying its output to include wristwatches, pocket watches, braille watches, chronographs, and even chess and signal clocks. The brand, along with its last heir, Ernst Louis Kiek, ceased operations in the mid-1970s. However, Elka Watch Co. was relaunched in 2022, bringing its storied name back to the horological world.



ELKA for:
Edouard Louis Kiek Amsterdam



ELKA X SERIES #1- 40.8 MM



X01-0801



X01-0901



X01w-1003



X02-0802



X02w-0901



X02-0804



X02w-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 41 MM



AF01w-1201



AF01-1002



AF01-1001



AF01w-0901



AF01w-0804



AF03w-1001



AF03w-1002



AF02-1202



AF02-1002



AF02-1001



AF02-0901



AF02w-0804



AF03w-1202



AF03w-0904

ELKA D-S-TP SERIES#1- 40.8 MM



ELKA D SERIES # 2 - 36 MM



ELKA N SERIES # 2 - 36 MM



ELKA S SERIES # 2 - 36 MM



*from the mountains to the oceans
may the language of peace echo through every soul*



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