

My name is Rogier van de Ree and I am a watch aficionado like yourself. The love for design and the drive to create something myself led me to start Pheidippides Watches. It all started in 2015 as a creative idea growing into a brand that holds creativity as a leitmotiv.

It began with a brainwave that resulted in a course sketch of The Inkpot, my first design. Nothing seriously back then, until one of my friends told me he would like to have one (and he had not been wearing a watch for years...). That forced me to make a decision: leave it at that or turn it into a business?

The rest is history as they say.

It took about a month to find the right partner to help me with the technical realization of my idea. That was quite an quest in itself. Next, it took a couple of months to find the right Swiss suppliers for all components. After that, "all it took" was time, work and perseverance to develop the first prototype.

Two days before my birthday in December 2015 the first working prototype of The Inkpot was ready. Is there a better birthday present imaginable?

While the guys in Germany were working on The Inkpot, I had "little" to do, so I had time to let creativity kick back in and I designed two more timepieces: The Porthole and The Hourglass.

Prototypes of The Porthole were finished in March 2016. All we have learned from developing The Inkpot paid out and building The Porthole relatively seemed like that proverbial walk in the park. All Swiss components we designed fit perfectly well and we were pleased with the result. The Porthole has been campaigned on Kickstarter from mid-April to mid-May 2016.

We have been developing The Hourglass this August. It is going to be a very special timepiece and people from the field of watchmaking respond with a smile. We have been implementing a couple of things that are new to us, so these have been exciting times. Especially because it all worked out. We do get a lot of help from our Swiss suppliers and we thank them for that.

The Hourglass will be campaigned on Kickstarter from September 10th to mid-October. We are excited and we hope you are as pleased by its looks as we are.

Meanwhile we are finishing the development of test series of The Inkpot. It needs to be tested for a few more months, because we want to learn about the wear and tear of its internal construction before launching it with confidence.

To finish: the drawings of the fourth design are nearly completed and a few ideas for future models already in my sketchbook.

Designing watches with a thoughtful twist is what gives me joy. I am driven by the search for that little or big extra that sets my designs apart. It is now up to you to decide whether my designs are indeed worth your interest. And when you might eventually purchase one, I hope wearing your watch will give you as much joy as it has given me to develop it.

Oh, by the way, Pheidippides was a Greek soldier who ran from Marathon to Athens to announce the Greek victory over the Persians at the battle of Marathon. The one thing that differs him from my messengers of good times is that he died after delivering his message...