



## **Fratello x Minase M-3 "Shiro" Limited Edition for 2024**

**Embargo September 17th, 16:00 CEST:** The Fratello x Minase M-3 "Shiro" will be available from 4pm CEST on September 17th and it will be available for pre-order for one week only. The pre-order window will close on September 24th at 4pm CEST.

The Minase x Fratello M-3 "Shiro" is the third watch in our exploration of the M-3, a model previously only available in Japan. Together we chose three symbolic but also perfectly complementary colors: white, red, and blue. Apart from picking very specific tones of the three colors, we also looked for different structures to deepen the color effect.

The color white, or "shiro" in Japanese, is considered a sacred color of the gods. It symbolizes spiritual and physical purity. Since ancient times, the Emperor of Japan has worn white clothes for the main Shinto rituals. As you can see, the dial is not just white; it shows a delicate embossed pattern finished with traditional Japanese lacquer. The result is a dynamic silvery white dial that reflects the light and creates a subtle depth effect.

The tip of the central second's hand is red. In Japanese culture, red symbolizes good luck and happiness. The crimson red we chose is the exact color in the flag of Japan, called "Hinomaru," which means "circle of the sun."

The blue strap pays homage to Japanese denim. The craftsmanship that goes into the different Japanese denim brands is comparable to watchmaking. And just like a mechanical watch, quality denim lasts a lifetime. The right jeans are a very personal statement of style that can define a person, just like the carefully crafted watch on the wrist.

The watch will be available for a price of just **€2,470 excluding VAT**. With the Minase x Fratello M-3 "Shiro", we wanted to open up the world of exclusive Japanese watchmaking to a broader audience. The company philosophy is to create unique Japanese-made watches that pay tribute to the culture and traditions of Japan.

**Dial:** "Shiro" white

**Case Material:** Stainless steel

**Case Dimensions:** 39mm x 46mm x 10.5mm (including crystal)

**Lug Width:** 20mm

**Crystal:** Sapphire

**Case Back:** Stainless steel

**Movement:** Sellita SW200-1 (modified to remove the date)

**Power Reserve:** ~42 hours

**Water Resistance:** 10 ATM (100 meters)

**Strap:** Denim Blue buffalo leather strap, tapered 20/16 with Minase-signed buckle

**Functions:** Hours, minutes, and seconds

**Price:** **€2,470** ex VAT (taxes automatically adjusted at checkout)

You can download [all images via this link](#).

**About Fratello:** Reaching a global audience of millions, Fratello is the leading media title for luxury watches worldwide. Ever since it was founded in 2004, it is Fratello's mission to excite, grow and connect the global watch audience.

**About Minase:** Minase is a boutique watch manufacturer based in Akita Prefecture, Japan. Producing less than 500 pieces a year, Minase's philosophy is to make beautiful hand-made watches that embody the values, traditions, and typical crafts of Japan.

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