

# CASE STUDY

Industry: Watchmaking

Client: James Lamb



## Objective:

James Lamb Watches embarked on a journey to create an exceptional and exclusive timepiece collection, the Origin "Azur," limited to 12 pieces for Collective Horology and The Limited Edition UK. The objective was to infuse the design with the intricate geometric patterns of the sea surface, requiring precision and flawless execution.

## Challenge

The quest for the perfect enamel translucency presented a challenge – a precisely controlled depth of engraving was essential to ensure the enamel's ideal balance between translucency and opaqueness. Additionally, the watch dial needed to be blemish-free for the perfect aesthetic.

## Solution Provided By Fimark

Turning to Fimark for their renowned laser expertise, James Lamb's challenge found a seamless solution. Fimark took the outline design for the Azur watch dial, created the facets in CAD and used their sophisticated laser CAM software to translate the CAD design into a beam path strategy to ensure a flawless, blemish-free dial – a crucial step for the success of the subsequent vitreous enamelling process.

## Why Fimark

Fimark's unparalleled laser mastery and commitment to precision positioned them as the perfect partner for James Lamb's vision. Their expertise in CAD and sophisticated laser programming set them apart in the industry, offering expert solutions to intricate challenges faced by their clients. The end result for this project was a state of the art, blemish-free dial showcasing the highest level of craftsmanship for James Lamb's intricate enamel work.

## Conclusion

The collaboration between James Lamb Watches and Fimark for the Origin "Azur" collection is a testament to the successful integration of artistic vision and technical precision. It stands as a showcase of what can be achieved through collaboration, elevating the artistry and precision synonymous with both James Lamb and Fimark.

"Fimark played a vital role in turning my designs into reality, and were able to meet the extremely high standards I needed. The technical constraints were very challenging. It was the care, understanding and technical knowledge of the Fimark team that successfully achieved my vision. It was a pleasure to work with a professional company with expertise in F1, the luxury automotive industry, aerospace work and high value items."

James Lamb, Luxury Watchmaker

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