



PARIVAS

# PRESS KIT

LOS ANGELES, CALIFORNIA  
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PRESS@PARIVAS.COM · PARIVAS.COM · @PARIVAS\_WATCHES



# THE ARRIVAL OF ADDITIVE

The familiar boundaries of watch design have been permanently redefined. Horology has always evolved alongside its manufacturing methods, with each new technique expanding what a watchmaker could create. Additive manufacturing marks the most significant leap in horology's conceivable design landscape, a method that unlocks an almost unbounded creative horizon. Geometries that were once impossible are now fully within reach.

Parivas was born entirely from this new era of additive manufacturing – proof that when old constraints fall away, new forms become possible.

## A NEW ERA

Parivas introduces a new category in horology: additive watch design. The **era of additive watchmaking** is the first period in the craft's history where makers are no longer designing within the limits of their tools – their tools are constrained only by their ideas.

## WHY PARIVAS

The name Parivas is derived from the Latin phrase "*Pario e Pulvas,*" meaning "*created from dust,*" a phrase that speaks directly to both our origin and process.

The advantage isn't that Parivas came from traditional watchmaking. It's that we did not. We were not injected with any design, manufacturing, or process bias. We approached the watch simply as designers and engineers. That objectivity – building solely from an engineering mindset and design instinct – is exactly what the era of additive watchmaking requires. Because we've never been told what we're not supposed to do, we might actually build something revolutionary.

Los Angeles-based Parivas unveils the Exo.1 – the first watch built from nothing, engineered from an aerospace discipline and constructed as a single unbroken form. It is not a reimagining of what a watch can look like. It is a demonstration of what a watch can be when the people who design it were never told what was impossible.

Parivas introduces the most advanced application of additive case design within contemporary horology.



# THE EXO.1

Exo as in exoskeleton – an external structure defined by strength, exposure, and form. It is an apt name for a watch whose identity is carried by its outer architecture, and whose innovation is not concealed within it, but made visible by its very form.

## WHAT IT LOOKS LIKE

The Exo.1 is defined by an exceptionally complex case geometry, built as a seamless structural lattice. That geometry extends without interruption across the entire case architecture: bezel, body, and lugs, forming an open-worked, continuous, monolithic structure.

Floating hour markers, printed with hollow cores to embed tritium tubes, appear to hover within the lattice.

The Solar Dusted™ finish – most prominent on the angled dial surface – produces a wave-like, fingerprint-esque texture that shifts under direct sunlight. No two pieces resolve in exactly the same way. Every Exo.1 is unique.

## IMPOSSIBLE UNTIL NOW

10,000 HOURS OF DEVELOPMENT – SIX YEARS OF CONVICTION

The Exo.1 was conceived years before it could be produced at the standards Parivas required. Our deep roots in the additive industry gave us a clear view of its direction and the confidence to design ahead of it.



*"The Exo.1 did not adapt to the technology. The technology had to rise to meet it."*

– MICKEY BROWN, CO-FOUNDER AND CEO, PARIVAS



## THE GENESIS COLLECTION

The Exo.1 marks the beginning of the Genesis Collection. Parivas collections are defined by a dedicated case geometry. Subsequent collections will be established through their own distinct case design.

While case geometries may differ, the Genesis Collection establishes the formal language that defines Parivas. These core elements are the cornerstones of the brand: tritium-integrated floating hour indices, Solar Dusted™ surfaces, and bespoke lattice architectures.

*"The Exo.1 is the most integrated case architecture in contemporary horology. It is not a design choice made simply for aesthetics. It is the structural result of designing and building in a fundamentally different way."*

– MICKEY BROWN, CO-FOUNDER AND CEO, PARIVAS



### MONOLITHIC CASE ADDITIVE GEOMETRY

Where traditional construction treats the case, lugs, bezel, and dial features as individual components – each separately manufactured, aligned, and installed – Parivas unifies them into a single monolithic structure. This integration removes every additional interface where inconsistencies, misalignments, and stress concentrations may occur.



### SOLAR DUSTED™ SURFACE A NEW METAL FINISH

Solar Dusted™ is a brand-new metal finish. It is a wave-like metal surface, produced through a proprietary sintering process, that moves with light in a way no other finish can replicate. Its dynamic shimmer dances under direct sunlight.

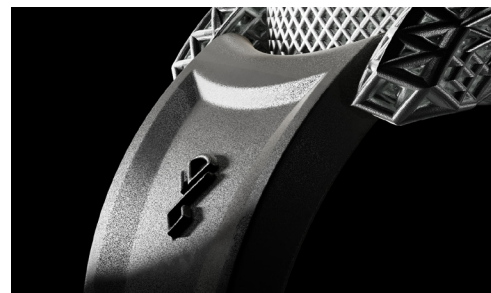




## BESPOKE STRAP

### FIVE COLORWAYS

Our integrated Cut-to-Size (CTS) strap, developed specifically for the Genesis Collection, is secured by an interchangeable system that is both invisible and easy to use. The interchangeable rubber strap incorporates an integrated quick-release system and is delivered with a Parivas Rose-engraved deployant clasp.



## P1001S

### SWISS MOVEMENT

The movement inside the Exo.1 is the Parivas Caliber P1001S, a customized Swiss automatic skeleton movement built on Sellita SW300-1SA architecture, developed with a clear intention: to unite proven performance, technical execution, and a visual expression worthy of close attention.

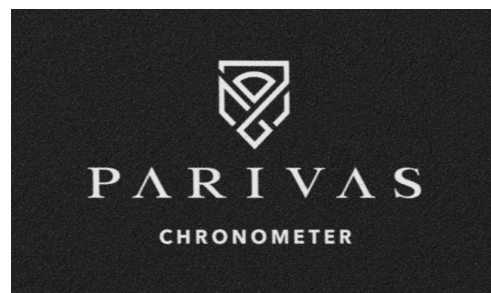
Our custom movement is finished with rhodium plating and soleillage decoration across the main plate, bridges, and rotor. The radiance and texture catch light at every angle, adding depth and dimensionality that complement the Solar Dusted™ dial.



## PARIVAS CHRONOMETER

### A HIGHER STANDARD

Parivas Chronometer is our commitment to precision. Our in-house certification program was developed in concert with the Horological Society of New York and built from a testing protocol that exceeds the international standards outlined in ISO 3159.



## TECHNICAL SPECIFICATIONS

### CASE

- Case Material: 316L SS
- Diameter: 42 mm
- Thickness: 10 mm
- Lug Width: 20 mm
- Lug to Lug: 49 mm
- Weight (approx.): 107 grams
- Water Resistance: 6 bar
- Crystal: Sapphire, Anti-reflective

### P1001S

- Swiss Automatic Skeleton Movement
- Parivas Chronometer
- Power Reserve: 56 hours
- Jewels: 25
- Frequency: 28,800 bph (4 Hz)
- Shock Protection: Incabloc
- Antimagnetism: 4,800 A/m
- Finishing: Rhodium plating, Soleillage decoration



# THE ENGINEERS BEHIND PARIVAS

Under the direction of CEO and lead watch engineer Mickey Brown, and COO and systems expert Justin Chang, Parivas brings together over 30 years of experience in mechanical engineering, design, and additive manufacturing.

The two were shaped by careers at the frontier of advanced technologies – including work connected to some of the most demanding systems ever built. That environment instilled a heightened standard for precision, design logic, and performance, which now guides Parivas within the world of horology.

## BUILT BY THE PEOPLE WHO DESIGNED IT

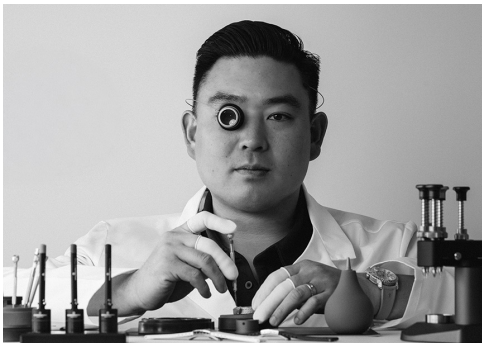
Every Parivas watch is hand-assembled in Los Angeles by the same core engineering team who designed it. For Parivas, this is essential to our philosophy: The people who conceived the watch are the ones who bring it to life.



## MICKEY BROWN

Co-Founder & CEO, Parivas

Brown comes from an aerospace engineering background and led Parivas from concept through six years of development to production. The Exo.1 is the physical expression of Mickey's design philosophy.



## JUSTIN CHANG

Co-Founder & COO, Parivas

Chang is the operations and process lead, overseeing the manufacturing stages, production infrastructure, and internal standards that make being an independent horological house possible.

*"This is what I've been building toward without knowing it. Years of loving watches, learning the craft, and pushing the technology. Parivas is where it all comes together."*

– JUSTIN CHANG, CO-FOUNDER AND COO, PARIVAS



# ACQUIRING THE EXO.1

Batch 01 of the Exo.1 will be thirty pieces, available through a curated waitlist that opens to the public on May 18, 2026, via the Parivas website (Parivas.com).

WAITLIST OPENS **MAY 18, 2026**

BATCH 01 QUANTITY **30 PIECES**

DELIVERY WINDOW **Q1 2027**

RETAIL PRICE **\$7,500 USD**

Available for purchase in the U.S. only.

Download all media assets [here](#).





BUILT FROM NOTHING

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