



PRICE LIST

2023 - 2024

“TRUE FREEDOM IS
OBTAINED THROUGH PASSION
AND DEDICATION.”



The manufacture of “Designa Individual” was established by 2 jewelry artists / designers from Belgium. The brothers decided to combine modern technology with the art of jewelry to start working on the design of unique accessories. DiW values are based on commitment and true passion towards mechanical and handcrafted art.

The company’s head-office is based in Germany, renowned worldwide as a manufacturer of custom luxury watches for very important people.

Mastering the art of working with high-end composite materials, the carbon fiber series is the highlight of each collection.



INNOVATION

We mastered our craft, constantly working and experimenting with high-end composite materials. One of them, is carbon fiber. We keep tradition on the inside, but constantly develop new innovative approaches to create exclusive timepieces that hold an entirely different concept from the outside.

THE CONCEPT BEHIND HIGH-TECH MATERIALS





THE DIAL

Modern technologies and years of experience allow us to craft not only full carbon fiber dials, but indices as well.



THE CASE

The case is crafted in full Carbon fiber, which is incredibly light and resistant.



THE BEZEL

A full high-end carbon fiber bezel is achieved through hours of machine working and hand finishing.



THE STRAP

A meticulous handmade nylon-nato strap is meant to fit the style of the whole concept, as the comfort is second to none.





THE EXTERIOR

Not only we provide an exciting customization experience on the timepiece, but also on its “house”.

Each timepiece comes in a fine black wooden box with velvet on the inside. Opening it, will fill you with the most fascinating emotions.







THE DAYTONA

We all know how iconic some pieces are. As we do not intend to break any traditions, we aim to take them into a different level.

The Carbon Daytona project was the one that started it all. It was a challenge that needed to be accepted in order to cross the line of the unobtainable.

The Carbon Daytona is the lightest ever crafted. Its overall weight was just about 50 grams. A remarkable achievement, indeed. Each design is unique and holds a very special value to its owner.

Thanks to technological advancement and the admirable passion of the best craftsmen, it was possible to provide the very first “transformation” of one of the most iconic timepieces. Now expanding the model line with different high-end composite materials.

4130

The caliber 4130 is the iconic heart of the Daytona. It is a chronograph with fewer internal parts than others, thus, increasing its reliability.

This movement provides a 72-hour power reserve and allows you to keep track of time with an incredibly accuracy of $-2/+2$ seconds a day.



DRIVEN BY PASSION

We keep our meticulous approach hidden from most, however, the outcome of the most exclusive customization services is what provides most of the bright emotions in the end.

It takes a lot of dedication, time and passion in order to be able to meet all of the aesthetic and technical requirements we establish for every of our works.

As our world is constantly changing, so is our craft, keeping exclusivity and producing only a very limited amount of timepieces.





MATERIALS

High-end composite materials are the key in order to provide a unique and different experience. Their properties are second to none, as they provide outstanding durability, while being incredibly light.

Constant innovation allow us to keep improving the external and internal properties of the materials, also allowing high-end finishing like never seen before.

DEDICATION

Passion and dedication are mutual feelings needed to provide a unique and personalized experience.

Attention to details allow us to master our craft and exceed any expectation set for a certain project. Most of the job is handled by the hands of our craftsmen, and require extensive experience and knowledge.

The outcome of any of our projects is a unique masterpiece crafted upon request specifically for you.





TECHNICAL SPECIFICATIONS OF THE DAYTONA

BASE

Ref. 116500, 116503

DIAMETER

40 mm.

WATERPROOFING

Waterproof up to 50 m.

BEZEL

Carbon fiber, quartz fiber

MOVEMENT

Automatic movement

CALIBER

4130 (COSC)

STRAP

Handmade nylon-nato, nappa

BUCKLE

Carbon, velcro

MATERIALS

Carbon, quartz, 18K gold, titan, DLC

POWER RESERVE

Approximately 72 hours

CASE

Hi-end carbon fiber, quartz fiber





MOTLEY 3S SERIES
57990 €



MOTLEY 3D SERIES
58990 €



OCELLARIS
61990 €



MOTLEY ORANGE
58990 €



MOTLEY RED
59990 €



BUMBLEBEE
61990 €



LEMON EDITION
54990 €



ORANGE EDITION
54990 €



MIAMI BLUE
54990 €



TROPICAL
56990 €



LIME
57990 €



SPEEDSTER WHITE
54990 €



ALL BLACK
54990 €



DESERT EAGLE
55990 €



DESERT EAGLE ARABIC
55990 €



MILITARY YELLOW
58990 €



MILITARY RED
58990 €



MILITARY BLUE
55990 €



AVIA BLACK
56990 €



AVIA RED
60990 €



AVIA GREY
56990 €



GT BLUE
55990 €



GT GREEN
56990 €



GT RED
55990 €



GRAPHITE
56990 €



CREAM V2
55990 €



CREAM INVERT GOLD
55990 €



PN BLACK DLC
54990 €



PN BLACK SC
54990 €



BLACK&GOLD
56990 €



RAINBOW BLACK
74590 €



RAINBOW VIOLET
78990 €



RAINBOW CANDY
78990 €



CRYSTAL
87990 €



RAINBOW S
76990 €



RAINBOW WILD GREEN
76990 €



ARTISTIC-1
84990 €



GOLDEN ESSENCE
59990 €



LUCKY PLAYER V3
59990 €



CELESTE INVERT
59990 €



CELESTE
59990 €



IRBIS V2
62990 €



SPORT BLACK

74990 €



THE SUBMARINER

In order to get used to new material, such as carbon fiber, it is necessary to understand how they work, and what special traits they are able to bring into your life. The Submariner series are an introduction into the world of high-end composite materials and customization. A flawless approach that entirely transforms a conservative, yet iconic timepiece into something unique and rare.



ROLEY PERPETU

SUBMARINER

1000 ft - 300 m

SUPERLATIVE CHRONOMETER
OFFICIALLY CERTIFIED

SWISS MADE

20



EOC



DESIGNA INDIVIDUAL
WATCHES

NAME	AGE	SEX	HEIGHT	WEIGHT	BLOOD PRESSURE
JOHN SMITH	35	M	175	75	120/80
JANE DOE	42	F	160	60	110/70
BOB JONES	28	M	180	80	130/90
ALICE BROWN	30	F	165	65	115/75
CHARLIE GREEN	45	M	170	70	125/85

GNA IND
WATCH

TECHNICAL SPECIFICATIONS OF THE SUBMARINER

BASE

Ref. 126610, 126613

DIAMETER

41 mm.

WATERPROOFING

Waterproof up to 100 m.

BEZEL

Oyster, carbon fiber, quartz fiber

MOVEMENT

Automatic movement

CALIBER

3235 (COSEC)

STRAP

Steel, handmade nylon-nato

BUCKLE

Stainless steel, carbon, velcro

MATERIALS

Carbon, quartz, titan, DLC

POWER RESERVE

Approximately 70 hours

CASE

Oyster, High-end carbon fiber,
quartz fiber



EOC
34990 €



GLACIAL
35990 €



GHOST
36990 €



AQUAMARINE
34990 €



DUNE
34990 €



FUCHSIA
35990 €



PERSIMMON
36990 €



JUPITER
35990 €



PARAKEET
36990 €



DEEP BLUE
48990 €



IRBIS
48990 €



ALL BLACK
42990 €



RACER S

48990 €



THE SEA-DWELLER

The true king of the seas is now presented in a full high-end carbon fiber and quartz fiber case. The beautiful external appeal of the watch is achieved through a dedicated, and constantly improved approach of all of our craftsmen. What else would be required for a diver's timepiece, besides lightness, durability, and visibility?

HUNTER ARABIC





TECHNICAL SPECIFICATIONS OF THE SEA-DWELLER

BASE

Ref. 126600, 126603

DIAMETER

43 mm.

WATERPROOFING

Waterproof up to 200 m.

BEZEL

Gold, carbon fiber, quartz fiber

MOVEMENT

Automatic movement

CALIBER

3235 (COSC)

STRAP

Handmade nylon-nato

BUCKLE

Carbon, velcro

MATERIALS

Carbon, quartz, 18K gold, titan, DLC

POWER RESERVE

Approximately 70 hours

CASE

High-end carbon fiber, quartz fiber





HUNTER ARABIC
43990 €



OCEAN BLUE
44990 €



STONE GRAY
44990 €



MILITARY
47990 €



TURQUOISE
47990 €



MOTLEY
44990 €



GHOST
43990 €



ATOM
43990 €



ALL BLACK
43990 €



IRBIS
49990 €



SPEEDSTER
43990 €



THE GMT-MASTER II

One of the most iconic pilot's watch ever crafted is now improved by the help of high-end composite materials and our unique approach. Each project is designed to meet all of your filthiest expectations, and are as light and durable as any of our carbon fiber projects.

OASIS



DESIGNA
INDIVIDUAL
WATCHES



ROLEX
PERPETUAL DATE

DiW
GMT-MASTER II
SUPERLATIVE CHRONOMETER
OFFICIALLY CERTIFIED

DE



TECHNICAL SPECIFICATIONS OF THE GMT-MASTER II

BASE

Ref. 116710, 116713, 126711

DIAMETER

40 mm.

WATERPROOFING

Waterproof up to 50 m.

BEZEL

Carbon fiber

MOVEMENT

Automatic movement

CALIBER

3186 (COSC)

STRAP

Handmade nylon-nato

BUCKLE

Carbon

MATERIALS

Carbon, 18K gold, titan, DLC

POWER RESERVE

Approximately 70 hours

CASE

High-end carbon fiber





ALL BLACK
41490 €



MOTLEY
43490 €



SPEEDSTER
41490 €



STINGER
41490 €



SPYDER
41490 €



ELECTRO
41490 €



OASIS
45990 €



DESERT CAMO
45490 €



DESERT EAGLE EVEROSE
50490 €



GOLDEN SAIL
45990 €



«Q» PROJECT
41490 €



MILITARY
45490 €



HUNTER
41490 €



SILVER C
44990 €



GOLDEN C
45990 €



THE WORLDTIMER

The most complicated watch of the whole collection is the Sky-Dweller. Now, improved into a high-end time machine that is capable of showing you the time not in one extra region, but in 24 new timezones. The hand-crafted dial adds an additional complication to this unique series, transforming it into the Worldtimer.



ROLEX

DENVER NEW YORK
LOS ANGELES CHICAGO LA PAZ

ANCHORAGE HAWAII

MIDWAY
AUCKLAND

NOUMEA
ONLY

18 • 20 • 22 • 24 •

DiW
WORLD TIMER

SAO PAULO
RIO DE JANEIRO
S. G. GEORGI
4
9
8
CAH





TECHNICAL SPECIFICATIONS OF THE WORLD TIMER

BASE

Ref. 326934, 326938

DIAMETER

42 mm.

WATERPROOFING

Waterproof up to 50 m.

BEZEL

Stainless steel, 18K gold, DLC

MOVEMENT

Perpetual, automatic winding,
GMT indication, annual calendar

STRAP

Stainless steel, 18K gold, DLC

BUCKLE

Stainless steel, 18 K gold, DLC

MATERIALS

Stainless steel, 18K gold, DLC

POWER RESERVE

Approximately 72 hours

CASE

Oystersteel, gold 18k, DLC

CALIBER

9001 (COSC)





BLACK DLC RED
44990 €



BLACK DLC GREEN
44990 €



BLACK DLC BLUE
44990 €



STEEL GREEN
42990 €



STEEL
42990 €



GOLD
80590 €



BLACK CARBON RED
48990 €



BLACK CARBON YELLOW
48990 €



THE MILGAUSS

When science become crucial to keep improving, new discoveries are made. The Milgauss provides extra resistance to magnetic fields, something that has been quite an issue for mechanical watches since they were first invented. Our Milgauss series are meant to impress and offer a unique style, according to your need.

DESIGNA
INDIVIDUAL
WATCHES





TECHNICAL SPECIFICATIONS OF THE MILGAUSS

BASE

Ref. 116400

DIAMETER

40 mm.

WATERPROOFING

Waterproof up to 100 m.

BEZEL

Stainless steel, carbon fiber, DLC

MOVEMENT

Perpetual, automatic winding,
with anti-magnetic protection
mechanism

STRAP

Stainless steel, DLC

BUCKLE

Stainless steel, DLC

MATERIALS

Stainless steel, carbon fiber, DLC

POWER RESERVE

Approximately 48 hours

CASE

Oystersteel, DLC

CALIBER

3131 (COSC)





MOTLEY
26490 €



BLACK&WHITE
25490 €



SPEEDSTER
25490 €



AVIATOR
26490 €



STEEL&DIAL GREEN
25490 €



DLC BLACK&DIAL GREEN
26490 €



DRAGON
32990 €



THE BLACK GRAIL PROJECT

The Cream of the Crop of our high-end customization history is presented by one of the most complicated projects crafted so far.

The Nautilus ref. 5711 is a timepiece crafted for endless generations and hold and intrinsic personal value to each of its owners. It was a true challenge to keep the level of finishing up to its original counterpart. The outcome is worth experiencing.

DESIGNA
INDIVIDUAL
WATCHES





MECHANICAL ART

The way you experience things is based on your personal lifestyle and emotions that surround you every day. A personal piece of high-end craftsmanship is not only able to help you store some of your best memories, but being an exclusive project crafted specifically for you adds a certain value to it that cannot be exceeded.

This is the Black Grail project. Only 5 pieces are crafted every year. This is where tradition meets innovation and create something never seen before.

ALL CARBON G-BLUE





TECHNICAL SPECIFICATIONS OF THE PHILIPPE PATEK

BASE

Nautilus 5711

DIAMETER

40 mm.

WATERPROOFING

Waterproof up to 50 m.

BEZEL

Carbon

BACKCASE

Sapphire glass

MOVEMENT

Automatic

STRAP

Carbon fiber, DLC

BUCKLE

Stainless steel, DLC

MATERIALS

Carbon

POWER RESERVE

Approximately 42 hours

CASE

Carbon

CALIBER

324 S C (COSC)





THE BLACK GRAIL
179990 €



THE BLACK GRAIL KHAKI
179990 €



THE BLACK GRAIL CELESTE
179990 €



ALL CARBON G-BLUE
184990 €



ALL CARBON BLACK
184990 €



ALL CARBON GRIS
184990 €

DESIGNA INDIVIDUAL WATCHES