

# Titan Edge

By Titan | Category: Design Honour

Titan's research in design and manufacture of slim movements began in the mid 1990s, eventually culminating in Titan Edge. Launched in 2002, Titan Edge was heralded as a historical achievement in the international watch industry for being the slimmest commercially available watch at the time. Edge - the hallmark of Titan watches with movement as slim as 1.15mm, achieves its new high with an all-ceramic watch at a minimum thickness of 4.4mm, which makes it the slimmest ceramic watch in the world.



## The Innovation

Produced indigenously, Titan Edge was ultra slim at 3.5mm (only 679 was at 3.5mm, 1043/1044 were at 3.6mm-glass top to BC; 3.85mm - lug ridge to BC) with a wafer-thin movement of 1.15mm (this thickness is without battery, 1.4mm with battery). The challenges that the Titan team faced at that time were tremendous, given that most watches averaged between 6mm and (to) 10mm in thickness.

A special watch battery and an ultra thin sapphire crystal glass were created specifically for the Edge, which was then commercially produced for the first time in 2002. Thus, being the slimmest watch became a recognised hallmark of Titan Edge. Keeping up-to-date with changing trends in the watch category, the dial and case of the Edge watches increased in size gradually while retaining the overall thinness of 3.5 mm, a challenge faced by even Swiss

### Impact of the Innovation

revenue generated so far  
**₹100 mn**



watchmakers of the time, but overcome indigenously by Titan. Almost ten years later, in 2012, Titan launched Skeletal Edge, the slimmest and lightest watch in the world. This was made possible by the use of space-age titanium material and the visually stunning play of negative space on the dial, which made Titan's Edge, the strongest, slimmest and the lightest quartz watch commercially available to consumers.

Understated and lithe at 3.95mm (Skeletal Edge 1576/1577 were at 4.2mm thickness), it won the International Red Dot Design Award in 2013. Now, Titan Edge presents the slimmest ceramic watch ever made. The challenge in the project was maintaining the hallmark Edge-like thinness while retaining its strength in a material like ceramic (extremely brittle). Construction and piecing together all of the parts needed high technological intervention to maintain the durability and quality of the watch.

## Overcoming Challenges

Ceramic is brittle and to craft it in the slimmest time piece that looked equally stunning was a big challenge, taking the team about 2 years to do. With enormous effort from the design team, new product development team and external vendor support, Edge ceramic was born to be the slimmest ceramic watch in the world.