

JEWELRY

Franck Muller designs “first ever functional” bitcoin timepiece

May 22, 2019



Franck Muller Encrypto Bitcoin Watch. Image credit: Franck Muller

By STAFF REPORTS

Swiss watchmaker Franck Muller is incorporating cryptocurrency into its strategy in a unique way, more so than simply accepting it as payment.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Encrypto is its new watch design, which Franck Muller is labeling "the world's first functional bitcoin watch." Meant to create a bond with bitcoin investors, the watch is customizable but features a special QR code within the face.

"We always aim to impact the customer at an emotional level and create a bond between the customer and the timepiece," said Erol Baliyan, regional director at Franck Muller, in a statement. "As a brand, we are a trend maker with a solid track record and are not shy when it comes to adopting innovation. Bitcoin is the millennial gold is the perfect marriage between innovation and personal choice."

Bitcoin buzz

The dial design of the Encrypto is based on the QR code of the first block of bitcoin, owned by Satoshi Nakamoto, named Genesis Block.

While Satoshi Nakamoto is the name designated to the person or entity that is recognized as the developer of bitcoin, his, her or their true identity is unknown.

The watch features a custom designed B within an emblem of circuitry and features the QR Code as a public wallet address.

Customizable options of the watch are available for the dial and band.

The Encrypto dial allows owners to check the balance and add bitcoin directly to their wallet. Each features its own private address wallet, and comes with a USB with a private key.

Franck Muller worked with crypto investment company Regal Assets. The watch's cold storage wallet uses offline generated, non-deterministic True Random Numbers Generated that cannot be hacked.



Each timepiece comes as a two piece "Deep Cold Storage" set. Image credit: Franck Muller

Only 500 models of the watch will be produced for online. Encrypto will also be available in the brand's Dubai boutique.

Customers can pay with credit card as well as Bitcoin.

As bitcoin finished up a buzzworthy year, Swiss watchmaker Hublot similarly ushered in the cryptocurrency's decade anniversary with a limited-edition timepiece, highlighting blockchain's importance in luxury.

While the cryptocurrency celebrated the 10-year milestone since its creation last November, bitcoin also came off a successful year in which its investment prices dominated headlines. Many luxury brands have taken to incorporating bitcoin into their strategies, with Hublot being the latest with a collection only available by purchase through bitcoin ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.