



WATCHES

# RUSSIAN WATCHMAKERS RAKETA & KONSTANTIN CHAYKIN INVITE YOU TO THEIR OWN "BASEL"



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Baselworld, the biggest and most important watch fair in the world, is in deep trouble, and unlikely to figure a way out in the foreseeable future. As all major watch brands pull the plug and give up on the show, there are two Russian watch manufacturers that would've been there and have decided they're going to have their own version of Baselworld. This is where it gets interesting.



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These two brands are completely different in terms of market segment and design but they do have a couple of things in common, starting with the fact that they both come from Russia, a



RAKETA (Russian for 'rocket'), which is a name you may have heard before, was founded in 1961 but it traces its roots all the way back to 1721, when Peter the Great opened the original Petrodvorets Watch Factory in St Petersburg.



[KOSTANTIN CHAYKIN](#), named after the founder of the company, is a much more recent endeavor and on an entirely different level of craziness. Mr Chaykin is the first ever Russian to become a member of the International Academy of Independent Watchmakers (Académie Horlogère des Créateurs Indépendants) and he did it by creating unique watches.







On April 30, both manufacturers will share their new timepieces, and they're also taking us on a guided tour of their factories, on their respective Instagram accounts.



Konstantin Chaykin (@k\_chaykin) will start the show at 10 o'clock (GMT+3) with a virtual tour of the manufacturing plant. Then at 11 o'clock, there's going to be a virtual exhibition and one hour later, at 12 PM, Mr Chaykin is going to show us some unusual artefacts from the museum.

The show will continue with Raketa (@Raketawatches) from 3 PM, showcasing details of production, followed by an introduction to the new line of watches at 5 PM.



Well, 'see' you there. Bring your own vodka.