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RAKETA UNVEILS THE BIG ZERO BLACK

Press release

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Raketa launches its most emblematic model - the Big Zero - with a new colour variation: a black dial and white numerals. A very strong SuperLuminova coating on the hands and on the oversized numerals highlights the original bold aesthetic of this minimalistic and functional design and ensures its perfect readability at night.

The Big Zero is one of the few Soviet-era watch designs to have conquered the hearts of the world and to have stood the test of time. By common standards, this is not a classic watch design. But, with its unique and timeless quality, this design has become a Raketa classic.



The case back, with deep engraving, reveals the beautifully decorated Raketa automatic movement. If black and white defines the Big Zero's identity on the front of the watch, Raketa's traditional red color dominates the back of the watch with the red rotor and red strap lining.

When asked what inspired Soviet designers to create this bold design with a big 0, old specialists of the Raketa factory answer that it is simply more logical to start counting time from 0. Indeed, time, like everything else in our lives, always begins from 0. With this radically innovative concept, the Big Zero watch is at the avant-garde of time reading: time starts from 0, not from 12. It directly challenges the worldwide established convention that there should always be a 12 on the dial.



Watch lovers from all over the world must have related to this concept because this Soviet Raketa watch quickly gained mainstream worldwide popularity and was nicknamed “Big Zero”. The cost of the new timepiece is 1’600 EUR (including VAT). For the comfort of customers, Raketa watches are delivered worldwide free of charge by DHL directly up to the front door.

