

**U-BOAT**  
I T A L O F O N T A N A

COMPANY PROFILE

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THE ORIGINS /01



## THE ORIGINS /01

### HISTORY - LUCCA 1942

Ilvo Fontana, an engineer specialised in precision instruments, receives a prestigious commission from the Italian Navy: designing and building a new watch model for its pilots.

This challenge means it needed to satisfy the Navy's high quality standards, respecting rigorous technical specifications, but most of all, to guarantee maximum reliability and visibility of the time in any weather and light condition.

Unfortunately, circumstances are not favourable to the realization of the project at that time.



## 01/ THE ORIGINS

### THE DREAM

In 2000, Italo Fontana, Ilvo's grandson, discovers the precious designs that will become the source of inspiration for the creation of his first U-BOAT watch and his motto: A New Dimension in Time.

### CELEBRITY

U-BOAT watches are on the wrist of several celebrities like STALLONE, TOM CRUISE, BECKHAM, SCHWARZENEGGER, ARMANI, NICOLAS CAGE.

### PATENTED SYSTEM

U-BOAT introduces a patented system for the retrieval of the watch crown.

1942

### THE BEGINNING

A prestigious commission from the Italian Navy in 1942, for the design and production of wristwatches for its pilots in order to satisfy very precise technical specifications. The first drawings of a robust wristwatch with a strong character, made by Ilvo Fontana, ready to guarantee maximum visibility and waterproofness, with a strong and distinctive design: the U-BOAT journey has just started.

2000

2006

### THE GROWTH

In only a few years U-BOAT opens a number of single-brand boutiques and is available in stores all over the world. U-BOAT is currently present in over 60 key markets.

2008

2009

### LIMITED EDITION

U-BOAT launches the U-1942, the biggest wristwatch ever produced in limited edition of 29 pieces.

2013

2019

### CAPSOIL

U-BOAT officially launches Capsoil the innovative U-BOAT watch with the mechanism immersed in a oil bath.







THE BRAND /02



## THE BRAND /02

A watch brand, based in Italy, producing limited edition handmade pieces designed by Italo Fontana for more than 20 years.

Unique and bespoke watches, guaranteed by the best Italian manufacture.





## ITALO FONTANA /03

“

*I have always been fascinated by design, I create in total freedom,  
I don't follow any trends. I try to do what other brands don't.  
I have no obligation to create the same over and over again.*

”



## 03/ ITALO FONTANA

### THE U-BOAT WATCH CREATOR

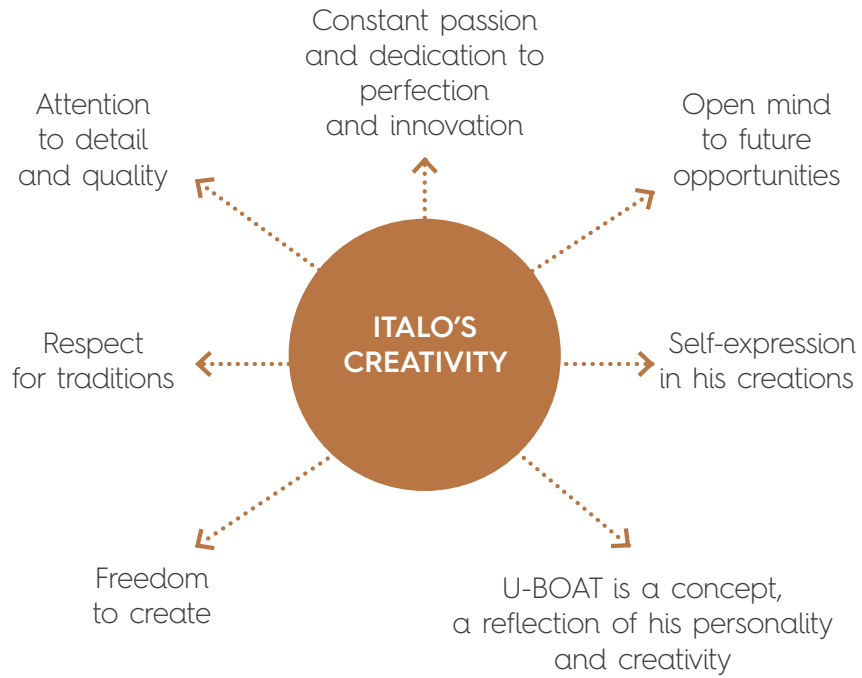
Italo was born in the medieval town of Lucca (Tuscany) in 1965, where he still lives with his family. He started to create his first projects at a very young age and he has always been fascinated by design. He owes to his grandfather the input to start his practice. He practically realised his grandfather's dream by bringing his project back to life in these 20 years. With his 65 mm watch, Italo has become recognised worldwide as the designer of the world's largest wristwatch.

Initially, the U-BOAT watches boasted Quartz movement (IFO Line). To improve quality and meet the requests of a demanding market, Italo decided to update to Swiss movement.

Alongside U-BOAT, Italo has also relaunched the historic L. Kendall brand. Internationally acclaimed brands like S.T Dupont have requested Italo's advices and creative inputs on some special projects.



## 03/ KEY POINTS







THE COMPANY /04



## THE COMPANY /04

### COMPANY HEADQUARTERS

A "villa" surrounded by Gragnano's hills, only 15 minutes away from Lucca's old medieval town walls, in the heart of Tuscany.







## USP OF THE CREATIONS /05

- Strong character •*
- "Made in Tuscany" factor •*
- Innovation •*
- Precious and refined materials, Swiss movements •*
- well combined quality and craftsmanship*

01.

## IDENTITY AND UNIQUENESS OF THE DESIGN

02.

## "MADE IN TUSCANY" AND CRAFTSMANSHIP



03.

## QUALITY AND MATERIALS

04.

## INNOVATION

### 01. IDENTITY AND UNIQUENESS OF THE DESIGN

Identity is the key word for the U-BOAT brand. The creations have a very distinctive design recognisable even from a distance. In their lines it is possible to recognise Italo's imprinting, cause he personally designs each model. To highlight the connection between Italo as a designer and his products, his name has been added to the brand: buyers need to understand that there is a person in flesh and blood behind the products, designing with love and passion.

### 02. "MADE IN TUSCANY" AND CRAFTSMANSHIP

The basic features identifiable in each U-BOAT collection are craftsmanship and the "Made in Tuscany" factor. Proud of its Swiss movements, each and every watch is created and assembled by artisans based in Lucca headquarters, Tuscany, Italo and U-BOAT's place of birth and hometown.

### 03. QUALITY AND MATERIALS

U-BOAT uses modern and unusual techniques and materials. Italo is interested in all materials, from classic steel to titanium, tungsten, carbon, copper, gold, silver and ceramic. He loves exploring new ideas, without being influenced by the market. For example, he has recently been using anatolite, tungsten and uncoated bronze.

### 04. INNOVATION

Italo Fontana perfectly understands the meaning of innovation, as he constantly creates value for his customers. A specific model has been tested to reach 1001 metres depth. Italo was the first to use black and red sapphire with an opaque effect. He has introduced a patented system for the watch crown release to allow an easier regulation of date and time. He has also recently launched Capsoil, a wristwatch with a movement completely immersed in oil.



## 05/ USP OF THE CREATIONS

### LARGE CROWN ON THE LEFT-HAND SIDE

All U-BOAT wristwatches can be identified by the large crown placed on the left-hand side of the watch, in order to guarantee more freedom of movement for the wrist.



## U-BOAT CORE VALUES /05

### LARGE CROWN ON THE LEFT-HAND SIDE

Large crown placed on the left-hand side of the watch case, to offer more freedom of movement for the wrist.

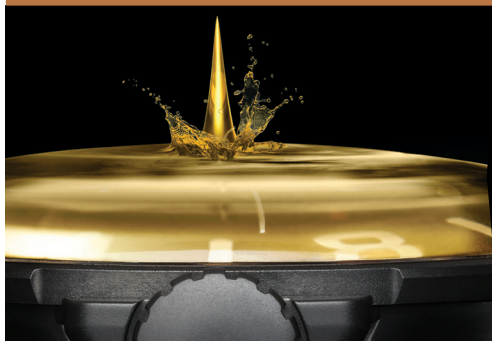
### MADE IN TUSCANY, AND CRAFTSMANSHIP

Craftsmanship and "Made in Tuscany" factor. Every watch is created and assembled by craftsmen based in Lucca headquarters.



### INNOVATION

Model tested to reach 1001 metres depth, a patented system for a quick crown release to allow an easier regulation of date and time. Capsoil, a watch with the movement completely immersed in oil.



### IDENTITY AND UNIQUENESS OF THE DESIGN

Identity is the keyword for the U-BOAT brand. Products are highly recognisable. To highlight the connection between Italo as a designer and his products, his name has been added to the brand.



### QUALITY AND MATERIALS U-BOAT

U-BOAT uses modern and unusual techniques and materials, going from classic steel to titanium, tungsten, bronze, gold, silver and ceramic.







CUSTOMERS /06





## CUSTOMERS /06

### WHO IS THE U-BOAT CUSTOMER?

No age, gender, interests, etc. The U-BOAT customer could be anyone. The U-BOAT customer likes buying outstanding items with quality and character.

#### CUSTOMER TYPE

LOOKING FOR UNIQUE  
AND DISTINCTIVE ITEMS

SMART LOOK

INFORMAL ELEGANCE

SEEKS QUALITY AND DETAILS

LOVES TO BE UNIQUE





FRIENDS OF  
THE BRAND /07

## FRIENDS OF THE BRAND /07

### CELEBRITY

Italo Fontana's creations have been appreciated by celebrities from all over the world. Here is a short list of a few:

SYLVESTER STALLONE ●

ARNOLD SCHWARZENEGGER ●

TOM CRUISE ●

GIORGIO ARMANI ●

ROBERT DE NIRO ●

KENZO TAKADA ●

DAVID BECKHAM ●

...





07/ ITALO FRIENDS





## ITALO FRIENDS /07







CUSTOMIZATIONS /08





*Power and Defence*  
9th PARACHUTE ASSAULT  
REGIMENT "COL MOSCHIN"  
ITALIAN ARMY

Chooses U-Boat watch Chimera 43 Bronze and 1938 Doppiotempo  
customized with the Italian 9th Army "Col Moschin" logo





*Hardness and Authority*

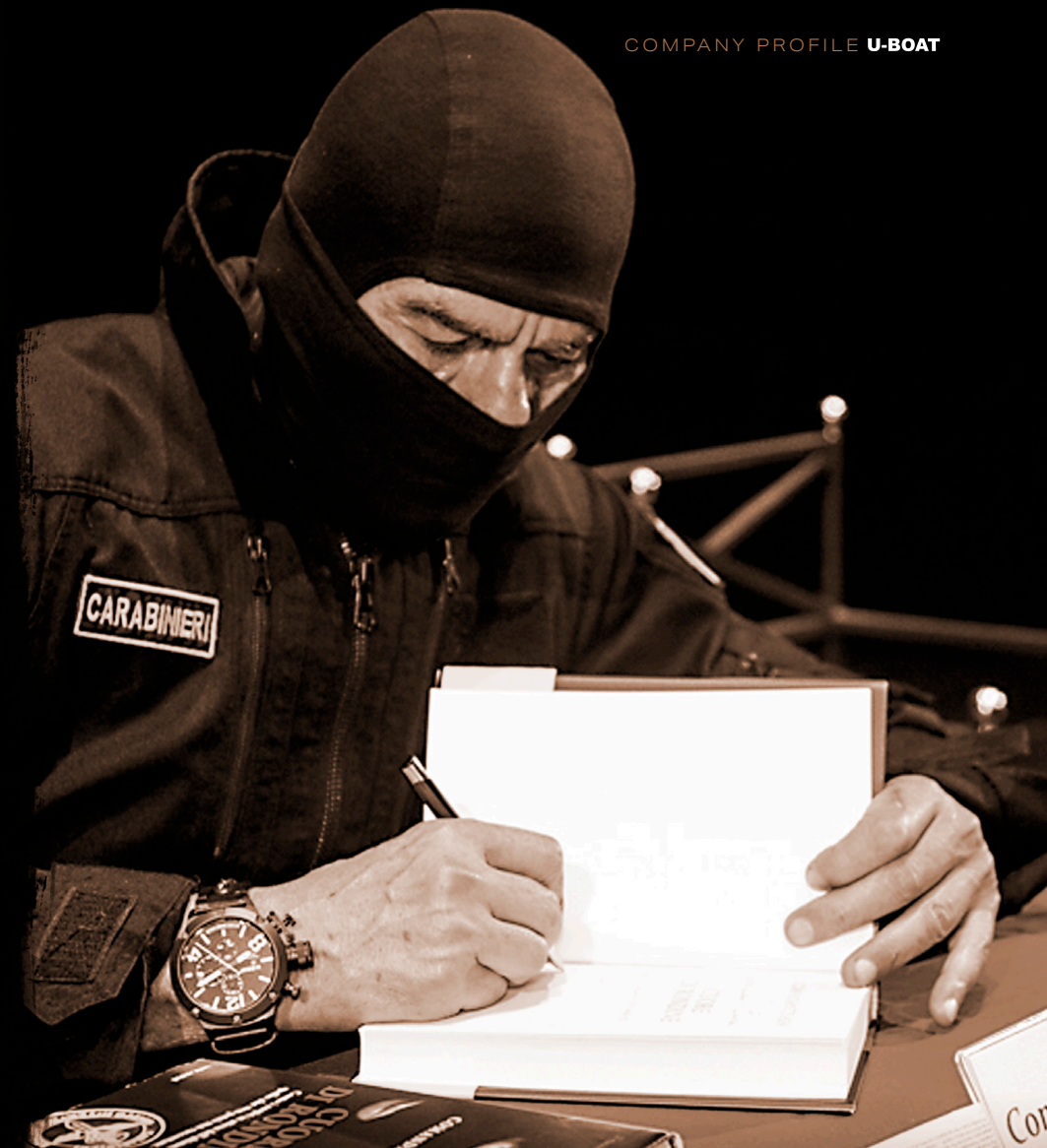
GIS

GRUPPO INTERVENTO SPECIALE

COMPANY PROFILE **U-BOAT**



Chooses U-Boat watch Classico AB 4/2/A customized with GIS logo





COMPANY PROFILE **U-BOAT**

*Hardness and Authority*

**GIS**

GRUPPO INTERVENTO SPECIALE  
40° ANNIVERSARIO



## PRODUCT PLACEMENT IN THE SPORT INDUSTRY /08

U-BOAT has a deep connection with sport celebrities and sport initiatives. Pramac Racing, a GP motorcycle racing team, is sponsored by the U-BOAT-limited edition wristwatch.

Vincenzo Nibali, professional road bicycle racer, owns a watch signed on the dial. U-BOAT has recently sponsored the cycling speed record challenge for GPL during the USA speed week in Salt Lake.

The new Italian ATS super car proudly features a U-BOAT watch on its dashboard.





COMMUNICATION  
ACTIVITIES /09



## COMMUNICATION ACTIVITIES /09

Throughout the years, U-BOAT has developed a proactive and powerful PR and Press Office, with a regular presence in worldwide B2B and B2C media, making the brand known all over the world.

The development of social media, Facebook and Instagram networks, and the regular delivery of newsletters to press members, existing and potential clients, is aligned with the Press Office activity.

Marketing operations, sponsoring and events are directed to further amplify brand recognition on both a global and local scale.





## 09/ U-BOAT IN THE INTERNATIONAL PRESS



## DISTRIBUTION

U-BOAT can rely on a very large number of retailers with windows, pop-up stores and showcases present in over 60 countries. 7 flagship stores all over the world, all located in the vibrant heart of capital cities and in key locations for high-roller customers.

U-BOAT supports all vendors with bespoke marketing and PR activities, as well as events, to maximise sales, the brand reputation and popularity.

AUSTRALIA • AUSTRIA • AZERBAIJAN • BULGARIA • CANADA  
CROATIA • DENMARK • DUBAI/UAЕ • FINLAND • GERMANY  
GREECE • HONG KONG • INDIA • ISRAEL • ITALY • JAPAN  
KUWAIT • MALAYSIA • MALTA • MONACO • NETHERLAND  
PUERTO RICO • QATAR • RUSSIA • SAUDI ARABIA • SINGAPORE  
SINT MAARTEN • SOUTH AFRICA • SPAIN • SWITZERLAND  
SWEDEN • UKRAINE • UK • HUNGARY • USA • US CARIBBEAN



60 countries



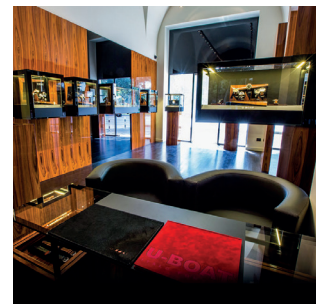
## U-BOAT FLORENCE

PONTE VECCHIO



## U-BOAT WORLDWIDE

U-BOAT BOUTIQUES



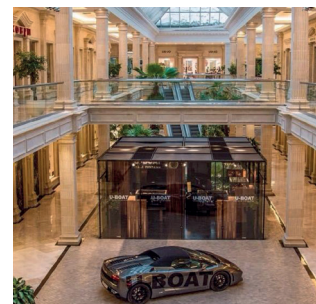
U-BOAT - NEFTCHILAR AVENUE  
BAKU - AZERBAIJAN



U-BOAT - PETROVKA STREET  
MOSCOW - RUSSIA



U-BOAT - VIA DEL BABUINO  
ROME - ITALY



U-BOAT - CROCUS CITY MALL  
MOSCOW - RUSSIA



U-BOAT - PIAZZA SAN MARCO  
VENICE - ITALY



U-BOAT - VIA DEGLI STROZZI  
FLORENCE - ITALY



## U-BOAT HEAD OFFICE

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