PASCAL Introduces Time Architecture Collection with Men's Timeless Watch and Women's Oval Watch

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Los Angeles, CA - January 20, 2026 -
PASCAL announces the launch of the Time Architecture Watch Collection, marking the brand's expansion from jewelry and watch rings into the contemporary horology watch category. The collection introduces two key products: the PASCAL men's timeless watch and the PASCAL women's oval watch, both designed as expressions of architectural watch design principles applied to wearable timepieces.

The Time Architecture series applies PASCAL's California-rooted design approach to watchmaking, prioritizing structural clarity and material precision. Each watch in the PASCAL watch collection is conceived as a three-dimensional object where case geometry, surface finishes, and spatial proportions define the overall character.

The PASCAL men's timeless watch features clean geometries and balanced proportions drawn from modernist architectural language. The case design uses angular lines and considered weight distribution to create a sense of permanence without excess. Surface treatments alternate between brushed and polished finishes, creating visual contrast that changes with light and movement. The dial layout emphasizes legibility through precise marker placement and negative space, allowing time to be read clearly while maintaining

visual balance.

"Our approach focuses on how architectural principles translate to personal scale," explains Adam, CEO of PASCAL. "The watch becomes a designed object where structure and material work together to create both function and presence."

The PASCAL women's oval watch introduces an oval case silhouette as an alternative to conventional circular forms. The elongated shape creates a different visual relationship with the wrist, with the case flowing seamlessly into the bracelet without interruption. This design references elliptical forms found in mid-century architecture and contemporary spatial design. The piece moves beyond traditional assumptions about women's watch sizing, instead using proportion and line to define its character. The dial composition within the oval frame balances elegance with clarity, presenting time through refined visual organization.

Both watches incorporate lab grown diamond watch elements as functional components. Hour markers feature precision-cut lab-grown diamonds that enhance dial legibility through light reflection while serving as visual anchors within the composition. PASCAL's use of diamonds differs from decorative application, treating them instead as optical elements selected for their light-refracting properties and contribution to the overall design structure. This approach aligns with the brand's focus on material intelligence and ethical sourcing in modern luxury watch design.

The architectural watch design vocabulary throughout the Time Architecture series reflects PASCAL's California context, where modernist building traditions and natural light conditions inform design decisions. The collection balances timeless form with contemporary execution, using materials and construction methods that support both durability and visual refinement. Each edge, surface transition, and finishing detail is calibrated to contribute to the watch's structural integrity and aesthetic coherence.

The PASCAL diamond watch approach within this collection emphasizes restraint and intentionality. Diamonds are integrated where they enhance both function and form, reflecting current shifts in luxury goods where material transparency and sourcing become important considerations alongside traditional craftsmanship. Lab-grown diamonds?chemically and physically identical to mined stones?allow for consistent quality and ethical production while maintaining the optical performance required in design-driven timepiece construction.

The Time Architecture collection positions PASCAL within contemporary horology watch design, where brands are defining new approaches that balance heritage watchmaking traditions with modern design sensibilities. The PASCAL men's timeless watch and PASCAL women's oval watch are created for those who view timepieces as both functional instruments and designed objects that reflect personal values and aesthetic preferences.

The Time Architecture collection is available through select retailers and PASCAL's direct channels. For additional information and to view the complete PASCAL watch collection, visit https://pascaldesign.com/.

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PASCAL

We are a California-based color diamond brand. PASCAL crafts unique diamonds to celebrate life?s brightest moments?big or small?so every memory can shine with meaning and beauty.

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