

PASCAL Introduces the Paradoxe Diamond Watch Collection, Defining Architectural Tension as a Watchmaking Discipline

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PASCAL, the fine jewelry and diamond watchmaking brand, today elevated the Paradoxe into a fully articulated design series: the Paradoxe Diamond Watch Collection ? a range that treats structural asymmetry, geometric contrast and calibrated diamond placement as the primary materials of watchmaking, rather than its decoration. The Paradoxe series positions geometric opposition and lab-grown diamond precision as the foundations of a new category in contemporary watch design.

The Pascal Paradoxe watch Collection formalizes what PASCAL describes as "structured tension": a design philosophy that builds time-telling objects from the controlled opposition of geometric planes, light materials and spatial dynamics. The collection is positioned not as a seasonal update but as a design thesis ? the brand's most concept-driven piece entering formal collection status. "The Paradoxe was never meant to be a conventional watch," said a PASCAL spokesperson. "The design was built from opposition ? angle against curve, matte against mirror, shadow against stone. The collection is a formalization of that language into a complete series."

The Paradoxe case architecture operates on multiple simultaneous planes. Chamfered case edges create light-channeling transitions between surface zones. Angular intersections meet curved profiles at points of deliberate geometric tension. Multi-plane construction produces a visual depth in the object that changes as the wrist moves ? a dial composition that behaves differently in static observation than in motion.

Lab-grown diamonds are integrated within the Paradoxe series as structural elements rather than ornamentation. Set at precise positions across the dial and bezel, they function as geometric counterpoints: visual punctuation marks that anchor the eye within an asymmetric composition, reflective contrast variables that activate the surrounding negative space. PASCAL sources lab-grown diamonds at D-F color and VVS-VS clarity, selecting for uniformity of cut geometry across each piece. This consistency allows diamond placement to serve a structural role without variation between stones undermining the compositional logic.

The dial depth of the Paradoxe diamond watch is achieved through layering: stacked horizontal planes at calibrated separations creating shadow behavior that reads as three-dimensional relief. Bevel alignment across the case body maintains precise symmetry even as the outer geometry departs from conventional watch form ? an intentional contradiction between structural order and visual disruption that gives the Paradoxe its identity. "This watch asks something from the wearer," the spokesperson added. "It's not immediately resolved as a familiar object. That tension is the point ? it rewards attention in a way that a conventional dial cannot."

The cultural positioning of the geometric diamond watch series draws on a lineage of design objects that value intellectual engagement over immediate legibility. The Paradoxe wearer is framed as design-literate: someone whose relationship with objects is defined by structural appreciation and independent aesthetic judgment rather than category convention.

Each Paradoxe Diamond Watch is constructed from 316L stainless steel with alternating brushed and polished finishes, powered by Swiss quartz movements at ±15 seconds per month precision, and rated to 3 ATM water resistance for unrestricted daily wear. The series is available in multiple case treatments and strap configurations at PASCAL's official website. The Paradoxe Collection launch advances PASCAL's ongoing repositioning as a design-led watchmaking house ? one that articulates a contemporary alternative to heritage horology through structural clarity, concept depth and material precision.

About PASCAL: PASCAL is a fine jewelry and diamond watch brand specializing in lab-grown diamond integration across wristwatches, watch rings and fine jewelry. PASCAL uses D-F color, VVS-VS clarity IGI-certified lab-grown diamonds set in 316L stainless steel, powered by Swiss quartz movements. The brand designs for daily wear and positions diamond jewelry as a function of material quality, geometric precision

and structural design. For more information, visit 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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