



Press Kit CEON

GR-01 — A tribute to human ingenuity, materialized in steel.

Controle de Revisões

Press kit for journalists and editors. Consolidates brand summary, maker profile, product narrative, technical specifications, photography, video, brand assets, availability and pricing, press contact, and reference text (boilerplate) for citation. Structure and factual content aligned with /press on the site.

Rev. D	Video section expanded. Section 6 updated in both languages. PDFs and ZIP regenerated. Sofia	25 June 2026
Rev. E	Press Contact: removed studio-visits line. Instagram confirmed @ceonwatches throughout. Sofia	29 July 2026
Rev. F	Added 12 editorial photographs (sketchbook, exploded views, atelier process) and 8 atelier b-roll clips. Sections 5 and 6 updated. Sofia	29 July 2026
Rev. G	Removed ceon-gr01-product-light.jpg and ceon-gr01-vertical-dark.jpg from the kit. Sofia	29 July 2026
Rev. H	Video section revised. Photography re-encoded for web delivery. Sofia	29 July 2026

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1. Brand Summary

CEON Watch Co. is the Brazilian atelier of independent watchmaking that produces the GR-01. A timepiece designed and finished by hand by engineer Ricardo A. Gracioli.

Gracioli is an engineer by training and began the project in 2021 as a way to apply the discipline of precision manufacturing to something special. The watch is presented as a tribute to all the nameless innovators whose work made the modern world possible.

2. The Maker

Ricardo A. Gracioli developed the GR-01 over four years. The process is fully documented publicly in journal entries (www.ceonwatches.com/journal) and posts on Instagram @ceonwatches. Gracioli describes himself as "*Husband, Father, Watchmaker, Writer, and admirer of human ingenuity.*"

*Headshot and editorial portrait available in high resolution in the **photography/** folder of this kit ([ceon-gracioli-headshot.jpg](#), [ceon-gracioli-portrait.jpg](#)).*

3. The GR-01

The GR-01 is built from VC-150, a Brazilian martensitic stainless steel originally used by Gracioli in steam turbine blades. After heat treatment, the material delivers the strength required for the 6 mm thin case profile and the ferromagnetic properties that enable the magnetic clasp.

Finishing. The case and bracelet pass through a four-step process. The faces are first hand-sanded and lapped against calibrated surfaces, leaving a mirror finish. They are then stonewashed, which tames the shine into a uniform matte surface from a distance, revealing the mirror only on close inspection. Finally, the chamfers are hand-polished with pegwood and diamond paste.

Clasp. The clasp is an in-house design, held in place by a single magnet and by the tolerances of the two guide pins that join the parts. This enables a beam with the same flexibility and thickness as the rest of the bracelet (3 mm).

Movement. The GR-01 uses the Peseux 7001, a Swiss hand-wound caliber developed in 1971. 17 jewels. 21,600 vph (3 Hz). 42 hours of power reserve. 2.5 mm thick.

4. Specifications

Case

VC-150 (heat-treated Brazilian tool steel) · 38 mm diameter · 44 mm lug-to-lug · 6 mm thick

Crystal

Synthetic sapphire (front) · closed caseback

Movement

Peseux 7001 — Swiss hand-wound · 17 jewels · 21,600 vph (3 Hz) · 42 hours power reserve · 2.5 mm thick

Hands

Dauphine, polished

Bracelet

VC-150 · hand-finished (sanding, lapping, stonewash, hand-polished chamfers) · 21 mm width

Clasp

Magnetic · VC-150 · 3 mm thick

Water resistance

Not rated

Production

Brazil

Edition

Open production

5. Photography

Editorial images of the GR-01 and of the atelier, in JPEG, are included in the **photography/** folder of this kit.

Copyright CEON Watch Co. Editorial use without modification is permitted in coverage of CEON Watch Co. and the GR-01. Credit: *"Photo: CEON Watch Co."* Cropping is permitted; recoloring or compositing is not.

ceon-gr01-bracelet-caseback.jpg

Bracelet and caseback.

ceon-gr01-noir.jpg

Editorial photograph, dark environment.

ceon-gr01-product-dark.jpg

Watch in dark environment.

ceon-gr01-product-1761.jpg

Editorial photograph of the GR-01.

ceon-gr01-product-2093.jpg

Editorial photograph of the GR-01.

ceon-gr01-product-5167.jpg

Editorial photograph of the GR-01.

ceon-gr01-product-5135.jpg

Editorial photograph of the GR-01.

ceon-gr01-noir-bg.jpg

Watch on noir background.

ceon-gr01-sketchbook-watch.jpg

Finished GR-01 standing on the original design sketchbook.

ceon-gr01-sketchbook-caseback.jpg

GR-01 and caseback over hand-drawn technical sketches.

ceon-gr01-exploded-flat.jpg

Exploded view — bracelet, case, bezel ring, caseback and pins, laid flat.

ceon-gr01-exploded-vertical.jpg

Exploded view — vertical composition of case, dial, caseback, bezel ring and bracelet links.

ceon-atelier-turned-rings.jpg

Turned case rings and caseback blanks, in production series.

ceon-atelier-cases-pair.jpg

Two machined case middles, side by side, at different finishing stages.

ceon-atelier-links-components.jpg

Bracelet links and clasp components on the workbench, including heat-treated parts.

ceon-atelier-case-machined.jpg

Case middle freshly machined in VC-150 bar stock.

ceon-atelier-case-lathe.jpg

Case blank mounted in the lathe chuck.

ceon-atelier-clasp-pegwood.jpg

Hand-finishing a clasp component with pegwood.

ceon-atelier-link-pegwood.jpg

Hand-finishing a bracelet link with pegwood.

ceon-atelier-sawing.jpg

Sawing a component held in a pin vise.

Higher resolution files, on-figure shots, and ProRes/RAW masters available on request.

6. Video B-Roll

Editorial clips of the GR-01, drop-into-timeline ready, are included in the **video/** folder of this kit.

Copyright CEON Watch Co. Editorial use without modification or with editorial adjustments (trimming, re-encoding, color grading) is permitted in coverage of CEON Watch Co. and the GR-01. Credit: *"Video: CEON Watch Co."* Compositing the watch into unrelated scenes is not permitted.

ceon-gr01-web-muted.webm

Editorial video of the GR-01, WebM (no audio).

ceon-atelier-broll-01.mp4 ... ceon-atelier-broll-08.mp4

Eight atelier b-roll clips (9–20 seconds each, MP4/H.264): machining and hand-finishing of the GR-01.

ProRes/RAW masters available on request.

7. Brand Assets

The CEON Watch Co. brand-assets files are included in the **logos/** folder of this kit, in two formats:

SVG — vector, fill="currentColor". Drops into any layout at any scale.

PNG — 1200 px wide, Noir (#1A1D1E) on transparent background. Ready for print and screen use.

ceon-symbol — mark only

ceon-wordmark — "CEON" text mark

ceon-horizontal — mark + wordmark, horizontal lockup

ceon-vertical — mark + wordmark, vertical lockup

ceon-horizontal-with-tagline — horizontal lockup with tagline

ceon-vertical-with-tagline — vertical lockup with tagline

All logos are monochrome. Do not alter proportions, add effects, or recolor the mark.

Brand Colors

Noir — #1A1D1E (primary)

Seasalt — #FAFAFA (light background)

Carbon — #30363A (secondary neutral)

Carbon Light — #6E7479 (tertiary)

Steel Blue — #4682B4 (cool accent)

Wax Burgundy — #5E2129 (warm accent)

Prussian Blue — #193349 (deep tone)

Space Grey — #E6EDF4 (cool light)

Typography

iA Writer Quattro — body copy (Regular 400, Bold 700, Italic)

Fahkwang — display and headings (Regular 400, Medium 500, Bold 700)

IBM Plex Mono — technical data, spec labels, code spans (Regular 400, Bold 700)

Fonts are licensed for CEON use. For access or substitute recommendations, contact the press desk.

8. Availability & Pricing

The GR-01 is available by direct inquiry. Filling in the Declaration of Intent opens a conversation. Once aligned, the watch is built and delivered directly to the owner.

Price: CHF 15,000

Delivery: approximately six months from confirmation

Production: The watch is built to order, in Brazil.

No retailers, distributors, or secondary-market channels operate through the atelier.

9. Press Contact

For inquiries, interviews, and image requests, contact directly:

Email: press@ceonwatches.com

Instagram: @ceonwatches

Languages: English, Portuguese

Response: within a few days

Remote interviews and quotes by arrangement.

10. About CEON Watch Co. (boilerplate)

About CEON Watch Co.

Reference text for citation in coverage. Short paragraph, ready for use at the end of a publication.

CEON Watch Co. is a Brazilian atelier of independent watchmaking, founded by Ricardo A. Gracioli in 2021. It produces the GR-01, in VC-150 (heat-treated Brazilian tool steel), with a hand-wound Peseux 7001 movement. Each GR-01 is built to order, by the founder's hands, in Brazil.

<https://www.ceonwatches.com>

Appendix A — Photography & Video License

CEON Watch Co. holds full copyright on all photographs and video clips included in this press kit.

Photographs. Credit: *"Photo: CEON Watch Co."* Cropping is permitted. Recoloring, compositing, or filter application that alters the appearance of the watch is not.

Video clips. Credit: *"Video: CEON Watch Co."* Trimming, re-encoding, and use as b-roll within editorial pieces are permitted. Speed changes, audio overlay, and color grading for editorial tone are permitted. Compositing the watch into unrelated scenes is not.

For formats beyond those provided here — higher resolution, on-figure shots, ProRes/RAW masters — contact press@ceonwatches.com.