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PRESS RELEASE Watch Enthusiasts Finland Community, S.U.F Helsinki, Moomin Characters

Watchmaker Stepan Sarpaneva created Finland's most wanted collector timepiece in collaboration with Moomin Characters and Finnish Watch Enthusiasts Community

Finnish watchmaker Stepan Sarpaneva and Watch Enthusiasts Community Finland have created a collector timepiece that was sold out faster than any such watch before in Finland. The limited batch of 50 timepieces sold out in one minute and 36 seconds. The timepiece was born as a cooperation between internationally acknowledged watchmaker Stepan Sarpaneva and Watch Enthusiast Community Finland, a community consisting over 14 000 Finnish wristwatch enthusiasts. The display caseback is decorated with an image of The Groke, a character from Tove Jansson's Moomin tales. The watch, which goes by the name Mörkö-Myrsky, is based on Stepan Sarpaneva's S.U.F Myrsky watch series. Myrsky is the Finnish word for Storm, Mörkö meaning The Groke.

When ordering the watch, the collectors knew only that the watch would pay tribute to Finland, Finnish art history and universal watchmaking traditions. The surprise character hidden in the caseback of the watch will be revealed in Helsinki at the Finnish watch enthusiasts' yearly event on December 16th, 2017 when the timepieces are handed over to their new owners.

"Our 14 000 member strong community wanted to create a specialty timepiece for Finland's 100th independence anniversary combining quality, Finnish heritage and the playfulness typically associated with speciality watches", says Joonas Kokko, founder and moderator of the Finnish Watch Enthusiasts Community.

The watch is handcrafted in Finland, with parts made from Finnish steel and a hand-made wristband made from Finnish reindeer skin. *"The Myrsky was inspired by an airplane originally produced in Finland", Sarpaneva says. "Wanting to feature Finnish culture, we included The Groke from Tove Jansson's Moomin stories at the back of the watch as a tribute to this important Finnish artist", Sarpaneva continues.*

Sophia Jansson, Creative Director at Moomin Characters and the company's CEO Roleff Kråkström immediately wanted to be part of the project. *"Community, sustainability and quality are values that are important to us as well. With one of the watches being auctioned in benefit of the new children's hospital in Helsinki, we definitely wanted to take part in this unique project", Jansson states.*

The numbered S.U.F Helsinki x Watch Enthusiasts Finland Mörkö-Myrsky series is sold out except for the piece number 1, which will be sold in a charity auction in the spring of 2018. The benefits of the auction will be donated to the New children's hospital in Helsinki. The suggested list price for the timepiece is 2850 euros.

Additional information:

Watch Enthusiasts Finland Community: Joonas Kokko, +358 400 399 825, www.kelloharrastajat.fi

Sarpaneva Watches: Stepan Sarpaneva, +358 50 5534973, www.sufhelsinki.fi

Moomin Characters: Roleff Kråkström, +358 40 054 9692, www.moomin.com

The watches will be handed to their new owners at an event in restaurant Botta in Helsinki 16 December 2017 at 9PM GMT+2, doors open at 7PM.

High resolution pictures: <http://kelloharrastajat.fi/suf-kh-muumit-myrsky/>

Password: MYRSKY2017

Video: <https://youtu.be/Tp8L0Y4bi4o>