

NOMOS GLASHÜTTE

"Good design is like a friend"



Mark Braun is the designer of the NOMOS model Metro. He was recently at the NOMOS Lounge in New York, where he spent three days talking at length about design with journalists, influencers, and watch enthusiasts.

Product designer Mark Braun: "Good design is like a friend"

For twelve years, Mark Braun's avant-garde Metro design has been one of the most popular watch models from NOMOS Glashütte. Twelve years is not a long time for a watch. But it is for visionary design. How did you manage that, Mark Braun?

GLASHÜTTE, MARCH 2026: Twelve is central to the measurement of time. The year has twelve months, an analog watch has twelve digits. And twelve years ago, NOMOS Glashütte launched Metro date power reserve – the first model created in collaboration with designer Mark Braun. The avant-garde watch is clearly different from the rest of the collection and, at the same time, represents the core of the NOMOS design philosophy: clear yet complex, consistent in its details, and playful in a stylish way.

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From the beginning, Metro has been considered a cosmopolitan timepiece and has since received many awards. There are now nine different versions of the watch, three of them in several colors, in the core collection of NOMOS Glashütte. Special details of this dress watch include softly rounded lugs, diamond knurling on the crown, stepped hands and dot indexes for the hours, while Arabic numerals can only be found in the minute track.

How can you reflect modern life in design? What characterizes a classic? What role does design take in everyday life? And what were the challenges for a product designer when designing a mechanical watch?

Let our [series of images](#) inspire you – and if you would like to delve deeper into the subject, we would be happy to connect you with Mark Braun.



In addition to a date display, Metro date power reserve also has a patented power reserve display. As the first model to incorporate the NOMOS swing system in 2014, NOMOS Glashütte celebrated its technological independence with Metro. Mark Braun solved the challenge of making two complications visible on the dial through asymmetry.



Form follows function: When designing the dial, Mark Braun was guided by what makes the watch come alive – namely the caliber inside. The watch dial should be richly detailed and yet clear, intuitively comprehensible and timelessly modern. "Mechanics make expertise visible," he says. "Design should do that too."



The modern aspect of Metro (shown here: Metro neomatik 41 Update) is that the individual design elements stand side by side, unconnected, and yet form an interconnecting system. For him, the concentration of the numerals in the minute track, instead of the hours, represents precision in today's world.



"Good design," says Mark Braun, "is characterized by the fact that it is not noticeable, but would immediately be missing if it were not there. Things become friends that you don't want to be without." What attracted him to mechanical watches? "They remind me that everyday life can also be a luxury."

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Design is a "language without words". It should communicate its message at first glance, then deepen and complement it later. NOMOS is about values – even when color comes into play, as here with Metro 33. Not about trends.



Next level: Metro in 18-karat rose gold shows how modern gold watches can be. The larger model, Metro rose gold neomatik 39, is equipped with the innovative automatic caliber DUW 3001. The embodiment of true luxury, observes Mark Braun. "Nothing superfluous. Just the value of material and craftsmanship."



Born in 1975, product designer Mark Braun has been running his own studio in Berlin for 20 years. In addition to his design work, he is a professor of product and industrial design at the HBK Saar in Saarbrücken. Braun is a member of the iF Design Awards jury and co-founder of the German Design Graduates initiative.

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If you have any further questions or queries, please feel free to get in touch.

With best regards from Glashütte,

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