

# Vostok-Europe

Vostok-Europe, in many ways, is the window to the Western world for Russian watches, and Vostok in particular," says Igor Zubovskij, managing director of Vostok-Europe, the latter referring to the proprietary Russian movements utilized by these well-built timepieces. This brand represents a marriage between a young, aggressive watch-producing team and the oldest, largest, longest continuously operating Russian watch manufacturer, Vostok, based in Chistopol, Russia. Vostok-Europe's watches are designed and hand-assembled in Vilnius, Lithuania, each of them a numbered limited edition.

Interestingly, Vostok-Europe's timepieces are each named for a Russian or Soviet technical, cultural, or architectural achievement. "We purposefully avoid the more military inspirations from Russian history," Zubovskij explains. "We focus on the peacetime and civilian roles as a part of our role as a connection to the West. We also strive to be cost-effective. We want to be more affordable than the Swiss, but not compete in price with the Chinese, while offering higher quality."

Originally a radio physicist, Zubovskij seems an unlikely candidate for a watch marketer, holding five Soviet patents and publishing more than twenty papers before the watch world opened up unexpected options for him and his fellow scientists in a changing Soviet landscape.

As the Soviet Union began to crumble in 1991, the team at Vilnius's Radio Measurement Device Research Institute—which then employed the four partners forming Vostok-Europe—was working with the Vostok Watch Factory to manufacture a portable microwave radio relay station for the Soviet government. Vostok devoted only 20 percent of its capacity to watchmaking then, with the balance engaged in producing microwave devices for radar systems.

The relay station was completed just as the Soviet Union collapsed. As the banking systems broke up, there was no way to compensate the institute for its role in the project. Instead, a Vostok manager brought a suitcase full of watches to Vilnius as payment.

Zubovskij personally sold the watches at a local market within just a few hours. Convinced he and his colleagues had a future in this industry, they scraped together \$500 each to order their first watches. Step by step, they moved from watch sales to exclusive distribution and finally to production of Poljot watches, the other big name in Russian watches, now defunct.



The former physicists were eager to launch their own brand; rekindling the relationship that had been their company's genesis, they tapped into the enormous movement manufacturing potential at Vostok—and Vostok-Europe was born. Now in the fifth year of producing cost-effective timepieces, the brand is distributed in more than thirty countries.



Zubovskij is quick to point out that he is only one member of a team behind Vostok-Europe's success. In particular, Konstantin Markin came to the company with innate ability as a graphic designer. Under Zubovskij's tutelage, he is producing striking new designs that redefine "the Russian watch." Zubovskij's pride in Markin's work shows. "He has talent you can't teach. And I can't take any credit for him. I just point him in the direction I want to go, and he delivers."

In Vostok-Europe's brief history, the company has undergone a furious evolution: its newest designs look very different from what the company first put on the market. Vostok-Europe's most recent releases—the Energia and Maxim Gorky models—both bring forth mechanical developments never before seen in Russian watches such as asymmetrical movements and rotors exposed on the dial.



## N1 Rocket

**Reference number:** 2426/2205091

**Movement:** automatic, Vostok Caliber 2426; ø 24 mm, height 6.3 mm; 32 jewels; 19,800 vph; power reserve 38 hours; blued screws; côtes de Genève on rotor

**Functions:** hours, minutes, sweep seconds; date; second time zone

**Case:** stainless steel, ø 42 mm, height 14 mm; bidirectionally rotating bezel; mineral crystal; mineral crystal exhibition case back; water-resistant to 100 m

**Band:** leather; buckle

**Price:** \$289

**Variations:** various dial colors; steel bracelet



## Energia

**Reference number:** 2441-5705079

**Movement:** automatic, Vostok Caliber 2441; ø 24 mm, height 6.3 mm; 32 jewels; 19,800 vph; power reserve 38 hours; blued screws; côtes de Genève on rotor

**Functions:** hours, minutes, subsidiary seconds; date

**Case:** stainless steel, ø 44.5 mm, height 14 mm; mineral crystal; bidirectionally rotating bezel with logarithmic slide rule; mineral crystal exhibition case back; water-resistant to 50 m

**Band:** stainless steel; folding clasp

**Price:** \$599

**Variations:** teal, green, or yellow dial



## Arktika

**Reference number:** 2432/3404092b

**Movement:** automatic, Vostok Caliber 2432; ø 24 mm, height 6.3 mm; 32 jewels; 19,800 vph; power reserve 38 hours; blued screws; côtes de Genève on rotor

**Functions:** hours, minutes, sweep seconds; date

**Case:** PVD-coated stainless steel, 40 x 34 mm, height 13.5 mm; mineral crystal; mineral crystal exhibition case back; water-resistant to 100 m

**Band:** PVD-coated steel; double folding clasp

**Price:** \$449

**Variations:** black/green, black, blue, brown, or silver dial; leather strap; rose or yellow gold plating with matching bracelets



## TU 144

**Reference number:** 2426/0485078

**Movement:** automatic, Vostok Caliber 2426; ø 24 mm, height 6.3 mm; 32 jewels; 19,800 vph; power reserve 38 hours; blued screws; côtes de Genève on rotor

**Functions:** hours, minutes, sweep seconds; date; second time zone

**Case:** stainless steel, ø 42 mm, height 14 mm; mineral crystal; bidirectionally rotating bezel; mineral crystal exhibition case back; water-resistant to 100 m

**Band:** stainless steel; double folding clasp

**Price:** \$429

**Variations:** black/red, black/yellow, blue, black dial



## Maxim Gorky

**Reference number:** 2432/5905088

**Movement:** automatic, Vostok Caliber 2432; ø 24 mm, height 6.3 mm; 32 jewels; 19,800 vph; power reserve 38 hours; blued screws; côtes de Genève on rotor

**Functions:** hours, minutes, sweep seconds; date

**Case:** PVD-coated stainless steel, ø 44 mm, height 13 mm; rose gold-plated bezel; mineral crystal; screwed-down case back; water-resistant to 100 m

**Band:** stainless steel; double folding clasp

**Price:** \$699

**Variations:** brown or silver dial; stainless steel case and bracelet



## Expedition Around the World

**Reference number:** 2432/5905085

**Movement:** automatic, Vostok Caliber 2432; ø 24 mm, height 6.3 mm; 32 jewels; 19,800 vph; power reserve 38 hours; blued screws; côtes de Genève on rotor

**Functions:** hours, minutes, sweep seconds; date

**Case:** stainless steel, ø 44 mm, height 14 mm; mineral crystal; mineral crystal exhibition case back; water-resistant to 100 m

**Band:** leather, double buckle

**Price:** \$299

**Variations:** black or white dial; silicon strap