



CYRUS GENEVA ANNOUNCES TIDEMANN LUXURY WATCHES AS NEW SELECTED RETAILER IN NORWAY AND THE TALENTED AND WELL-KNOWN MUSICIAN MATTHEW KIICHI HEAFY AS EXCLUSIVE AMBASSADOR OF BOTH BRANDS

CYRUS Geneva is pleased to announce its partnership with TOM ANDRE' TIDEMANN, president and founder of TIDEMANN LUXURY WATCHES, one of the leading watch retailers of luxury mechanical timepieces in Norway and very honoured to welcome renowned Japanese-born American musician MATTHEW KIICHI HEAFY as ambassador of both brands.

The boutique, located in the heart of Oslo, offers exquisite timepieces from the best independent Swiss and German brands and is an influential point of reference for watch lovers and collectors, coming from all over the world, in search of distinctive high-end time instruments.

Here Matthew Kiichi Heafy – long-time friend of the store's founder also an accomplished guitar player since a young age, came across the CYRUS universe.



World-acclaimed musician and singer, Matthew Kiichi Heafy is the guitarist and lead vocalist of the heavy metal band TRIVIUM which he joined in 1999 at the early age of 13. By 2002, Trivium recorded their first demo, which led to the debut record "Ember to Inferno", released in 2003.

Starting in 2004, Matthew Kiichi Heafy and his band have gotten to live out their dreams of travelling the world playing sold out shows and festivals under the current record label, RoadRunner Records.

Their release, "The Sin and the Sentence" (2017) has culminated in sold-out headlining tours and in the 2019 Grammy nomination for Best Metal Performance for the song "Betrayal". Matthew at only 18 is also the youngest ever to win – Best Guitar Player of the Year Award by Metal Hammer.

His heart beats for music but Matthew Kiichi Heafy is also a true watch enthusiast and a collector. He loves mechanical innovations, unconventional creativity which give birth to contemporary exclusive timepieces without compromising on quality and respecting the centuries-old watchmaking art. Cyrus vision reflects his vision of watchmaking as he states:



"Timelessness and innovation - with a respectful tribute to history - is how I would define both Cyrus and Tidemann.

To call it an honour to be able to represent both Cyrus and Tidemann Luxury Watches as their exclusive ambassador, would be an understatement.

I look forward to working together with both Cyrus and Tidemann for the many years to come."

At Tidemann he encountered the world of CYRUS, Swiss independent brand with its own Manufacture in Le Locle (Switzerland) headed by Jean-François Mojon, recognized as one of the most talented watchmakers of our century and the ingenious mind behind all CYRUS creations.

Tom said *"I am a huge enthusiast of CYRUS and Jean-François and I am delighted to be a partner of this fantastic brand in Norway, the first time I saw the CYRUS Klepcys something just 'clicked' for me"*



Very impressed by CYRUS' strong identity, Matthew Kiichi Heafy chose the Klepcys Solo Tempo as the model that best suits his personality.

Time-only in its functions, powered by the self-winding calibre CYR1015, our ambassador wears the Klepcys Solo Tempo in black DLC steel with a customized dial. The sophisticated 3-D dial's architecture is embellished by a black lacquered open-worked framework on a smoked transparent disc and features golden luminescent applied indices and hands as



requested by Matthew Kiichi Heafy. The engraving of his name on the case back completes this unique piece.

Walter Ribaga, Managing Director of CYRUS, asserts: "It's a privilege for our Company to collaborate and share our vision of unconventional high-end horology with Tom André Tidemann, a competent and professional partner, and with Matthew Kiichi Heafy, a highly talented performer. We look forward to working together on interesting projects we have in the pipeline".

CREDITS IMAGES:

MATTHEW KIICHI HEAFY WITH CYRUS WATCH:

Watch: CYRUS KLEPCYS SOLO TEMPO

Photos: JOHN DEEB

Clothing: ENFIN LEVE

IMAGES OF MATTHEW KIICHI HEAFY IN CONCERT:

Photos: Ellie Mitchell

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