

PANOM

P R E S S K I T



TheHive - five colourways, 150 numbered pieces. Swiss made.

**Two friends, a Swiss-made open-heart watch,
and a plan to put Luxembourg on the watchmaking map.**

THE BRAND

PANOM

PANOM is an independent watchmaking house based in Luxembourg, founded by two French friends of more than ten years, **Paul Richard and Quentin Istria**. Its debut watch, TheHive, is a Swiss-made automatic with an open-heart dial, produced in a strictly limited run of **150 numbered pieces**, 30 per color.

Neither founder came from watchmaking. They came from a shared obsession with it. One is drawn to how things work, to mechanics and precision. The other lives for design and beautiful objects. Between the two, PANOM lives: where mechanism becomes emotion, where design becomes a movement.

The company is, in their own words, their friendship made into an object. Everything that follows, the watch, the uniqueness, the world around it, grows from that single idea.

"This company is our friendship made real: two people wanting to build beautiful things, and to prove that creating something confidential, exclusive with a strong DNA and its own ecosystem, at a true and honest price, is possible. We are obsessed with the details. We want our customers to know exactly what they are buying: not only a watch, but a real experience. We want to lead PANOM our own way."

Paul Richard & Quentin Istria, co-founders of PANOM

Revealed, Never Exposed

PANOM was never meant to look like anything else on the market. TheHive's signature is its open-heart dial: a window onto the movement, letting you watch it breathe, without ever stripping the watch bare.

A full skeleton shows everything, until nothing is left to imagine. An open heart is more selective. It reveals just enough: the beat, the mechanism, the life inside, and lets the rest stay quiet. There is restraint in that choice, and restraint is what turns a product into an object of desire.

The rest of the dial carries a honeycomb texture: the hive that gives the watch its name, and the reason the movement reads as a beating heart rather than an open hole. The signature runs through everything the brand does: **revealed, never exposed.**

THE WATCH

TheHive

A real Swiss movement

Inside beats a **SOPROD M100 Squelette** with a perlage finish, a genuine Swiss automatic, not a Japanese caliber wearing a Swiss badge. At this price point, most independent brands quietly compromise here. PANOM did not.

Automatic bidirectional winding, 25 jewels, 28,800 vph, a 42-hour power reserve, visible from both sides through a double sapphire crystal. No date, by choice. Nothing interrupts the dial.

Built to be worn

A 316L stainless steel case, 40.5 mm across and 10.25 mm thin, water-resistant to 10 ATM, on a vulcanised rubber strap with a multi-position deployant clasp. Contemporary proportions, made to live on the wrist rather than sitting in a safe.

Five colourways complete the series: Silver, Black, Green, Blue and Purple, each available with silver or black hands. Every dial is the same idea, seen through a different light.

THE UNIQUENESS

The 150

TheHive is not a collection. It is a first series: 150 numbered pieces, thirty in each of five colourways, each with its own numbering. Once these pieces are gone, they're gone, this series will never be reissued.

This is the heart of the house. Not scarcity for its own sake, but the belief that a beautiful object means more when it is deliberately rare, when the person wearing it knows exactly how few others share it. A number is not a marketing detail here. It is a promise kept.

THE ORIGIN

Why Luxembourg?

One founder is based in Paris, the other in Luxembourg, but there was never a question of building the house anywhere else. Luxembourg gave the founders their start, and PANOM is their way of giving something back.

The ambition is disarmingly simple, and completely serious: **to put Luxembourg on the world watchmaking map.**

THE APPROACH

Sold Directly

TheHive is sold directly to its owners. Private viewings, real conversations, sold by the people who made it. The house isn't closed to retail forever, but for now, staying unique is the point: controlling the way it is shown, sold and communicated.

More Than a Watch

PANOM is not only a brand. It is a world, and the watch is the way in. Owning a PANOM means owning a piece of it; it also means being welcomed into everything built around it.

At the core of that world is the **PANOM Club**, a private community reserved for owners. Every piece carries a code tied to its owner, and that code is the key: it opens a door that stays closed to everyone else.

Accessing privileges, not discounts

The Club is built on privileges, never price cuts. Members receive:

- Early access to future creations: a guaranteed window to the next series before it is offered to anyone else.
- Confidential drops: limited objects and collaborations, produced in tiny numbers, offered to members first.
- Members-only experiences: private gatherings and moments designed around the things PANOM owners care about.
- A network: members connect with one another, and the watch becomes a quiet sign of recognition between them.

The Club grows piece by piece, city by city, alongside the people who wear the watch. Nothing about it is loud. That is the point.

The real luxury today isn't owning a rare object. It's belonging to something you can't simply buy.

Key Specifications

Model	TheHive
Movement	SOPROD M100 Squelette, perlage finish. Swiss automatic
Winding	Automatic, bidirectional
Jewels / Frequency	25 jewels, 28,800 vph (4 Hz)
Power reserve	42 hours
Case	316L stainless steel, 40.5 mm x 10.25 mm
Crystal	Double sapphire, front and open caseback
Dial	Honeycomb texture, open-heart aperture, Super-LumiNova
Water resistance	10 ATM (100 m)
Strap	Vulcanised rubber, deployant clasp
Date	None (by design)
Colourways	Silver, Black, Green, Blue, Purple
Series	150 numbered pieces, 30 per colourway
Warranty	5 years
Price	2,900 EUR (incl. VAT)
Delivery	30 October 2026
Origin	Designed in Luxembourg, Made in Switzerland

THE FOUNDERS

Two Friends

Paul Richard, co-founder, based in Luxembourg. Fascinated by mechanics and precision; the one who wants to understand how everything works.

Quentin Istria, co-founder, based in Paris. Driven by design and beautiful objects; the one who shapes how PANOM looks like and feels.

Friends for over ten years, both passionate watch enthusiasts, they founded PANOM in Luxembourg in 2023. What began as a shared obsession became a house with a single ambition: to build objects that outlast trends, and a community that outlasts the objects.

FOR PRESS

Review units are available on loan. We'd rather you wear it than read about it. High-resolution photography, movement and detail shots, founder portraits and production imagery are available on request. Interviews are with the founders directly, no agency.

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PANOM

One second at a time

Designed in Luxembourg · Made in Switzerland