

CIGA design

Founder of CIGA design

Zhang Jianmin

Top 10 Outstanding Industrial Designers in China

China's 70 Designers for the 70th Anniversary

First Batch of National Senior Industrial Designers

IDSA Member

China Design Contribution Gold Medal Winner

Industrial Professor, Southern University of Science and Technology





1994 to 2014, 20 years of experience—from graphic design to industrial design, laid the groundwork for CIGA Design.



Shenzhen Tianmian Creative Industrial Park



Shenzhen Metro Wayfinding System



National High-Speed Rail Wayfinding System



National Olympic Stadium Wayfinding System



Shanghai World Expo Wayfinding System

Stand Out By Design

Since we started in 2016, we've stuck to original designs and used innovation to break from tradition. We believe CIGA Design isn't just an amazing watch—it also shows off the unique personality of whoever wears it.

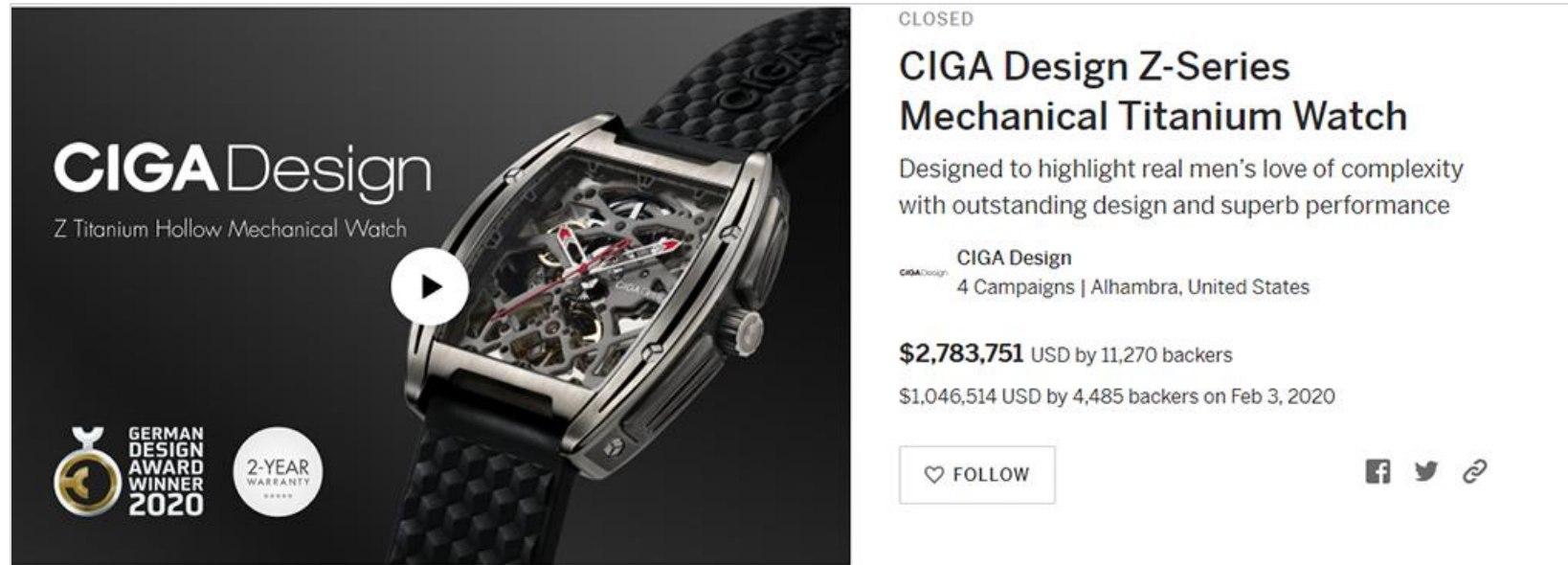
A dark horse in China's watch industry



After two years of groundwork, our first creation, named “Edge,” came out in 2018. This watch isn’ t meant just for telling time—it’ s an accessory that lets you show your personality. And thanks to China’ s strong supply chains, we made that pricey skeleton mechanical design affordable for regular people, achieving “design equality.”

When China’ s e-commerce was blowing up, we launched the Edge collection online. It sold out right away, turning CIGA Design into a business legend that year—a dark horse in China’ s watch industry.

On December 7, 2018, the Edge sold 6,089 units, generating a transaction volume of 6.08 million RMB.



First step overseas

First step overseas: In December 2019, **the Edge Titanium Edition** hit U.S. crowdfunding platform Indiegogo, raking in **\$2.78 million** in sales. It broke the platform's all-time record for watches and reached customers in over 100 countries.



In 2019, CIGA Design bagged strategic investments from Xiaomi and JD.com, officially launching its brand journey.

Bold Gear Design



Minimalist Arrow-Shaped Hands

Luminous Time Reading



Original Dual-Beveled Case

Designed to fit the wrist's natural curve,
Seamlessly blending elegance and comfort.



Edge 2

Second-Gen Edge was born in 2020

Whether it's Gen 1 or Gen 2, the Tonneau-shaped Edge collection is what put CIGA Design on the map—and it's a bestseller to boot.



The Gorilla Skeleton Watch





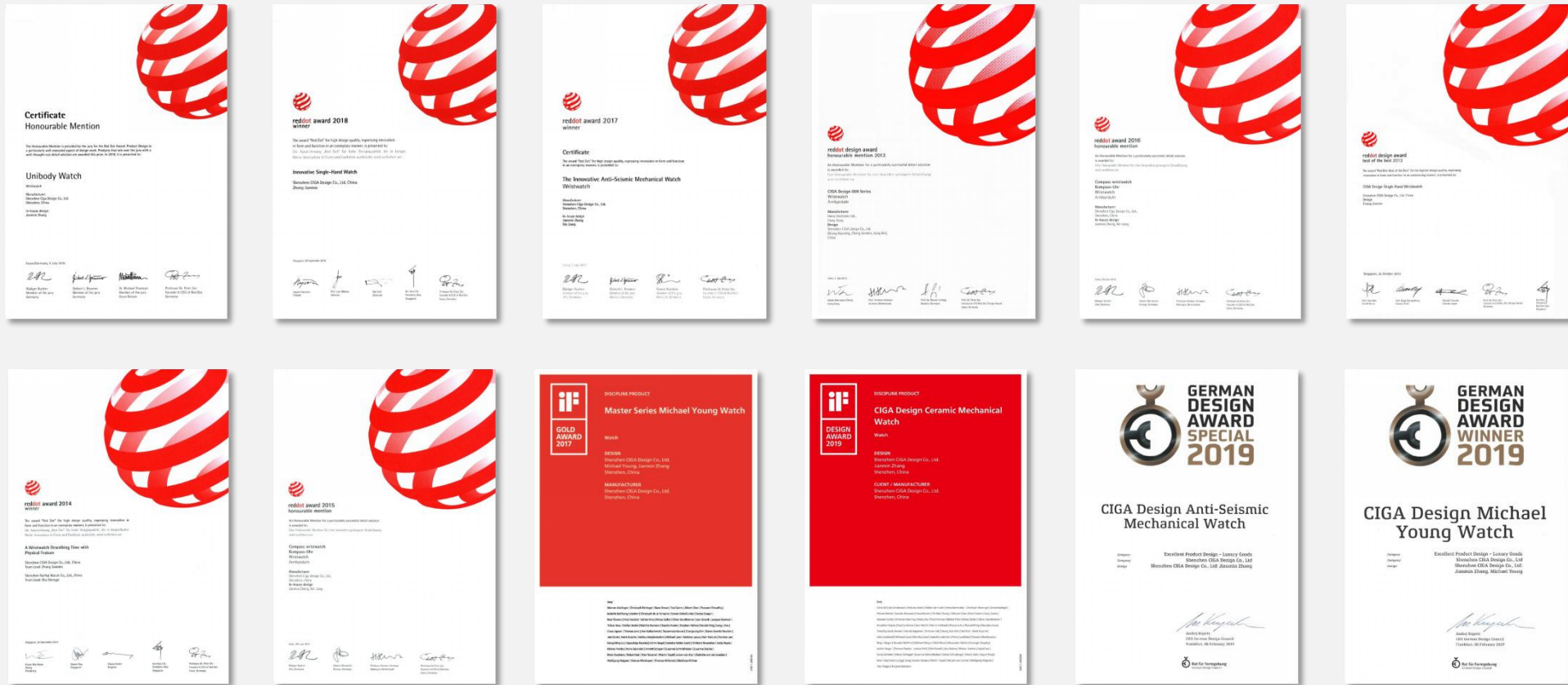
The Magician Skeleton Watch

Inspired by magicians who mesmerize with transformations, this timepiece features interchangeable bezels for effortless style shifts, blending mechanical artistry with precision to inspire individuality and self-expression.



The Skeleton Watch Eyes of Ennergy

Inspired by the vitality within, CIGA design reimagines healing power, will, and intuition through a distinct triangular second hand—rotating like a pulse of energy. The crown-driven mechanical movement, paired with an X-shaped dial and rotor, activates the "Eye of Energy," forming a dynamic visual of power flow. Each tick embodies the cycle of strength and release.

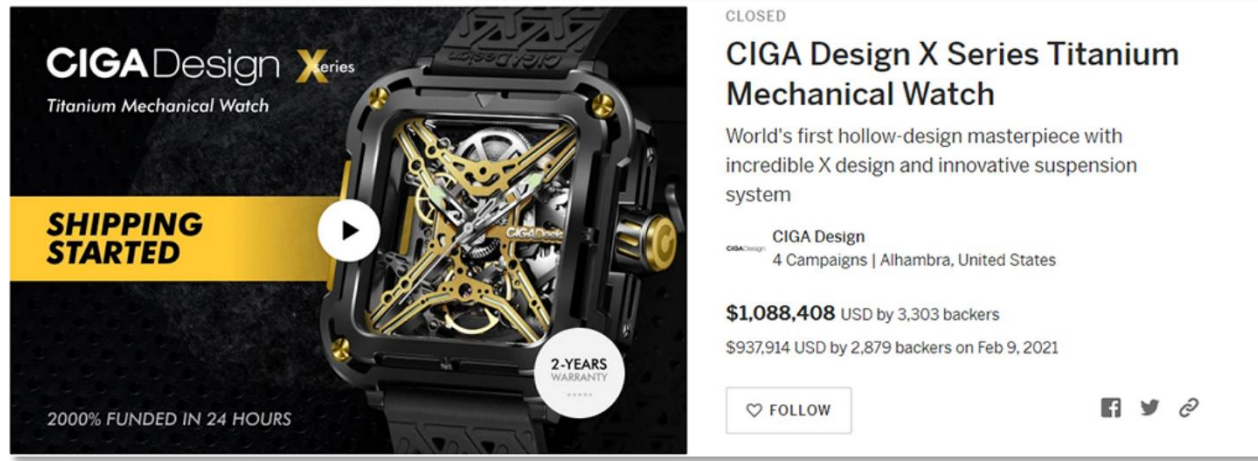


Since its founding, CIGA design has won 17 international design awards.



By 2020, CIGA Design had set up official shop on **Tmall, JD.com, Douyin** — China's three biggest e-commerce platforms.

And between 2020 and 2022, even during the COVID-19 pandemic, **it saw a 500% growth, becoming a total miracle in China's watch world.**



CIGA Design X Series
Titanium Mechanical Watch

SHIPPING STARTED

2000% FUNDED IN 24 HOURS

2-YEARS WARRANTY

CLOSED

CIGA Design X Series Titanium Mechanical Watch

World's first hollow-design masterpiece with incredible X design and innovative suspension system

CIGA Design
4 Campaigns | Alhambra, United States

\$1,088,408 USD by 3,303 backers
\$937,914 USD by 2,879 backers on Feb 9, 2021

FOLLOW

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2020 saw the Gorilla Collection repeat the feat on Indiegogo: hitting 2,000%+ of its target in 24 hours. Another miracle in the books, boosting CIGA Design's global footprint further.

The launch of global business

Same year, CIGA Design launched its global official website—\$552k in sales in 12 hours, with 513 customers across 104 countries and regions.



CIGA DESIGN
SERIES U BLUE PLANET

WINNER OF GPHG 2021
CHALLENGE WATCH PRIZE

**LAUNCH ON GLOBAL
OFFICIAL ONLINE STORE**
CIGADESIGN.COM

513
513 Orders from 104 Countries/Regions

552K
552K USD in 12 Hours

CIGA Design

GPHG
GRAND PRIX D'HORLOGERIE DE GENÈVE
2021
Challenge Watch Prize

From its founding in 2016 to 2020, CIGA Design reached its first milestone. Then in 2021, it hit a second one.



LES MONTRES MÉCANIQUES
MONO-AIGUILLE-GLOBE

CIGADesign



***The CIGA design Blue Planet
won the Challenge Prize at the Grand Prix
d'Horlogerie de Genève (GPHG) in 2021***

***This the first Chinese watch brand to win
the GPHG in 66 years.***




GPHG
GRAND PRIX D'HORLOGERIE DE GENÈVE
2021
Challenge Watch Prize





"AIGUILLE D'OR" GRAND PRIX
Bulgari
Octo Finissimo



LADIES' WATCH PRIZE
Piaget
Lady Feerie



LADIES' COMPLICATION WATCH PRIZE
Van Cleef & Arpels
Lady Feerie Watch



MEN'S WATCH PRIZE
Grand Seiko
Hi-Beat 36000 80 Hours Caliber 9SA5



CALENDAR AND ASTRONOMY WATCH PRIZE
Christiaan Van Der Klaauw



MECHANICAL EXCEPTION WATCH PRIZE
Piaget
Altiplano Ultimate Automatic



CHRONOGRAPH WATCH PRIZE
Zenith
Chronomaster Sport



"PETITE AIGUILLE" PRIZE
Tudor
Black Bay Ceramic



CHALLENGE WATCH PRIZE
CIGA Design
Blue Planet



HOROLOGICAL REVELATION PRIZE
Furlan Marri
MIR. Grey Ref. 1041-A



AUDACITY PRIZE
Louis Vuitton
Tambour Carpe Diem



INNOVATION PRIZE
Bernhard Lederer
Central Impulse Chronometer



Blue Planet stood out from over 300 top global brands and more than 1,000 entries, ultimately winning the "**Challenge Award**".



The design philosophy of blue planet

When "Blue Planet" rests on your wrist, it speaks not just of time telling—but of reflections: on people and nature, people and people, people and themselves.

Less destruction of nature, stop fighting with each other.

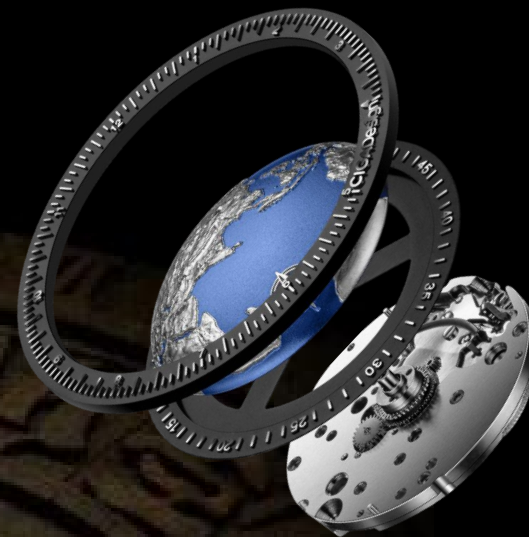
— let this planet be ever better.

Time indication: 10:10



Static Hour Dial

Dynamic Minute Dial



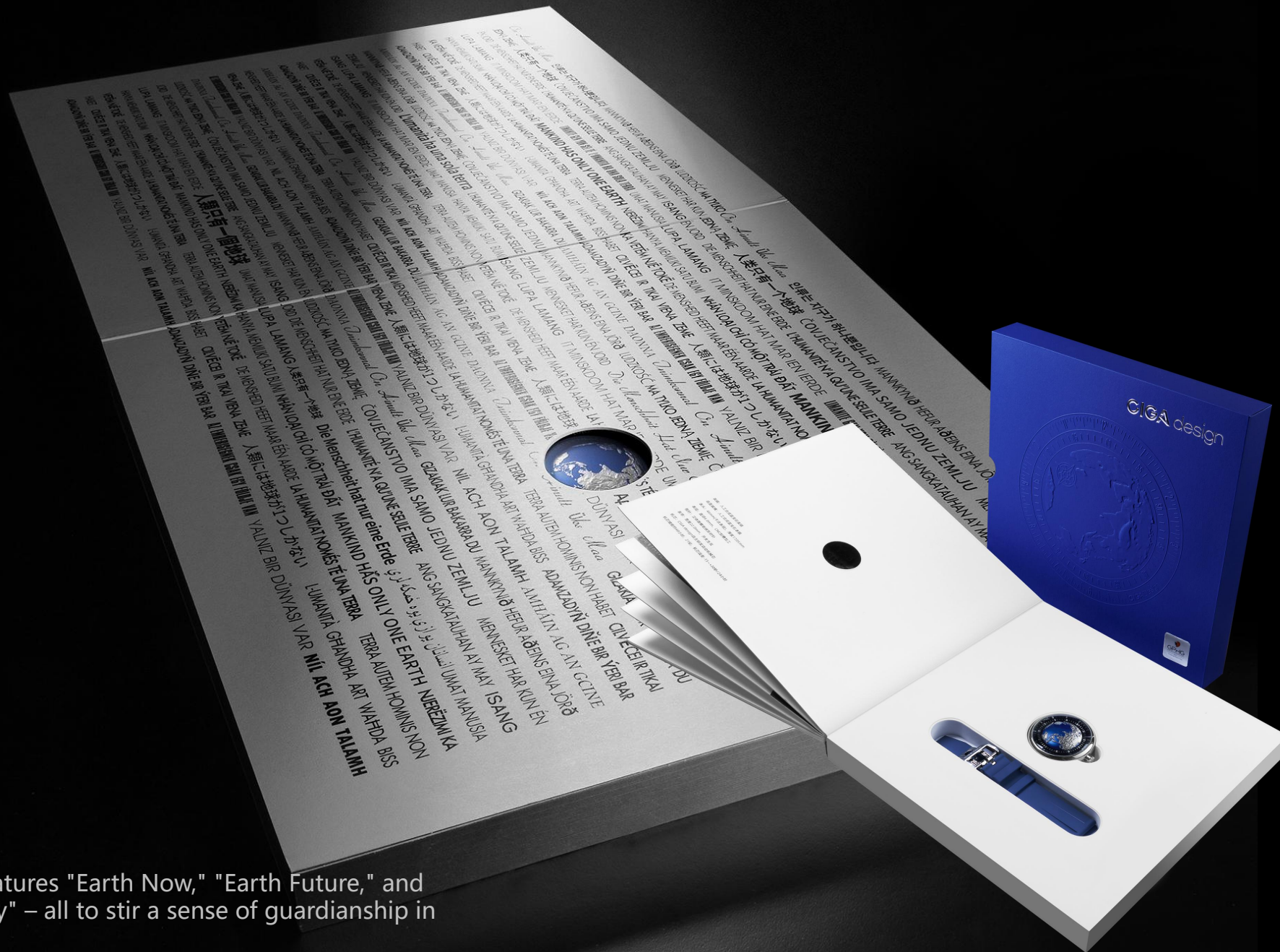
Redefining time-telling

The 3-year-developed "**asynchronous follow-up movement**" mimics Earth's rotation, with a compass-style hand showing both hours and minutes for intuitive time display.



ECO packaging box

The Blue Planet book's packaging features "Earth Now," "Earth Future," and "There's Only One Earth for Humanity" – all to stir a sense of guardianship in every watch owner.





The Chinese Watch Brand That Beat the Swiss

CIGA Design's triumph at an industry awards event last fall was unexpected. At least by its competitors.



Zhang Jianmin, founder and president of CIGA Design, the first Chinese brand to win a Grand Prix prize. via CIGA Design

The New York Times ran a piece titled *The Chinese Watch Brand That Beat Swiss*, noting:

"For a century of Swiss watchmaking history, the Chinese were seen as 'skilled imitators'

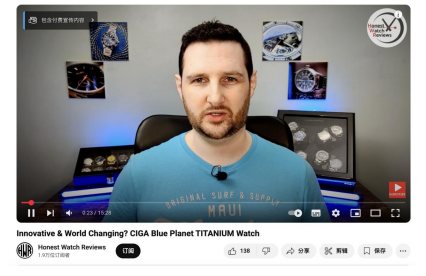
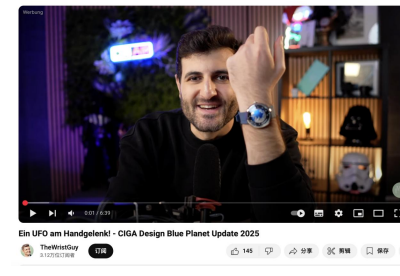
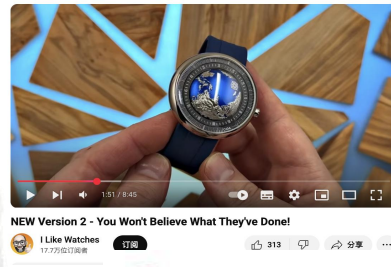
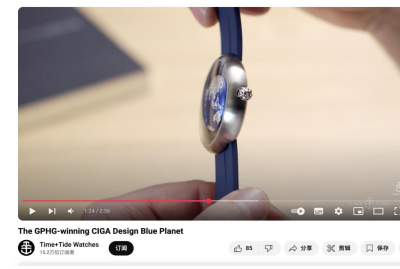
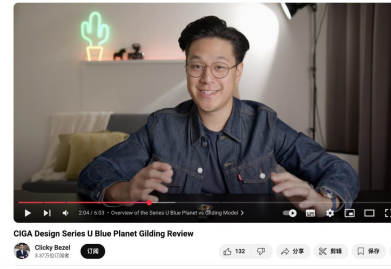
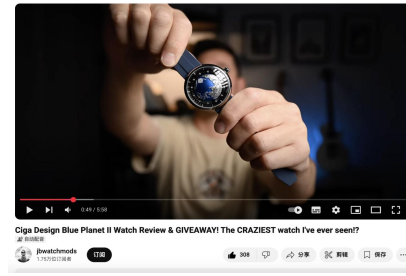
—until the 2021 GPHG Awards, when Blue Planet took home the Challenge Prize....

The "China Moment" at the Geneva Museum of Art and History



On June 29, 2022, the Geneva Museum of Art and History (MAH) officially added the CIGA design Blue Planet watch to its permanent collection—making CIGA design the first Chinese watch brand to receive this prestigious honor.

Nico Leonard



Since 2020, Blue Planet has gained support from hundreds of global influencers, amassing over 700 million impressions. That year, UK watch influencer *Nico Leonard* highly recommended the brand, propelling its total sales to surpass the \$1 million milestone.

From then on, we didn't just gain popularity with our entry-level skeleton mechanical watches – our premium "Blue Planet" watches also earned greater market recognition.

That's why the "Blue Planet" series grew quickly in our brand lineup.

So we turned the single "Blue Planet" model into an Astronomy Collection, making it the brand's icon. This also helped us keep growing the business.

Atlantic Ocean

The Atlantic Lives Within

Once the edge of the known world, the Atlantic dared humanity to explore beyond familiar shores. It sparked an Age of Discovery, dissolving boundaries and connecting Europe, Africa, and the Americas. Across its waves, cultures met, ideas flowed, and countless souls pursued freedom.



Gilded Age

A Golden Touch, A Timeless Heritage

As the Earth reveals its timeless beauty, CIGA design embodies eternity through innovation. Gold, a symbol of wealth and permanence, has shaped history from ancient myths to the Silk Road. This debut of pure gold unites craftsmanship, elegance, and creativity.



Ice Age

A New Era, Designed in Ice.

Inspired by the purity and strength of glaciers, the Ice Age watch merges sophisticated design with universal appeal, celebrating timeless beauty for all while echoing a call to cherish our planet.



Black Star

The vortex collects time, the star defies gravity.



CIGA design x Label Noir: Co-create a timepiece born from a shared fascination with the cosmos. As the successor to the award-winning Blue Planet, which celebrated Earth's beauty, Black Star shifts its gaze outward—into the unknown. It explores contrast: from life to void, balance to gravity, the familiar to the infinite.

Moon Walker

Time Walks Where the Brave Once Stood

The Moon Walker Edition honors this historic leap with a dial sculpted from reality. Using NASA's ultra-high-resolution imagery and 0.01mm CNC micro-engraving, the lunar surface comes to life every crater, every ridge, and Armstrong's iconic footprint at 0.67°N, 23.47°E captured in stunning fidelity.





Central Tourbillon Mount Everest Homage Edition

70th Anniversary of Everest Ascent | Limited 999 Pieces Worldwide | CIGA' design 's First Central Tourbillon Watch



"It is not the mountain we conquer, but ourselves."

— Said Sir Edmund Hillary, whose words continue to inspire us.

珠穆朗玛峰高程测量纪念碑

ལྷོ་རི་བོ་ལོ་གླང་མ་འཛིན་མཆོད་རྟེན།

MONUMENT TO THE ELEVATION SURVEY OF MT QOMOLANGMA

海拔
མཐོང་དྲུག་རྩ་མཆོད་རྟེན།
Altitude

8848.86

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Celebrates the spirit of exploration and the 70th anniversary of summiting Mount Everest, featuring unique materials like authentic Everest rock and a design inspired by the mountain's challenges.

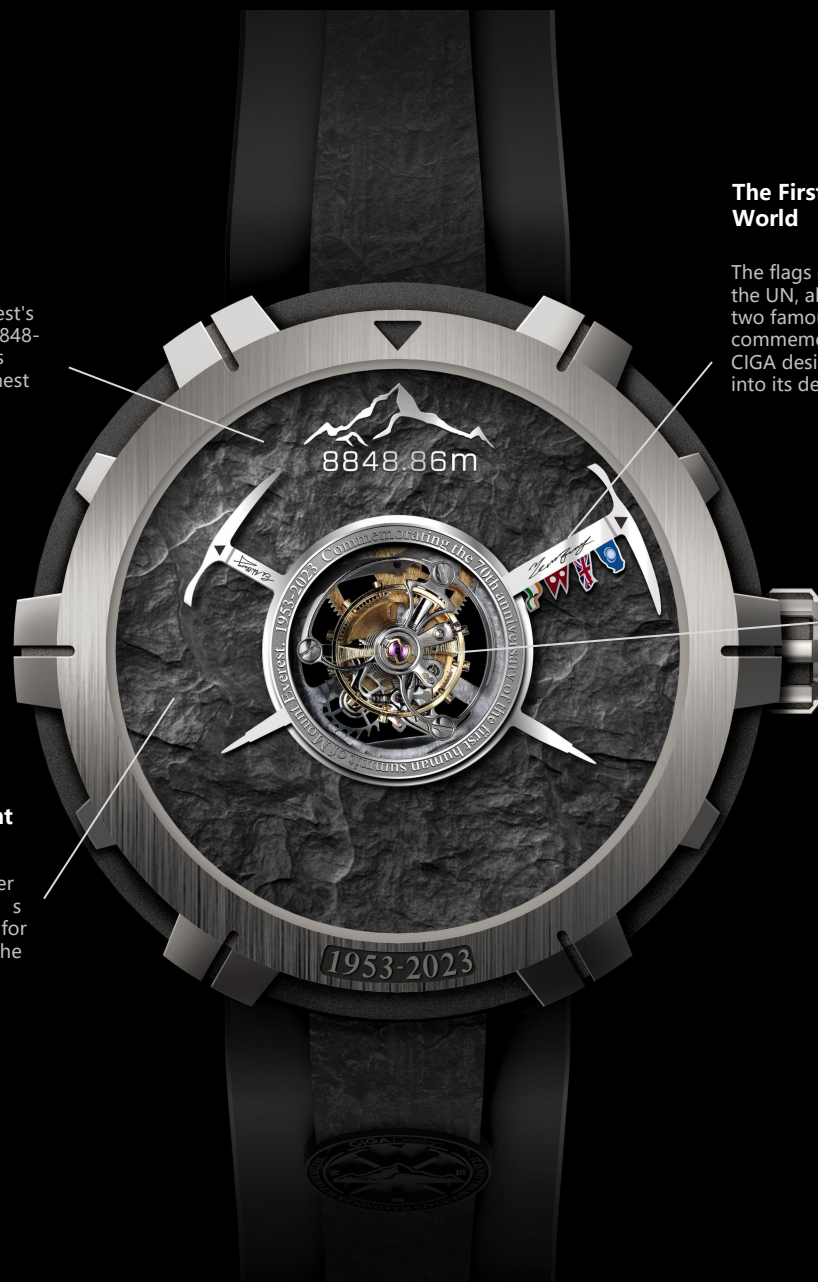


Mount Everest Emblem

The dial features Mount Everest's north face contour and the 8,848-meter mark, symbolizing life's journey from the world's highest peak.

Dial Crafted from Mount Everest Rocks

CIGA design's chief designer journeyed to Mount Everest's base to source natural rocks for the watch dial, symbolizing the human spirit, dreams, and perseverance through life's challenges.



The First Four Flags Atop the World

The flags of Britain, Nepal, India, and the UN, along with the signatures of two famous mountaineers, commemorate a historic achievement. CIGA design integrates this moment into its design for all to remember.



Central Tourbillon

Mankind's enduring passion and desire for summits

In the realm of haute horology, the tourbillon, minute repeater, and perpetual calendar are regarded as the three pinnacle complications, epitomizing the art of watchmaking. While traditional tourbillons are positioned at the dial's edge, the central tourbillon breaks convention by placing the mechanism at the heart of the dial, merging technical mastery with mechanical elegance.

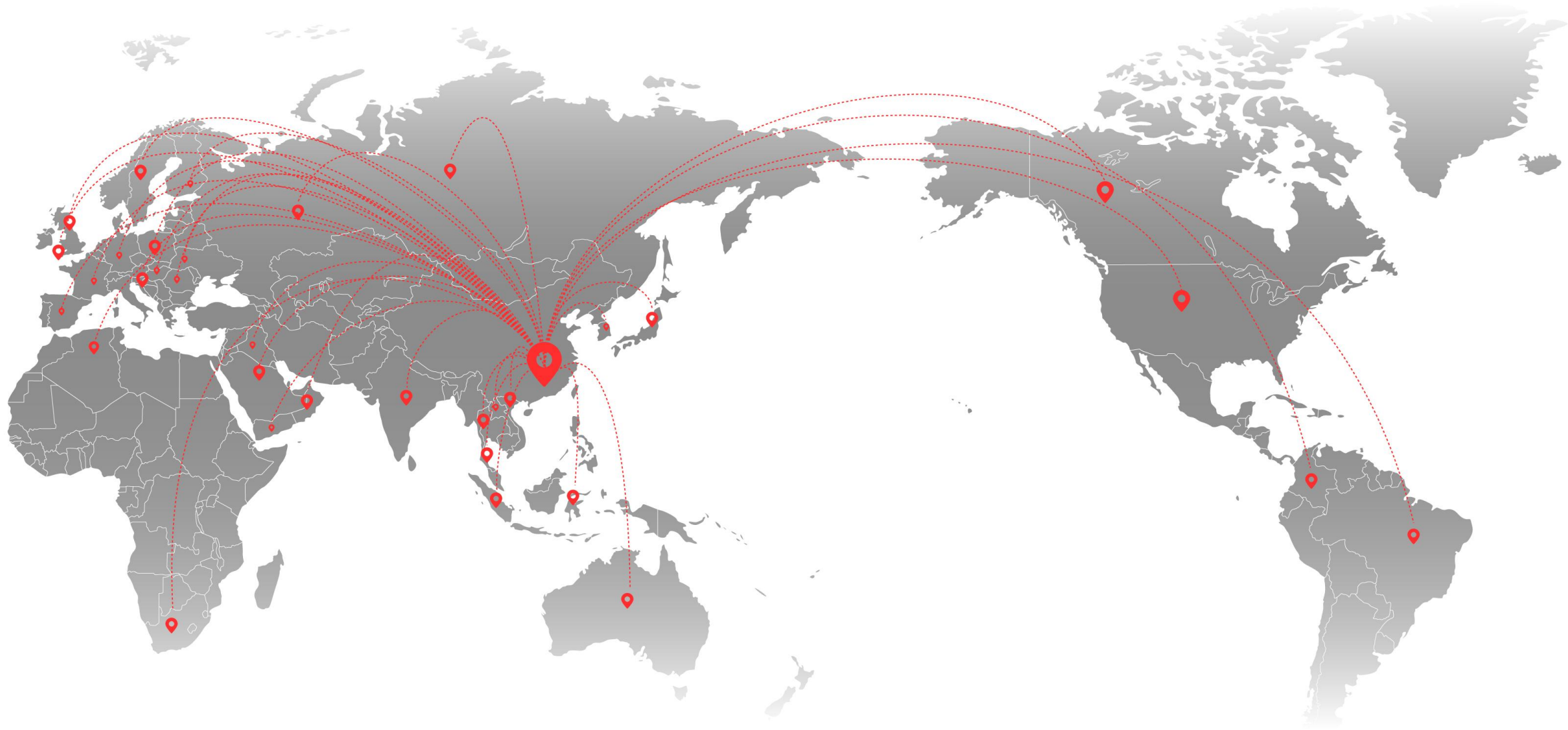
The design features central tourbillon technology, embodying the spirit of exploration and symbolizing humanity's pursuit of new heights as a tangible emblem of the journey.



Double-Drive

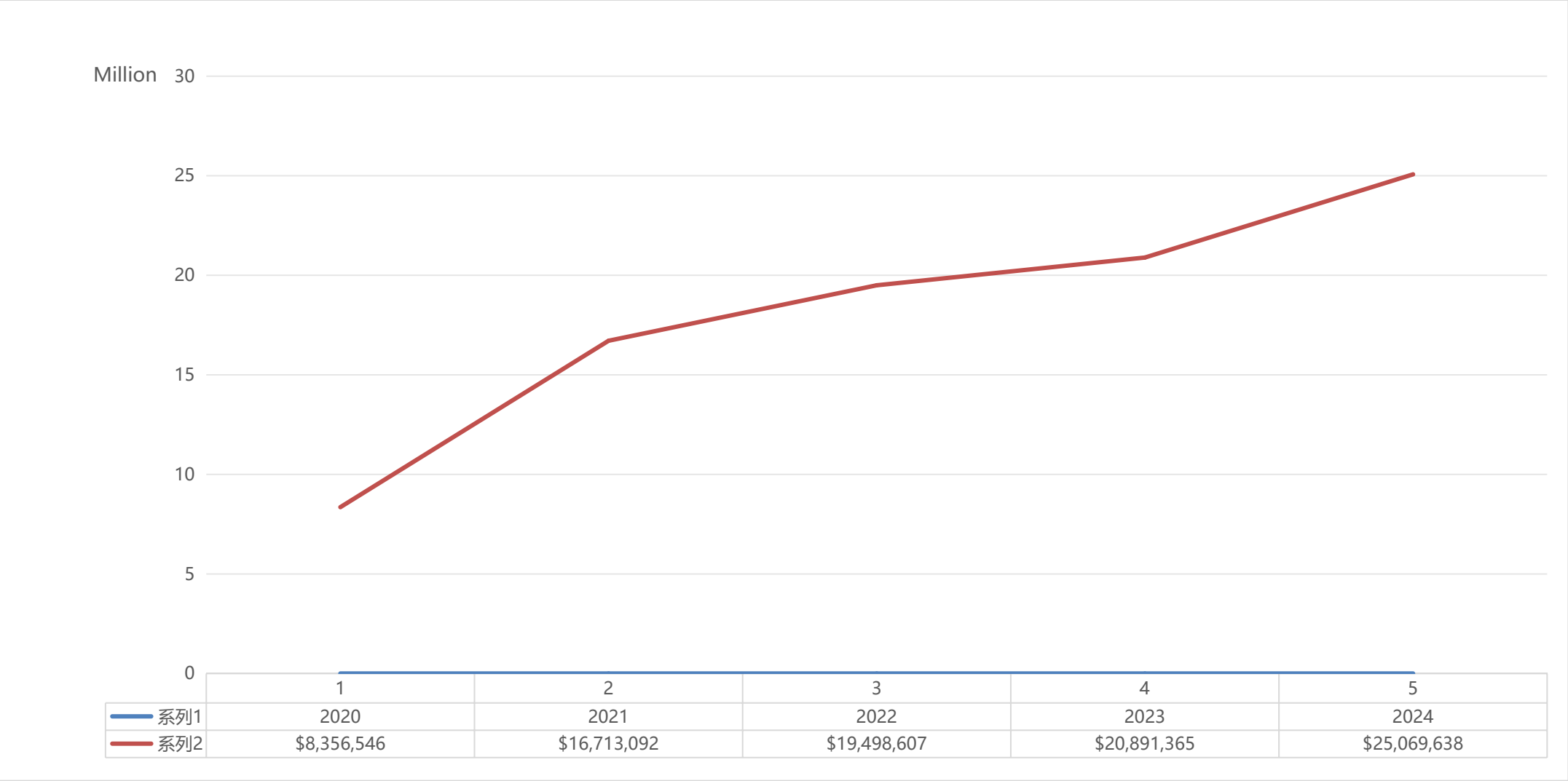
On one side are entry-level skeleton mechanical watches; on the other, the premium Astronomy Collection.

With its unique "double drive" model, CIGA Design has built its own distinct product strength, moving on to the next stage.



Market in 100+ Countries

By 2025, CIGA Design is in over 100 countries, with 500,000+ customers worldwide. Major markets include the US, UK, Germany, Qatar, Kuwait, Romania, Poland, South Korea, Italy, South Africa, Japan, Russia, Kazakhstan, Sweden, Ukraine, Australia, Switzerland, France, Saudi Arabia, UAE and Malaysia.



It has grown from \$8.35 million in 2020 to \$25.06 million in 2024.

Financial Performance Overview (2020-2024)



Tsutaya Books, Tokyo, Japan



Place Vendôme, Paris, France





The Brand's First Global Offline Concept Experience Space at Xintiandi Plaza, Shanghai, China



Pavilion Kuala Lumpur Shopping Mall, Kuala Lumpur, Malaysia



Kunming MixC, China



THANKS