

# Ab Aeterno, a wooden watch for eternity?

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**Meaning "from eternity", Ab Aeterno is yet another Italian wooden watch brand firmly pushing the eco-fashion trend forward.**



Italy is a country full of history. Rome is, after all, called the "Eternal City". But the country also seems to be full of wooden watch makers, too.

Ab Aeterno is yet another Italian fashion brand looking to leverage environmental consciousness. The formula is the same as with many other brands in the same space: cases and bands designed from sustainably sourced wood and quite affordable quartz movements on the inside (in this case courtesy of Ronda). The brand in particular prides itself on being toxin-free.



Like with other wooden watches, the appearance of these watches will change a bit over time, making the watch a more personal item. The fact that wood remains somewhat of a "living" material gives such watches their character.



Generally the watches are quite versatile and can be worn by either sex comfortably. To add a bit more flexibility and pop to their designs, the watchbands are interchangeable. Popular options besides the standard wooden band is the NATO style canvas straps for a sportier look.



Their first collection was the Nature and Sky series, followed up with the more sober looking Horizon collection. But for Baselworld 2017, Ab Aeterno raised its level and introduced its first chronograph series: the Ianus.

The collection includes three models made from different woods: maple, walnut or black sandalwood. Positive early signs from the Italian brand, and we'll watch out for them at next year's show.

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