

# Kickstarter News: Architect to Watch Entrepreneur

Campaign now LIVE on Kickstarter!

Imagine a world where luxury wasn't exclusive, where a professional service didn't come with the professional price tag. We here at WHY, aspire to produce luxurious, architectural designed timepieces at an affordable price.

That's the world WHY Watches Founder and Managing Director David Tomic has in mind!

With six years of university education, we understand the importance of purposeful design. We create each of our watches with industry leading software, focusing on three dimensional design. As a result, our watches depict extruded surfaces, complemented by defining shadows, to produce a modern, minimalistic timepiece.

The Midnight Collection is designed with architectural theories embedded throughout and backed by years of research and development.

Get yours here: [bit.ly/WHYWatches](https://bit.ly/WHYWatches)

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