Following on from Victorinox’s successful new line last year, the iconic I.N.O.X – 2015 now sees the collection expand further, landing onto the wrists of those who maybe never considered the reasonably priced watch makers before now. For those that take fondly to Swiss-orientated manufacturing, paired with exceptional value, the I.N.O.X is for you. Made from hard wearing, highly refined and remarkably resilient materials, the Victorniox Swiss Army timepieces have received no further upgrading or revamping, just more of the good stuff that we love about the brand!

The I.N.O.X collection is without doubt, slowly evolving into the brand’s core collection, which is a smart move considering that these watches with an all-round terrain-resilient factor and an ability to withstand extreme external conditions, are qualities of which Victorinox firmly nurture their values on. Celebrating 130 years of Swiss watch manufacturing, the analogue quartz watches embrace a number of sublime features to aid their flexible capacities, making them a superior breed compared to many other classic brands (LINK) who may direct all of their energies into cultivating timepieces with significant visual appeal, yet not necessarily marrying these with ultimate functionality. The new Victorinox Swiss Army I.N.O.X watch in a beautiful deep Falu red is 43mm in diameter and hosts an unfussy and modest dial which emits simplicity with an easily readable display. The Swiss Ronda 715 quartz movement remains unchanged and provides a reliable service, concealed within a stainless steel case. The red collection which missed its debut last year when the rest of the new range was released has finally launched with triumph, offering a timepiece capable of withstanding some of the harshest of stress tests undergone and passed at the Victorinox head quarters. 26 out of 130 tests carried out on the timepieces were revealed by the brand, including the watches being boiled, frozen and washing machined, illustrating the level of endurance sustained by the I.N.O.X crop. One of the most impressive features promised by the new time reader is that of its colour preservative qualities, ensuring that the vivid injection of red hue remains uninfluenced regardless of the many hours it is likely to spend exposed under the sun’s rays. The worthy attribute comes as refreshing merit to those who welcome a value that is deserving of its premium status. As with all Victorinox watches (LINK) the I.N.O.X red model is housed underneath a polished sapphire crystal glass front which bears anti-reflective and scratch resistant traits. The piece is cut from a polished slice of sapphire which has been created by the crystallisation and fusing together of alumina. The masculine chiselled hour and minute hands have been treated with a luminescent coating which is reiterated in the 12 baton style stainless steel indexes which represent the hour markers around the periphery of the dial. Carried by a screwed in case back and matching steel screw-down crown, the palpable dial, draped in an elegant blanket of rich red hue makes for a perfect contrast against the white date aperture resting in between the 4 and 5 o’clock hour mark. Uniting Victorinox’s drive, commitment and appetite for creating unimaginable solidity and versatility with a sharp and bold aesthetic the I.N.O.X watch is a 200 water resistant instrument, capable of uniting a vigorous strength with dynamism and dominance. The robust time keeper allows for sophistication and enjoyment - two fundamental elements experienced in the creating of the new model, to remain present within the design which has moulded the developments of the collection so effortlessly. Pleasure whilst referencing the time has become a concept, certain to be encountered with each occasion that the wearer chooses adorn their wrist with the Victorniox I.N.O.X. red. Priced at a very pleasant £329.00, the watch naturally fuses contemporary watch making with unbeatable endurance, whilst culminating a sporty spirit. More information on how to order the Victorinox Swiss Army I.N.O.X watch can be found here.