

23 April 2010

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Eyjafjalljökull-DNA
Watch
Romain Jerome

[Eyjafjalljökull-DNA Watch by Romain Jerome Is Wonderful](#)

Expensive is nothing big

Quite a few days have passed since I told you people about that ultra-expensive MacBook Pro, which supposedly Stuart Hughes built, and had for sale at that outrageous price, and already I have something new for you, hot on the market. If Romain Jerome sounds any familiar, then you should know he's a Swiss luxury watchmaker also [responsible for the Moon Dust-DNA and the Titanic-DNA watches](#).

As you might know, the Eyjafjalljökull volcano erupted and did quite some damage, at least to people's flight schedules, but that's not quite my point here. My point is that Romain Jerome has just unveiled his latest masterpiece, namely the Eyjafjalljökull-DNA Watch. I will not even dare comment on the design of this, since it is just what I agree with - the perfect mixture between elegance and industrial - industrial enough for a rockstar to consider it, yet elegant enough for a miss to take it into account.

I would also try describing it by ugly presented in a beautiful way, and the rest of comparisons you can figure out for yourselves. This unique (and by unique I mean one of a kind, one and only and single) state-of-the-art watch sports a bold and stylish volcano effect, just like it would be ready to burst right through the bezel and volcanic ash case. As of yet, there is no info on its price, but [I do know that the watch comes with a certificate of authenticity](#) certifying that the volcanic rock and ash do indeed originate in the Eyjafjalljökull volcano.

Nevertheless, I can relate to why the watchmaker didn't state a price for this, and you should too - just think about it - why put your price on a luxury, and one of a kind product, when you can actually wait for the news to spread around, and await for the highest bidder? As simple as that.

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