

Press release, Stockholm, June 2025

Sjöö Sandström in New Collaboration with MOTIKON

**Since its founding in 1986, Sjöö Sandström has been a leader in Swedish watchmaking tradition. Today, the company is one of the few Scandinavian watch brands in the luxury segment. Rooted in Swedish craftsmanship and driven by a passion for mechanics, Sjöö Sandström blends tradition with innovation. Now, Sjöö Sandström proudly unveils the Royal Steel Chronograph MOTIKON Edition.**

The Royal Steel Chronograph 40mm was launched in spring 2025, marking a new chapter in the brand’s history. Now, a fresh expression of the model is being introduced, developed in collaboration with Swedish company MOTIKON.
MOTIKON is a fast-growing business dedicated to creating and curating iconic automotive experiences. With a deep passion for cars, from iconic classics and hypercars to everyday favorites. Their services include sales, consulting, curation, and restoration - always grounded in a passion for design, engineering, and history. Every car they work with unites engineering with lifestyle, reflecting their philosophy: *Engineering motoring icons and lifestyle.* This partnership brings the two companies together through a shared respect for precision, design, and uncompromising craftsmanship.

The collaboration has resulted in two new versions of the Royal Steel Chronograph 40mm, both featuring MOTIKON’s signature turquoise color, inspired by their logo. One version presents a monochrome dial where even the subdials are turquoise, while the other contrasts the iconic turquoise dial with black subdials for a bold, striking look. In both editions, the MOTIKON logo is subtly engraved on the dial. Between 9 and 12 o’clock, the tachymeter scale has been replaced with MOTIKON’s slogan: “*Engineering motoring icons and lifestyle*.” This design detail not only gives the watch a unique appearance but also highlights MOTIKON’s identity, a tribute to their philosophy of combining iconic engineering with lifestyle and passion.

The watch otherwise shares the same specifications and builds as other models in the Royal Steel Chronograph series, and is available either with the newly developed 7-link stainless steel bracelet or a black rubber strap featuring an hourglass pattern.

*– The Royal Steel Chronograph has quickly become an essential part of our collection, and we’re excited to present a new take on it through our collaboration with MOTIKON. The turquoise dial brings character and identity, while still keeping a clear connection to our design language.* says Kristofer Johansson, partner at Sjöö Sandström.

*– The spirit of this collaboration is simple: timeless design, uncompromising quality, and a shared obsession with detail. It’s been an inspiring journey working with Sjöö Sandström, and the final result is something we’re incredibly proud to wear - and share.* says Filip Larsson, founder and CEO of MOTIKON.

The Royal Steel Chronograph MOTIKON Edition will make its world debut at The Aurora, an exclusive lifestyle event held at Norrviken Trädgårdar in Båstad from June 27–29, 2025. The event brings together some of Scandinavia’s most exciting brands in automotive culture, design, and technology, an ideal setting for the launch of the Motikon Edition.

The Royal Steel Chronograph MOTIKON Edition will be available for order at [www.sjoosandstrom.com](https://www.sjoosandstrom.com/) and through our official retailers as a order item

**Case size:** 40mm
**Case material:** Stainless Steel
**Bezel:** Stainless Steel
**Dial/hands:** MOTIKON turquoise with white super luminova index marks and skeleton hands with super luminova.
**Water resistant:** 10 ATM (100m).
**Between lug:** 20mm
**Thickness:** 14,95mm
**Lug to lug:** 48,8 mm
**Crystal / Glass:** Scratch resistant sapphire crystal with anti-reflective coating.
**Caseback:**  Scratch resistant sapphire crystal with anti-reflective coating.
**Movement:** Automatic movement (Swiss Made).
**Caliber:** SS G17.
**Power reserve:** 60h
**RRP:** 55.200 SEK on steel bracelet, 52.800 SEK on rubber strap

[Sjöö Sandström](https://www.sjoosandstrom.com/)

[Royal Steel Chronograph 40mm MOTIKON Edition](https://www.sjoosandstrom.com/products/royal-steel-chronograph-motikon-edition)

[Royal Steel Chronograph 40mm](https://www.sjoosandstrom.com/products/royal-steel-chronograph)

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