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AI-genererat innehåll kan vara felaktigt.

Press release, Stockholm, April 2025

The New Royal Steel Chronograph from Sjöö Sandström

**Since 1986, Sjöö Sandström has represented Scandinavian design, function, and technical quality. Today, it is one of the few Swedish watch brands in the luxury segment. The brand now presents the Royal Steel Chronograph, a completely new model. Unlike anything that exists, or has ever existed, in Sjöö Sandström’s history.**

Royal Steel Chronograph is a new development and marks a step forward in the brand’s collection. The case measures 40 mm and is made of stainless steel. Through the sapphire crystal on the case back, the new mechanical movement, SSG17, is visible. The watch comes with a black, blue, or white dial. The use of Arabic numerals adds both character and clarity to the dial.

The design is both thoughtful and functional. The dial has two smaller zones, one for running seconds and one for the chronograph’s minute counter. A tachymeter scale runs along the inner bezel, allowing you to calculate speed over a known distance the traditional way. The chronograph hand has a red tip, a detail mirrored on the start/stop pusher, adding contrast to the otherwise clean and balanced design.

* *Royal Steel Chronograoh is the result of many years of development, where we´ve created something completely new. Always with great respect for our design language, and without compromising what define us.*

Says Kristofer Johansson, Partner at Sjöö Sandström.

The new Royal Steel Chronograph comes with a newly developed 7-link bracelet, where the five smaller inner links are polished and the two outer links are satin-brushed, a combination that creates a subtle yet dynamic look. For those who prefer a sportier feel, the watch is also available with a rubber strap featuring Sjöö Sandström’s signature hourglass pattern. It’s the same design used on the Royal Steel Worldtimer strap, now adapted for the new chronograph.

With the Royal Steel Chronograph, Sjöö Sandström continues to combine timeless Scandinavian design with technical quality and precision, in a watch that blends the familiar with something new.

**Case size:** 40mm  
**Case material:** Stainless Steel  
**Bezel:** Stainless Steel  
**Dial/hands:** Dial 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  
**Art no:**   
**RRP:**

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

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

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