

## Artya Farfalla Watch Has Real Butterfly Wings In It

by *Ariel Adams (RSS feed)*

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Artya

Like all Artya watches, this new Farfalla collection aims to be different, and each piece is one-of-a-kind. "Farfalla" means butterfly in Italian, and that is exactly what this watch is all about. Look at the dial a second time and you'll realize that it is made up of different butterfly wings. Maybe they will offer a do-it-yourself model of aspiring lepidopterists? The clever part of the design is that at first glance you aren't sure what you are looking at. Artya does a good job of applying decor between the wings so that it all blends together as though it were a single motif.

I don't believe any animals were harmed in the making of the watch (beforehand, I don't really know). In addition to the butterfly dials, the straps as seen here are toad skin. Artya applied various 'torture devices' to make its steel watch cases look more organic. One case here is struck with high levels of electricity, while another is all cut up. Inside the watches are Swiss automatic mechanical movements. Look for these soon - or Artya can make you one with your own personal collection of discarded insect parts.

Ariel Adams publishes the luxury watch reviews site [aBlogtoRead.com](#)

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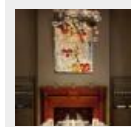
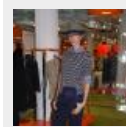
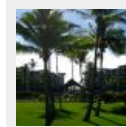
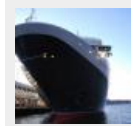
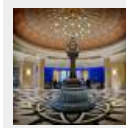
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