

# TokyoFlash Japan

Watches



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Brent Car  
CEO of TokyoFlash

**TOKYOFLASH** was established in 2000 in Tokyo, as the name suggests, and since then has grown into a world leader for the design and sales of unique watches for lovers of Japanese wristwears that they cannot get from anywhere else.

Over the past several years, TokyoFlash has experienced great success with the promotion of its products which are featured in many world famous magazines, newspapers, television shows and top technology blogs, as well as such shopping venues as the Museum of Modern Art (MoMA) New York and colette France.

"We started designing unique watches for fun, but after my first design we became known in the media very quickly," said Brent Car, founder and CEO of TokyoFlash. "Then we started to do more and more designs each getting attention in the media and movie and music industry."

"Our company is still small but I like it that way," Car said. "In fact we are turning down opportunities as I am not interested in ever going mainstream. I like the size of our company. It's like a boat, you always want a bigger one but once you have that big boat you miss all the simplicities of that smaller boat you had. Business is the same for me. Get too big and you lose the creativity."

## THE TOKYOFLASH DESIGN PHILOSOPHY

TokyoFlash's design philosophy is to create watches that are unique and fashionable. TokyoFlash designers have great fun working together on wild projects. Their way of thinking is "the crazier, the better".



## INDUSTRY

Jewelry, Watches, Electronics

## CHALLENGE

Designing unique and stylish wristwatches.

## SOLUTION

Using solidThinking Evolve to explore different design concepts and reduce the product development process.

## RESULTS

- Evolve's Interactive rendering inspires use of materials in non-traditional places
- Develop and present new ideas quickly
- Use Evolve to create photo-realistic renders so new designs can be shared with the target audience
- Award winning designs

"At first it was mostly just the idea," Car explained. "Now, as we are progressing, we are understanding how important product design is to reflect on sales".

Taking advantage of solidThinking Evolve's capabilities, we can play around in total freedom," Car said. "For example, changing the radius to see how it blends into a strap, or adding a curve to flat glass, or a bevel. Then playing around with materials in the rendering process makes you think of applying a material where you never would traditionally.

**"With solidThinking Evolve we can visualize ideas as they flow, then discuss and refine or add details to make the best possible product to sell. We basically can understand how well a product will sell before we even start to make it."**

"One of the first things we used solidThinking Evolve for was our brochure which we gave out at the 100% Design Show in Tokyo where we won first place for best design." Car added.

#### THE TOKYOFLASH DESIGN PHILOSOPHY

TokyoFlash designers use the company blog to interact with their market audiences by showcasing new concept designs from the early ideation phase. Some of these products will be introduced in the market, others not. Comments, opinions and ideas from blog readers are noted and taken into consideration in the product development process. The most interesting concept designs will then go into production.

solidThinking Evolve contributed to this new approach to market by allowing TokyoFlash designers to develop and present new ideas very quickly.

"My staff can develop an idea and render it in solidThinking Evolve within a day," Car explained. "With that we can already start testing the market through our blog and sending selected projects to the maker to get started while we work on further details."

The concept for one of TokyoFlash's latest products, the Escape C Bluetooth fashion accessory, was first presented in the TokyoFlash blog using photorealistic renderings made with solidThinking Evolve. Feedback from readers helped to develop it. The Escape C recently won the Best Design award at the 100% Design Tokyo event.

Car concluded: "It's hard to put a value on this software as without it we would not be where we are, so it's priceless to us."



#### ABOUT TOKYOFLASH

Tokyo Flash was founded by Brent Carr and has provided unique and exclusive designs for more than a decade. They actively focus on pushing the design envelope and introducing new technology.

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