

Find Your Best Pick for Luxury and Affordable Microband Watches

New York City, Aug 22, 2020 ([IssueWire.com](https://www.issuewire.com)) - Luxury microband watches within affordable rates is providing customers with the best niche for exquisite style. If you've not come across the phrase "Affordable luxury", it is the term that much newer "microbrand" watch companies define themselves by. It denotes a budget-driven trend of wristwatches that claim to match more expensive names in watchmaking in both design and quality, though at a considerably lower price point. To the untrained eye, the term sounds like it is a fantastic addition to their fashion collection of extraordinary wristwatches without having to invest a fortune in it.

Yet, the reality is a little more complex. Every year, countless new microbrands under \$1000 see the light of day, but despite what they claim, when you dig deeper, many are neither affordable nor luxurious. These brands have popped up right and left in recent years and though they may seem attractive to beginner collectors, only the discerning will be able to pick out the few true gems that exist in the space.

Some of the [top microbrand watches](#) and their pros and cons and who among them stand out for luxury, detailing, and reasonable pricing have always come under the radar of watch experts and enthusiasts. This helps in setting a shopping guideline for customers as well. First, we have to understand that definition of an affordable luxury watch and consider a few characteristics and mechanical features while buying a microband watch.

Distinctive Dial Design

The dial is the part of the watch you will see most often and it should always delight you when you look at it. A dial with unique features will give you that. The color, design, and materials are just some of the elements of your watch dial that can make it truly unique. Porcelain will look stunning on your wrist, alongside enamel dials, stone dials, and guilloché dials. The latter, despite having a somewhat more vintage style, can still pull off a great look, as you will see on some of the best Seiko watches under 1000 USD.

Watch Movement

The exterior is crucial to be sure, but the integrity of your watch lies in its movement. The best micro brand watches usually have some great automatic or manual winding movements such as the Japanese Miyota 9015 or the Swiss ETA 2892. Some Chinese movement makers have also been making great strides in recent years and we would be amiss not to mention the [high-quality mechanical movements made by Peacock and used by microbrand Atelier Wen](#).

A Soul

Your watch needs to have a personality; what is the point of purchasing something that is made of cheap catalog components and looks like hundreds of other watches? A watch should convey a story and, in a way, reflect the creator's soul. It should mean something and allow you to feel emotions when you look at it. So a balanced combination of distinctive dial design, watch movement, and a classified soul is what makes the best recipe for a watch.

Anordain

Anordain, based in Glasgow, Scotland is specialized in enamel dials and, more than that, its team is sincerely passionate about the craft. They have perfected the art of vitreous enameling, also known as Grand Feu, and are constantly refining their mastery of the craft to make it affordable to a wide audience. Their offering starts at just £950, so if you're in the market for an affordable enamel dial watch, you know where to look.

Pro's: They have focused on one aspect of watchmaking and mastered it to a very high level. Their enamel dials are so fine and intricate because that is really where they have focused their efforts. You can therefore always expect a wonderful enamel dial at an accessible price point from Anordain. Their fumé dial is also a very intriguing new development since it came about from a mistake.

Con's: However, it seems like everything revolves around their enamel dials perhaps sometimes to the detriment of other parts of the watch. One look at their collections, and you can see that the watch cases would do with a little bit more flavor and personality (especially true with the Series 1). The cases look a little bland, and except for the striking enamel dials, not much else seems to be going on. Also, for a brand that prides itself on basing their entire operation in Scotland, we would like to see more Scottish identity on Anordain microbrand watches.

Kurono

At the heart of Japanese watchmaking are some truly remarkable independent watchmakers that create masterpieces. One of them is Hajime Asaoka. He is typically known for the very high-end wristwatches he handmakes for premium clients. Some of them retail for more than \$50,000, and this is justified by the extended period he spends ensuring that EVERYTHING is perfect.

Yet, to bring his craft to a wider audience, Asaoka introduced Kurono which is an affordable watch microbrand and it exudes the watchmaker's personality. This is the true embodiment of "affordable luxury": taking features of his flagship and unattainable line and making them available to a wider group. Just one look at Kurono's exquisite attention to detail and unique personality and it becomes clear that this is one of the very best micro brand watch companies in this world. For this reason, we feel that Kurono are some of the best watches for beginner collectors to get their hands on and discover what horology truly means.

Pro's: Asaoka's attention to detail reflects excellently on this timepiece. The craftsmanship and style are classic Asaoka. And, perhaps its biggest upside, Kurono channels similar design elements from the more premium watches he makes, allowing us to experience otherwise unattainable features.

Con's: They are very limited – few dial variations made, and very few pieces available each time. They sell out very fast, and it is almost impossible to get one.

Atelier Wen

When talking about [Chinese watch brands](#), various pre-conceived notions cross the consumer's mind. Whatever it is, you can leave your pre-conceived notions at the door with Atelier Wen. Indeed, this Franco-Chinese team has done a remarkable job of creating timepieces that celebrate Chinese culture through modern Chinese-inspired designs and local crafts. You can find out more about the story of this top watch microbrand, Atelier Wen, in this video by Watchbox at

<https://www.youtube.com/watch?v=UmesDMti764>.

This brand is producing outstanding designs blending Chinese and French inspirations. What is special about Atelier Wen is not solely the designs and intricate porcelain dials, but also the overall high quality and extreme attention to details, which is rare even amongst the [best microbrand watches under \\$1000](#). This is what makes Atelier Wen's Porcelain Odyssey watches not only some of the best Chinese mechanical watches but also simply some of the very best micro brand watches all around.

Pro's: The porcelain dials are simply breathtaking. And at the price these wristwatches go for, you'll struggle to find similar quality elsewhere. The Ji series features a chromatic and rare blue porcelain that uncovers different shades under different lights. From cloudy to pure cobalt to marine, it emphasizes a sound palette of blue. The case, deeply-embossed case-back, sapphire crystal, movement, etc. are also essential aspects of these porcelain dial watches that make them a must-have.

Con's: There are only three strap options available and though their actual salmon leather straps are quite eye-catching, they could do with a little more variety.

Lundis Bleus

What started as a mere conversation between school buddies about 22 years ago has grown into one of the best watch brands under \$1000 WITH Lundis Bleus. The brand logo is a visual representation of everything they stand for. As they eloquently put it on their website. "The logo is in itself a graphical interpretation of an alcohol molecule, to evoke the conviviality of our brand, and as a tribute to the long-gone spirit of the watchmakers from the Blue Monday era."

Pro's: They have a variety of fantastic dials. We've seen all the brands so far stick to a specific type of dial for their microbrand watches, but not Lundis Bleus. They are unique in their diversity. From the rare Kiln-fired enamel (a staple in their relatively affordable enamel dial watch collection) to polished gemstones to cloisonné, you will not run out of options.

Con's: Prices of their automatic watches are reasonably high in the same category.

Ming

When Malaysian Collector, photographer, and business strategist, Ming Thein, launched a horological collective called MING in 2017, over 300 pieces were sold out in a matter of hours with the brand Ming. That was a promising start. And it has since grown into one of the best watch microbrands offering stunning pieces at a comparatively accessible price point.

Ming takes care of the design and partners with four other members to make up the MING team. Their

ultimate aim is to provide a high-level wristwatch to match your style without going overboard with spending. The company is very young, but they've shown, in a short timespan, that this does not have to define them. Attention to detail, refined designs, and reasonable prices have indeed propelled them to the frontline of the watch microbrand world dominating the market.

Pro's: It is pretty clear what they are trying to achieve with their timepieces – to offer excellence for less. Their designs are reflective of their endeavor, and you'd be hard-pressed to find more interesting watches, at pretty much any price point.

Con's: You would be lucky to get your hands on them since they sell out very quickly, and there is a growing hype around their watches (read “price inflation”).

More about Ming here in this video by Watch Finder

<https://www.youtube.com/watch?v=IMNfSiPOSjY>.

You do not always have to fork out thousands of dollars to get a great watch; this is why [affordable luxury watch brands](#) exist. And they are custom-made for collectors, who want exciting machines on our wrists without having to sell a kidney.

All the five microbrand watches stand out for their characteristics and will give you great satisfaction when you get your hands on them. It is a tough call, but if we had to pick one we would recommend you try out Atelier Wen. Indeed, they have everything you could wish for and more for such an affordable price. If you are looking for a higher-ticket item though, perhaps you will find an even better option in Ming's watches. The price tag is higher to be sure, but the horological quality and creativity of the designs are simply astounding.

So which watch microbrand will you go for? Your turn to pick!

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