

# CLASSIC DRIVER

## [Amida triples down on the hottest driver's watch of the year](#)

### Lead

First founded in 1976 and making a triumphant return in 2024, Amida present a range stylish and durable watches for the keen driver. After sharing the launch back in June, we are delighted to welcome this trio of timepieces to the CD Shop!



We first shared the [exciting news of Amida's return earlier this year](#), and ever since we've patiently waited for the official launch of their iconic timepieces. Now, the wait is over, and almost 50 years after the launch of the first Digitrend model, AMIDA announces its revival with three stunning variants, all available in the CD Shop.



Drawing inspiration from the original models from the 1960s and 1970s, a time where it seemed the whole world was stepping into a new age, leaping towards modernity in terms of style, culture and technology. Amida took this ambition with a firm grip, leading with the ethos that creativity is not a luxury, but a necessity, and from it created the Digitrend.

A watch first launched to the world at the 1976 Basel fair as a pioneering piece of design, featuring the first ever 'casquette' timepiece in mechanical form, has now returned in very limited quantities, and will no doubt be one of the hottest watches of the year.



Available in three variations, Steel, Black, and Gold, these Digitrends are a modern reinterpretation of the iconic 1976 models that captured the spirit of innovation and bold design. The reimagined timepiece pay homage to the original's pioneering digital display, featuring the distinctive horizontal readout that set it apart in the world of watches. Blending retro charm with contemporary craftsmanship, this updated model celebrates the legacy of the 1976 classic, offering a sleek and stylish nod to a design that remains timeless today.

Discover the trio now and pick up yours before they all sell out!

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