

Introducing Silver Rectangular Watches for Men From Armitron®



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2024 is the year of the rectangular watch. Watch enthusiasts have started to take note of this particular watch style. The rectangular watch is steeped in history. It was first created in the early 20th century, modeled after WWI tanks. Now, it's coming back in style, and Armitron® is at the forefront of this glorious return!



Armitron® has been ahead of the trend with their women's rectangular Tilly™ watch, an elegant timepiece designed for women. This year, however, Armitron® decided to bring this elegant style to their men's collection with the Grant™. Starting this March, men can bring a bit of rectangular timekeeping into their watch collection. Here's everything you need to know about this new [silver watch for men](#).

### What Is a Rectangular Watch?

Before introductions, what exactly is a rectangular watch? Even if you're already familiar with this style, here's a quick refresher. In short, the rectangular watch features a rectangular watch case. Think of it as a more "angular" approach to watch design, rather than the traditional round watch face.

The rectangular watch has its origins in the early 20th century and around the time of World War I. Famed French jeweler and watchmaker Louis Cartier spearheaded its design, which was evocative of the military tanks used in the First World War. Thankfully, rectangular watches took a more elegant approach to their design characteristics than the tanks themselves!

### **Meet the Grant™**

Fast forward to today. Going into 2024, Armitron® is introducing a number of rectangular watches—including new versions of their beloved Tilly line. For the women out there, you can now find the Tilly™ in a few new bold designs. But what about the men? Get ready to meet the Grant™. This is one of the newest watches to join the Armitron® family, and it's ready to help you make a statement.

Many people trust Armitron® from their incredible collection of analog and [digital watches](#), so it's understandable when people start to get excited for a new watch to hit the lineup. The Grant™ is no exception. It features many similar design characteristics to the popular Tilly™, but with a bolder wrist presence.

### **A Closer Look at the Grant™**

The Grant™ is set to debut in a number of styles. You wouldn't expect anything different from Armitron® with their extensive collection of analog watches and [sport watches for men](#), complete with all sorts of different styles. Get the Grant™ with a more minimalist silver with a white dial. Or turn up the boldness with a silver and gold-toned Grant™.

You can even go for the more sophisticated silver-toned case with the black dial. It's the kind of look you can wear to the office, during a night out, or really anywhere. The Grant™ offers the complete package of sophistication and versatility all wrapped up in this year's must-have rectangular watch.

Shop for a new rectangular watch from Armitron® at <https://www.armitron.com/>

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