



Miang Copenhagen is created with the goal of establishing a watch brand that gives the creative freedom and personal style choice back to the wearer. Individual watches with the potential of many changing looks – essentially offering multiple watch designs in one. And offering it without expensive middlemen.

This business model saves customers more than 50% compared to the traditional retail model. And the concept works! The first Miang Copenhagen watches are sold online to clients all over the world, and with the LAB the goal is to make the website and watches even more accessible to global fans of customizable watches.

Contact

Time Vision ApS

Jens Ole Miang

+45 2840 1470

jo@miang.dk

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