

four77

SHORELINE

MASTER DESIGN SHEET

SHORELINE

BEACH COLORWAY

Built for the coast. Ready for anything.

MODEL: four77 Shoreline
COLORWAY: Beach
DATE: June 2, 2025
REVISION: 1.0
STATUS: Design Spec (Final)



- MATTE SAND BEIGE
BEZEL INSERT
(Aluminum)
- SAPPHIRE
CRYSTAL
Flat w/ AR Coating
- WAVE DIAL
Sand Color
- BGW9 LUME
Blue
- CROWN
Screw-down
@ 4 o'clock

DESIGN OVERVIEW

The four77 Shoreline is a clean, versatile dive watch inspired by coastal landscapes. The Beach colorway captures sand, sun, and sea in a balanced, natural palette that feels at home on land or in the water.

- COASTAL INSPIRED**
Soft, warm tones rooted in nature.
- FUNCTIONAL & TIMELESS**
Clean design with everyday versatility.
- BUILT TO PERFORM**
200m water resistance and robust construction.
- GO ANYWHERE**
From the beach to the city, it fits right in.



WHAT YOU SEE

The half-hour aperture and wave dial are inspired by tides and shorelines. The soft sand tone and blue lume evoke the beach at golden hour.



EXPLODED VIEW



Note: Diagram not to scale.

SPECIFICATIONS

- MOVEMENT:**
Seiko NH35 Automatic
- FUNCTIONS:**
Hours, Minutes, Seconds, Date
- CASE:**
41mm Turtle Style Case
316L Stainless Steel
Brushed Finish
- CRYSTAL:**
Sapphire Crystal
Flat w/ AR Coating
- WATER RESISTANCE:**
200m (20 ATM)
Screw-down Crown
- BEZEL:**
Unidirectional
60-Minute Dive Scale
Matte Sand Beige
Aluminum Insert
- LUME:**
BGW9 Blue (Hands & Indices)
- CROWN:**
Screw-down @ 4 o'clock
- DATE:**
Calendar @ 3 o'clock

All specifications are preliminary and subject to change.

CASE BACK



Screw-down Case Back
Engraved Wave Pattern
and Specifications

COLOR PALETTE



STRAP OPTIONS (INCLUDED)



Beige Nylon
w/ White Stripe

Beige Tropic
Rubber



BGW9 Blue lume for clean visibility in low light.

DIMENSIONS (NOMINAL)



DESIGN NOTES

- Balanced proportions for comfortable wear.
- Sand tones reflect beach landscapes and natural materials.
- Wave dial texture adds depth and a subtle connection to the sea.
- 4 o'clock crown enhances comfort and maintains clean silhouette.
- Matte finishes reduce glare and complement the natural palette.

PACKAGING CONCEPT



Natural linen box
with embossed logo.
Simple, sustainable,
and shelf-worthy.

PARTS LIST (TARGET / SOURCED)

CASE	Tandorio 41mm Turtle Case (4 o'clock Crown)
CASE BACK	Tandorio Solid Case Back (Engraved Wave, 200m, NH35 Automatic)
BEZEL INSERT	Sand Beige Aluminum Insert (Target - to be sourced)
CHAPTER RING	Tandorio Chapter Ring (Steel, Brushed)
CRYSTAL	Tandorio Sapphire Crystal (Double Domed, AR Coated)

DIAL	Tandorio Wave Dial (Sand) (To be refined / painted or custom)
HANDS	Tandorio NH35 Hands (Sword, BGW9)
MOVEMENT	Seiko NH35 Automatic
CROWN	Tandorio Screw-down Crown (4 o'clock)
STRAP	Beige Nylon w/ White Stripe & Beige Tropic Rubber
CLASP / HARDWARE	Brushed Stainless Steel

BRANDING

APPLIED LOGO (DIAL)

four77
SHORELINE

DIAL TEXT

AUTOMATIC
200m

TARGET USER

- Coastal explorers
- Dive and water enthusiasts
- Everyday adventurers
- Those who appreciate clean, functional design

* Dimensions are reference only and may vary slightly with final parts and assembly.