

FOR IMMEDIATE RELEASE

Former Apple "Sleep Czar" and Award-Winning Designer Are Making Circadian Biology Sexy — With an Analog Watch

As Daylight Saving Time disrupts millions of biological clocks, Netherlands-based startup Merivian launches a beautifully analog answer to digital sleep-tracking fatigue.

Haarlem, March 24, 2026 — On Sunday, March 29, clocks across Europe will spring forward one hour. In the days that follow, millions will experience grogginess, disrupted sleep, and a subtle but real sense of being off. That feeling has a name: circadian disruption; your body clock is temporarily out of sync with the clock time.

While tech companies will use the moment to push more digital sleep trackers, the scientist who helped build some of the world's most ubiquitous sleep features is now championing a surprising alternative: a beautifully crafted analog watch.

Dr. Roy Raymann, the former Apple Sleep Czar, instrumental in developing features like Night Shift and Bedtime Alarm, has teamed up with award-winning industrial designer Michel Holper-Bos to launch **Merivian**. Launching on Kickstarter on March 24, Merivian is a unique 24-hour analog timepiece designed to make circadian biology beautiful, intuitive, and wearable.

Making the Intangible, Tangible

For decades, the classic 12-hour dial has displayed only half of the 24-hour day-night cycle, creating a daily "blind spot" in how we see our time. There is no visual distinction between day and night, and no indication of where you stand in your full sleep-wake cycle.

Merivian eliminates that blind spot. Its 24-hour dial features a fixed, shaded sleep zone of 7 to 9 hours, permanently visible on the watch face. A customizable rotating dial lets wearers match the display to their personal chronotype, whether they are an early bird or a night owl. At a single glance, you can see where you are in your day, how close bedtime is, and how to pace yourself through the hours ahead.

"This week, everyone is talking about their body clock, since the switch to Daylight Saving Time messes it up," says Michel Holper-Bos, founder of Merivian and winner of over 20 international design awards, including 4 Red Dot Awards. "But our internal clock impacts our activities,

energy levels, and behavior throughout the day every single day. We wanted to take circadian biology out of the textbooks and put it right onto your wrist — as a high-end timepiece."

"As a scientist, I know the profound health benefits of circadian alignment, but the science can be difficult to grasp," adds Dr. Roy Raymann. "Michel knows how to translate complex, intangible concepts into a stunning piece of design. Merivian teaches people about their biological rhythm and helps them pace their day — wrapped in a product they actually want to wear and show off."

The Analog Antidote to Digital Fatigue

Where digital wearables measure your sleep and confront you with metrics, Merivian empowers through visual awareness. Instead of showing you every morning how you slept last night, it serves as an intuitive, non-pharmacological tool to help you consciously plan your day and maintain a consistent bedtime.

"This is a return to intentional timekeeping," says Holper-Bos. "A watch that quietly respects your biology rather than constantly quantifying your habits. It's still a watch — it's just one that doesn't ignore your body clock."

Daylight Saving Time: How Merivian Makes It Obvious

When clocks spring forward, most people feel the disruption before they understand it. On a standard 12-hour watch, the change is just a number; there's nothing on the dial that shows what losing that hour actually does to your day or your sleep.

The Merivian Watch makes it obvious. Its 24-hour analogue dial includes a fixed sleep window on the watch face, so when DST hits, you can instantly see how your bedtime period shifts relative to your waking hours. What was once an abstract, twice-yearly disruption becomes something you can simply read off your wrist, and a reminder that helps you guide your daily rhythm all year round.

ChronoDesign meets ChronoBiology

The Merivian watch represents a rare intersection of premium Dutch design and sleep science:

- **The Designer:** Michel Holper-Bos brings over 16 years of product development experience and 23 international design awards, including 4 Red Dot Awards. He designed Merivian to prove that wellness tools do not have to look like medical devices or black screens.

- **The Scientist:** Dr. Roy Raymann brings over 25 years of sleep science expertise, having shaped sleep features for global giants including Philips and Apple. His involvement underscores that meaningful wellness support does not have to rely on high-tech solutions.

By merging premium design with circadian science, Merivian invites wearers to take back control of their daily rhythm, proving that true well-being starts with self-awareness, not an algorithm.

About the Launch

The Merivian Kickstarter campaign launches on **March 24, 2026**, with Super Early Bird pricing starting at **€185**.

More Information

- **Website:** merivian.watch
- **Kickstarter:** [Campaign Page](#)
- **Pre-Release Film (invite only):** youtu.be/NldVP2Ex3pM
- **Press Kit:** merivian.watch/press
- **Instagram:** @merivianwatch
- **Press Contact:** press@merivian.watch