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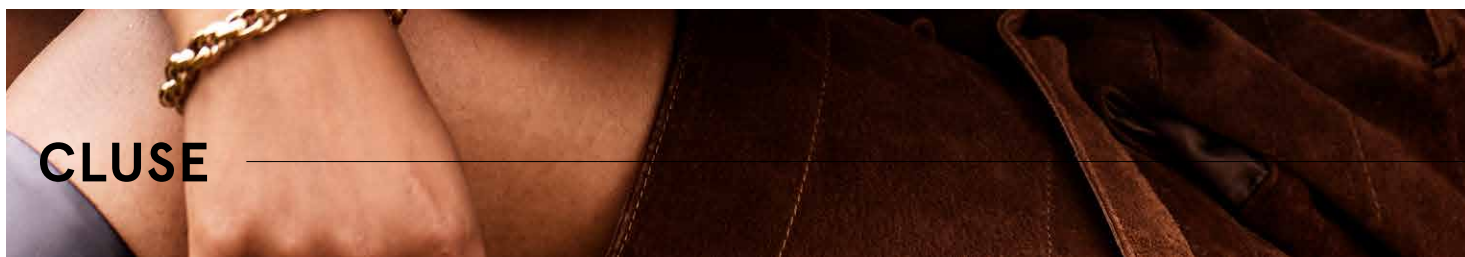
CAMPAIGN COPY STYLE GUIDE

Sparkling FW21 Collection



Campaign title
Sparkling FW21 Collection

Storytelling title
Uncover your natural sparkle



CLUSE



Campaign paragraph

After months of spending time inside and the chances to travel were very limited, we believe this autumn is all about discovering, wandering and admiring the beauty we have around us. A simple peaceful walk in the greenery, reading a book surrounded by wild plants or just the “sweet doing nothing” next to the water, can surely lift our spirits and warm our hearts.

Remember, now more than ever, we don’t need to travel far to appreciate the wonders of nature. You can simply head out your back door or go to the closest park and quietly watch nature unfold in front of you.

We are happy to add some shine to your grateful outdoor explorations with our brand new FW21 styles. Uncover your natural sparkle and stay glam with our NEW watch styles and jewellery. They’re here to catch the last rays of sun and welcome the next season in style.

FW21 COLLECTION

Collection paragraph watches

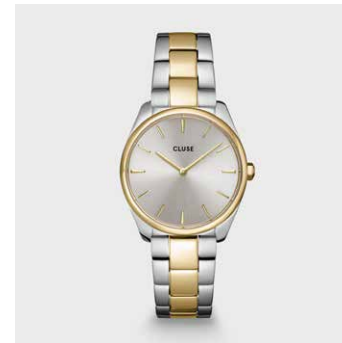
To let some extra shine into our most-loved collections, we matched our timeless signature gold, silver and rose gold cases with new season strap colours; Green, Dark Red, Brown and Black Alligator. These NEW Boho Chic, Féroce and Tétragone Collection styles are here to elevate all your autumn looks and accompany you till the festive season. Get inspired by the shine of our NEW Boho Chic Petite Leather Green, Gold with Champagne dial or by our NEW Féroce Petite Leather Black Alligator Gold with Soft Gold dial and easily match them with your personal style for the upcoming fall season.

Also, we've listened to your wish for more case sizes and have created a smaller version of the all-year favourite, Féroce Bicolour, which now comes in a Petite version. We've also designed our Féroce Steel Black, Silver Colour. A larger dial for one of the favourites from last season, to delight all silver watch lovers.





FW21 COLLECTION



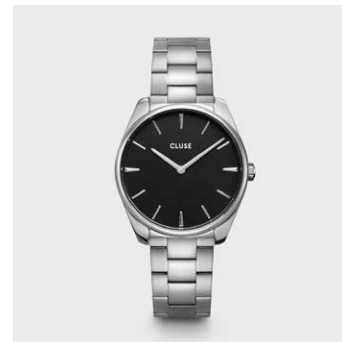
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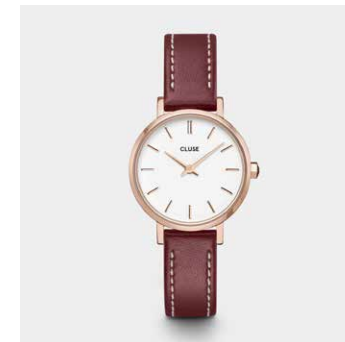
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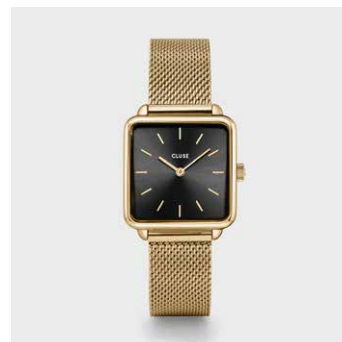
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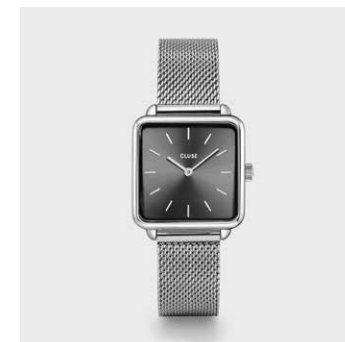
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