



GUESS

DEALER CATALOGUE | AUSTRALIA | SUMMER 2018



G U E S S

GUESS Watches launched its collection in 1983 with a line of men's and women's fashion watches. Consistent with the Guess image, the ever evolving watches appeal to young, fashion-driven consumers around the world. Constant attention to new ideas and cutting-edge design keeps the brand relevant to today's trends.

GUESS Watches offer a wide range of styles and colourations for both men and women. Timepieces for women feature styles that range from trendy-casual to sophisticated-chic. The collection for men encompasses the best of masculine design, materials, and technology.

Core Consumer:

- 18 - 35 Years Old
- GUESS = Young + Sexy + Adventurous
- Young: Modern & Fashionable
- Adventurous: Daring & Fun
- One of the most widely recognised brands in the world
- Lifestyle collection of casual apparel and accessories
- Playful and sexy... always at the forefront of fashion
- An affordable prestige product positioned for both Ladies & Gents

Watch Specifications:

- Japanese Movement
- 2 - 3 Year Battery Life
- Dust Resistant
- Mineral Crystal / Plastic
- Hypo-Allergenic (Selected Jewellery Styles)
- Self-adjustable G Links for easy fit (Select styles only)
- Date, Multi-function, Chronograph movements
- Deployment buckles
- Stainless Steel, Leather, Synthetic, Rubber and Resin bracelet/strap integration
- Screw-down crowns (Select styles only)

GUESS Watches have been at the forefront of fashion for over 30 years and moved with the trends whilst staying true to the GUESS DNA.

GUESS Watches continue to introduce iconic colours & styling at volume pricing from \$199. Our opening price point gives our customers a way to buy into affordable fashion multiple times a season.

GLITZ & GLAM

From head to toe, her outfit is sure to stand out from the crowd. Bold and iconic, GOLD is this seasons must have. Arrays of refined dials intertwined by a cluster of crystals elude an aura of elegance and refinement. Glamorous & glitzy she is sure to be a show stopper.

Our GUESS guy is a downtown cool in his after hours accessories; rich tones of gold and black keep him at the centre of attention everywhere he goes.



SIGNATURE BLUE



Iconic blue continues to be strong with our GUESS guy. Bold blue details with striking rose gold and silver colour combinations spark his intensity to the next level.

A sleek blue silicone strap and edgy chronograph look dials are constructed with versatility in mind transitioning his look from day to night. Impactful colour combinations are characteristic of the GUESS Watch brand.

This season, capitalise on their fashion blue print with these impressive new blue hues.

LOGO MANIA

GUESS Watches expands further into the realm of logo resurgence. Brand worshipping at its best combined with some of our iconic dials, makes headway for an undisputable GUESS timepiece.

For the GUESS girl the quintessential quattro-G design and iconic denim friendly triangle pays tribute to our brand heritage with impactful variations in bracelet, bangle and mesh.

For the GUESS guy, the signature style bares the triangle logo in striking and studded honeycomb accents, on a 44mm case dial with a matching silicone strap.



MESH TO IMPRESS



Rise to the top with GUESS Watches as we dress to impress. Modern and contemporary, mesh is back with a new and innovative design that is strikingly stylish.

For a dressed up look, the triangle logo is transformed into a high-glitz, 36mm crystal encased dial in silver, gold and rose-gold with an adjustable mesh bracelet.

Make an impression. Enhance your wardrobe with this collection of clean lines and timeless appeal.

GUESS Watches have created an exciting brand architecture based on consumer lifestyles. Split into four lifestyle occasions, nightlife, work life, casual life & active life our brand offers true functionality for every occasion.

WORK LIFE

Polished, confident and sophisticated, work life requires the perfect accessory. She redefines office style by incorporating elements of mesh and classic career silhouettes.

The professional aesthetic comes naturally to the GUESS guy with a tailored lifestyle. We reveal a library of colour and textures; rose gold, blue dials and croco leather straps.



ACTIVE LIFE

Loving the easy, effortless lifestyle, fashion is never sacrificed with our GUESS girl. Reinventing masculine silhouettes with lightweight timepieces in rose gold & blue. Soft silicones are just what the GUESS girl needs to lead the active life.

GUESS Watches continue the athleisure trend introducing lightweight gent's silicone styles while staying true to the GUESS DNA.



NIGHT LIFE

From head to toe, her outfit is sure to stand out from the crowd. Mesh bracelets and logo glitz dials elevate this trend to new heights. Glamorous & glitzy, she is sure to be a show stopper!

Our GUESS guy is downtown cool in his after hour's accessories; rich tones of gold and black keep him at the centre of attention everywhere he goes.



CASUAL LIFE

Comfort and style are the pillars of the casual life! Cuffs and acid-wash denim re-emerge onto the scene adding diversity to her watch wardrobe.

Casually cool is the key trait in the personality profile of the GUESS guy. This season GUESS Watches offers versatile pieces for the lifestyle looks of men today.



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NEW



LOLA

W1145L2 \$249.95
CASUAL LIFE

34mm Polished Silver Case / Sunray
Black Logo Dial / Polished Silver
Bracelet w. Adjustable G-Link

Steel
10m



NEW



LOLA

W1145L1 \$249.95
CASUAL LIFE

34mm Polished Silver Case / Blue
Denim Logo Dial / Polished Silver
Bracelet w. Adjustable G-Link

Steel
10m



NEW



AD
SHOT

HEARTBREAKER

W1141L1 \$249.95
CASUAL LIFE

37mm Polished Silver Case / Sunray
Silver Logo Dial / Blue Denim Studded
Leather Cuff Strap

Steel Case
10m



NEW



BLAZE

W1144L1 \$199.95
CASUAL LIFE

40mm Polished Silver Case / Blue
Denim Logo Dial / Blue Denim Leather
Strap

Steel Case
10m



W1141L1



CHELSEA

W0989L1 \$229.00
CASUAL LIFE

30mm Polished Silver Case /
Sunray Silver Dial /
Polished Silver Bracelet

Steel
30m



NEW



MICRO G TWIST

W1147L1 \$229.95
CASUAL LIFE

28mm Polished Silver Case / Sunray
Silver Logo Dial / Polished Silver
Bracelet

Steel
10m



NEW



JACKIE

W1148L1 \$279.95
CASUAL LIFE

34mm Polished Silver Case / Sunray
Silver Dial / Brushed & Polished Silver
Bracelet

Steel
10m



NEW



AD
SHOT

G TWIST

W1082L1 \$249.00
CASUAL LIFE

40mm Polished Silver Case / Sunray
Silver Logo Dial / Polished Silver Bracelet

Steel
10m



SOLAR

W1070L1 \$349.00
CASUAL LIFE

40mm Polished Silver Case w. Crystal
/ Sunray Silver Multi-Function Dial /
Polished Silver Bracelet

Steel
50m





W1140L1, W1162G2

NEW



AD
SHOT

HEARTBREAKER

W1140L1 \$299.95
NIGHT LIFE

37mm Polished Silver Case w. Crystal /
Sunray Black Logo Dial / Black Croco
Studded Leather Cuff Strap

Steel Case
10m



NEW



BUCKLE UP

W1136L2 \$199.95
NIGHT LIFE

22mm Polished Silver Case w. Crystal /
Sunray Silver Dial / Black Croco
Leather Cuff Strap

Steel Case
10m



TRI GLITZ

W0884L2 \$199.00
NIGHT LIFE

36.5mm Polished Silver Case w. Crystal
/ Sunray Silver Glitz Logo Dial / White
Patent Leather Strap

Steel Case
10m



TRI GLITZ

W0884L3 \$199.00
NIGHT LIFE

36.5mm Polished Silver Case w. Crystal
/ Sunray Silver Glitz Logo Dial / Black
Patent Leather Strap

Steel Case
10m



NEW



AD
SHOT

TRI GLITZ

W1142L1 \$249.95
NIGHT LIFE

36mm Polished Silver Case w. Crystal /
Sunray Silver Glitz Logo Dial / Polished
Silver Mesh Bracelet w. Adjustable
G-Link

Steel
10m



BLUSH

W1062L1 \$279.00
NIGHT LIFE

34mm Polished Silver Case w. Crystal
/ Sunray Silver Dial / Polished Silver
Bracelet

Steel
30m



AD
SHOT

GLITTER GIRL

W0987L1 \$249.00
NIGHT LIFE

36mm Polished Silver Case w. Crystal
/ Silver & White Glitter Logo Dial /
Polished Silver Bracelet

Steel
10m



NEW



LADY FRONTIER

W1156L1 \$429.95
NIGHT LIFE

40mm Polished Silver Case w. Crystal /
Sunray Silver Glitz Multi-Function Dial /
Polished Silver Bracelet w. Crystal

Steel
50m





CHELSEA

W0647L6 \$279.00
WORK LIFE

30mm Polished Silver Case w. Crystal /
Sunray Silver Dial / Polished Silver
Mesh Bracelet w. Adjustable G-Link

Steel
30m
0 091661 465031



WHISPER

W1084L1 \$299.00
WORK LIFE

27mm Polished Silver Case w. Crystal /
Sunray Silver Dial / Polished Silver Mesh
Bracelet w. Adjustable G-Link

Steel
30m
0 091661 482694



MINI SOHO

W1009L1 \$379.00
WORK LIFE

27mm Polished Silver Case w. Crystal /
Sunray Silver Dial / Polished Silver Wire
Bangle Bracelet w. Adjustable G-Link

Steel
30m
0 091661 476433



CHELSEA

W0648L7 \$199.00
WORK LIFE

30mm Polished Silver Case w. Crystal /
Sunray White Dial / Black Patent
Leather Strap

Steel Case
30m
0 091661 464997



CHELSEA

W0648L5 \$199.00
WORK LIFE

30mm Polished Silver Case w. Crystal /
Sunray White Dial / White Patent
Leather Strap

Steel Case
30m
0 091661 465017



MONTAUK

W0933L1 \$299.00
WORK LIFE

40mm Polished Silver Case /
Sunray Silver Glitz Dial /
Polished Silver Bracelet

Steel
30m
0 091661 472107



MAIDEN

W1143L1 \$349.95
CASUAL LIFE

36mm Polished Silver Case / Silver
Dial / Polished Silver Braided Mesh
Bracelet w. Adjustable G-Link

Steel
10m
0 091661 488962



SOHO

W0638L1 \$429.00
WORK LIFE

36.5 mm Polished Silver Case w.
Crystal / Sunray Silver Dial / Polished
Silver Wire Bangle Bracelet w.
Adjustable G-Link

Steel
30m
0 091661 452048



KENNEDY

W1068L1 \$199.00
CASUAL LIFE

41mm Polished Silver Case / Sunray
White Dial / White Smooth
Leather Strap

Steel Case
10m
0 091661 482809



KENNEDY

W1068L2 \$199.00
CASUAL LIFE

41mm Polished Silver Case / Sunray
Blue Denim Dial / Blue Denim
Leather Strap

Steel Case
10m
0 091661 482786



KENNEDY

W1068L3 \$199.00
CASUAL LIFE

41mm Polished Silver Case / Sunray
Black Dial / Black Smooth Leather Strap

Steel Case
10m
0 091661 482793



TRI GLITZ
W1142L4 \$299.95
NIGHT LIFE

36mm Polished Rose Gold Case w.
Crystal / Sunray Rose Gold Glitz Dial/
Polished Rose Gold Bracelet w.
Adjustable G-Link

Steel 10m 0 091661 488979



LADY FRONTIER
W1156L3 \$479.95
NIGHT LIFE

40mm Polished Rose Gold Case w.
Crystal / Sunray Rose Gold Glitz
Multi-Function Dial / Polished
Rose Gold Bracelet w. Crystal

Steel 50m 0 091661 488085



GLITTER GIRL
W0987L3 \$299.00
NIGHT LIFE

36mm Polished Rose Gold Case w.
Crystal / Rose Gold & White Glitter
Logo Dial / Polished Rose Gold Bracelet

Steel 10m 0 091661 474644



FIFTH AVE
W0959L6 \$249.95
WORK LIFE

27mm Polished Rose Gold Case w.
Crystal / Sunray White Dial /
Light Pink Smooth Leather Strap

Steel Case 30m 0 091661 484995



MINI PARK AVE SOUTH
W1134L2 \$329.95
WORK LIFE

25mm Polished Rose Gold Case w.
Crystal / Sunray Pink Dial / Polished
Rose Gold Bracelet w. Adjustable G-Link

Steel 30m 0 091661 486562



BLUSH
W1062L3 \$329.00
NIGHT LIFE

34mm Polished Rose Gold Case w.
Crystal / Sunray Silver Dial / Polished
Rose Gold Bracelet

Steel 30m 0 091661 480805



W1142L4 W1142L1



WHISPER
W1084L3 \$349.00
WORK LIFE

27mm Polished Rose Gold Case w.
Crystal / Sunray Silver Dial / Polished
Rose Gold Mesh Bracelet
w. Adjustable G-Link

Steel 30m 0 091661 482687



MINI SOHO
W1009L3 \$429.00
WORK LIFE

27mm Polished Rose Gold Case
w. Crystal / Sunray Rose Gold Dial /
Polished Rose Gold Wire Bangle
Bracelet w. Adjustable G-Link

Steel 30m 0 091661 476846



SOHO
W0638L4 \$479.00
WORK LIFE

36.5mm Polished Rose Gold Case
w. Crystal / Sunray Rose Gold Dial /
Polished Rose Gold Wire Bracelet
w. Adjustable G-Link

Steel 30m 0 091661 462955



G TWIST

W0911L5 \$199.00
ACTIVE LIFE

38mm Polished Rose Gold Case /
Sunray White Logo Dial / White
Smooth Silicone Strap

Steel Case
10m



CHATEAU

W1091L3 \$349.00
WORK LIFE

25mm Polished Silver & Rose Gold
Case w. Crystal / Sunray Silver Dial /
Polished Silver & Rose Gold Bracelet

Steel
30m



MONTAUK

W0934L1 \$249.00
WORK LIFE

40mm Polished Rose Gold Case /
Sunray White Glitz Dial / White
Smooth Leather Strap

Steel Case
30m



G TWIST

W0911L6 \$199.00
ACTIVE LIFE

38mm Polished Rose Gold Case /
Sunray White Logo Dial / Navy Smooth
Silicone Strap

Steel Case
10m



LADY FRONTIER

W1160L3 \$379.95
NIGHT LIFE

40mm Polished Rose Gold Case w.
Crystal / Sunray Blue Glitz
Multi-Function Dial / Blue
Silicone Strap w. Crystal

Steel Case
50m



VALENCIA

W1157L3 \$349.95
ACTIVE LIFE

38mm Polished Rose Gold w. Blue
Enamel Top Ring/ Sunray Blue
Multi-Function Dial/ Blue Textured
Silicone Strap

Steel Case
30m



G TWIST

W1082L3 \$299.00
CASUAL LIFE

40mm Polished Rose Gold Case /
Sunray Rose Gold Logo Dial / Polished
Rose Gold Bracelet

Steel
10m



SOLAR

W1070L3 \$399.00
CASUAL LIFE

40mm Polished Rose Gold Case /
Sunray Rose Gold Chronograph Look
Dial / Polished Rose Gold Bracelet

Steel
50m



MONTAUK

W0933L3 \$349.00
WORK LIFE

40mm Polished Rose Gold Case /
Sunray Rose Gold Glitz Dial /
Polished Rose Gold Bracelet

Steel
30m



NEW



MICRO G TWIST

W1147L3 \$279.95
CASUAL LIFE

28mm Polished Rose Gold Case /
Sunray White Logo Dial / Polished Rose
Gold Bracelet w. Adjustable G-Link

Steel
10m



CHELSEA

W0989L3 \$279.00
CASUAL LIFE

30mm Polished Rose Gold Case /
Sunray Rose Gold Dial / Polished Rose
Gold Bracelet

Steel
30m



CHELSEA

W0993L3 \$199.00
CASUAL LIFE

30mm Brushed Rose Gold Case /
Sunray White Dial / Nude Smooth
Leather Strap

Steel Case
30m



KENNEDY

W1068L5 \$229.00
CASUAL LIFE

41mm Polished Rose Gold Case /
Sunray White Dial / Nude Smooth
Leather Strap

Steel Case
10m



NEW



JACKIE

W1148L3 \$329.95
CASUAL LIFE

34mm Polished Rose Gold Case /
Sunray White Dial / Brushed & Polished
Rose Gold Bracelet

Steel
10m



NEW



LOLA

W1145L4 \$299.95
CASUAL LIFE

34mm Polished Rose Gold Case /
Sunray Rose Gold Logo Dial / Polished
Rose Gold Bracelet w. Adjustable G-Link

Steel
10m



NEW



MAIDEN

W1143L3 \$399.95
CASUAL LIFE

36mm Polished Rose Gold Case /
Sunray Rose Gold Dial / Polished
Rose Gold Braided Mesh Bracelet w.
Adjustable G-Link

Steel
10m



TRI GLITZ

W0884L6 \$199.00
NIGHT LIFE

36.5mm Polished Rose Gold Case w.
Crystal / Sunray White Glitz Logo Dial
/ Blush Pink Smooth Leather Strap

Steel Case
10m



G TWIST

W0895L6 \$199.00
NIGHT LIFE

38mm Polished Rose Gold Case /
Sunray White Logo Dial / Blush Pink
Smooth Leather Strap

Steel Case
10m



LIMELIGHT

W1053L3 \$299.00
NIGHT LIFE

38mm Polished Rose Gold Case w.
Crystal / Sunray Pink Multi-function Dial
/ Blush Pink Silicone Strap

Steel Case
50m





TRI GLITZ

W1142L2 \$279.95
NIGHT LIFE

36mm Polished Gold Case w. Crystal / Sunray Champagne Glitz Logo Dial / Polished Gold Mesh Bracelet w. Adjustable G-Link

Steel 10m 0 091661 488986



LADY FRONTIER

W1160L1 \$349.95
NIGHT LIFE

40mm Polished Gold Case w. Crystal / Sunray Champagne Glitz Multi-Function Dial / Black Silicone Strap w. Crystal

Steel Case 50m 0 091661 488023



LADY FRONTIER

W1156L2 \$449.95
NIGHT LIFE

40mm Polished Gold Case w. Crystal / Sunray Champagne Glitz Multi-Function Dial / Polished Gold Bracelet w. Crystal

Steel 50m 0 091661 488092



GLITTER GIRL

W0987L2 \$289.00
NIGHT LIFE

36mm Polished Gold Case w. Crystal / Silver & Gold Glitter Logo Dial / Polished Gold Bracelet

Steel 10m 0 091661 474651



BLUSH

W1062L4 \$299.00
NIGHT LIFE

34mm Polished Silver & Gold Case w. Crystal / Sunray White Dial / Polished Silver & Gold Bracelet

Steel 30m 0 091661 480799



MONTAUK

W0933L2 \$329.00
WORK LIFE

40mm Polished Gold Case / Sunray Champagne Glitz Dial / Polished Gold Bracelet

Steel 30m 0 091661 472091





W1082L1, W1082L2



MINI SOHO

W1009L2 \$399.00
WORK LIFE

27mm Polished Gold Case w. Crystal /
Sunray Champagne Dial / Polished
Gold Wire Bangle Bracelet w.
Adjustable G-Link

Steel
30m



CHELSEA

W0647L7 \$299.00
WORK LIFE

30mm Polished Gold Case w. Crystal
/ Sunray White Dial / Polished Gold
Bracelet w. Adjustable G-Link

Steel
30m



NEW



MICRO G TWIST

W1147L2 \$249.95
CASUAL LIFE

28mm Polished Gold Case /
Sunray Champagne Logo Dial /
Polished Gold Bracelet

Steel
10m



NEW



G TWIST

W1082L2 \$279.00
CASUAL LIFE

40mm Polished Gold Case / Sunray
Champagne Dial / Polished Gold
Bracelet

Steel
10m



AD
SHOT



SOLAR

W1070L2 \$379.00
CASUAL LIFE

40mm Polished Gold Case / Sunray
Champagne Chronograph Look Dial /
Polished Gold Bracelet

Steel
50m



NEW



SOHO

W0638L2 \$449.00
WORK LIFE

36mm Polished Gold Case w. Crystal/
Sunray Champagne Dial / Polished
Gold Wire Bangle Bracelet w.
Adjustable G-Link

Steel
30m



MAIDEN

W1143L2 \$379.95
CASUAL LIFE

36mm Polished Gold Case /
Sunray Champagne Dial /
Polished Gold Braided Mesh Bracelet w.
Adjustable G-Link

Steel
10m



CHELSEA

W0989L2 \$249.00
CASUAL LIFE

30mm Polished Gold Case /
Sunray Champagne Dial /
Polished Gold Bracelet

Steel
30m



NEW



JACKIE

W1148L2 \$299.95

CASUAL LIFE

34mm Polished Gold Case /
Sunray Champagne Dial /
Brushed & Polished Gold Bracelet

Steel
10m



NEW



LOLA

W1145L3 \$279.95

CASUAL LIFE

34mm Polished Gold Case /
Sunray Champagne Logo Dial /
Polished Gold Bracelet w. Adjustable
G-Link

Steel
10m



TRI GLITZ

W0884L5 \$199.00

NIGHT LIFE

36.5mm Polished Gold Case w. Crystal
/ Sunray Champagne Glitz Logo Dial /
Metallic Gold Textured Leather Strap

Steel Case
10m



G TWIST

W0895L8 \$199.00

NIGHT LIFE

40mm Polished Gold Case / Sunray
Champagne Logo Dial / Metallic Gold
Textured Leather Strap

Steel Case
10m



LIMELIGHT

W0775L13 \$299.00

NIGHT LIFE

39mm Polished Gold Case w. Metallic
Top Ring & Crystal / Brown & Tan Glitz
Multi-function Dial / Metallic Gold
Textured Leather Strap

Steel Case
50m



NEW



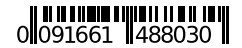
LIMELIGHT

W1053L7 \$299.95

ACTIVE LIFE

38mm Polished Gold Case w. Black
Ionic Plating Crystal Top Ring/ Sunray
Black Multi-Function Dial / Black Smooth
Silicone Strap

Steel Case
50m



NEW



VALENCIA

W1157L1 \$329.95

ACTIVE LIFE

38mm Polished Gold Case w. Black
Enamel Top Ring/ Sunray Black
Multi-Function Dial / Black Textured
Silicone Strap

Steel Case
30m





NEW



SADDLE UP

W1165G2 \$249.95
CASUAL LIFE

31x39mm Brushed Black Case / Sunray Black Dial / Black Smooth Leather Cuff

Steel Case 10m 0 091661 486791

NEW



AD SHOT

REMOVABLE CUFF

ARROW

W1162G2 \$349.95
CASUAL LIFE

46mm Brushed & Polished Black Case / Sunray Black Chronograph Look Dial / Black Smooth Leather Strap w. Removable Cuff

Steel Case 30m 0 091661 487989



DAKOTA

W1102G1 \$249.00
CASUAL LIFE

44mm Brushed & Polished Silver Case / Matte Black Date Dial / Black Smooth Leather Strap

Steel Case 30m 0 091661 482281



REMOVABLE CUFF

MONTANA

W1100G1 \$329.00
CASUAL LIFE

44mm Brushed Silver Case w. Black Aluminium Top Ring / Matte Black Multi-Function Dial / Black Smooth Leather Strap w. Removable Cuff

Steel Case 30m 0 091661 482342



HORIZON
W0379G4 \$499.95
NIGHT LIFE
45mm Polished Gold Case / Black Chronograph Dial / Brushed & Polished Gold Bracelet

Steel 50m
0 091661 444500



HUDSON
W0876G5 \$349.00
NIGHT LIFE
44mm Polished Gold Case / Sunray Black Chronograph Dial / Black Smooth Leather Strap

Steel Case 30m
0 091661 481406



WATSON
W1129G3 \$349.00
NIGHT LIFE
40mm Polished Gold Case / Sunray Black Multi-Function Dial / Polished Gold Mesh Bracelet

Steel 10m
0 091661 485305



APOLLO
W1115G1 \$449.00
NIGHT LIFE
46mm Brushed & Polished Gold Case / Sunray Black Chronograph Dial / Black Textured Silicone Strap

Steel Case 100m
0 091661 482205



BROKER
W1072G2 \$299.00
NIGHT LIFE
39mm Polished Gold Case / Sunray Black Dial / Polished Gold Bracelet

Steel 30m
0 091661 481390



ESTATE
W1073G2 \$349.00
NIGHT LIFE
44mm Polished Gold Case / Sunray Black Dial / Polished Gold Bracelet

Steel 30m
0 091661 481376



VOYAGE
W1040G3 \$429.00
NIGHT LIFE
42mm Brushed & Polished Gold Case / Sunray Black Multi-Function Dial / Polished Gold Mesh Bracelet

Steel 50m
0 091661 476655



ATLAS
W1055G1 \$379.95
NIGHT LIFE
45mm Brushed & Polished Black Case / Sunray Black Chronograph Dial / Black Smooth Silicone Strap

Steel Case 50m
0 091661 478642



W1161G1, W1156L2



PERRY

W0991G2 \$199.00
NIGHT LIFE

42mm Brushed & Polished Gold Case /
Sunray Black Date Dial /
Black Textured Silicone Strap

Steel Case
30m 0 091661 474521



PERRY

W0991G3 \$199.00
CASUAL LIFE

42mm Brushed & Polished Black IP Case
/ Sunray Black Date Dial /
Black Textured Silicone Strap

Steel Case
30m 0 091661 474514

NEW



IMPRINT

W1161G1 \$229.95
NIGHT LIFE

44mm Polished Gold Case /
Sunray Black Stud Logo Dial /
Black Smooth Silicone Strap

Steel Case
30m 0 091661 488450

AD
SHOT

NEW



IMPRINT

W1161G2 \$229.95
NIGHT LIFE

44mm Polished Black Case /
Sunray Black Stud Logo Dial /
Black Smooth Silicone Strap

Steel Case
30m 0 091661 488443

NEW



FRONTIER

W1132G1 \$399.95
NIGHT LIFE

48mm Polished Gold Case w. Crystal/
Sunray Black Multi-Function Dial /
Black Smooth Silicone Strap w. Crystal

Steel Case
100m 0 091661 488696

NEW



WATSON

W1130G3 \$249.00
WORK LIFE

40mm Polished Gold Case / Sunray
Black Multi-Function Dial / Black
Crocco Leather Strap

Steel Case
10m 0 091661 488801

NEW



OPTIMUM

W1173G3 \$449.95
NIGHT LIFE

44mm Brushed & Polished Gold Case
w. Black Aluminum Top Ring /
Gradient Black Multi-Function Dial /
Brushed & Polished Gold Bracelet

Steel
100m 0 091661 488801

NEW



ATLANTIC

W1171G2 \$329.95
ACTIVE LIFE

44mm Brushed & Polished Gold Case
w. Black Aluminum Top Ring / Sunray
Black Textured Multi-Function Dial /
Black Textured Silicone Strap

Steel Case
100m 0 091661 487873



W1161G1, W1161G2



NEW



SADDLE UP

W1165G1 \$229.95
CASUAL LIFE

31x39mm Brushed Silver Case /
Gradient Brown Dial / Brown Smooth
Leather Cuff

Steel Case
10m



NEW



PERRY

W1186G1 \$199.95
CASUAL LIFE

42mm Polished Silver Case / Brushed
Silver Date Dial / Brown Smooth
Leather Strap

Steel Case
30m



NEW



ARROW

W1162G1 \$329.95
CASUAL LIFE

46mm Brushed & Polished Silver Case
/ Sunray Green Chronograph Lock
Dial / Brown Smooth Leather Strap w.
Removable Cuff

Steel Case
30m



REMOVABLE
CUFF



MONTANA

W1100G3 \$349.00
CASUAL LIFE

44mm Brushed Copper Case w. Brown
Aluminium Top Ring / Sunray Brown
Multi-Function Dial / Sable Smooth
Leather Strap w. Removable Cuff

Steel Case
30m



BOULDER

W1101G3 \$329.00
CASUAL LIFE

46mm Brushed & Polished Copper Case
/ Sunray Copper Multi-Function Dial /
Sable Smooth Leather Strap

Steel Case
50m



DAKOTA

W1102G3 \$249.00
CASUAL LIFE

44mm Brushed & Polished Copper Case
/ Matte Copper Date Dial / Sable
Smooth Leather Strap

Steel Case
30m



NEW



SURGE

W1168G2 \$399.95
ACTIVE LIFE

47mm Polished Black Case / Sunray
Black Textured Chronograph Dial /
Black Textured Silicone Strap

Steel Case
100m



NEW



OPTIMUM

W1174G2 \$349.95
ACTIVE LIFE

44mm Brushed & Polished Black Case /
Sunray Black Multi-Function Dial / Black
Smooth Silicone Strap

Steel Case
100m



NEW



PERRY

W0991G7 \$199.95
ACTIVE LIFE

42mm Polished Rose Gold Case /
Sunray Black Date Dial / Black Textured
Silicone Strap

Steel Case
30m



NEW



SURGE

W1168G3 \$399.95
ACTIVE LIFE

47mm Polished Black Case w.
Copper Wire/ Sunray Black Textured
Chronograph Dial / Black Textured
Silicone Strap

Steel Case
100m



NEW



OPTIMUM

W1174G3 \$349.95
ACTIVE LIFE

44mm Brushed & Polished Copper Case
w. Black Aluminum Top Ring / Gradient
Rose Gold Multi-Function Dial / Black
Smooth Silicone Strap

Steel Case
100m



NEW



OPTIMUM

W1174G1 \$299.95
ACTIVE LIFE

44mm Brushed & Polished Silver Case
w. Blue Aluminum Top Ring / Gradient
Green Multi-Function Dial / Blue Smooth
Silicone Strap

Steel Case
100m



FLEET

W0971G2 \$379.00
ACTIVE LIFE

44mm Polished Silver Case
w. Blue Aluminum Top Ring / Gradient
Sunray Grey Chronograph Dial /
Blue Textured Silicone Strap

Steel Case
100m



LEGACY

W1049G1 \$399.00
ACTIVE LIFE

45mm Polished Silver Case w. IP Blue
Top Ring / Grey Textured Multi-Function
Dial / Blue Smooth Silicone Strap

Steel Case
100m





PERRY

W0991G4 \$199.00
ACTIVE LIFE

42mm Brushed & Polished Rose Gold Case / Sunray Blue Date Dial / Blue Textured Silicone Strap

Steel Case 30m
0 091661 474507



ATLAS

W1055G2 \$399.95
NIGHT LIFE

45mm Brushed Rose Gold Case w. Blue Top Ring / Sunray Blue Chronograph Dial / Blue Smooth Silicone Strap

Steel Case 50m
0 091661 478635



ATLANTIC

W1171G4 \$349.95
ACTIVE LIFE

44mm Brushed & Polished Rose Gold Case w. Blue Aluminium Top Ring / Sunray Blue Textured Multi-Function Dial / Blue Textured Silicone Strap

Steel Case 100m
0 091661 487866



WATSON

W1130G4 \$249.95
WORK LIFE

40mm Polished Rose Gold Case / Sunray White Multi-Function Dial / Blue Matte Crocco Leather Strap

Steel Case 10m
0 091661 488009



CAMBRIDGE

W1075G5 \$299.95
WORK LIFE

44mm Polished Rose Gold Case / Sunray White Dial / Blue Matte Crocco Leather Strap

Steel Case 30m
0 091661 487828



JOLT

W0377G4 \$449.00
NIGHT LIFE

47.5mm Brushed & Polished IP Plating Blue Case w. Rose Gold Top Ring / Sunray Blue Chronograph Dial / Brushed & Polished Ion Plating Blue Bracelet

Steel 100m
0 091661 437595



WATSON

W1129G2 \$299.00
WORK LIFE

40mm Polished Silver Case / Sunray Blue Multi-Function Dial / Polished Silver Bracelet

Steel 10m
0 091661 485312



HORIZON

W0379G3 \$379.00
WORK LIFE

45mm Polished Silver Case / Sunray Blue Chronograph Dial / Brushed & Polished Silver Bracelet

Steel 50m
0 091661 440458



ORBIT

W1184G4 \$349.95
WORK LIFE

46mm Brushed & Polished Silver Case / Sunray Blue Multi-Function Dial / Brushed & Polished Silver Bracelet

Steel 50m
0 091661 490897

W1129G2



REGENT

W1041G4 \$279.00
WORK LIFE

42mm Polished Silver Case / Sunray
White Multi-Function Dial / Black
Textured Leather Strap

Steel Case
10m



CAMBRIDGE

W1075G1 \$279.00
WORK LIFE

44mm Polished Silver Case / Sunray
White Dial / Black Textured Leather
Strap

Steel Case
30m



BROKER

W1072G1 \$279.00
WORK LIFE

39mm Polished Silver Case / Sunray
White Dial / Polished Silver Bracelet

Steel
30m



NEW



ORBIT

W1184G1 \$349.95
NIGHT LIFE

46mm Brushed & Polished Silver Case
/ Sunray Black Multi-Function Dial /
Brushed & Polished Silver Bracelet

Steel
50m



CAMBRIDGE

W1078G1 \$329.00
WORK LIFE

44mm Polished Silver Case / Sunray
White Dial / Polished Silver Bracelet

Steel
30m



GLITTER GIRL

W0987L3
\$299.00



TRI GLITZ

W1142L4
\$299.95



G TWIST

W1082L3
\$299.00



LADY FRONTIER

W1156L3
\$479.95



HEARTBREAKER

W1141L1
\$249.95



HEARTBREAKER

W1140L1
\$299.95



GLITTER GIRL

W0987L1
\$249.00



TRI GLITZ

W1142L1
\$249.95



G TWIST

W1082L1
\$249.00



LADY FRONTIER

W1156L1
\$429.95



IMPRINT

W1161G1
\$229.95



FRONTIER

W1132G1
\$399.95



GLITTER GIRL

W0987L2
\$289.00



TRI GLITZ

W1142L2
\$279.95



G TWIST

W1082L2
\$279.00



LADY FRONTIER

W1156L2
\$449.95



WATSON

W1129G2
\$299.00



ARROW

W1162G2
\$349.95



LOLA

W1145L2
\$249.95

CHELSEA

W0647L6
\$279.00

CHELSEA

W0648L5
\$199.00

MICRO G TWIST

W1147L1
\$229.95

SOHO

W0638L1
\$379.00

LIMELIGHT

W1053L7
\$299.95

FRONTIER

W1160L3
\$379.95

LIMELIGHT

W1053L3
\$299.00

LOLA

W1145L3
\$279.95

MICRO G TWIST

W1147L2
\$249.95

SOHO

W0638L2
\$449.00

LIMELIGHT

W0775L13
\$299.00

PERRY

W0991G7
\$199.95

ATLANTIC

W1171G4
\$349.95

LOLA

W1145L4
\$299.95

MICRO G TWIST

W1147L3
\$279.95

SOHO

W0638L4
\$479.00

MINI SOHO

W1009L3
\$429.00

IMPRINT

W1161G2
\$229.95

ATLAS

W1055G1
\$379.95

PERRY

W1186G1
\$199.95

ORBIT

W1184G4
\$349.95

HORIZON

W0379G3
\$379.00

HORIZON

W0379G4
\$499.95

WHY IS MERCHANDISING SO IMPORTANT?

Merchandising is one of our last touch points with the consumer. This is our 'home' and is our chance to leave a positive and lasting impression.

Merchandising done properly can serve as a 'silent sales person' by:

- Increasing brand awareness
- Improve brand presence in stores
- Aids in gathering selling information, increases sales and,
- Ensures BRAND INTEGRITY

WHAT IS THE KEY TO SUCCESSFUL MERCHANDISING?

- Tell a story about the key product lines for the season
- Create visual balance
- Keep it simple

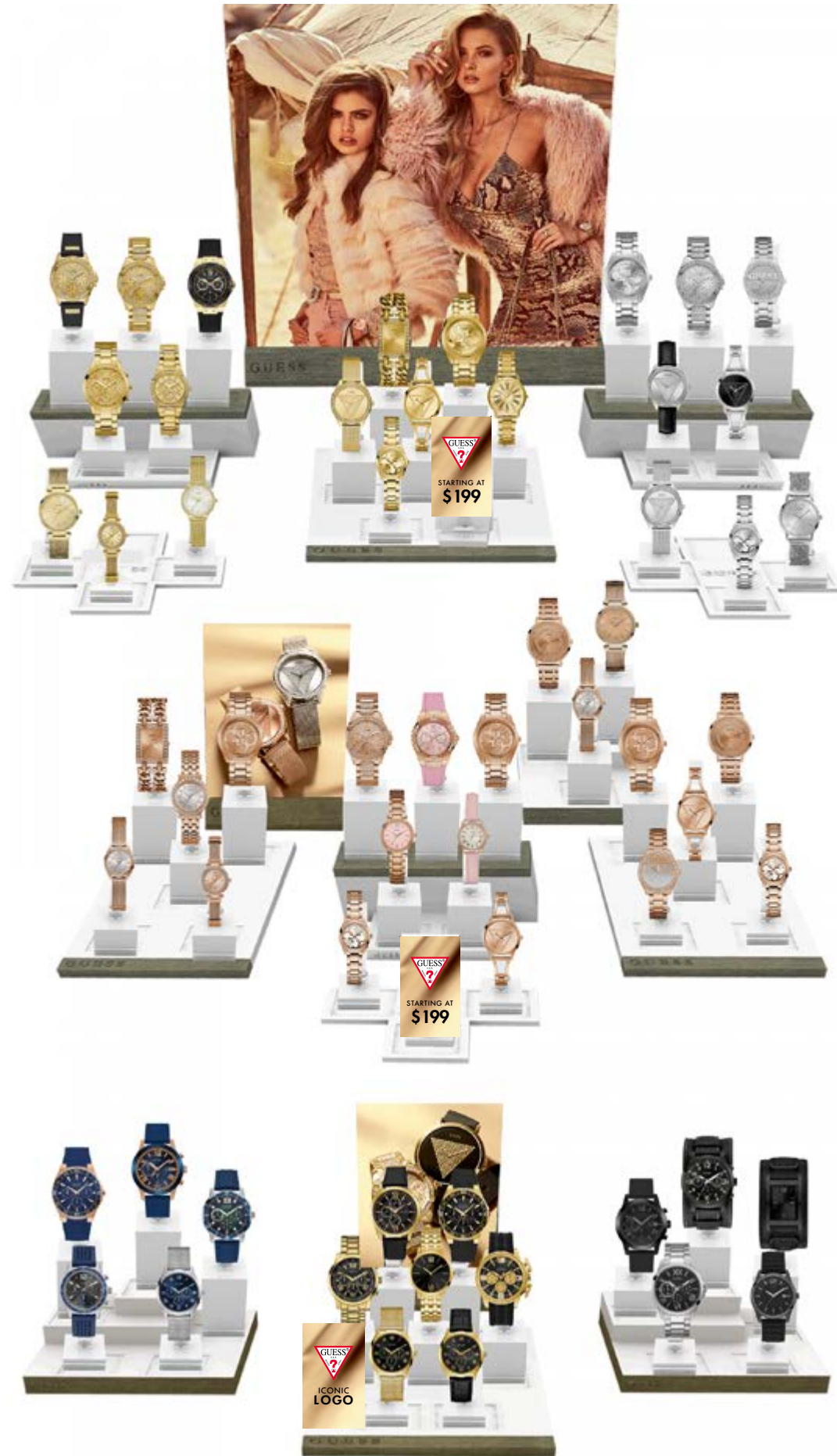
The consumer needs to understand the key story you want to tell in the few seconds it takes to walk by the display. These basic principles will ensure success every time!



BASIC VISUAL RULES

There are basic merchandising guidelines that will help you create a visually impactful display:

- Always create a centre focus to tell the key product story of the season
i.e **BLACK & GOLD OR MESH STYLES**.
- Group each of your product/colour stories together to make a statement. Always colour block first, and then block by case shape/category (eg Ladies Sport Steel styles group together, Ladies Jewellery styles together).
- Visually split your display. Design the middle to create focus, and then evenly distribute the rest of the display to each side. Create an exact reflection if possible.
- Men's watches should always be on a separate dedicated display where possible. If it is required on one display with the ladies, ensure it is merchandised to one side, supported by current season collateral.
- Separate clearance styles to one side of the display.
- Place larger case sized watches to the back, smaller faces to the front of the display.
- Display should follow a descending structure, with height created at the back using the tallest blocks, and working forwards in the display, finishing on the flattest blocks.
- All watch blocks must be positioned straight, facing the front of the display, and all watch faces must be angled the same across the entire display.



TOWER PRE PACK
Style #: WD107

Prepack includes 65 watch stands

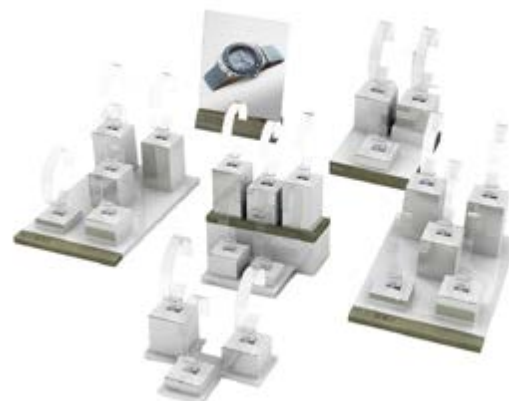
TOP SHELF

356mm photo holder	QTY 1
5 piece watch riser	QTY 2
7 piece side base	QTY 1
4 piece watch tray	QTY 2



MIDDLE SHELF

Vertical photo holder	QTY 1
5 piece watch riser	QTY 1
5 piece side base	QTY 2
3 piece watch tray	QTY 1
3 piece step riser	QTY 1



BOTTOM SHELF

Vertical photo holder	QTY 1
5 piece step up riser	QTY 2
7 piece side base	QTY 1
Clip sign holder	QTY 3



43cm WINDOW PREPACK
SINGLE SIDED
Style #: WD105

Overall Dimensions:
483 mm W x 430 mm D x 432 mm H

43 cm main back panel	QTY 1
Main base	QTY 1
Main riser	QTY 1

Prepack includes 35 watch stands



Shown here with side base platform
Style #: WD106

IN CASE DISPLAY
(SHOWCASE PREPACK Shelf 1)
Style #: WD109

5 piece side base	QTY 2	Logo plaque	QTY 1
5 piece watch riser	QTY 2	2 piece wood riser	QTY 2
Vertical photo holder	QTY 1	Clip sign holder	QTY 2
4 piece watch tray	QTY 2		
5 piece step riser	QTY 1		

Pre pack includes 40 watch stands



IN CASE DISPLAY
(SHOWCASE PREPACK Shelf 2)
Style #: WD110

7 piece side base	QTY 1	4 piece watch tray	QTY 2
Short bracelet bar	QTY 2	3 piece wood riser	QTY 2
Tall bracelet bar	QTY 2	Clip sign holder	QTY 2
Vertical photo holder	QTY 2		

Prepack includes 20 watch stands



POSTERS

WATCH STAND PREPACK

Style #: WD108

Extra small watch stand: 16 mm H
QTY 5
Small watch stand 35 mm H
QTY 5
Medium watch stand 54 mm H
QTY 5
Large watch stand 75 mm H
QTY 5
C-Clips
20 vertical, 6 horizontal, 5 wide c-clips included.



7" BACK PANEL

Style #: WD112

380 mm W x 100 mm D x 178 mm H
QTY 1



AUTHORIZED DEALER PLAQUE PREPACK

Style #: WD120

QTY 5



LOGO PLAQUE PREPACK

Style #: WD113

QTY 5



76mm(3") RISER for MAIN BACK PANEL

Style #: WD111

423 mm W x 93 mm D x 86 mm H
QTY 1



SIDE BASE PLATFORM (for window unit)

Style #: WD106

152 mm W x 377 mm D x 20 mm H
QTY 1



RAMP PREPACK

Style #: WD121

165 mm W x 265 mm D x 88 mm H
QTY 2



4 PIECE WHITE WATCH TRAY PREPACK

Style #: WD117

156 mm W x 265 mm D x 9 mm H
QTY 10



VERTICAL PHOTO HOLDER PREPACK

Style #: WD118

127 mm W x 40 mm D x 189 mm H
QTY 5



CLIP SIGN HOLDER PREPACK

Style #: WD119

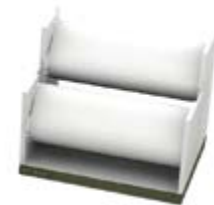
55 mm W x 54 mm D x 105 mm H
(can be used with any watch stand)
QTY 10



BRACELET BAR PREPACK

Style #: WD114

Short bracelet bar
165 mm W x 60 mm D x 95 mm H
QTY 1



Tall bracelet bar
165 mm W x 60 mm D x 136 mm H
QTY 1

2 PIECE WOOD RISER PREPACK

Style #: WD115

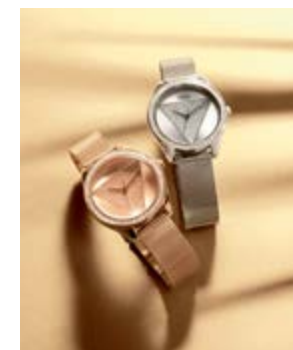
117 mm W x 66 mm D x 20 mm H
QTY 5



3 PIECE WOOD RISER PREPACK

Style #: WD116

174 mm W x 66 mm D x 20 mm H
QTY 5



COLLATERAL

7" Backboards



20" Back Panel



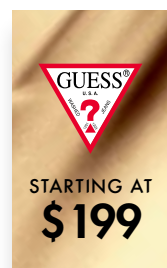
12" Back Panel



Photoholder



Tri-Cards



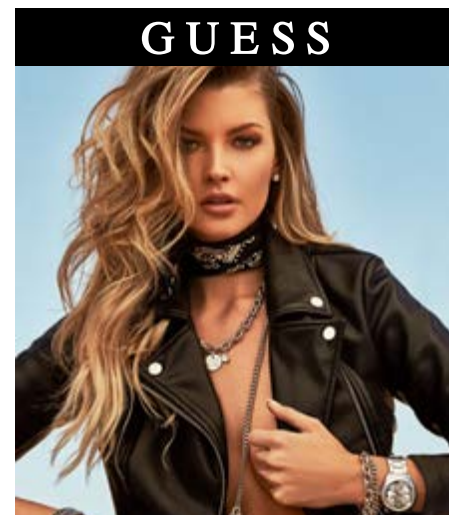
Guess watches have a vast array of social media assets available upon request. Call our brand team on (02) 8543 4600 or email marketing@designa.com.au to discuss.



WEB BANNERS



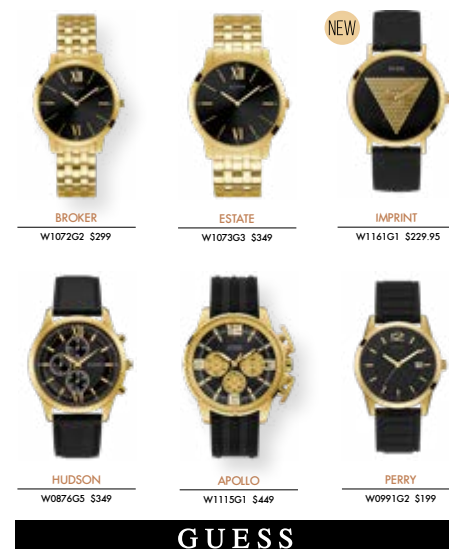
EDMS



ROSE GOLD & PINK



BLACK & GOLD



CUSTOMER SERVICE ENQUIRIES

Designa Accessories has its own in-house Customer Service Centre to help you & your customers with all enquiries relating to the servicing and repair of all Designa Accessories products. Our Service Centre is manned by professional service consultants in conjunction with our team of qualified watch repairers and technicians. Call the Service Centre on: (02) 8543 4600.

2 YEAR LIMITED WARRANTY

Your GUESS Watch is guaranteed for a period of two (2) years from the date of purchase against all defects in material or workmanship.

This does not apply to normal wear and tear or abuse of components and watch finish or plating and does not cover water damage caused by non-compliance with the enclosed water resistancy usage guide.

Under the Australian Consumer Law, we advise our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure (the "Mandatory Provision").

In the event of a defect or malfunction within this period, providing the watch care and precautions are followed, your GUESS watch will be repaired or replaced with the same or similar model at our discretion. Your replacement watch will be warranted for the remainder of the period applicable to the original date of purchase.

The following parts are covered by the Guess 2 year limited warranty:

1. Movement 2 YEARS
2. Battery 1 YEAR

The following parts are not covered by the Guess 2 year limited warranty:

1. Bracelet/strap, case, clasp, hands, dial, crown and stones (including damage, scratching, breakage).
2. Lens breakage, scratching or damage.
3. Water leakage if the crown is not activated or the water care guidelines have not been followed.
4. General wear and tear, finish or plating of the watch or an defects arising from misuse or any other use which is not in accordance with the Recommended Watch Care Precautions.

For the warranty to be valid, it must be dated at the time of purchase and stamped by the retailer. Any other warranty given by the retailer is entirely their responsibility and terms of the warranty cannot be changed by any person.

For more information or to download our service & repair form, head to www.designaaccessories.com.au



