



R O S E F I E L D

A M S | N Y C

**Summer 2018 - Dealer Catalogue - AUS**





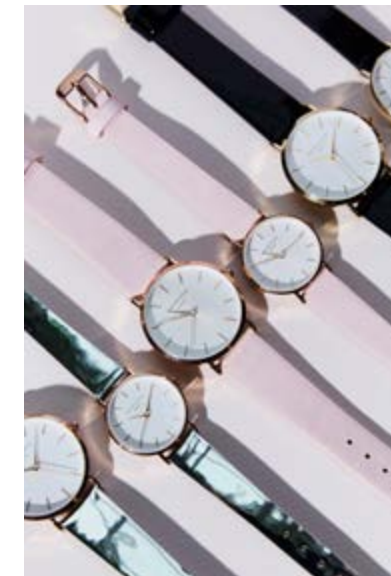
## AMS | NYC

Based on the founding principles of Amsterdam and New York City, ROSEFIELD watches are created for free-spirited individuals. ROSEFIELD makes fashion-forward watches where classic meets modern. Where Amsterdam meets NYC. Where function meets fashion.

In short, ROSEFIELD watches are a tribute to the great vibes, the energy and the tolerance for free thinking that is typical for both Amsterdam and New York City.

## ROSEFIELD

AMS | NYC



In its story, name and design **ROSEFIELD** captures the common history between Amsterdam & New York. New York City was established as 'New Amsterdam' by the Dutch in 1624, Franklin Roosevelt – whose name translates to 'Rose Field' – was one of two Hudson Valley-born presidents to claim Dutch heritage.

**ROSEFIELD** watches combine Dutch minimalist design with contemporary New York fashion aesthetics. Resulting in a series of contemporary fashion watches with an offbeat twist to punctuate your look.

### OUR BRAND PILLARS

Luxurious and fashion-forward  
*'Inspirational & Aspirational'*

Affordable & Accessible  
*'I want all of them'*

Mix & Match  
*'A watch for every outfit'*

#### SOCIAL MEDIA



1.5m  
Followers



358k  
Followers

**ROSEFIELD** is one of the most active brands on social media globally. Partnering with key influencers such as Mimi Elashiry, Elle-May Leckenby, Rachel James & Jasmine Dowling

#### PRICE POINT

**ROSEFIELD** have three key price points across the range

\$159.95  
\$169.95  
\$179.95

#### INTERCHANGEABLE BANDS



#Rosefieldmoment

#Rosefieldwatches

### CRAFTSMANSHIP

**ROSEFIELD** watches value quality as much as design. High quality materials are central to everything we do. All our watches run on durable Japanese quartz movements and feature genuine leather straps or luxurious stainless steel mesh straps.

### WARRANTY

**ROSEFIELD** watches offer a two year replacement warranty from the date of purchase. The warranty covers the most common production and material defects.



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Rosefield Watches





New Collection

The Premium Gloss

Available in September

This bold new style seen in New York streets lets you shine more than ever. The glossy patent straps give your outfit a high-fashion boost, no matter the occasion. Aiming for a daring but feminine look? The thin straps and small sized cases have exactly that effect. Unique over other models, this collection features 100% vegan leather straps - the best choice for environmental enthusiasts and animal lovers alike.

26mm



**SHBWG-H33 - \$159.95**  
White Dial - Black Patent Vegan Strap - Gold Case



26mm



**SHMWR-H30 - \$159.95**  
White Dial - Metallic Patent Vegan Strap - Rose Gold Case



26mm



**SHPWR-H32 - \$159.95**  
White Etched Dial - Pink Patent Vegan Strap - Rose Gold Case



33mm



**SHBWG-H38 - \$159.95**  
White Dial - Black Patent Vegan Strap - Gold Case



33mm



**SHMWR-H35 - \$159.95**  
White Dial - Metallic Patent Vegan Strap - Rose Gold Case



33mm



**SHPWR-H37 - \$159.95**  
White Dial - Pink Patent Vegan Strap - Rose Gold Case





New Collection

The Boxy

Available in September

Meet Rosefield’s most wearable collection. A modern spin on a distinctive & retro look, the Boxy boasts bold angles with square cases and sunray etching dials. It is a fashion crowd’s favourite and the most versatile top trend to emerge on the runway. For any occasion, from work to the weekend - be bold and wear The BOXY. Interchangeable straps are compatible with all 33mm watches.



**QWSG-Q03 - \$169.95**  
White Sunray Dial - Gold Mesh Strap - Gold Case  
8 719632 575061



**QWSS-Q02 - \$169.95**  
White Sunray Dial - Silver Mesh Strap - Silver Case  
8 719632 575054



**QWSR-Q01 - \$169.95**  
White Sunray Dial - Rose Gold Mesh Strap - Rose Gold Case  
8 719632 575047



**QBMG-Q06 - \$169.95**  
Black Dial - Gold Mesh Strap - Gold Case  
8 719632 575092



**QBMB-Q04 - \$169.95**  
Black Dial - Black Mesh Strap - Black Case  
8 719632 575078



**QBMR-Q05 - \$169.95**  
Black Dial - Rose Gold Mesh Strap - Rose Gold Case  
8 719632 575085







26mm  
x  
28mm



**QWGR-Q12 - \$169.95**  
White Dial - Elephant Grey Strap  
- Rose Gold Case



26mm  
x  
28mm



**QBBR-Q10 - \$159.95**  
Black Dial - Black Strap - Rose  
Gold Case



26mm  
x  
28mm



**QWPR-Q11 - \$159.95**  
White Dial - Pink Strap - Rose  
Gold Case



26mm  
x  
28mm



**QWSG-Q09 - \$179.95**  
White Sunray Dial - Gold Strap -  
Gold Case



26mm  
x  
28mm



**QWSS-Q08 - \$179.95**  
White Sunray Dial - Silver Strap -  
Silver Case



26mm  
x  
28mm



**QBSS-Q07 - \$179.95**  
Black Dial - Silver Strap -  
Silver Case





# The City Bloom

Blossoming flowers, long walks in Central Park: once the spring arrives, the city changes into a charming, vibrant place. The CITY BLOOM collection meets that spring/summer feeling and will no doubt turn heads this season. Inspired by the on-trend floral Indian summer prints spotted on the catwalk, each leather strap is uniquely embroidered using a new motif, and available in four different colours. It is the classic look with a twist that will stand out.

33mm



**CILEG-E90 - \$169.95**  
White Dial - Green Strap -  
Gold Case



33mm



**CIBLR-E91 - \$169.95**  
White Dial - Pink Strap -  
Rose Gold Case



33mm



**CIRBG-E92 - \$169.95**  
White Dial - Rose Pink Strap -  
Gold Case



33mm



**CILIR-E93 - \$169.95**  
White Dial - Light Grey Strap -  
Rose Gold Case





## The Small Edit

This 'new vintage' collection pays homage to New York's timeless aesthetics with a 26mm case - the smallest Rosefield timepiece yet. The watches are fitted with either a mesh or leather strap in a range of colours. It's smaller size and details bring about a vintage feeling and result in an elegant, feminine collection.

26mm



**26WBR-261 - \$169.95**  
White Dial - Black Strap -  
Rose Gold Case



26mm



**26BBG-262 - \$169.95**  
Black Dial - Black Strap -  
Gold Case



26mm



**26WPR-263 - \$169.95**  
White Dial - Soft Pink Strap -  
Rose Gold Case



26mm



**26WGR-264 - \$169.95**  
White Dial - Elephant Grey Strap -  
Rose Gold Case



26mm



**26WR-265 - \$169.95**  
White Dial - Rose Gold Mesh  
Strap - Rose Gold Case



26mm



**26WS-266 - \$169.95**  
White Dial - Silver Mesh Strap -  
Silver Case







## The September Issue

Four watches inspired by four creatives to celebrate the ultimate fashion season of the year. Each watch stays minimal and chic with a 33mm case, a new date function in the dial and a luxurious Clemence leather strap with metal accents.

33mm



**SIBE-181 - \$169.95**  
White Dial - Soft Pink Strap -  
Rose Gold Case



33mm



**SIGD-182 - \$169.95**  
White Dial - Grey Strap -  
Rose Gold Case



33mm



**SIFE-180 - \$169.95**  
White Dial - Yellow Strap -  
Gold Case



33mm



**SIAD-183 - \$169.95**  
White Dial - Green Strap -  
Gold Case





# The Tribeca

TRIBECA combines favourites from our existing three collections into a series of smaller sized watches for the more delicate wrist. With a 33mm watch case & a minimal design, TRIBECA is the ultimate fashion piece for all who prefer to wear smaller sized watches.

33mm



**TWPR-T58 - \$159.95**  
White Dial - Pink Strap -  
Rose Gold Case



33mm



**TWBRRC-T55 - \$159.95**  
White Dial - Brown Strap -  
Rose Gold Case



33mm



**TWGR-T57 - \$159.95**  
White Dial - Grey Strap -  
Rose Gold Case



33mm



**TWBLR-T53 - \$159.95**  
White Dial - Black Strap -  
Rose Gold Case



33mm



**TBBG-T56 - \$159.95**  
Black Dial - Black Strap -  
Gold Case



33mm



**TWBLS-T54 - \$159.95**  
White Dial - Black Strap -  
Silver Case







33mm



**TWR-T50 - \$169.95**  
White Dial - Rose Gold Mesh  
Strap - Rose Gold Case



33mm



**TBR-T59 - \$169.95**  
Black Dial - Rose Gold Mesh  
Strap - Rose Gold Case



33mm



**TWS-T52 - \$169.95**  
White Dial - Silver Mesh Strap -  
Silver Case



33mm



**TWG-T51 - \$169.95**  
White Dial - Gold Mesh  
Strap - Gold Case





# The Bowery

Inspired by an iconic NYC neighbourhood and caught between boho-chic and classic, the BOWERY collection combines a minimalist, ultra-thin watch case with elegantly stitched leather straps.

38mm



**BWGR-B9 - \$159.95**  
White Dial - Grey Strap -  
Rose Gold Case



38mm



**BWPR-B7 - \$159.95**  
White Dial - Pink Strap -  
Rose Gold Case



38mm



**BBBR-B11 - \$159.95**  
Black Dial - Black Strap -  
Rose Gold Case



38mm



**BWBLR-B1 - \$159.95**  
White Dial - Black Strap -  
Rose Gold Case



38mm



**BWBRR-B3 - \$159.95**  
White Dial - Brown Strap -  
Rose Gold Case



38mm



**BWGS-B10 - \$159.95**  
White Dial - Grey Strap -  
Silver Case



38mm



**BWBLS-B2 - \$159.95**  
White Dial - Black Strap -  
Silver Case





# The Mercer

Paying tribute to an exciting street in one of NYC’s signature shopping destinations, the MERCER collection features stainless steel mesh straps for an exquisite look that suits this fashionable neighborhood.

38mm



**MBR-M45 - \$169.95**  
Black Dial - Rose Gold Mesh  
Strap - Rose Gold Case



38mm



**MBB-M43 - \$169.95**  
Black Dial - Black Mesh Strap -  
Black Case



38mm



**MWR-M42 - \$169.95**  
White Dial - Rose Gold Mesh  
Strap - Rose Gold Case



38mm



**MWS-M40 - \$169.95**  
White Dial - Silver Mesh Strap -  
Silver Case



38mm



**MWG-M41 - \$169.95**  
White Dial - Gold Mesh Strap -  
Gold Case







## The Gramercy

Named after a prime location in Manhattan, home to fashion designers from all over the world, the GRAMERCY collection combines a clean watch face with clean-cut leather straps to create a modern and alluring fashion accessory.



38mm



**GWBLG-G32 - \$159.95**

White Dial - Black Strap -  
Gold Case



38mm



**GWBRG-G34 - \$159.95**

White Dial - Brown Strap -  
Gold Case



38mm



**GBBB-G38 - \$159.95**

Black Dial - Black Strap -  
Black Case



38mm



**GBBLG-G36 - \$159.95**

Black Dial - Black Strap -  
Gold Case





# The West Village

The iconic and traditionally rebellious neighbourhood of the WEST VILLAGE – a nonchalant area with an European air – is the inspiration behind this collection. The watch has a slender case and velvety nubuck leather strap. Special details stand out, like the delicate metal rings decorating the strap. Unique to each strap colour, the rings amplify the vintage-chic character of the WEST VILLAGE.

33mm



**WSPR-W73 - \$169.95**  
Blush Pink Dial - Soft Pink Strap -  
Rose Gold Case



33mm



**WMGR-W74 - \$169.95**  
Blush Pink Dial - Mint Grey Strap -  
Rose Gold Case



33mm



**WEGR-W75 - \$169.95**  
White Pearl Dial - Elephant Grey  
Strap - Rose Gold Case



33mm



**WAGR-W76 - \$169.95**  
Blush Dial - Airy Blue Strap -  
Rose Gold Case



33mm



**WBPG-W72 - \$169.95**  
White Pearl Dial - Pink Strap -  
Gold Case



33mm



**WBUG-W70 - \$169.95**  
Vintage Brushed Dial - Velvet Blue  
Strap -  
Gold Case



33mm



**WBLG-W71 - \$169.95**  
Vintage Brushed Dial -  
Black Strap -  
Gold Case







## The Upper East Side

The UPPER EAST SIDE is the classic face of New York, with stately houses and discrete doormen. The neighborhood feels chic and sophisticated. Inspired by this luxury, these watches have a glossy stainless steel link bracelet and speak of refined quality. The UPPER EAST SIDE has a cool and polished style.

33mm



**UEWS-U22 - \$179.95**  
White Pearl Dial - Silver Strap -  
Silver Case



33mm



**UEBS-U25 - \$179.95**  
Black Steel Dial - Silver Strap -  
Silver Case



33mm



**UEWG-U21 - \$179.95**  
White Pearl Dial - Gold Strap -  
Gold Case



33mm



**UEWR-U20 - \$179.95**  
White Pearl Dial - Rose Gold  
Strap - Rose Gold Case







## Interchangeable Straps





The City Bloom Straps

Blossoming flowers, long walks in Central Park: once the spring arrives, the city changes into a charming, vibrant place. THE CITY BLOOM collection meets that spring/summer feeling and will no doubt turn heads this season. Inspired by the on-trend floral Indian summer prints spotted on the catwalk, each leather strap is uniquely embroidered using a new motif, and available in four different colours. It is the classic look with a twist that will stand out.

Straps interchangeable with watches from THE CITY BLOOM, THE SEPTEMBER ISSUE, THE WEST VILLAGE, THE UPPER EAST SIDE, THE TRIBECA, THE BOXY and THE 33mm PREMIUM GLOSS collections.



CILG-S165 - \$75

Gold  
Grey Strap

8 719632 572671

CIBR-S166 - \$75

Rose Gold  
Blossom Strap

8 719632 572688

CIRG-S167 - \$75

Gold  
Rose Strap

8 719632 572695

CILR-S168 - \$75

Rose Gold  
Lily Strap

8 719632 572701

The September Issue Straps

Transition from slow summer days to energetic autumn with THE SEPTEMBER ISSUE collection: THE SEPTEMBER ISSUE. 4 watches inspired by 4 creatives to celebrate the ultimate fashion season of the year. Designed in-house in Amsterdam and debuted during New York Fashion Week, each watch stays minimal and chic with a 33mm case, a new date function in the dial and a luxurious Clemence leather strap with metal accents.

Straps interchangeable with watches from THE CITY BLOOM, THE SEPTEMBER ISSUE, THE WEST VILLAGE, THE UPPER EAST SIDE, THE TRIBECA, THE BOXY and THE 33mm PREMIUM GLOSS collections.



SIFES-S149 - \$75

Gold  
Yellow Strap

8 719632 570882

SIBES-S150 - \$75

Rose Gold  
Soft Pink Strap

8 719632 570899

SIGDS-S151 - \$75

Rose Gold  
Grey Strap

8 719632 570905

SIADS-S152 - \$75

Gold  
Green Strap

8 719632 570912





The Small Edit Straps

This ‘new vintage’ collection pays homage to New York’s timeless aesthetics with a 26 mm case - the smallest Rosefield timepiece yet. The watches are fitted with either a mesh or leather strap in a range of colours. It’s smaller size and details bring about a vintage feeling and result in an elegant, feminine collection.

Straps interchangeable with watches from THE SMALL EDIT and THE 26mm PREMIUM GLOSS collections.



26BR-S154 - \$75  
Rose Gold  
Black Strap

8 719632 572329



26BG-S155 - \$75  
Gold  
Black Strap

8 719632 572336



26PR-S156 - \$75  
Rose Gold  
Soft Pink Strap

8 719632 572343



26GR-S157 - \$75  
Rose Gold  
Grey Strap

8 719632 572350



26RG-S158 - \$75  
Rose Gold  
Rose Mesh Gold Strap

8 719632 572367



26SI-S159 - \$75  
Silver Gold  
Silver Mesh Strap

8 719632 572374



The Bowery Straps

With its stitched finish and classy look, the BOWERY straps work perfectly with our thin and elegant watch cases. Handmade and stitched to perfection, the BOWERY strap is a classic wardrobe essential that never goes out of style.

Straps interchangeable with watches from THE BOWERY, THE GRAMERCY, THE MERCER collections.



SBLRC-S100 - \$65  
Rose Gold  
Black Leather Strap

8 719324 227278



SBLSC-S101 - \$65  
Silver  
Black Leather Strap

8 719324 227285



SBRRC-S102 - \$65  
Rose Gold  
Brown Leather Strap

8 719324 227292



SPRC-S106 - \$65  
Rose Gold  
Pink Leather Strap

8 719324 227308



SGRC-S108 - \$65  
Rose Gold  
Grey Leather Strap

8 719324 227322



SGSC-S109 - \$65  
Silver  
Grey Leather Strap

8 719324 227339



SPSC-S107 - \$65  
Silver  
Pink Leather Strap

8 719324 227315



The Tribeca Straps

Tailored for our smaller-sized TRIBECA watches, these straps have been designed for the more delicate wrist. Available in both genuine leather and luxurious stainless steel mesh, with these straps you can easily match your TRIBECA watch with any outfit!

Straps interchangeable with watches from THE CITY BLOOM, THE SEPTEMBER ISSUE, THE WEST VILLAGE, THE UPPER EAST SIDE, THE TRIBECA, THE BOXY and THE 33mm PREMIUM GLOSS collections.



**TMRS-S125 - \$75**  
Rose Gold  
Rose Gold Mesh Strap



**TMGS-S126 - \$75**  
Gold  
Gold Mesh Strap



**TMSS-S127 - \$75**  
Silver  
Silver Mesh Strap



**TCCBRR-S131 - \$65**  
Rose Gold  
Brown Leather Strap



**TSBLR-S129 - \$65**  
Rose Gold  
Black Leather Strap



**TSBLG-S132 - \$65**  
Gold  
Black Leather Strap



**TSBLRS-S130 - \$65**  
Silver  
Black Leather Strap



**TSGR-S133 - \$65**  
Rose Gold  
Grey Leather Strap



**TSPR-S128 - \$65**  
Rose Gold  
Pink Leather Strap





The Upper East Side Straps

The UPPER EAST SIDE link bracelet turns your 33 mm Rosefield watch into a cool and sophisticated classic. The glossy stainless steel link bracelet is available in three colours: Silver, Gold and Rose Gold. All handmade, the bracelets have a timeless yet modern appeal. The straps are adjustable with a tool supplied with every bracelet.

Straps interchangeable with watches from THE CITY BLOOM, THE SEPTEMBER ISSUE, THE WEST VILLAGE, THE UPPER EAST SIDE, THE TRIBECA, THE BOXY and THE 33mm PREMIUM GLOSS collections.



UER-S134 - \$85  
Rose Gold  
Rose Gold Strap



UEG-S135 - \$85  
Gold  
Gold Strap



UES-S136 - \$85  
Silver  
Silver Strap



The West Village Straps

The WEST VILLAGE strap has a clean, seamless finish made of velvety nubuck leather. Striking details stand out, like the delicate metal rings around the strap, embodying the vintage-chic feel of this collection. Made by hand, each strap colour is unique with a different set of metal rings.

Straps interchangeable with watches from THE CITY BLOOM, THE SEPTEMBER ISSUE, THE WEST VILLAGE, THE UPPER EAST SIDE, THE TRIBECA, THE BOXY and THE 33mm PREMIUM GLOSS collections.



WBUGS-S137 - \$75  
Gold  
Velvet Blue Strap



WBLGS-S138 - \$75  
Gold  
Black Strap



WBPGRS-S139 - \$75  
Gold  
Pink Strap



WSPRS-S140 - \$75  
Rose Gold  
Soft Strap



WMGRS-S141 - \$75  
Rose Gold  
Mint Grey Strap



WEGRS-S142 - \$75  
Rose Gold  
Elephant Strap



WAGRS-S153 - \$75  
Rose Gold  
Airy Blue Strap





The Mercer Straps

Paying tribute to an exciting street in one of NYC’s signature shopping destinations, the MERCER stainless steel mesh straps create an exquisite look that suits this fashionable neighborhood.

Straps interchangeable with watches from THE MERCER, THE BOWERY, THE GRAMERCY collections.



**MBS-S124 - \$75**  
Black  
Mesh Strap





**MGS-S121 - \$75**  
Gold  
Mesh Strap





**MRS-S120 - \$75**  
Rose Gold  
Mesh Strap





**MSS-S122 - \$75**  
Silver  
Mesh Strap



The Gramercy Straps

Handmade of soft genuine leather, our GRAMERCY straps are created for a clean and modern fashion look. The clean-cut and unstitched finish of this strap represent all things quintessentially Amsterdam and New York.

Straps interchangeable with watches from THE GRAMERCY, THE BOWERY, THE MERCER collections.



**CCBLG-S110 - \$65**  
Gold  
Black Leather Strap





**CCBLB-S112 - \$65**  
Black  
Black Leather Strap



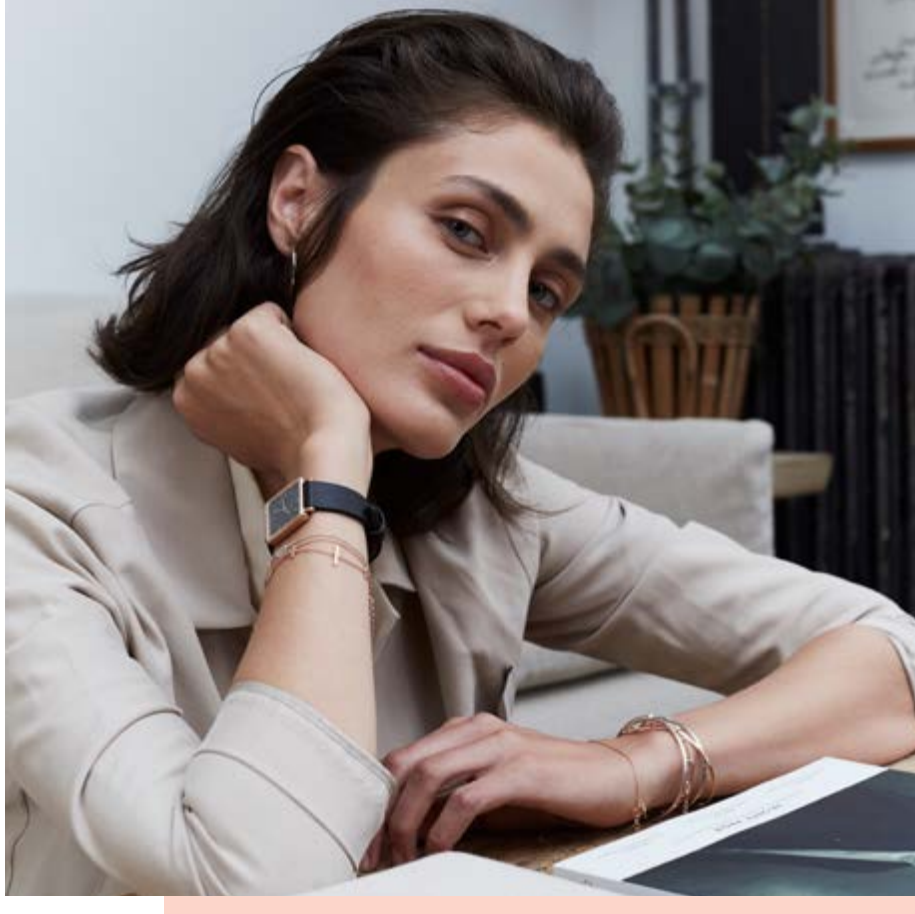


**CCBRG-S113 - \$65**  
Gold  
Brown Leather Strap









## Rosefield Jewellery



## Rosefield Jewellery

### *Downtown Chic Collection*

Introducing Rosefield Fine Jewellery with the Downtown Chic Collection. Inspired by downtown New York City and the cool-girl Amsterdam look the collection is a range of 7 bracelets, each with their own subtle personality. Designed to mix and match with each watch, the bracelets are handcrafted out of sterling silver and are available in a range of plated gold, rose gold or silver.

#### The Elizabeth Bracelet

**Bracelet material:** 18k Gold plated 925 Sterling Silver

**Bracelet length:** Adjustable from 16cm to 19.5cm

**Closure:** Spring ring



**JELG-J001 - \$79.95**

Elizabeth Gold



#### The Mott Bracelet

**Bracelet material:** 18k Gold / 18k Rhodium / Rose Gold plated 925 Sterling Silver

**Bracelet length:** Adjustable from 16cm to 19.5cm

**Closure:** Spring ring



**JMOG - J002 - \$79.95**

Mott Gold



**JMOS - J004 - \$79.95**

Mott Silver



**JMOR - J003 - \$79.95**

Mott Rose Gold





The Hester Bracelet

Bracelet material: 18k Gold plated 925 Sterling Silver  
Bracelet length: Adjustable from 16cm to 19.5cm  
Closure: Spring ring



JMUG-J005 - \$79.95  
Hester Gold



The Broome Bracelet

Bracelet material: 18k Gold / 18k Rose Gold / Rhodium plated 925 Sterling Silver  
Bracelet length: Adjustable from 16cm - 19.5cm  
Closure: Spring ring



JBRG-J008 - \$79.95  
Broome Gold



JBRS-J010 - \$79.95  
Broome Silver



JBRR-J009 - \$79.95  
Broome Rose Gold



The Chrystie Bracelet

Bracelet material: 18k Gold / Rhodium plated 925 Sterling Silver  
Bracelet length: Adjustable from 16cm to 19.5cm  
Closure: Spring ring



JCHG-J006 - \$79.95  
Chrystie Gold



JCHS-J007 - \$79.95  
Chrystie Silver



The Baxter Bracelet

Bracelet material: Gold / Rose Gold plated 925 Sterling Silver  
Bracelet length: Adjustable from 16.5cm - 19.5cm  
Closure: Spring ring



JBAG-J011 - \$79.95  
Baxter Gold



JBAR-J012 - \$79.95  
Baxter Rose Gold





The Wooster Bracelet - Small

Bracelet material: 18k Gold / 18k Rose Gold Plated / Rhodium plated 925 Sterling Silver  
Bracelet length: 17.5cm  
Closure: Toggle Closure



JWOGS-J013 - \$89.95    JWOSS-J015 - \$89.95    JWORS-J014 - \$89.95  
Wooster Gold    Wooster Silver    Wooster Rose Gold



The Wooster Bracelet - Medium

Bracelet material: 18k Gold / 18k Rose Gold Plated / Rhodium plated 925 Sterling Silver  
Bracelet length: 18.5cm  
Closure: Toggle Closure



JWOGM-J016 - \$89.95    JWOSM-J018 - \$89.95    JWORM-J017 - \$89.95  
Wooster Gold    Wooster Silver    Wooster Rose Gold





# Watches Point of Sale



- DP025**  
**Prepack includes 35 watch stands**  
Contains:
- 1 Small Photoholder with photo
  - 1 acrylic bridge with 3 c-rings
  - 1 high platform with 4 c-rings
  - 1 marble platform with 5 c-rings
  - 1 pink platform with 6 c-rings
  - 1 white base
  - 1 slope platform
  - 1 strap tray (not required)
  - 8 small acrylic watch stands
  - 3 medium acrylic watch stands
  - 1 Rosefield logo plaque

- DP005**  
**Prepack includes 15 watch stands**  
Contains:
- 1 Large Visual Holder with photo
  - 1 acrylic bridge with 3 c-rings
  - 1 high platform with 4 c-rings
  - 1 white base
  - 8 small acrylic watch stands

- DP006**  
**Prepack includes 20 watch stands**  
Contains:
- 1 Large Visual Holder with photo
  - 1 acrylic bridge with 3 c-rings
  - 1 high platform with 4 c-rings
  - 1 marble platform with 5 c-rings
  - 1 white base
  - 8 small acrylic watch stands

- DP008**  
**Prepack includes 41 watch stands**  
Contains:
- 1 Large Visual Holder with photo
  - 1 acrylic bridge with 3 c-rings
  - 1 high platform with 4 c-rings
  - 1 marble platform with 5 c-rings
  - 1 low platform with 6 c-rings
  - 1 pink platform with 6 c-rings
  - 1 slope platform
  - 1 white base
  - 8 small acrylic watch stands
  - 4 medium acrylic watch stands

**Backboard Dimentions:**  
W 37.5cm x D 6cm x H 44cm

# Merchandising Guidelines

**Basic Visual Rules:**  
These are basic merchandising guidelines that will help you create a visually impactful display.

- First group your Rosefield watches by category (Tribeca, Mercer, Bowery, Gramercy, West Village & Upper East Side).
- Keep similar styles together in their product stories.
- Visually split your display. Design a middle to create a focus, then evenly distribute the rest of the display to each side.
- Merchandise smaller styles at the front of the display, with larger styles towards the back.
- Display should follow a descending structure, with height created at the back using the platforms 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.





# Jewellery Point of Sale

## Individual Elements

Each element of the visual merchandising set has been designed to hold one specific full collection.



**Element 1:**  
Broome  
W6 × D23,5 × H9 cm



**Element 4:**  
Wooster - Small & Medium size  
W10,2 × D6,3 × H22,2 cm



**Element 2:**  
Mott  
W10 × D6,5 × H20,5 cm



**Element 5:**  
Your choice of watch and  
bracelet, same metal color.  
W7,2 × D24 × H2,2 cm



**Element 3:**  
Baxter, Chrystie, Hester & Elizabeth  
W15,5 × D8 × H4,5 cm

## Layout

In consideration for the available space in your window showcase, we ask that for each visual merchandising set you respect the layout of all individual pieces as outlined below.



**Visual Merchandising  
Jewellery Display** DP012

Approx. dimensions:  
W32 × D24,5 × H22,2 cm





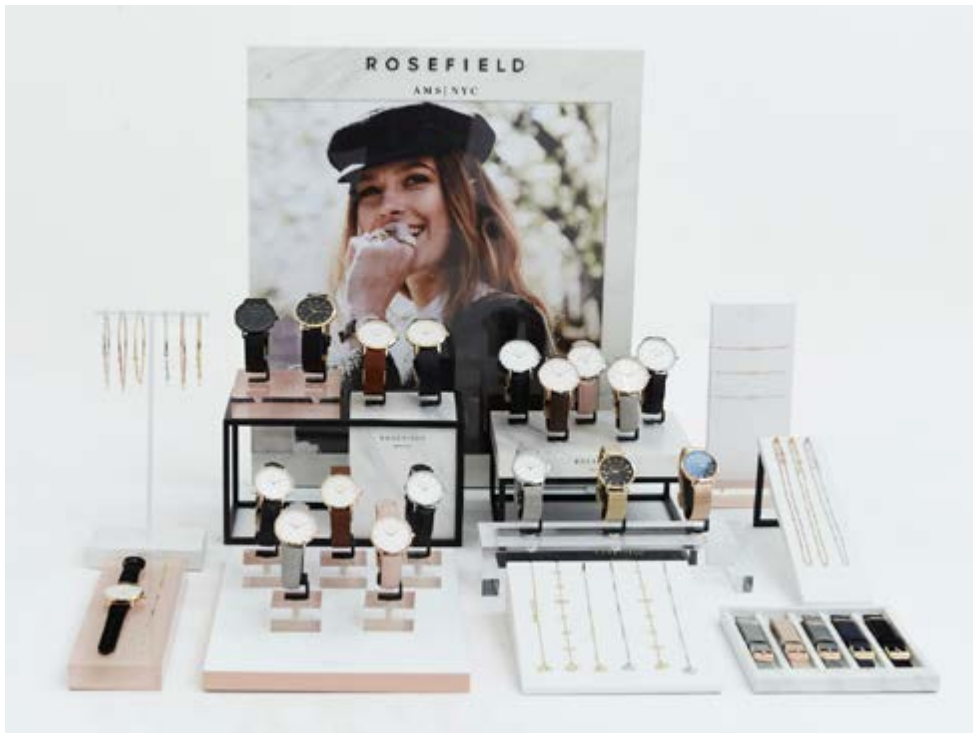
# Watch and Jewellery Display

Rosefield’s visual merchandise has been specifically designed to display watches and jewellery together. All elements fit in various combinations to allow you to seamlessly integrate one product category with the other. At Rosefield, we see jewellery as a complement to the watch and for this reason we ask you to display the jewellery alongside the watches as much as possible.

Example combination display 1

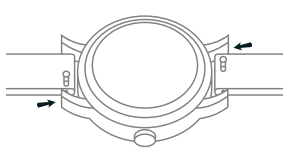


Example combination display 2

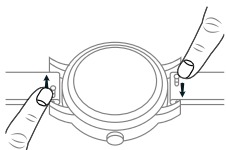


# Instructions

## Changing your strap



1. Securely hold the watch and locate the pin mechanism on the bottom side of the strap.

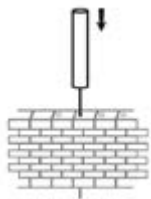


2. Slide the pin to the other side to release the strap from the lug.

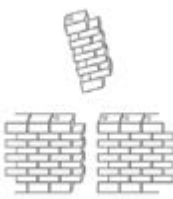


3. To attach a new strap, start with the pin located on the opposite side of the slide mechanism. Place the pin in the lug, while slightly tilting the strap forward. Slide the pin mechanism and place the other pin in the lug.

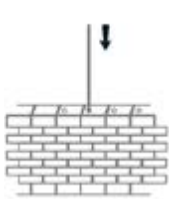
## Adjusting the size of your steel band



1. Insert adjustment tool (supplied with every steel band) into the hole on the side of the band and push the pin out in the direction of the arrow. Using a small household hammer, tap lightly until the pin comes out the other side. Grasp the pin and pull out.

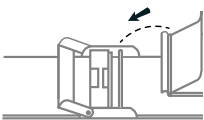


2. Remove or add required strap links. If removing more than one strap link, remove an equal number of links from both sides to keep the strap even and symmetrical.

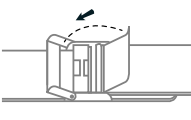


3. After removing or adding the necessary number of strap links, place the pins back in the opposite direction of the arrows. Tap the pins back through using the hammer to finish.

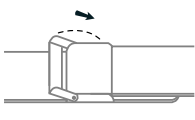
## Closing the clasp of your mesh band



1. Hook the top part of the clasp onto the thin metal bar.



2. Snap the closure on.

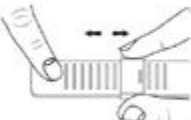


3. Clasp the cover over to securely close your mesh watch.

## Adjusting the size of your mesh band



1. Insert the adjustment tool (supplied with every mesh band) into the slot and lift up the plate clamp.



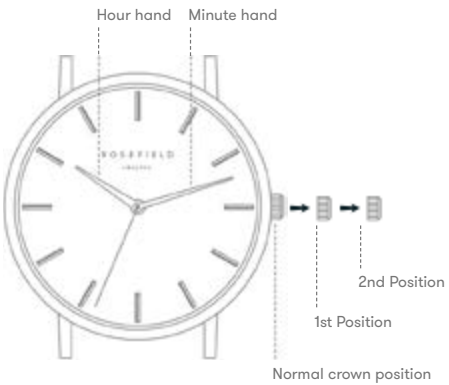
2. On the back side, slide the locking clasp to the desired position to adjust the length of the band.



3. Press the plate clamp back down (firmly) to lock the clasp to the mesh band.

## Setting the date on The September Issue

1. Pull the crown out to the first position.
  2. Turn the crown counter-clockwise to set the date.
  3. Push the crown back to the normal position
- \* If the date is set between the hours of around 9:00 PM and 1:00 AM, the date may not change the following day.*





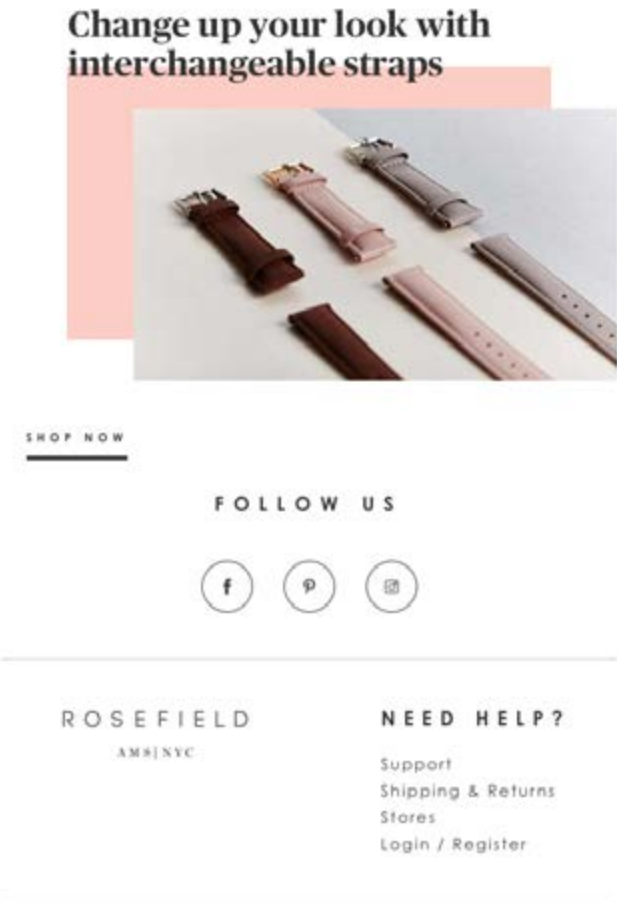
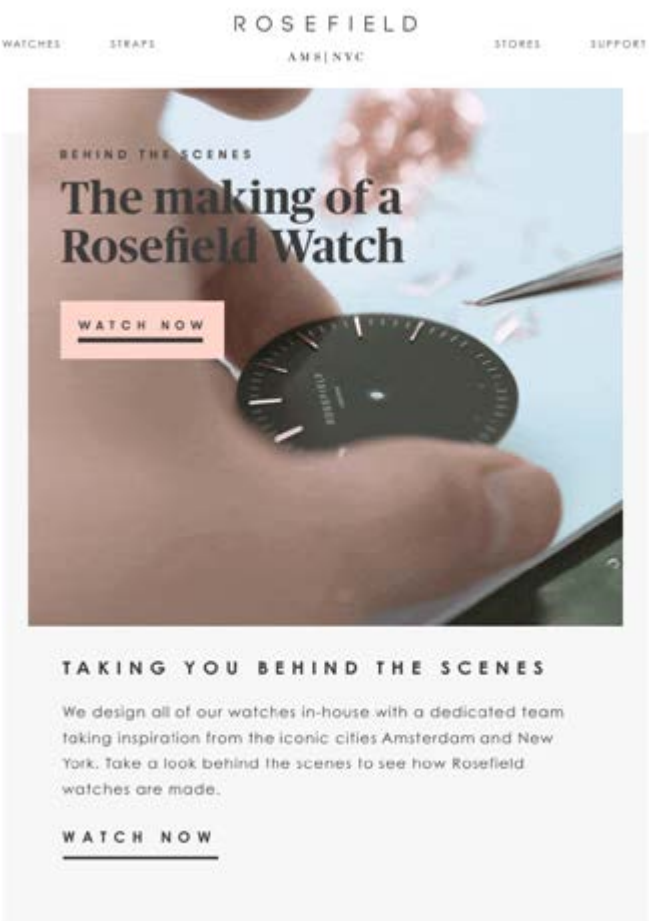
Web Banners

Tailor made digital marketing material can be designed at your request to meet various needs. Such as banners for store websites. Call our marketing team on (02) 8543 4600 or email marketing@designa.com.au to discuss.



EDM Templates

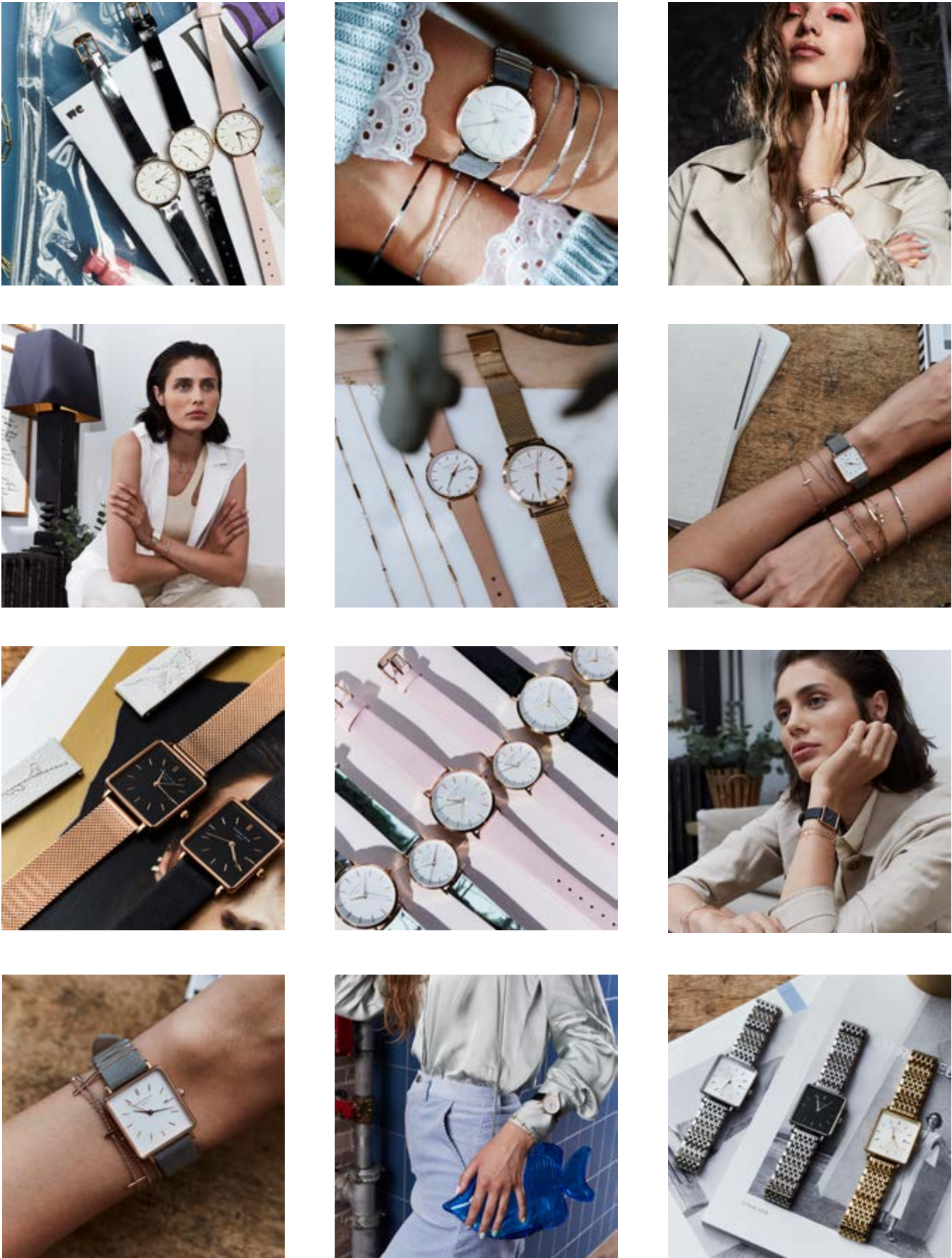
Tailor made digital marketing material can be designed at your request to meet various needs, Such as EDMs or Facebook Advertisments. Call our marketing team on (02) 8543 4600 or email marketing@designa.com.au to discuss.





# Social Media Assets

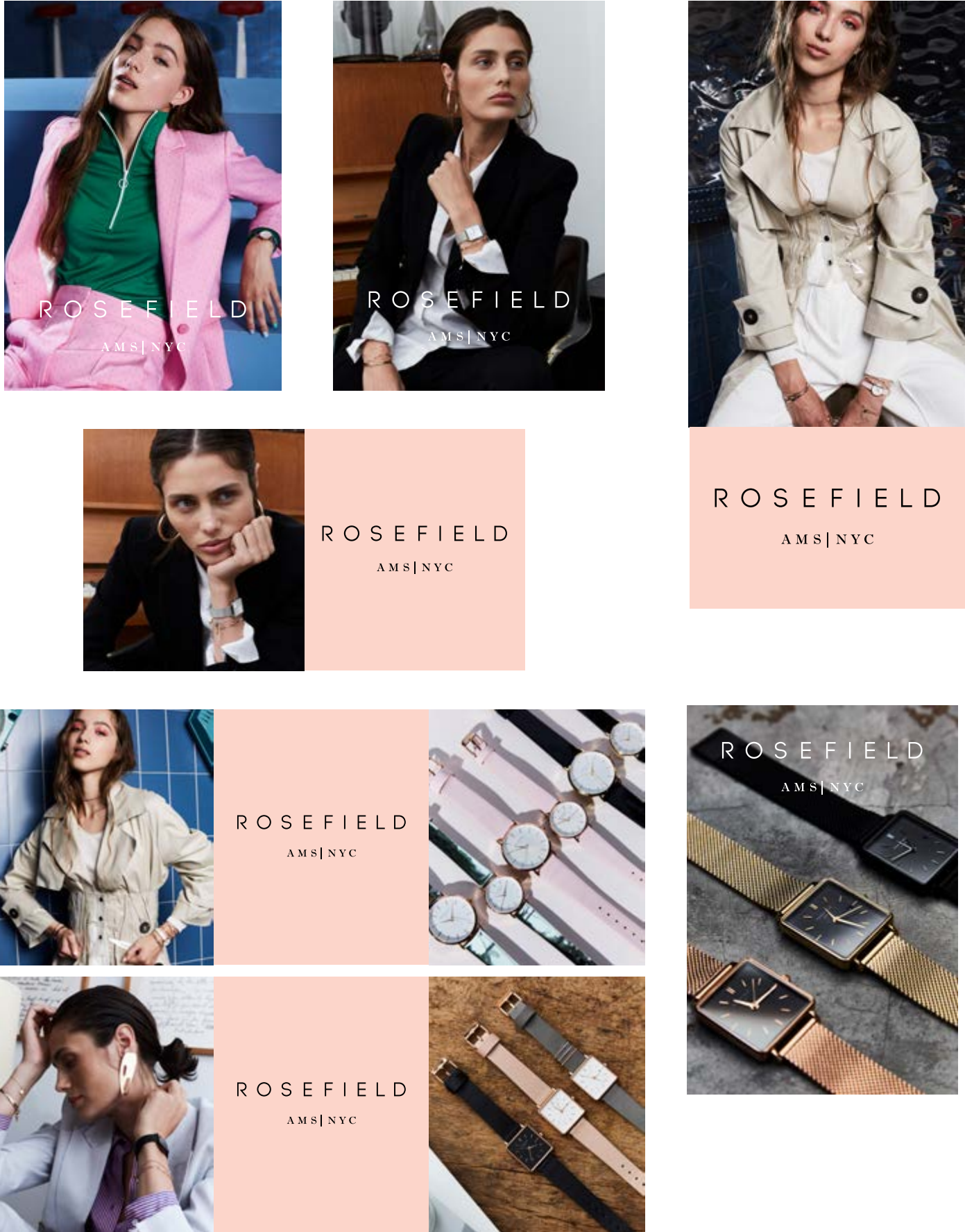
Rosefield have a vast array of static and animated social media assets available upon request. Call our brand team on (02) 8543 4600 or email [marketing@designa.com.au](mailto:marketing@designa.com.au) to discuss.



# Instore Visuals

## Posters

Current season imagery is available for in-store posters and collateral. Call our brand team on (02) 8543 4600 or email [marketing@designa.com.au](mailto:marketing@designa.com.au) to discuss your needs.





# ROSEFIELD

AMS | NYC

## WARRANTY

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 or email

customer.service@designa.com.au

2 YEAR LIMITED WARRANTY

Your ROSEFIELD 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 ROSEFIELD watch will be replaced or repaired with the same or similar model at our discretion. Your replacement watch will be warranted for the remainder of the period applicable from the original date of purchase.

The following are covered by the ROSEFIELD 2 year limited warranty:

1. Movement 2 YEARS
2. Manufacturing defects, i.e. damage not a result of wear and tear incurred in normal use of the product

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

1. Band/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 any 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, you must have proof of purchase and retain the Certificate of Authenticity that is supplied with every ROSEFIELD purchase. Any other warranty given by the retailer is entirely their responsibility and terms of the warranty cannot be changed by any person.

Head to [www.designaaccessories.com.au](http://www.designaaccessories.com.au) for further information, or to download our service & repair form. In the event of a malfunction, return the watch, Certificate of Authenticity and proof of purchase carefully packed (do not send in original packaging as it will not be returned) and registered to:

Designa Accessories  
PO Box 2576 Taren Point  
NSW 2229 Australia

