



GUESS

DEALER CATALOGUE | AUSTRALIA | WINTER 2019



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:

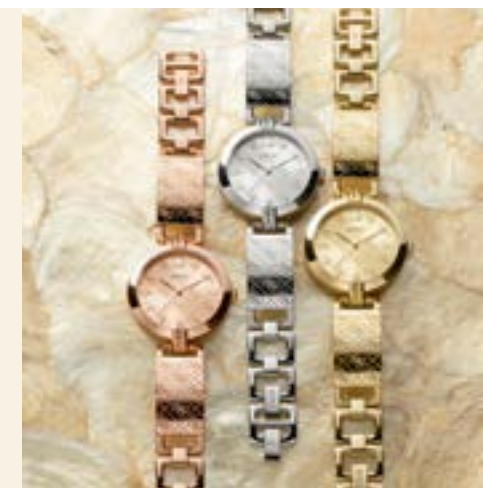
- Japanese Movement
- 2 - 3 Year Battery Life
- Dust Resistant
- Mineral Crystals Lens
- Hypo-Allergenic (Selected Jewellery Styles)
- Self-adjustable G Links for easy fit (Select styles only)
- Date, Multi-function, Chronograph movements
- Deployment buckles
- Stainless Steel, Leather, Synthetic, Rubber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

WINTER 2019 TRENDS SHEET

LIVE.LOVE.LOGO

Known for classic and iconic branding, Guess expresses its love for logo this season. From glitz dials to strap details, this season features striking triangle and G pattern designs that are simply nostalgic. For the glitz and glam look, rose gold studded cases and polished logo patterned bracelets are dazzled by whimsical logo dials. For the girl who desires the daintier things in life, a mini rose gold stoned case and a crisp white logo dial is complemented by a pink leather strap.

The signature GUESS triangle defines our brand identity and sits at the center of a rose gold mesh glitzy silhouette for her and in the form of a studded design dial on a perforated silicone strap for him. Make a subtle, yet bold statement with GUESS Watches. Classic yet modern, our signature logos are timeless.



BLACK & GOLD



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.

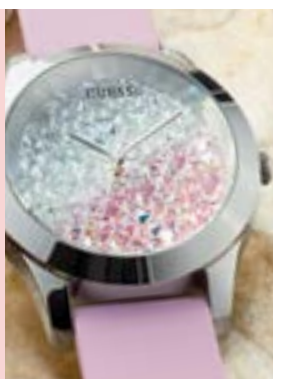
PINK PASSION



Pastel pink leather & silicone straps pair nicely with polished rose gold & studded cases. For a clean and dainty look, a miniature round case is adorned by a G logo dial and, since every girl needs options, a larger sized case with more glitz appeal features a sunray pink glitter logo dial.

Our GUESS girl loves all things bling!

Overstated and sublime, a pink silicone strap is adorned by a polished silver case and a Swarovski® encrusted ombre dial. She is sure to be a showstopper and the centre of attention with this arm candy on her wrist.



SIGNATURE BLUE



Iconic blue continues to be strong with our GUESS guy and girl this season. Bold blue details with striking rose gold combinations spark this 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.

WINTER 2019 OCCASIONS

GUESS Watches have created an exciting brand architecture based on consumer lifestyles. Split into four lifestyle occasions, night life, 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.

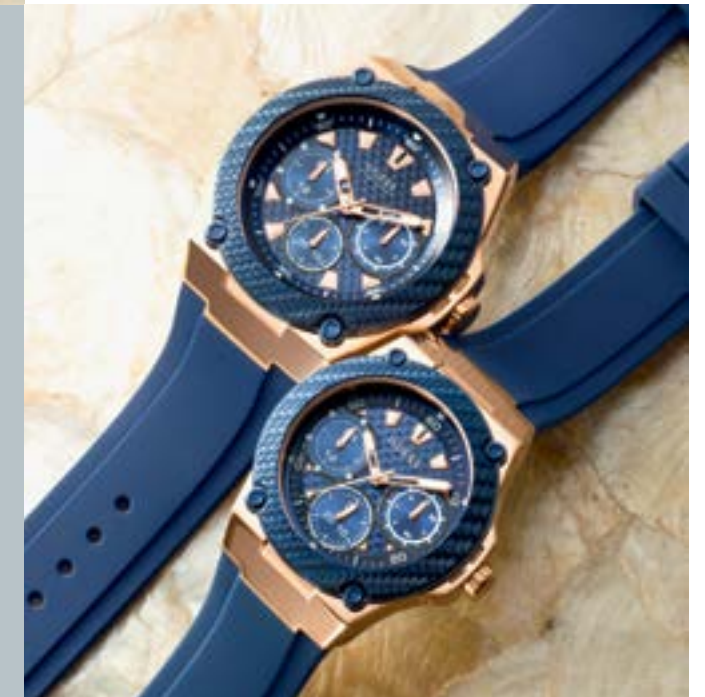
The professional aesthetic comes naturally to the GUESS guy with a tailored lifestyle. We reveal a library of colour and textures; rose gold, blue dials and croco leather straps.



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 gents 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 re-emerge onto the scene adding diversity to your 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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CRUSH
W1223L1 \$299.95
NIGHT LIFE

42mm Polished Silver Case / Silver to Pink Swarovski® Crystal Dial / Pink Smooth Silicone Strap

Steel Case 30m 0 091661 494642



G TWIST
W1240L1 \$199.95
NIGHT LIFE

40mm Polished Silver Case w. Crystals / Sunray Silver Logo Dial / Pink Smooth Silicone Strap

Steel Case 10m 0 091661 494727



W1201L1



CHELSEA
W1209L1 \$249.95
WORK LIFE

30mm Polished Silver Case w. Crystals / Sunray White Dial / Polished Silver Bracelet

Steel 30m 0 091661 492327



MICRO G TWIST
W1147L1 \$229.95
CASUAL LIFE

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

Steel 10m 0 091661 488559



CHELSEA
W0989L1 \$229.00
CASUAL LIFE

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

Steel 30m 0 091661 474477



G TWIST
W1201L1 \$279.95
NIGHT LIFE

40mm Polished Silver Case w. Crystals / Pink to Blue Glitter Logo Dial / Polished Silver Bracelet

Steel 10m 0 091661 494611



ODESSA
W1187L2 \$349.95
ACTIVE LIFE

40mm Polished Silver Case w. Pink Aluminium Top-Ring / Sunray Pink Multi-Function Dial / Polished Silver Bracelet

Steel 30m 0 091661 494772



W1228L1



G LUXE
W1228L1 \$299.95
WORK LIFE

35mm Polished Silver Case / Sunray Silver Logo Tiled Dial / Logo Tiled Polished Silver Bracelet w. Adjustable G-Links

Steel 30m 0 091661 494475



G TWIST
W1082L1 \$249.00
CASUAL LIFE

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

Steel 10m 0 091661 485473



TRI GLITZ
W1142L1 \$249.95
NIGHT LIFE

37mm Polished Silver Case w. Crystals / Sunray Silver Glitz Logo Dial / Polished Silver Mesh Bracelet w. Adjustable G-Links

Steel 10m 0 091661 488634



WHISPER

W1084L1 \$299.00
WORK LIFE

27mm Polished Silver Case w.
Crystals / Sunray Silver Dial / Polished
Silver Mesh Bracelet w. Adjustable
G-Links

Steel 30m 0 091661 482694



CHELSEA

W0647L6 \$279.00
WORK LIFE

30mm Polished Silver Case w. Crystals /
Sunray Silver Dial / Polished Silver
Mesh Bracelet w. Adjustable G-Links

Steel 30m 0 091661 465031



MINI SOHO

W1009L1 \$379.00
WORK LIFE

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

Steel 30m 0 091661 476433



NEW

POSH

W1231L1 \$279.95
WORK LIFE

38mm Polished Silver Case / Sunray
White Glitz Dial / Polished Silver
Bracelet

Steel 30m 0 091661 494376



SOLAR

W1070L1 \$349.00
CASUAL LIFE

40mm Polished Silver Case w.
Crystals / Sunray Silver Chrono Look
Dial / Polished Silver Bracelet

Steel 50m 0 091661 482496



SOHO

W0638L1 \$429.00
WORK LIFE

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

Steel 30m 0 091661 452048



BLUSH

W1062L1 \$279.00
NIGHT LIFE

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

Steel 30m 0 091661 480812



JACKIE

W1148L1 \$279.95
CASUAL LIFE

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

Steel 10m 0 091661 488542



NEW

LUCY

W1208L1 \$279.95
WORK LIFE

34mm Polished Silver Case w.
Crystals / Sunray White Dial /
Polished Silver Bracelet w. Adjustable
G-Links

Steel 30m 0 091661 492242

W1228L3, W1228L1, W1228L2



W1156L3, W1156L1



LADY FRONTIER

W1156L1 \$429.95
NIGHT LIFE

40mm Polished Silver Case w.
Crystals / Sunray Silver Glitz
Multi-function Dial / Polished Silver
Bracelet w. Crystals

Steel
50m 0 091661 488108



LADY FRONTIER

W1160L4 \$329.95
NIGHT LIFE

40mm Polished Silver Case w.
Crystals / White Glitz Multi-Function
Dial / White Smooth Silicone Strap

Steel Case
50m 0 091661 492105



CHELSEA

W0648L5 \$199.00
WORK LIFE

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

Steel Case
30m 0 091661 465017



MINI IMPRINT

W1227L1 \$229.95
ACTIVE LIFE

36mm Polished Silver Case / Sunray
White Glitz Logo Dial / White Textured
Silicone Strap

Steel Case
30m 0 091661 494666



SOLAR

W1135L7 \$279.95
ACTIVE LIFE

40mm Polished Silver Case w.
Crystals / Sunray White Chrono Look /
White Smooth Silicone Strap

Steel Case
50m 0 091661 492259



SPRITZ

W1236L1 \$249.95
ACTIVE LIFE

36mm Polished Silver Case w.
Crystals / Sunray Silver Mother of Pearl
Date Dial / White Smooth
Silicone Strap

Steel Case
50m 0 091661 494321



BUCKLE UP

W1136L2 \$199.95
NIGHT LIFE

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

Steel Case 10m 0 091661 486869



HEARTBREAKER

W1140L1 \$299.95
NIGHT LIFE

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

Steel Case 10m 0 091661 486821



CHELSEA

W0648L7 \$199.00
WORK LIFE

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

Steel Case 30m 0 091661 464997



LOLA

W1145L2 \$249.95
CASUAL LIFE

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

Steel 10m 0 091661 488894



TRI GLITZ

W0884L3 \$199.00
NIGHT LIFE

37mm Polished Silver Case w.
Crystals / Sunray Silver Glitz Logo Dial /
Black Patent Leather Strap

Steel Case 10m 0 091661 480829



W1228L3



MICRO G TWIST

W1147L2 \$249.95
CASUAL LIFE

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

Steel 10m 0091661 488856



LOLA

W1145L3 \$279.95
CASUAL LIFE

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

Steel 10m 0091661 488887



CHELSEA

W0989L2 \$249.00
CASUAL LIFE

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

Steel 30m 0091661 474569



NEW

CHELSEA

W1209L2 \$279.95
WORK LIFE

30mm Polished Gold Case w.
Crystals / Sunray White Dial /
Polished Gold Bracelet

Steel 30m 0091661 492334



NEW

LUCY

W1208L2 \$299.95
WORK LIFE

34mm Polished Gold Case w.
Crystals / Sunray White Dial /
Polished Gold Bracelet w.
Adjustable G-Links

Steel 30m 0091661 492235



CHELSEA

W0647L7 \$299.00
WORK LIFE

30mm Polished Gold Case w.
Crystals / Sunray White Dial /
Polished Gold Bracelet w.
Adjustable G-Links

Steel 30m 0091661 464942



NEW

AD
SHOT

G LUXE

W1228L2 \$329.95
WORK LIFE

35mm Polished Gold Case / Sunray
Gold Logo Tiled Dial /
Logo Tiled Polished Gold Bracelet w.
Adjustable G-Links

Steel 30m 0091661 494468



G TWIST

W1082L2 \$279.00
CASUAL LIFE

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

Steel 10m 0091661 485466



TRI GLITZ

W1142L2 \$279.95
NIGHT LIFE

37mm Polished Gold Case w. Crystals
/ Sunray Champagne Glitz Logo
Dial / Polished Gold Mesh Bracelet w.
Adjustable G-Links

Steel 10m 0091661 488986



SOLAR

W1070L2 \$379.00
CASUAL LIFE

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

Steel 50m 0091661 482663



NEW

POSH

W1231L2 \$299.95
WORK LIFE

38mm Polished Gold Case / Sunray
White Glitz Dial / Polished Gold
Bracelet

Steel 30m 0091661 494369



JACKIE

W1148L2 \$299.95
CASUAL LIFE

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

Steel 10m 0091661 488375



GLITTER GIRL

W0987L2 \$289.00
NIGHT LIFE

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

Steel 10m
0 091661 474651



MINI SOHO

W1009L2 \$399.00
WORK LIFE

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

Steel 30m
0 091661 476426



W114513



LIMELIGHT

W0775L13 \$299.00
NIGHT LIFE

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

Steel Case 50m
0 091661 482366



LADY FRONTIER

W1156L2 \$449.95
NIGHT LIFE

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

Steel 50m
0 091661 488092



SOHO

W0638L2 \$449.00
WORK LIFE

36.5mm Polished Gold Case w.
Crystals / Sunray Champagne Dial /
Polished Gold Wire Bangle Bracelet w.
Adjustable G-Links

Steel 30m
0 091661 452741



NEW

NOUVEAU G

W1229L2 \$279.95
WORK LIFE

42mm Polished Gold Case w.
Crystals / Sunray Light Brown Logo Tiled
Dial / Brown Logo Tiled Leather Strap

Steel Case 30m
0 091661 494390



NEW

TERRACE

W1230L2 \$249.95
WORK LIFE

32mm Polished Gold Case w.
Crystals / Sunray Champagne Glitz
Dial / Brown Logo Tiled Leather Strap

Steel Case 30m
0 091661 494703



NEW

TRI GLITZ

W0884L9 \$199.95
NIGHT LIFE

37mm Polished Gold Case w.
Crystals / Sunray Champagne Glitz
Logo Dial / Animal Logo Tiled Leather
Strap

Steel Case 10m
0 091661 494598



MICRO G TWIST
W1212L1 \$229.95
CASUAL LIFE

28mm Polished Rose Gold Case w.
Crystals / Sunray White Logo Dial /
Pink Smooth Leather Strap

Steel Case
10m



CHELSEA
W1150L3 \$249.95
CASUAL LIFE

30mm Polished Rose Gold Case w.
Crystals / Sunray White Dial / Pink
Smooth Leather Strap w. Removable Cuff

Steel Case
30m



MINI PARK AVE SOUTH
W1134L2 \$329.95
WORK LIFE

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

Steel
30m



W1094L4



G TWIST
W0895L6 \$199.00
NIGHT LIFE

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

Steel Case
10m



TRI GLITZ
W0884L6 \$199.00
NIGHT LIFE

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

Steel Case
10m



MONTAUK
W0934L1 \$249.00
WORK LIFE

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

Steel Case
30m



LIMELIGHT
W1053L3 \$299.00
NIGHT LIFE

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

Steel Case
50m



NEW

ZENA
W1094L4 \$329.95
NIGHT LIFE

39mm Polished Silver Case w. Rose
Gold Textured Top-Ring / Sunray White
Multi-Function Dial / Pink Smooth Silicone
Strap

Steel Case
50m



NEW

SOLAR
W1135L2 \$299.95
ACTIVE LIFE

40mm Polished Rose Gold Case w.
Crystals / Sunray Pink Chrono Look Dial
/ Pink Smooth Silicone Strap

Steel Case
50m





CHELSEA

W0989L3 \$279.00
CASUAL LIFE

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

Steel 30m 091661 474446



MICRO G TWIST

W1147L3 \$279.95
CASUAL LIFE

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

Steel 10m 091661 488849



LOLA

W1145L4 \$299.95
CASUAL LIFE

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

Steel 10m 091661 488870



CHELSEA

W1209L3 \$299.95
WORK LIFE

30mm Polished Gold Case w. Crystals
/ Sunray White Dial / Polished Rose
Gold Bracelet

Steel 30m 091661 492341



WHISPER

W1084L3 \$349.00
WORK LIFE

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

Steel 30m 091661 482687



G TWIST

W1201L3 \$329.95
NIGHT LIFE

40mm Polished Rose Gold Case w.
Crystals / Light Pink to Rose Gold Glitter
Logo Dial / Polished Rose Gold Bracelet

Steel 10m 091661 494833



W1147L3



GLITTER GIRL

W0987L3 \$299.00
NIGHT LIFE

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

Steel 10m 091661 474644



BLUSH

W1062L3 \$329.00
NIGHT LIFE

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

Steel 30m 091661 480805



LADY FRONTIER

W1156L3 \$479.95
NIGHT LIFE

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

Steel 50m 091661 488085



NEW



MINI SOHO

W1009L3 \$429.00
WORK LIFE

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

Steel 30m 0 091661 476846

MINI SOHO

W1009L4 \$399.95
WORK LIFE

27mm Polished Rose Gold Case
w. Crystals / Sunray Silver Dial /
Polished Silver Wire Bangle Bracelet w.
Adjustable G-Links

Steel 30m 0 091661 494345



W1228L2

W1228L3



MONTAUK

W0933L3 \$349.00
WORK LIFE

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

Steel 30m 0 091661 472084



SOLAR

W1070L3 \$399.00
CASUAL LIFE

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

Steel 50m 0 091661 482618



SOHO

W0638L4 \$479.00
WORK LIFE

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

Steel 30m 0 091661 462955



NEW

POSH

W1231L3 \$329.95
WORK LIFE

38mm Polished Gold Case /
Sunray White Glitz Dial / Polished Rose
Gold Bracelet

Steel 30m 0 091661 494352



NEW

LUCY

W1208L3 \$329.95
WORK LIFE

34mm Polished Rose Gold Case w.
Crystals / Sunray White Dial / Polished
Rose Gold bracelet w. Adjustable
G-Links

Steel 30m 0 091661 492228



JACKIE

W1148L3 \$329.95
CASUAL LIFE

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

Steel 10m 0 091661 488825



W1128L3, W1228L2

NEW



LIMELIGHT

W1053L1 \$299.95
ACTIVE LIFE

38mm Polished Rose Gold Case w.
Crystals / Sunray Blue Multi-Function
Dial / Blue Smooth Silicone Strap

Steel Case
50m



LADY FRONTIER

W1160L3 \$379.95
NIGHT LIFE

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

Steel Case
50m



NEW

AD
SHOT



G LUXE

W1228L3 \$349.95
WORK LIFE

35mm Polished Rose Gold Case /
Sunray Rose Gold Logo Tiled Dial /
Logo Tiled Polished Rose Gold Bracelet
w. Adjustable G-Links

Steel
30m



G TWIST

W1082L3 \$299.00
CASUAL LIFE

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

Steel
10m



TRI GLITZ

W1142L4 \$299.95
NIGHT LIFE

37mm Polished Rose Gold Case w.
Crystals / Sunray Rose Gold Glitz Dial/
Polished Rose Gold Mesh Bracelet w.
Adjustable G-Links

Steel
10m



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

W0911L6 \$199.00
ACTIVE LIFE

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

Steel Case
10m



NEW



MINI IMPRINT

W1227L3 \$249.95
ACTIVE LIFE

36mm Polished Rose Gold Case /
Sunray Blue Logo Dial / Blue Textured
Silicone Strap

Steel Case
30m





ESTATE

W1073G2 \$349.00
NIGHT LIFE

44mm Polished Gold Case /
Sunray Black Dial /
Polished Gold Bracelet

Steel
30m



SKYLINE

W1259G2 \$399.95
NIGHT LIFE

45mm Polished Gold Case / Sunray
Multi-Function Dial / Brushed & Polished
Gold Bracelet

Steel
50m



ATLAS

W0668G8 \$399.95
NIGHT LIFE

45mm Polished Gold Case / Black
Chronograph Dial / Brushed & Polished
Gold Bracelet

Steel
50m



HORIZON

W0379G4 \$499.95
NIGHT LIFE

45mm Polished Gold Case / Black
Chronograph Dial / Brushed & Polished
Gold Bracelet

Steel
50m



OPTIMUM

W1173G3 \$449.95
NIGHT LIFE

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

Steel
100m





W1049G5



PERRY

W0991G2 \$199.00
NIGHT LIFE

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

Steel Case
30m



HUDSON

W0876G5 \$349.00
NIGHT LIFE

44mm Polished Gold Case / Sunray
Black Chronograph Dial /
Black Smooth Leather Strap

Steel Case
30m



NEW

FRONTIER

W0799G2 \$599.95
NIGHT LIFE

48mm Polished Gold Case w.
Crystals / Sunray Champagne Glitz
Multi-Function Dial / Polished Gold
Bracelet w. Crystals

Steel
50m



FRONTIER

W1132G1 \$399.95
NIGHT LIFE

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

Steel Case
100m



NEW

FRONTIER

W0799G4 \$599.95
NIGHT LIFE

48mm Polished Silver & Gold Case w.
Crystals / Sunray White Glitz
Multi-Function Dial / Polished Silver &
Gold Bracelet w. Crystals

Steel
50m



NEW

LEGACY

W1049G5 \$349.95
NIGHT LIFE

45mm Polished Gold Case w. Black
Textured Top-Ring / Sunray Black
Textured Multi-Function Dial /
Black Smooth Silicone Strap

Steel Case
100m



APOLLO

W1115G1 \$449.00
NIGHT LIFE

46mm Brushed & Polished Gold Case /
Sunray Black Chronograph Dial /
Black Textured Silicone Strap

Steel Case
100m



ATLANTIC

W1171G2 \$329.95
ACTIVE LIFE

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

Steel Case
100m





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



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 Ionic Plated Blue Bracelet

Steel 100m 0 091661 437595



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



NEW

GENESIS

W1254G3 \$379.95
ACTIVE LIFE

51mm Brushed Rose Gold Case w. Blue Ionic Plated Top-Ring / Sunray Blue Multi-Function Dial / Blue Smooth Silicone Strap

Steel Case 100m 0 091661 495403



NEW

TREK

W1250G2 \$299.95
ACTIVE LIFE

46mm Polished Rose Gold Case w. Blue Aluminium Top Ring / Sunray Blue Multi-Function Dial / Blue Textured Silicone Strap

Steel Case 100m 0 091661 494888



NEW

AD SHOT

LEGACY

W1049G2 \$349.95
ACTIVE LIFE

45mm Polished Rose Gold Case w. Blue Ionic Plated Top-Ring / Blue Textured Multi-Function Dial / Blue Smooth Silicone Strap

Steel Case 100m 0 091661 478505



ATLAS

W1055G2 \$399.95
NIGHT LIFE

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

Steel Case 50m 0 091661 478635



W1049G2

NEW



LEGACY

W1049G7 \$379.95
NIGHT LIFE

45mm Polished Ionic Plated Blue Case
w. Blue Textured Top-Ring / Sunray
Blue Textured Multi-Function Dial / Blue
Smooth Silicone Strap

Steel Case
100m 0 091661 495335



OPTIMUM

W1174G1 \$299.95
ACTIVE LIFE

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

Steel Case
100m 0 091661 488795

NEW



HENDRIX

W1261G1 \$299.95
WORK LIFE

44mm Polished Silver Case / Sunray
Blue Chrono Look Dial / Brown Lizard
Leather Strap

Steel Case
50m 0 091661 495236



W1049G2 W1094L4

NEW



HORIZON

W0379G3 \$379.00
WORK LIFE

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

Steel
50m 0 091661 440458



SKYLINE

W1259G1 \$349.95
WORK LIFE

45mm Polished Silver Case / Sunray
Blue Multi-Function Dial / Polished Silver
Bracelet

Steel
50m 0 091661 495267



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

NEW



ELEMENT

W1182G1 \$229.95
WORK LIFE

42mm Polished Silver Case /
Sunray Blue Date Dial / Brown Lizard
Leather Strap

Steel Case
50m 0 091661 488351



W049G5



WATSON

W1130G4 \$249.95
WORK LIFE

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

Steel Case
10m
0 091661 488009



CAMBRIDGE

W1075G5 \$299.95
WORK LIFE

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

Steel Case
30m
0 091661 487828



W1165G2



NEW

PERRY

W1186G3 \$229.95
CASUAL LIFE

42mm Polished Rose Gold Case /
Sunray Blue Date Dial / Honey Brown
Leather Strap

Steel Case
30m
0 091661 492136



NEW

ARROW

W1215G1 \$379.95
CASUAL LIFE

46mm Brushed & Polished Rose Gold
Case / Sunray Blue Chrono Look Dial /
Honey Brown Leather Strap

Steel Case
30m
0 091661 492051



PERRY

W1186G1 \$199.95
CASUAL LIFE

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

Steel Case
30m
0 091661 488580



SADDLE UP

W1165G1 \$229.95
CASUAL LIFE

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

Steel Case
10m
0 091661 486746



SADDLE UP

W1165G2 \$249.95
CASUAL LIFE

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

Steel Case
10m
0 091661 486791



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



W1055G1



ORBIT

W1184G1 \$349.95
NIGHT LIFE

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

Steel
50m



NEW

ATLAS

W0668G5 \$399.95
NIGHT LIFE

45mm Brushed & Polished Black Case / Sunray Black Chronograph Dial / Brushed & Polished Black Bracelet

Steel
50m



PERRY

W0991G3 \$199.00
CASUAL LIFE

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

Steel Case
30m



PERRY

W0991G7 \$199.95
ACTIVE LIFE

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

Steel Case
30m



ATLAS

W1055G1 \$379.95
NIGHT LIFE

45mm Brushed & Polished Black Case / Sunray Black Chronograph Dial / Black Smooth Silicone Strap

Steel Case
50m



SURGE


W1168G2 \$399.95
ACTIVE LIFE

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

Steel Case
100m



NEW



DASH

W1256G1 \$249.95

ACTIVE LIFE

46mm Black Silicone Case /
Matte Black Multi-Function Dial /
Black Textured Silicone Strap

Steel Case 50m 

NEW



DASH

W1256G4 \$249.95

ACTIVE LIFE

46mm Red Silicone Case /
Matte Red Multi-Function Dial /
Red Textured Silicone Strap

Steel Case 50m 

NEW



DASH


W1256G2 \$249.95

ACTIVE LIFE

46mm White Silicone Case /
Matte White Multi-Function Dial /
White Textured Silicone Strap

Steel Case 50m 

NEW




TROOPER


W1241G1 \$299.95

NIGHT LIFE

50mm Brushed Black Case /
Matte Logo Dial /
Black Denim Strap

Steel Case 30m 

NEW




GENESIS

W1254G2 \$349.95

ACTIVE LIFE

51mm Brushed Black Case /
Sunray Black Multi-Function Dial /
Black Smooth Silicone Strap

Steel Case 100m 

 <div>G LUXE W1228L2 \$329.95</div>	 <div>G LUXE W1228L1 \$299.95</div>	 <div>G LUXE W1228L3 \$349.95</div>	 <div>LADY FRONTIER W1156L2 \$449.95</div>	 <div>LADY FRONTIER W1156L3 \$479.95</div>	 <div>LADY FRONTIER W1156L1 \$429.95</div>
 <div>TRI GLITZ W1142L2 \$279.95</div>	 <div>TRI GLITZ W1142L1 \$249.95</div>	 <div>TRI GLITZ W1142L4 \$299.95</div>	 <div>TRI GLITZ W0884L6 \$199.00</div>	 <div>MICRO G TWIST W1212L1 \$229.95</div>	 <div>G TWIST W0895L6 \$199.00</div>
 <div>LOLA W1145L3 \$279.95</div>	 <div>G TWIST W1082L3 X\$299.00</div>	 <div>MICRO G TWIST W1147L3 \$279.95</div>	 <div>ZENA W1094L4 \$329.95</div>	 <div>CRUSH W1223L1 \$299.95</div>	 <div>G TWIST W1201L1 \$279.95</div>
 <div>LEGACY W1049G2 \$349.95</div>	 <div>LIMELIGHT W1053L1 \$299.95</div>	 <div>LEGACY W1049G5 \$349.95</div>	 <div>ATLAS W0668G8 \$399.95</div>	 <div>ATLAS W1055G1 \$379.95</div>	 <div>SADDLE UP W1165G2 \$249.95</div>

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.

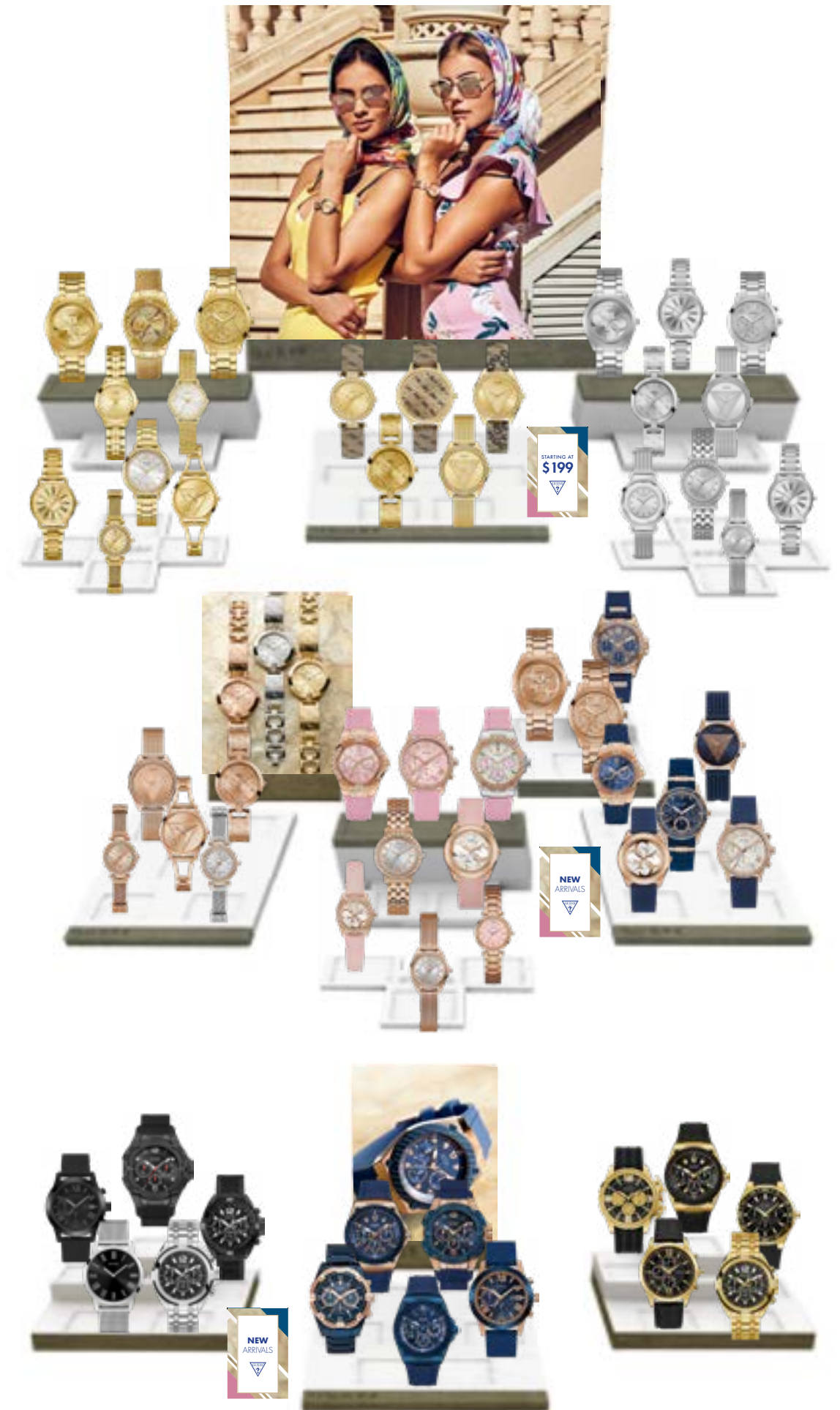
Merchandising done properly can serve as a 'silent sales person' by:

- 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 **BLUE & ROSE GOLD For Men OR PINK & ROSE GOLD For Ladies**
- Group each of your product/colour stories together to make a statement. Always colour block first, and then block by case shape/occasion (eg Ladies Casual styles group together, Ladies Dress 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



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 HODER 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



POSTERS

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



PINK PASSION



BLUE & ROSE 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





WATER RESISTANCE GUIDE

RESISTANCE LEVEL	SPLASHES OR RAIN	CAR WASH	SHOWER OR SAUNA	SWIMMING	SNORKELING	SCUBA DIVING
1ATM/10m	YES	NO	NO	NO	NO	NO
3ATM/30m	YES	YES	NO	NO	NO	NO
5ATM/50m	YES	YES	NO	YES	NO	NO
10ATM/100m	YES	YES	NO	YES	YES	NO
20ATM/200m	YES	YES	NO	YES	YES	YES
No dial markings indicates watch is dust resistant only and the wearer must not get the watch wet						
Water resistant casing does not permit crown or button operation when the watch is wet or submerged						

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GUESS

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