



GUESS

DEALER CATALOGUE | AUSTRALIA | SUMMER 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)

SUMMER 2019 TRENDS SHEET

MIXED METALS

Why settle for just one when you can have it all? Variety is the spice of life and we are giving you variations of classic silhouettes and colour pairings with a modern spin.

As mentioned in the WGSN Fall '19 fashion forecast; 'a new approach to the vintage aesthetic has jewellery being pulled together in a mixture of metal colours and textures in layered styling.'

As timeless as it is current and fresh, mixed metals will bring the best of both worlds into your life!



BLING



Don't be afraid to add some sparkle to your life! No matter your preferred level of bling, our range will have the perfect watch to compliment your sparkling personality and style.

Our full bling LADY FRONTIER has been amped up this season with the addition of a two-tone style that is sure to grab the attention of everyone in the room. New addition, GEMINI has stolen our hearts with a new approach to Glam-ification. With beautifully considered placement of crystal details in the dial, bezel and lug, this style will really make you shine!

G-OLGY

Elevate your style with some added G-ology; The art of the iconic Guess logo. Classic yet modern, our signature logos are timeless.

The Quattro-G makes a serious statement this season, showcasing bold contrast and precise printing on a new mesh silhouette with CLAUDIA, and with ANNA - a more subtle and delicate example of Quattro-G embellishment through the bracelet, with a bold statement logo execution on the dial. Our best selling Tri-Glitz silhouette is complimented by a brand new colour extension, with striking black and gold contrast on a black denim strap, and Micro G-Twist starts to shine with the addition of a full glitz bezel.

Fresh updates to signature styles, coupled with new looks accentuating our logo aesthetics take this logo story to the next level. Whatever the personal style is, our dedicated GUESS consumers will LIVE, LOVE, LOGO!



LEGACY



With several versions of LEGACY at the top of the global best seller list, this is a signature silhouette that is continuing to grow in importance for the GUESS guy. Throughout the season, our signature blue & rose, and black & gold combinations with silicone straps will feature in communication to our male consumer, making this the must have style for the season. In addition, we introduce LEGACY on a full stainless steel bracelet in yellow gold plating with black dial for the guy who really wants to stand out from the crowd. LONG, LIVE, LEGACY!

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.

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

The professional aesthetic comes naturally to the GUESS guy with a tailored lifestyle. We reveal a library of colour and textures; Black and Gold, Silver and Blue and Gunmetal.

WORK 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.

NIGHT LIFE



Comfort and style are the pillars of the casual life! Elevations of logo embellishment add quintessential guess style 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.

CASUAL 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.

ACTIVE LIFE



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LADIES WATCHES



W1280L1



MICRO G TWIST

W1273L1 \$279.95
NIGHT LIFE

28mm Polished Silver Case w. Crystals /
Sunray Silver Logo Dial /
Polished Silver Bracelet

Steel 10m
0 091661 504501



AURORA

W1288L1 \$379.95
WORK LIFE

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

Steel 30m
0 091661 507588



GEMINI

W1293L1 \$329.95
ACTIVE LIFE

36mm Polished Silver Case w.
Crystals / Sunray Silver Chrono Look
Dial / Polished Silver Bracelet

Steel 30m
0 091661 508127



W1280L1



W1228L1

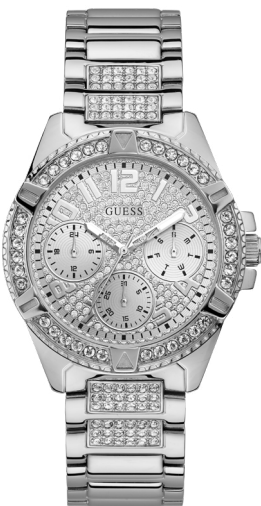


BEDAZZLE

W1097L1 \$399.00
LADIES SPORT

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

Steel 30m
0 091661 481932



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



ANNA

W1280L1 \$299.95
CASUAL LIFE

38mm Polished Silver Case w.
Crystals / Sunray Silver Logo Dial /
Polished Silver Logo Bracelet

Steel 30m
0 091661 507786



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



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



CHELSEA

W1209L1 \$249.95
WORK LIFE

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

Steel 30m 0 091661 492327



CHELSEA

W0989L1 \$229.00
CASUAL LIFE

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

Steel 30m 0 091661 474477



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



MICRO G TWIST

W1147L1 \$229.95
CASUAL LIFE

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

Steel 10m 0 091661 488559



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



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



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



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



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



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



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



POSH

W1231L1 \$279.95
WORK LIFE

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

Steel 30m
0 091661 494376



BLUSH

W1062L1 \$279.00
NIGHT LIFE

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

Steel 30m
0 091661 480812

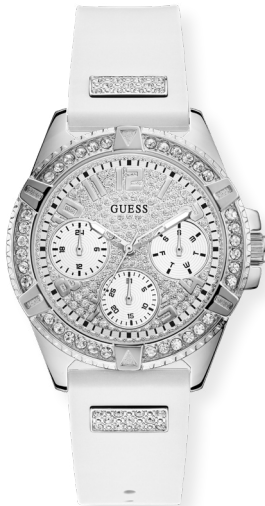


LUCY

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 494833



LADY FRONTIER

W1160L4 \$329.95
NIGHT LIFE

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

Steel Case 50m
0 091661 492105

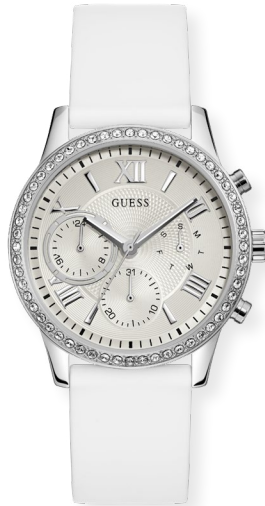


SPRITZ

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



SOLAR

W1135L7 \$279.95
ACTIVE LIFE

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

Steel Case 50m
0 091661 494536



NEW
NOV

SKYLAR

W1294L1 \$379.95
ACTIVE LIFE

42mm Polished Gold Case / Sunray
Black Chrono Look Dial / Black Silicone
Strap w. Gold Inserts

Steel Case
30m 0 091661 508097



NEW
NOV

SKYLAR

W1295L2 \$399.95
ACTIVE LIFE

42mm Polished Gold Case / Sunray
Black Chrono Look Dial / Polished Gold
Bracelet

Steel
30m 0 091661 508066



NEW

TRI GLITZ

W0884L11 \$229.95
CASUAL LIFE

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

Steel Case
10m 0 091661 507618



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 0 091661 488030



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



MINI IMPRINT

W1227L2 \$249.95
ACTIVE LIFE

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

Steel Case
30m 0 091661 510731



W1279L2

W1227L2



W1288L3, W1288L1

W1288L2

NEW



CHelsea

W0989L8 \$249.95
CASUAL LIFE

30mm Polished Silver Case w. Polished
Gold Top-Ring / Sunray Silver Dial /
Polished Gold & Silver Bracelet

Steel
30m



NEW



LADY FRONTIER

W1156L5 \$449.95
NIGHT LIFE

40mm Polished Silver & Gold Case w.
Crystals / Sunray White Dial / Polished
Silver & Gold Bracelet w. Crystals

Steel
50m



NEW



AURORA

W1288L2 \$399.95
WORK LIFE

36mm Polished Gold Case/ Sunray
Champagne Crystal Dial / Polished
Gold Silver Glitz Bracelet w. Adjustable
G-Links

Steel
30m



GLITTER GIRL

W0987L2 \$289.00
NIGHT LIFE

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

Steel
10m



NEW



MICRO G TWIST

W1273L2 \$299.95
NIGHT LIFE

28mm Polished Gold Case w. Crystals /
Sunray Champagne Logo Dial /
Polished Gold Bracelet

Steel
10m

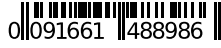


TRI GLITZ

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



NEW



ANNA

W1280L2 \$329.95
CASUAL LIFE

38mm Polished Gold Case w. Crystals
/ Sunray Champagne Logo Dial /
Polished Gold Logo Bracelet

Steel
30m



BEDAZZLE

W1097L2 \$429.00
LADIES SPORT

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

Steel
30m



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



NEW



GEMINI

W1293L2 \$349.95
ACTIVE LIFE

36mm Polished Gold Case w.
Crystals / Sunray Champagne
Chrono Look Dial / Polished Gold
Bracelet

Steel
30m



W1156L1, W1156L3

W1156L2



W127912

NEW



CLAUDIA

W1279L2 \$349.95
CASUAL LIFE

36mm Polished Gold Case w. Crystals
/ Sunray Gold & Black Logo Dial /
Polished Gold & Black Logo Bracelet w.
Adjustable G-Links

Steel
10m



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



MICRO G TWIST

W1147L2 \$249.95
CASUAL LIFE

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

Steel
10m



G TWIST

W1082L2 \$279.00
CASUAL LIFE

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

Steel
10m





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



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



CHELSEA

W0989L2 \$249.00
CASUAL LIFE

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

Steel 30m 0 091661 474569



CHELSEA

W0647L7 \$299.00
WORK LIFE

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

Steel 30m 0 091661 464942



CHELSEA

W1209L2 \$279.95
WORK LIFE

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

Steel 30m 0 091661 492334



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



TERRACE

W1230L2 \$249.95
WORK LIFE

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

Steel Case 30m 0 091661 494703



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 494499



SOLAR

W1070L2 \$379.00
CASUAL LIFE

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

Steel 50m 0 091661 482663



POSH

W1231L2 \$299.95
WORK LIFE

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

Steel 30m 0 091661 494369



LUCY

W1208L2 \$299.95
WORK LIFE

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

Steel 30m 0 091661 492235

NEW



CLAUDIA

W1279L3 \$379.95
CASUAL LIFE

36mm Polished Rose Gold Case w.
Crystals / Sunray Rose Gold & Black
Logo Dial / Polished Rose Gold & Black
Logo Bracelet w. Adjustable G-Links

Steel
10m 0 091661 507793



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 0 091661 494710



W1288L3



W1279L3



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 0 091661 494581



AURORA

W1288L3 \$429.95
WORK LIFE

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

Steel
30m 0 091661 507564



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 0 091661 474644

NEW



MICRO G TWIST

W1273L3 \$329.95
NIGHT LIFE

28mm Polished Rose Gold Case w.
Crystals / Sunray Rose Gold Logo
Dial / Polished Rose Gold Bracelet

Steel
10m
0 091661 504488



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
0 091661 488979

NEW



ANNA

W1280L3 \$349.95
CASUAL LIFE

38mm Polished Rose Gold Case w.
Crystals / Sunray Rose Gold Logo
Dial / Polished Rose Gold Bracelet

Steel
30m
0 091661 507779



BEDAZZLE

W1097L3 \$449.00
LADIES SPORT

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

Steel
30m
0 091661 482397



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
0 091661 488085

NEW



GEMINI

W1293L3 \$379.95
ACTIVE LIFE

36mm Polished Rose Gold Case w.
Crystals / Sunray White Chrono Look
Dial / Polished Rose Gold Bracelet

Steel
30m
0 091661 508103



W1280L3



CHELSEA

W0989L3 \$279.00
CASUAL LIFE

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

Steel 30m 0 091661 474446



CHELSEA

W1209L3 \$299.95
WORK LIFE

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

Steel 30m 0 091661 492341



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



POSH

W1231L3 \$329.95
WORK LIFE

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

Steel 30m 0 091661 494352



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



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



BLUSH

W1062L3 \$329.00
NIGHT LIFE

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

Steel 30m 0 091661 480805



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 0 091661 482687



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 0091661 492273



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 0091661 486760



SPARKLING PINK

W0032L9 \$349.95
WORK LIFE

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

Steel Case 30m 0091661 507984



MINI IMPRINT

W1227L4 \$249.95
CASUAL LIFE

36mm Polished Rose Gold Case /
Sunray Pink Rose Gold Logo Dial / Pink
Smooth Silicone Strap

Steel Case 30m 0091661 508189



G TWIST

W0895L6 \$199.00
NIGHT LIFE

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

Steel Case 10m 0091661 480959



TRI GLITZ

W0884L6 \$199.00
NIGHT LIFE

37mm Polished Rose Gold Case w.
Crystals / Sunray White Glitz Logo Dial /
Blush Pink Smooth Leather Strap

Steel Case 10m 0091661 480690



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 0091661 480676



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 0091661 494741



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 0091661 494543



NEW
NOV

SKYLAR

W1294L2 \$399.95
ACTIVE LIFE

42mm Polished Rose Gold Case /
Sunray Blue Chrono Look Dial / Blue
Silicone Strap w. Rose Gold Inserts

Steel Case
30m 0 091661 508080



NEW
NOV

SKYLAR

W1295L3 \$429.95
ACTIVE LIFE

42mm Polished Rose Gold Case /
Sunray Blue Chrono Look Dial / Polished
Rose Gold Bracelet

Steel
30m 0 091661 508059



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 0 091661 488016



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 0 091661 478277



G TWIST

W0911L6 \$199.00
ACTIVE LIFE

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

Steel Case
10m 0 091661 469541



MINI IMPRINT

W1227L3 \$249.95
ACTIVE LIFE

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

Steel Case
30m 0 091661 494680



W1279L2

GENTS WATCHES

GUESS



WT132G1

NEW



HENDRIX

W1309G3 \$429.95
WORK LIFE

44mm Polished Gunmetal Grey Case /
Sunray Grey Chrono Look Dial /
Polished Gunmetal Grey Bracelet

Steel 50m 0 091661 507168

NEW



THEO

W1307G1 \$229.95
WORK LIFE

42mm Polished Silver Case / Sunray
Grey Dial / Grey Croco Leather Strap

Steel Case 50m 0 091661 507229

NEW



PORTER

W1310G3 \$429.95
WORK LIFE

44mm / Gunmetal Grey Case / Sunray
Grey to Ice Blue Multi-Function Dial /
Polished Gunmetal Grey Bracelet

Steel 30m 0 091661 507250

NEW



BOLT

W1302G3 \$379.95
ACTIVE LIFE

47mm Gunmetal Grey Case w. Polished
Blue Top-Ring / Sunray Grey & Blue Multi-
Function Dial / Grey Textured Silicone
Strap

Steel Case 100m 0 091661 506987



W1310G1



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



ELEMENT

W1182G1 \$229.95
WORK LIFE

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

Steel Case
50m 0 091661 488351



W1309G1



NEW

HENDRIX

W1309G1 \$379.95
WORK LIFE

44mm Polished Silver Case / Sunray
Blue Chrono Look Dial / Polished Silver
Bracelet

Steel
50m 0 091661 507182



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

PORTER

W1310G1 \$399.95
WORK LIFE

44mm Polished Silver Case / Sunray
Grey Multi-Function Dial / Polished
Silver Bracelet

Steel
30m 0 091661 507267



PERRY

W1186G2 \$229.95
CASUAL LIFE

42mm Polished Black Case / Sunray
Black Date Dial / Black Smooth
Leather Strap

Steel Case
30m 0 091661 488573



ORBIT

W1184G1 \$349.95
NIGHT LIFE

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

Steel
50m 0 091661 488641



ODYSSEY
W1107G4 \$429.95
NIGHT LIFE

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

Steel 100m 0 091661 507328



HENDRIX
W1309G2 \$399.95
WORK LIFE

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

Steel 50m 0 091661 507175



ORBIT
W1184G2 \$449.95
WORK LIFE

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

Steel 50m 0 091661 490088



ATLAS
W0668G8 \$399.95
NIGHT LIFE

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

Steel 50m 0 091661 478628



HORIZON
W0379G4 \$499.95
NIGHT LIFE

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

Steel 50m 0 091661 444500



SKYLINE
W1259G2 \$399.95
NIGHT LIFE

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

Steel 50m 0 091661 495250



W0799G4



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 0 091661 493881



PORTER
W1310G2 \$429.95
WORK LIFE

44mm Polished Gold Case / Sunray Champagne Multi-Function Dial / Polished Gold Mesh Bracelet

Steel 30m 0 091661 507120



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 0 091661 477201



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 0 091661 488696



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



ATLAS

W1055G4 \$379.95
NIGHT LIFE

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

Steel Case 50m
0 091661 504662



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



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



PERRY

W0991G7 \$199.95
ACTIVE LIFE

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

Steel Case 30m
0 091661 488597



PERRY

W0991G3 \$199.00
CASUAL LIFE

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

Steel Case 30m
0 091661 474514



BOLT

W1302G2 \$379.95
ACTIVE LIFE

47mm Polished Black Case w. Polished
Gold Top-Ring / Sunray Black
Multi-Function Dial / Black Textured
Silicone Strap

Steel Case 100m
0 091661 506994



LEGACY

W1305G2 \$529.95
ACTIVE LIFE

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

Steel 100m
0 091661 507380



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
0 091661 495342



TROOPER

W1241G1 \$299.95
NIGHT LIFE

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

Steel Case 30m
0 091661 494925



ATLAS

W0668G5 \$399.95
NIGHT LIFE

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

Steel 50m
0 091661 467981



GENESIS

W1254G2 \$349.95
ACTIVE LIFE

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

Steel Case 100m
0 091661 495410



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 0091661 478635



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 0091661 494888



BOLT

W1302G4 \$399.95
ACTIVE LIFE

47mm / Brushed Rose Gold Case w.
Polished Blue Top-Ring / Sunray Blue
Multi-Function Dial / Blue Textured
Silicone Strap

Steel Case
100m 0091661 506970



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 0091661 478505



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 0091661 495335



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 0091661 495403



W1302G4



W1049G2

NEW



SKYLINE

W1306G1 \$349.95

WORK LIFE

45mm Rose Gold Case / Sunray Blue Multi-Function Dial / Blue Croco Leather Strap

Steel Case
50m



PERRY

W0991G4 \$199.00

ACTIVE LIFE

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

Steel Case
30m



NEW



THEO

W1307G2 \$249.95

WORK LIFE

42mm Polished Rose Gold Case / Sunray Blue Dial / Blue Croco Leather Strap

Steel Case
50m



ARROW

W1215G1 \$379.95

CASUAL LIFE

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

Steel Case
30m



NEW



TREK

W1249G3 \$449.95

ACTIVE LIFE

46mm Brushed Silver Case w. Polished Blue Aluminium Top-Ring / Sunray Blue Multi-Function Dial / Polished Silver & Rose Gold Bracelet

Steel
100m



PERRY

W1186G3 \$229.95

CASUAL LIFE

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

Steel Case
30m





					
AURORA W1288L2 \$399.95	AURORA W1288L1 \$379.95	AURORA W1288L3 \$429.95	ANNA W1280L2 \$329.95	ANNA W1280L1 \$299.95	ANNA W1280L3 \$349.95
					
LADY FRONTIER W1156L2 \$449.95	LADY FRONTIER W1156L5 \$449.95	LADY FRONTIER W1156L1 \$429.95	LADY FRONTIER W1156L3 \$479.95	CLAUDIA W1279L2 \$349.95	CLAUDIA W1279L3 \$379.95
					
G LUXE W1228L2 \$329.95	G LUXE W1228L1 \$299.95	GEMINI W1293L2 \$349.95	GEMINI W1293L1 \$329.95	FRONTIER W0799G4 \$599.95	FRONTIER W1132G1 \$399.95
					
LEGACY W1305G2 \$529.95	LEGACY W1049G5 \$349.95	LEGACY W1049G2 \$349.95	HENDRIX W1309G1 \$379.95	PORTER W1310G1 \$399.95	IMPRINT W1161G1 \$229.95

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.

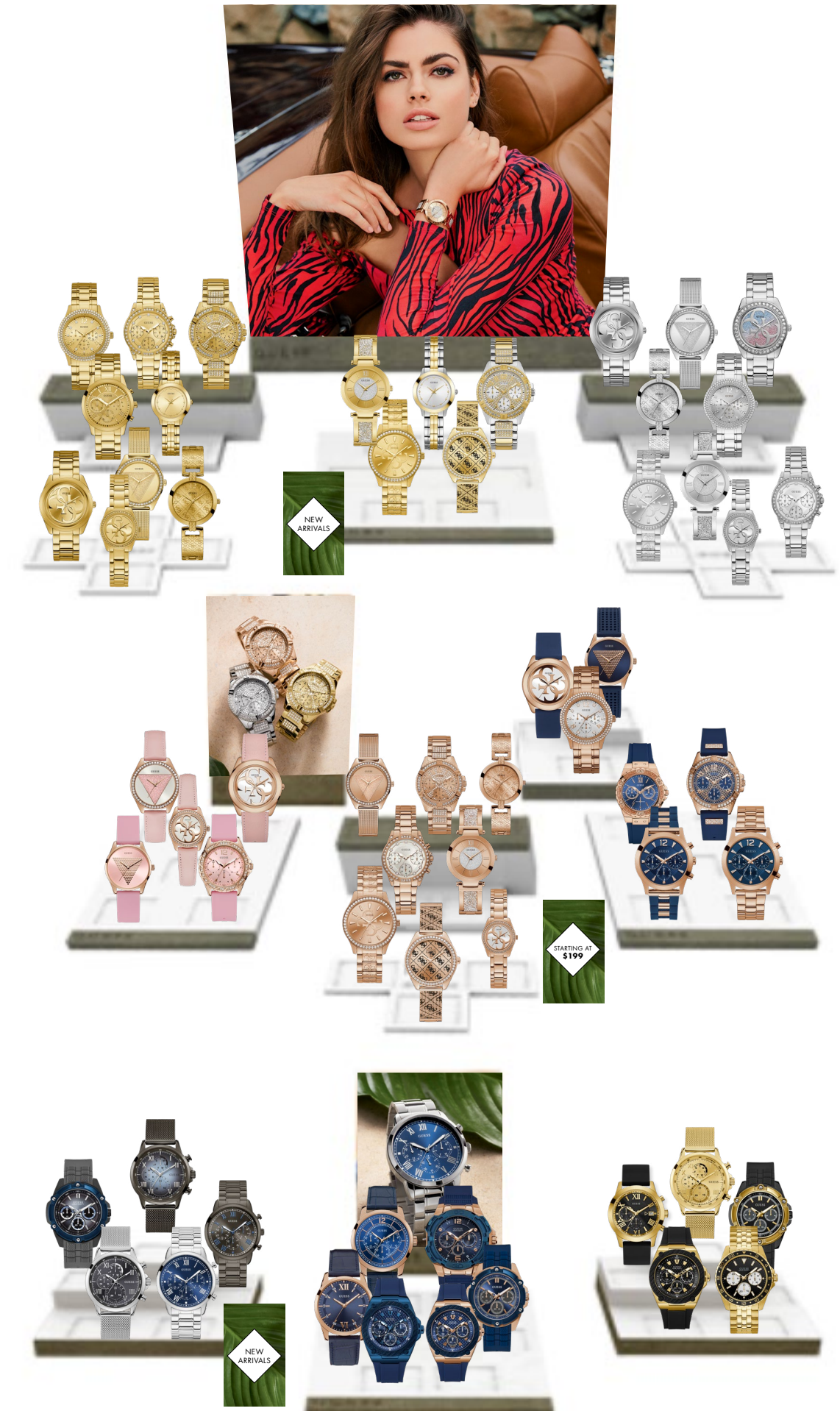
Merchandising done properly can serve as a 'silent sales person' by:

- 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

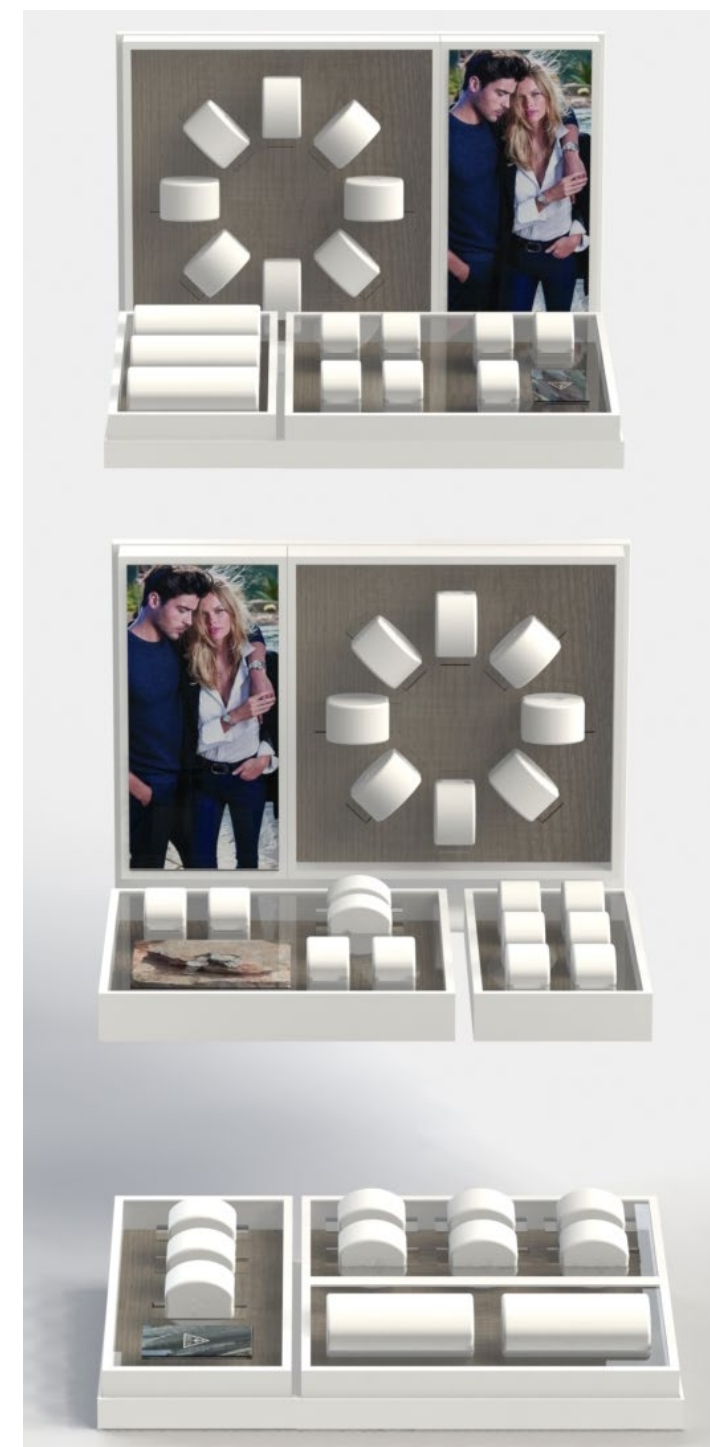
There are basic merchandising guidelines that will help you create a visually impactful display:

- Always create a centre focus to tell the key product story of the season
i.e **BLACK GOLD For Men OR ICONIC LOGO 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.

The new GUESS display program is designed to allow GUESS WATCHES to stand out from the crowd. The new display is designed to supercede the existing display - components of this display are not to be intermingled with the existing display concept.

This concept is a significant change to what you may be used to from the GUESS brand, so if you need assistance determining what is the right combination of materials for your store, and to check availability, please do not hesitate to reach out to your merchandiser or our Sales Support team at sales.orders@designa.com.au or on **+61 2 8543 4600**.

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3-SHELF TOWER PREPACK

STYLE NUMBER: WD203

approx. capacity: 65

Also included:

(60) small bobines

(5) large bobines

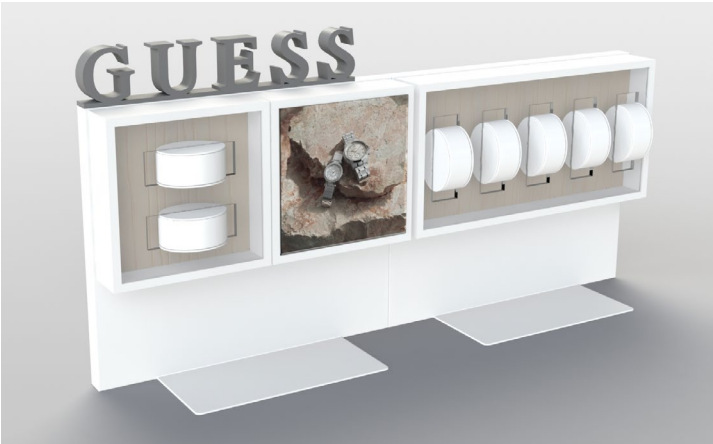
(1) 134.5 x 134.5 mm photo holder

(1) 134.5 x 287 mm photo holder

(2) small sign holder



46 cm (18.25") BACK PANEL
STYLE NUMBER: WD402
overall dimensions:
627 mm w x 463 mm h x 140 mm d
(height without logo 413 mm)
approx. capacity: 14 watches
Also included:
(15) small bobines
(1) 134.5 x 287 mm photo holder
(1) square photo holder
(1) small sign holder



31 cm (12.25") BACK PANEL
STYLE NUMBER: WD400
overall dimensions:
627.1 mm w x 311 mm h x 140 mm d
(height without logo 260 mm)
approx. capacity: 7 watches
Also included:
(10) small bobines
(1) square photo holder
(1) small sign holder



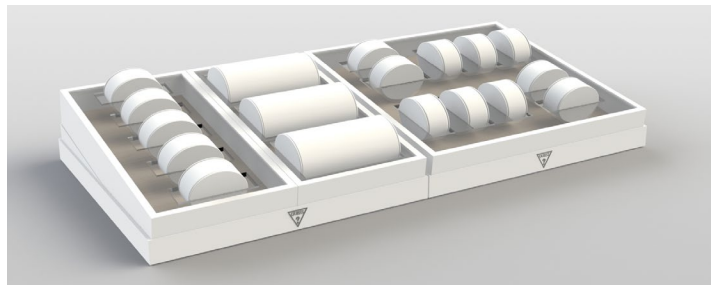
24" (616 mm) WINDOW UNIT
STYLE NUMBER: WD202
overall dimensions:
627.1 mm w x 616 mm h x 515 mm
approx. capacity: 50 watches
Also included:
(45) small bobines
(3) large bobines
(1) 134.5 x 134.5 mm photo holder
(1) 134.5 x 287 mm photo holder
(2) small sign holders



46 cm (18.25") BASE
STYLE NUMBER: WD406
overall dimensions:
627 mm w x 90 mm h x 465 mm d
approx. capacity: 35 watches
Also included:
(25) small bobines
(4) large bobines
(1) small sign holder



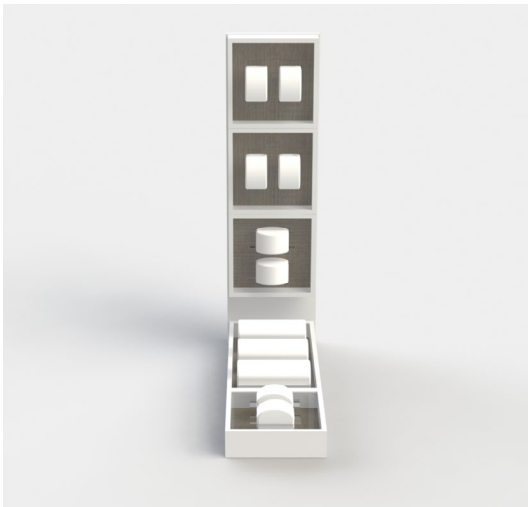
62 cm (24") BACK PANEL
STYLE NUMBER: WD403
overall dimensions:
627.1 mm w x 616 mm h x 140 mm d
(height without logo 565 mm)
approx. capacity: 24 watches
Also included:
(25) small bobines
(1) 134.5 x 287 mm photo holder
(1) square photo holder
(1) small sign holder



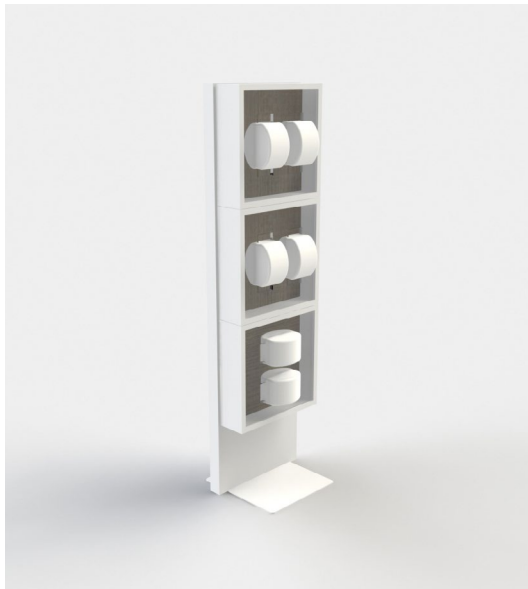
31 cm (12.25") DEPTH BASE
STYLE NUMBER: WD404
overall dimensions:
627 mm w x 90 mm h x 312 mm d
approx. capacity: 24 watches
Also included:
(15) small bobines
(3) large bobines
(1) small sign holder



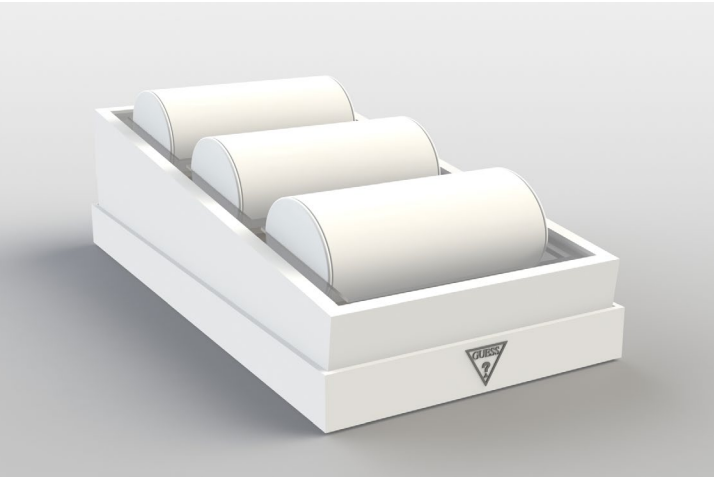
41 cm BACK SIDE FLANKS
STYLE NUMBER: WD408
overall dimensions:
161 mm w x 413 mm h x 140 mm d
capacity: 4 watches



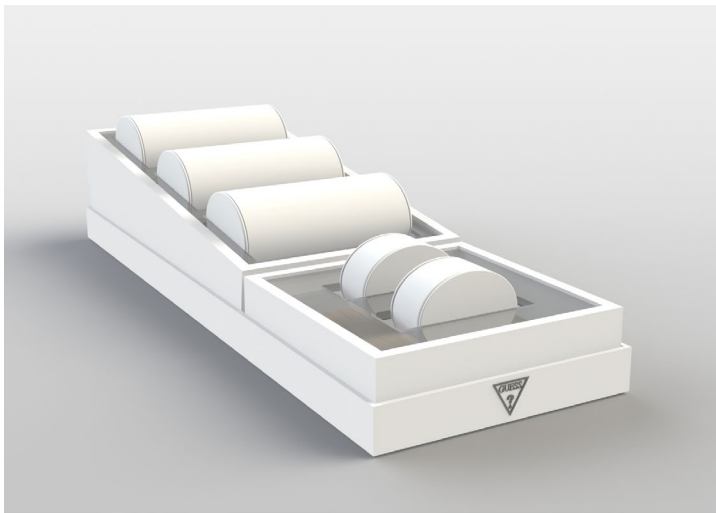
24" WINDOW UNIT EXTENSION
STYLE NUMBER: WD215
overall dimensions:
160.4 mm w x 565.1 mm h x 515 mm
approx. capacity: 14 watches
Also included:
(8) small bobines
(3) large bobines



57 cm BACK SIDE FLANKS
STYLE NUMBER: WD409
overall dimensions:
161 mm w x 565 mm h x 140 mm d
capacity: 6 watches



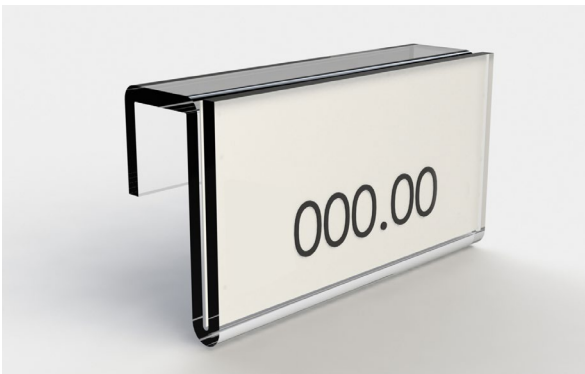
31 cm BASE SIDE FLANKS
STYLE NUMBER: WD410
overall dimensions:
160 mm w x 90 mm h x 312 mm d
approx. capacity: 9 watches



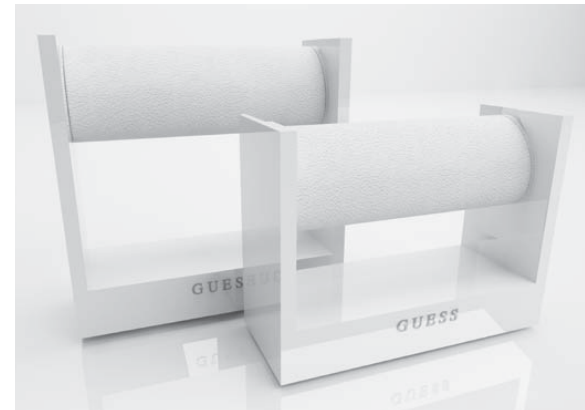
46 cm BASE SIDE FLANKS
STYLE NUMBER: WD411
overall dimensions:
160 mm w x 90 mm h x 464 mm d
approx. capacity: 11 watches



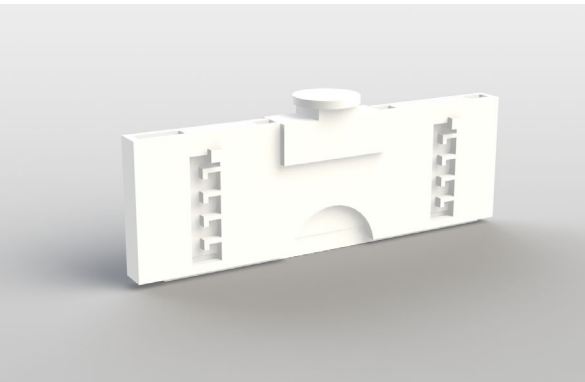
IN-CASE PREPACK - LARGE
STYLE NUMBER: WD204
Based on a showcase 1m-1.2m width
overall dimensions as shown:
1127 mm x 478 mm d
approx. capacity: 50 watches
Also included:
(45) small bobines
(3) large bobines
(1) logo riser
(2) free standing photo holders
(1) 134.5 x 134.5 mm photo holder
(2) small sign holders



PRICE POINT SIGN HOLDER
STYLE NUMBER: WD423/WD210
Prepack 50



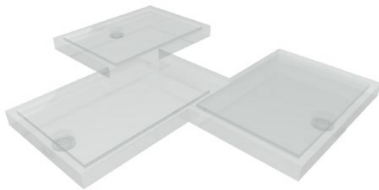
BRACELET BAR STANDS
STYLE NUMBER: WD419
Includes:
(1) tall stand with large bobine
(1) short stand with large bobine



PRODUCT STAGE WEDGE
STYLE NUMBER: WD420

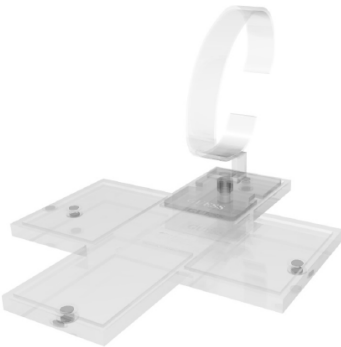


SMALL SIGN HOLDER
STYLE NUMBER: WD212
dimensions:
50 mm w x 90 mm h



3-PIECE WATCH TRAY
STYLE NUMBER: WD452
Prepack 10
includes:
(10) 3-piece trays
(35) vertical watch stands
(5) horizontal watch stand

Also included:



4-PIECE WATCH TRAY
STYLE NUMBER: WD453
Prepack 10
includes:
(10) 3-piece trays
(45) vertical watch stands
(5) horizontal watch stands

Also included:



PHOTO HOLDER
STYLE NUMBER: WD213
dimensions:
134.5 mm w x 134.5 mm h



BOBINES
STYLE NUMBER: WD211

POSTERS



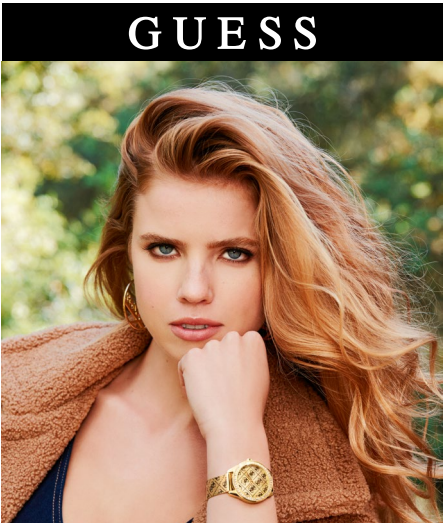
GUESS Watches have a vast array of social media assets available upon request. Call our brand team on (02) 8543 4600 or email marketing@designa.com.au to discuss.



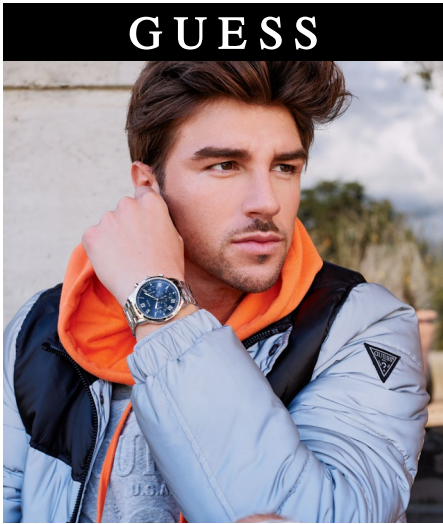
WEB BANNERS



EDMS



G-OLGY



LEGACY



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





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W0884L11	14	W1055G1	43	W1156L1	9	W1215G1	47	W1261G1	38	W1306G1	47
W0895L6	30	W1055G2	44	W1156L2	18	W1223L1	12	W1273L1	8	W1307G1	36
W0911L6	32	W1055G4	42	W1156L3	26	W1227L1	13	W1273L2	18	W1307G2	47
W0987L2	17	W1062L1	12	W1156L5	17	W1227L2	14	W1273L3	26	W1309G1	38
W0987L3	25	W1062L3	29	W1160L1	14	W1227L3	32	W1279L2	21	W1309G2	40
W0989L1	11	W1070L2	23	W1160L3	32	W1227L4	31	W1279L3	24	W1309G3	36
W0989L2	23	W1082L2	21	W1160L4	13	W1228L1	10	W1280L1	9	W1310G1	39
W0989L3	28	W1084L1	11	W1161G1	42	W1228L2	21	W1280L2	18	W1310G2	41
W0989L8	17	W1084L3	29	W1182G1	38	W1228L3	25	W1280L3	26	W1310G3	36



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