

R O S E F I E L D

A M S | N Y C



WATCHES

Summer 2019 - Dealer Catalogue - AUS



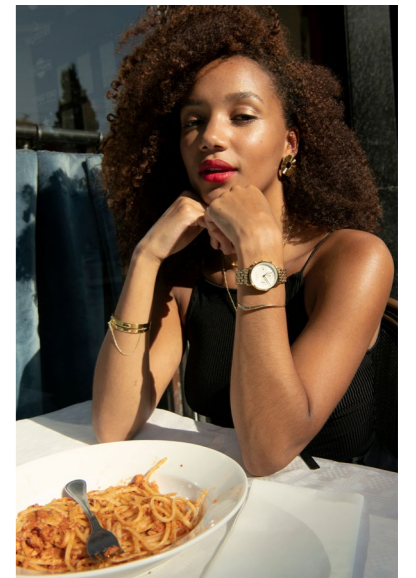
## AMS | NYC

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'*

Quality and Detail focus

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

#### SOCIAL MEDIA



1.5m  
Followers



424k  
Followers

**ROSEFIELD** is one of the most active brands on social media globally. Partnering with key fashion & lifestyle influencers from around the globe.

#### 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.

#### INTERCHANGEABLE



#### WARRANTY

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

#Rosefieldmoment

#Rosefieldwatches

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Rosefield Watches



New Collection

# The Gabby

THE GABBY is the first Rosefield watch of its kind, adding luxury to the range with a chronograph dial. We see new levels of dimension with the addition of a sunken dial, and a deviation from our typical style with updated, daintier number markings. Maintaining Rosefield minimalism with more complex design, THE GABBY exudes class and elegance.

NEW  
33mm



**NWG-N92 - \$249.95**  
White Sunray Dial - Silver Bracelet - Silver Case



NEW  
33mm



**NWG-N90 - \$249.95**  
White Sunray Dial - Gold Bracelet - Gold Case



NEW  
33mm



**NWG-N91- \$249.95**  
White Sunray Dial - Rose Gold Bracelet - Rose Gold Case



New Collection

# The Mini Boxy

The new Boxy XS collection features our favourite square silhouette, scaled down to a smaller size. It still has all the classic details — rounded edges, an ultra-sleek strap and date function — though at 22mm, the case is now the smallest of any Rosefield timepiece. Channeling a slightly retro aesthetic, the result is equal parts chic, bold and effortlessly elegant.



**QMWSR-Q022 - \$179.95**  
White Sunray Dial - Rose Gold Bracelet - Rose Gold Case



**QMWSSR-Q024 - \$179.95**  
White Sunray Dial - Rose Gold Two Tone Bracelet - Rose Gold Case



**QMWSS-Q020 - \$179.95**  
White Sunray Dial - Silver Bracelet - Silver Case



**QMBG-Q025 - \$179.95**  
Black Dial - Gold Bracelet - Gold Case



**QMWSSG-Q023 - \$179.95**  
White Sunray Dial - Gold Two Tone Bracelet - Gold Case



**QMWSG-Q021- \$179.95**  
White Sunray Dial - Gold Bracelet - Gold Case



New Styles

The Ace

THE ACE collection is a tribute to the old classics: a retro timepiece with a modern Rosefield twist. Discover 9 new styles with an updated round dial available in silver sunray, pink sunray or matte black. Easy to style and wear, THE ACE is the perfect sophisticated-meets-sporty balance. Whether you're a classics buff or not, this collection is Ace.

33mm



**ACSS-A04 - \$189.95**  
Silver Sunray Dial - Silver Bracelet - Silver Case

8 720039 330436

33mm



**ACSG-A03 - \$189.95**  
Silver Sunray Dial - Gold Bracelet - Gold Case

8 720039 330429

NEW

33mm



**ACSR-A14 - \$189.95**  
Silver Sunray Dial - Rose Gold Bracelet - Rose Gold Case

8 720039 333352

33mm



**ACSGD-A01 - \$189.95**  
Silver Sunray Dial - Gold Two Tone Bracelet - Gold Case

8 720039 330405

33mm



**ACSRD-A06 - \$189.95**  
Silver Sunray Dial - Rose Gold Two Tone Bracelet - Rose Gold Case

8 720039 330450

33mm



**ACPG-A05 - \$189.95**  
Pink Sunray Dial - Silver Bracelet - Silver Case

8 720039 330443

33mm



**ACBKG-A13 - \$189.95**  
Black Dial - Gold Bracelet - Gold Case

8 720039 330702

NEW

33mm



**ACBGD-A02 - \$189.95**  
Black Dial - Gold Two Tone Bracelet - Gold Case

8 720039 330412

NEW

33mm



**ACBSD-A07 - \$189.95**  
Black Dial - Rose Gold Two Tone Bracelet - Rose Gold Case

8 720039 330467



New Styles

# The Boxy Duo Tone

A fresh take on THE BOXY watch, these two new duo-tone styles are a nod to modern luxury. Each watch has either a white sunray etching or black dial and a stainless steel strap combining 2 metals - silver/rose gold or silver/gold. Stay bold with these mixed metal classics.

26mm  
x  
28mm



**QVSGD-Q013 - \$179.95**  
White Sunray Dial - Gold Two Tone  
Bracelet - Gold Case



26mm  
x  
28mm



**QVSRD-Q014 - \$179.95**  
White Sunray Dial - Rose Gold Two  
Tone Bracelet - Rose Gold Case



NEW

26mm  
x  
28mm



**QVBGD-Q015 - \$179.95**  
Black Dial - Gold Two Tone  
Bracelet - Gold Case

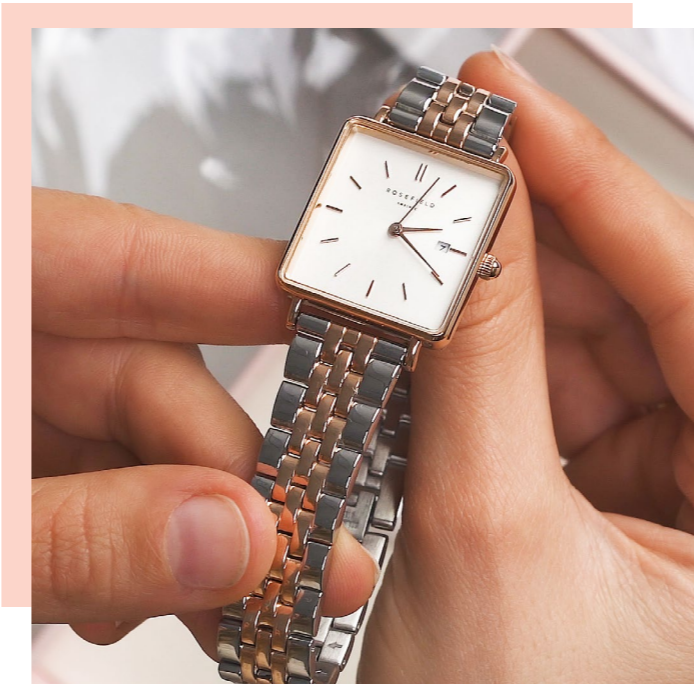


NEW

26mm  
x  
28mm



**QVBSD-Q016 - \$179.95**  
Black Dial - Rose Gold Two Tone  
Bracelet - Rose Gold Case



New Styles

The Boxy

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.

NEW

26mm  
x  
28mm



**QOGRG-Q027 - \$169.95**  
White Sunray Dial - Green Leather Strap - Rose Gold Case



NEW

26mm  
x  
28mm



**QSAG-Q030 - \$169.95**  
White Sunray Dial - Purple Leather Strap - Gold Case



NEW

26mm  
x  
28mm



**QOPRG-Q026 - \$169.95**  
White Sunray Dial - Light Pink Leather Strap - Rose Gold Case



NEW

26mm  
x  
28mm



**QCGRG-Q028 - \$169.95**  
White Sunray Dial - Light Grey Leather Strap - Rose Gold Case



NEW

26mm  
x  
28mm



**QSCG-Q029 - \$169.95**  
White Sunray Dial - Tan Leather Strap - Gold Case



NEW

26mm  
x  
28mm



**QBFGG-Q031 - \$169.95**  
Black Dial - Olive Leather Strap - Gold Case



26mm  
x  
28mm



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



26mm  
x  
28mm


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



26mm  
x  
28mm


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



NEW
26mm  
x  
28mm


**QWSR-Q18 - \$179.95**  
White Sunray Dial - Rose Gold Bracelet - Rose Gold Case



26mm  
x  
28mm


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



26mm  
x  
28mm

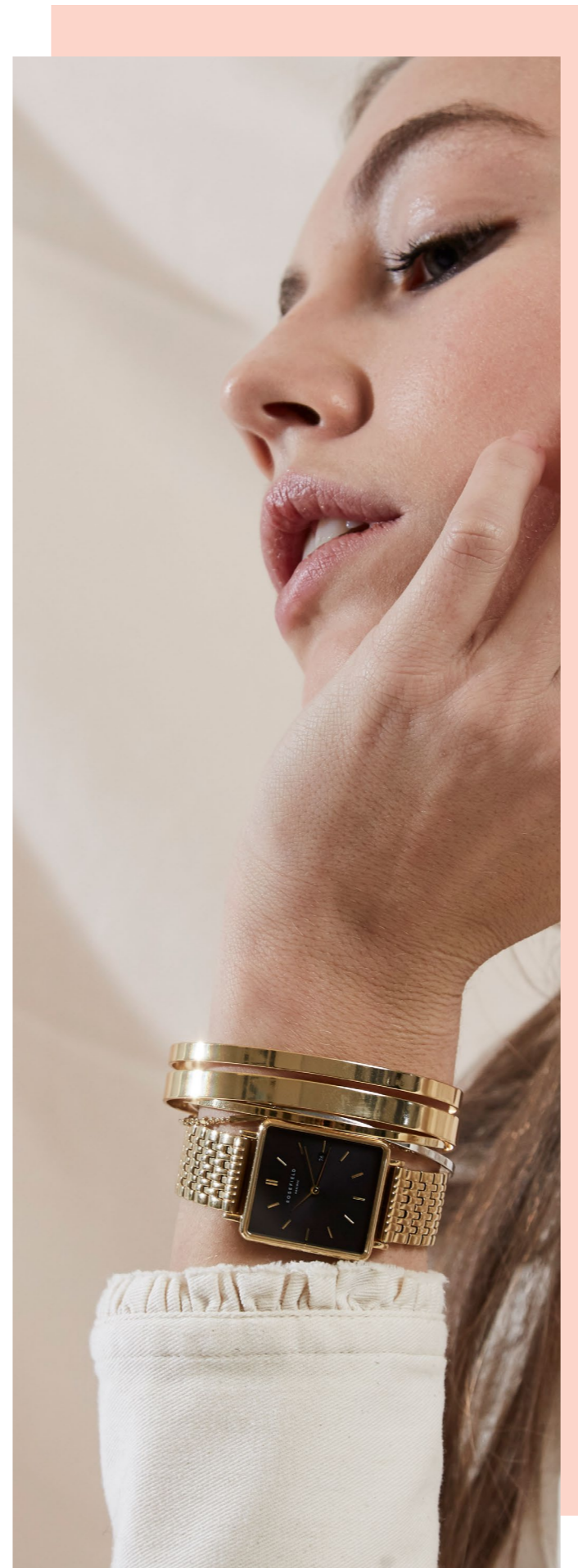

**QWSS-Q02 - \$169.95**  
White Sunray Dial - Silver Mesh Strap - Silver Case



26mm  
x  
28mm


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





26mm  
x  
28mm


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



NEW
26mm  
x  
28mm


**QBSR-Q19 - \$179.95**  
Black Dial - Rose Gold Bracelet - Rose Gold Case



26mm  
x  
28mm


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



26mm  
x  
28mm


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



New Styles

# 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, or a stainless steel bracelet in a range of colours. It’s smaller size and details bring about a vintage feeling and result in an elegant, feminine collection.

26mm



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



26mm



**26WPR-263 - \$169.95**  
White Dial - Soft Pink 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



NEW

26mm



**26BSG-268 - \$179.95**  
Black Dial - Gold Bracelet - Gold Case



NEW

26mm



**26BRG-270 - \$179.95**  
White Dial - Rose Gold Bracelet - Rose Gold Case



NEW

26mm



**26SRGD-271 - \$179.95**  
White Dial - Rose Gold Two Tone Bracelet - Rose Gold Case



NEW

26mm



**26WSG-267 - \$179.95**  
White Dial - Gold Bracelet - Gold Case



NEW

26mm



**26SGD-269 - \$179.95**  
White Dial - Gold Two Tone Bracelet - 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



**BBBR-B11 - \$159.95**

Black Dial - Black Strap -  
Rose Gold Case



38mm



**BWBRR-B3 - \$159.95**

White Dial - Brown Strap -  
Rose Gold Case



# The Tribeca

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

33mm



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



33mm



**TWBRRC-T55 - \$159.95**  
White Dial - Brown Strap -  
Rose Gold 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 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 Upper East Side

THE UPPER EAST SIDE is the classic face of New York, with stately houses and discrete doormen. The neighbourhood 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



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



33mm



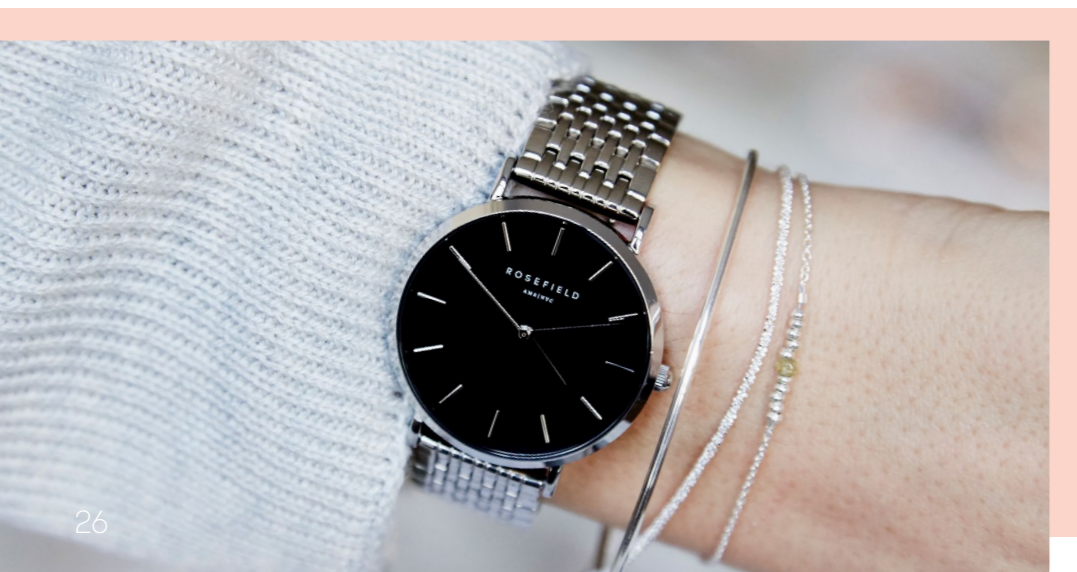
**UEWS-U22 - \$179.95**  
White Pearl Dial - Silver Bracelet -  
Silver Case



33mm



**UEBS-U25 - \$179.95**  
Black Dial - Silver Bracelet - Silver  
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



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



33mm



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



33mm



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



33mm



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





## 12mm Straps

Straps interchangeable with watches from THE SMALL EDIT collection.

### 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.

## Interchangeable Straps



NEW



**26SG-S202 - \$99**  
Gold  
Bracelet



NEW



**26SGD-S203 - \$99**  
Gold Two Tone  
Bracelet



NEW



**26SRG-S204 - \$99**  
Rose Gold  
Bracelet



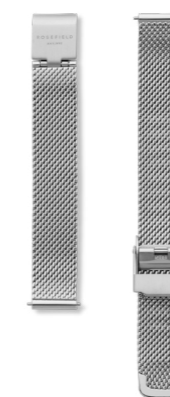
NEW



**26SRGD-S205 - \$99**  
Rose Gold Two Tone  
Bracelet



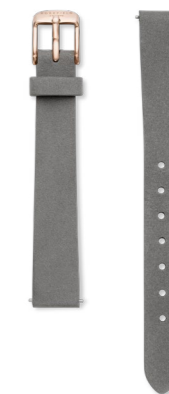
**26RG-S158 - \$75**  
Rose Gold  
Mesh Strap



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



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



**26GR-S157 - \$75**  
Rose Gold  
Elephant Grey Suede Leather  
Strap



# 16mm Straps

Straps interchangeable with watches from THE BOXY, THE TRIBECA, THE UPPER EAST SIDE, THE WEST VILLAGE and THE GABBY collections.

## The Gabby Straps

THE GABBY is the first Rosefield watch of its kind, adding luxury to the range with a chronograph dial. Maintaining Rosefield minimalism with more complex design, THE GABBY exudes class and elegance. Be sleek with these stylistic yet simplistic bands.

NEW



CNSG-S199 - \$99  
Gold Bracelet



NEW



CNSRG-S200- \$99  
Rose Gold Bracelet



NEW



CNSS-S201 - \$99  
Silver Bracelet



## The Boxy Duo-Tone Straps

A fresh take on the bracelets, these two new duo-tone styles are a nod to modern luxury. Each bracelet strap combining 2 metals - silver/rose gold or silver/gold. Stay bold with these mixed metal classics.



QVSGD-S191 - \$99  
Gold Two Tone Bracelet





QVSRD-S192 - \$99  
Rose Gold Two Tone Bracelet



## 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.



UER-S134 - \$85  
Rose Gold Bracelet





UEG-S135 - \$85  
Gold Bracelet





UES-S136 - \$85  
Silver Bracelet



## 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!



TMRS-S125 - \$75  
Rose Gold Mesh Strap





TMGS-S126 - \$75  
Gold Mesh Strap





TMSS-S127 - \$75  
Silver Mesh Strap





QBMB-S185 - \$75  
Black Mesh Strap





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

8 719324 227674



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

8 719324 227650



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

8 719324 227636



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

8 719324 227643



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

8 719324 227667



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

8 719324 227612

## The West Village Straps

THE WEST VILLAGE strap has a clean, seamless finish made of velvety Suede 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.



**WBUGS-S137 - \$75**  
Gold  
Velvet Blue Suede Leather Strap

8 719324 227889



**WBLGS-S138 - \$75**  
Gold  
Black Suede Leather Strap

8 719324 227896



**WEGRS-S142 - \$75**  
Rose Gold  
Elephant Grey Suede Leather Strap

8 719324 227933

NEW



**WCGRG-S208 - \$75**  
Rose Gold  
Light Grey Suede Leather Strap

8 720039 334076



**WSPRS-S140 - \$75**  
Rose Gold  
Soft Pink Suede Leather Strap

8 719324 227919

NEW



**WOPRG-S206 - \$75**  
Rose Gold  
Pink Suede Leather Strap

8 720039 334052

NEW



**WOGRG-S207 - \$75**  
Rose Gold  
Green Leather Strap



NEW



**WCG-S209 - \$75**  
Gold  
Tan Leather Strap



NEW



**WAG-S210 - \$75**  
Gold  
Purple Leather Strap



## 18mm Straps

Straps interchangeable with watches from THE ACE, THE BOWERY & THE MERCER collections.

### 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.



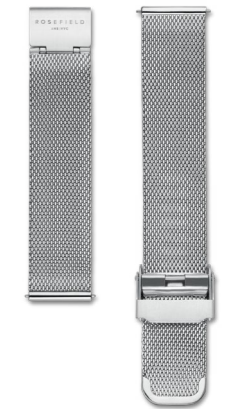
**MRS-S120 - \$75**  
Rose Gold  
Mesh Strap



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



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



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



The Ace Straps

THE ACE collection is a tribute to the old classics: a retro timepiece with a modern Rosefield twist. Easy to style and wear, THE ACE is the perfect sophisticated-meets-sporty balance. Whether you're a classics buff or not, this collection is Ace.



**ACSGD-S186 - \$99**  
Gold Two Tone  
Bracelet

**ACSRD-S187 - \$99**  
Rose Gold Two Tone  
Bracelet

**ACSG-S188 - \$99**  
Gold  
Bracelet

**ACSS-S189 - \$95**  
Silver  
Bracelet

The Bowery Straps

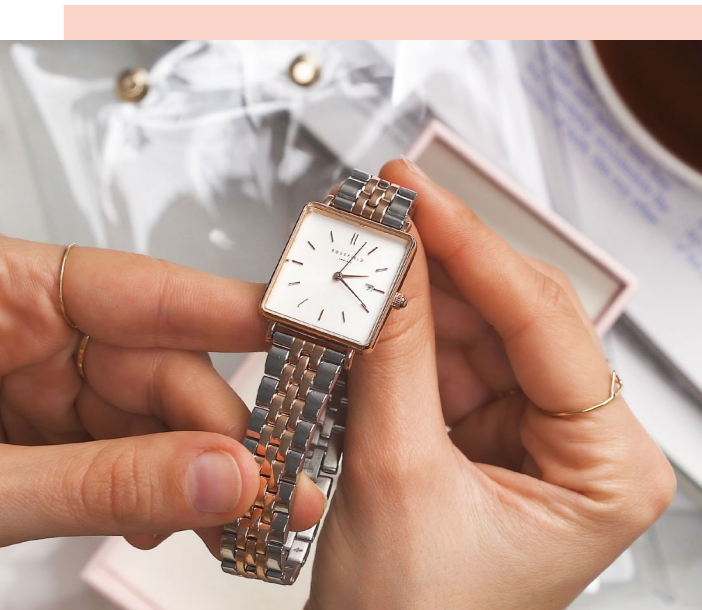
With its stitched finish and classy look, THE BOWERY straps work perfectly with our thin and elegant watch cases. Handmade and stitched to perfection, THE BOWERY strap is a classic wardrobe essential that never goes out of style.



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

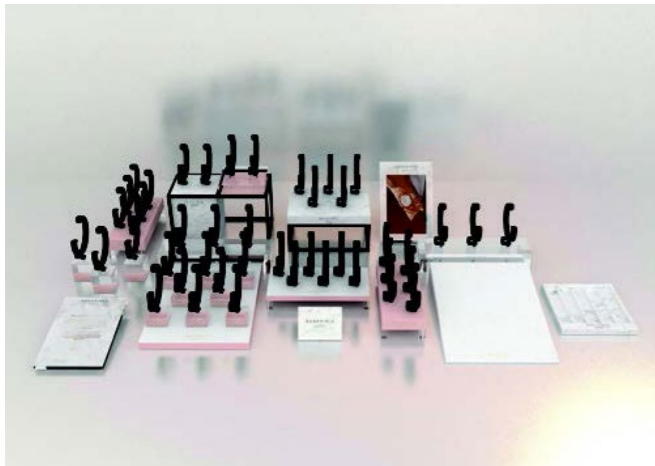
**SGSC-S109 - \$65**  
Silver  
Grey Leather Strap

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





- DP025**  
**Prepack includes 35 watch stands**  
Contains:
- 2 Small Photoholders with imagery
  - 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



- DP026**  
**Prepack includes 50 watch stands**  
Contains:
- 2 Small Photoholders with imagery
  - 2 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
  - 2 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



**DP019**  
**Large Visual Backboard**  
W38 × H44 cm



**RFW-S01**  
**10 Pk Blocks**  
Contains:

- 10 Blocks
- 10 c-rings



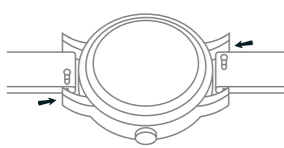
**DP028**  
**Strap Tray**  
Holds 5× Straps  
W14 × H15 cm

- 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.

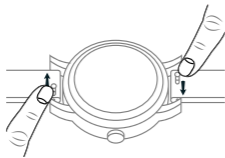


Instructions

Changing your strap



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

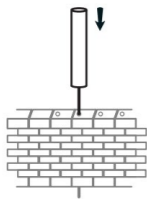


2. Slide the pin to the other side to release the strap from the lug.

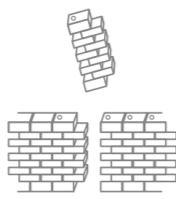


3. To attach a new strap, start with the pin located on the opposite side of the slide mechanism. Place the pin in the lug, while slightly tilting the strap forward. Slide the pin mechanism and place the other pin in the lug.

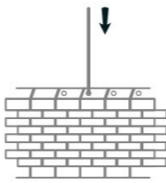
Adjusting the size of your steel band



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.

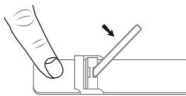


2. Remove or add required strap links. If removing more than one strap link, remove an equal number of links from both sides to keep the strap even and symmetrical.

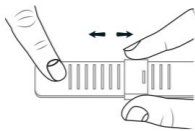


3. After removing or adding the necessary number of strap links, place the pins back in the opposite direction of the arrows. Tap the pins back through using the hammer to finish.

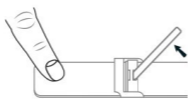
Adjusting the size of your mesh band



1. Use something to 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.

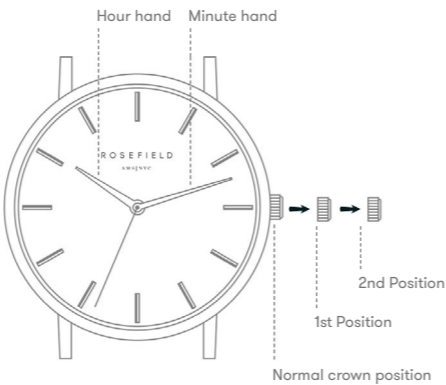


3. Press the plate clamp back down (firmly) to lock the clasp to the mesh band.

Setting the date - Selected styles only

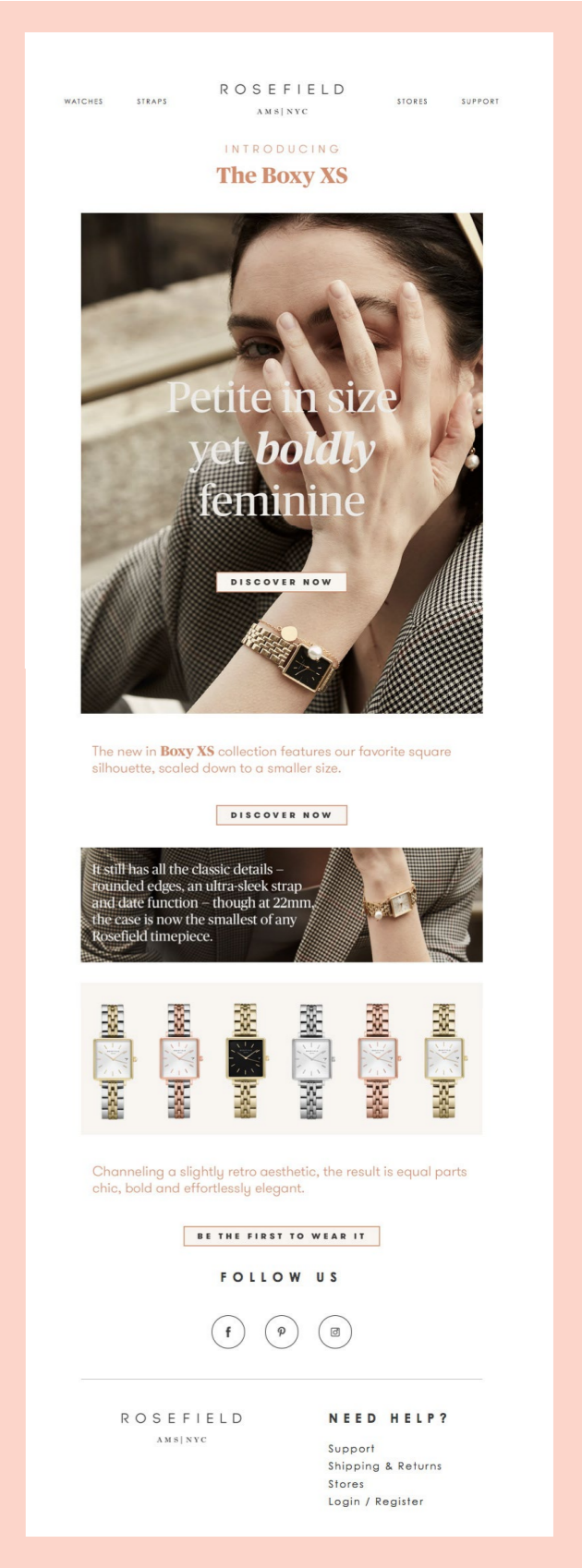
- 1. Pull the crown out to the first position.
- 2. Turn the crown counter-clockwise to set the date.
- 3. Push the crown back to the normal position.

\* 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.



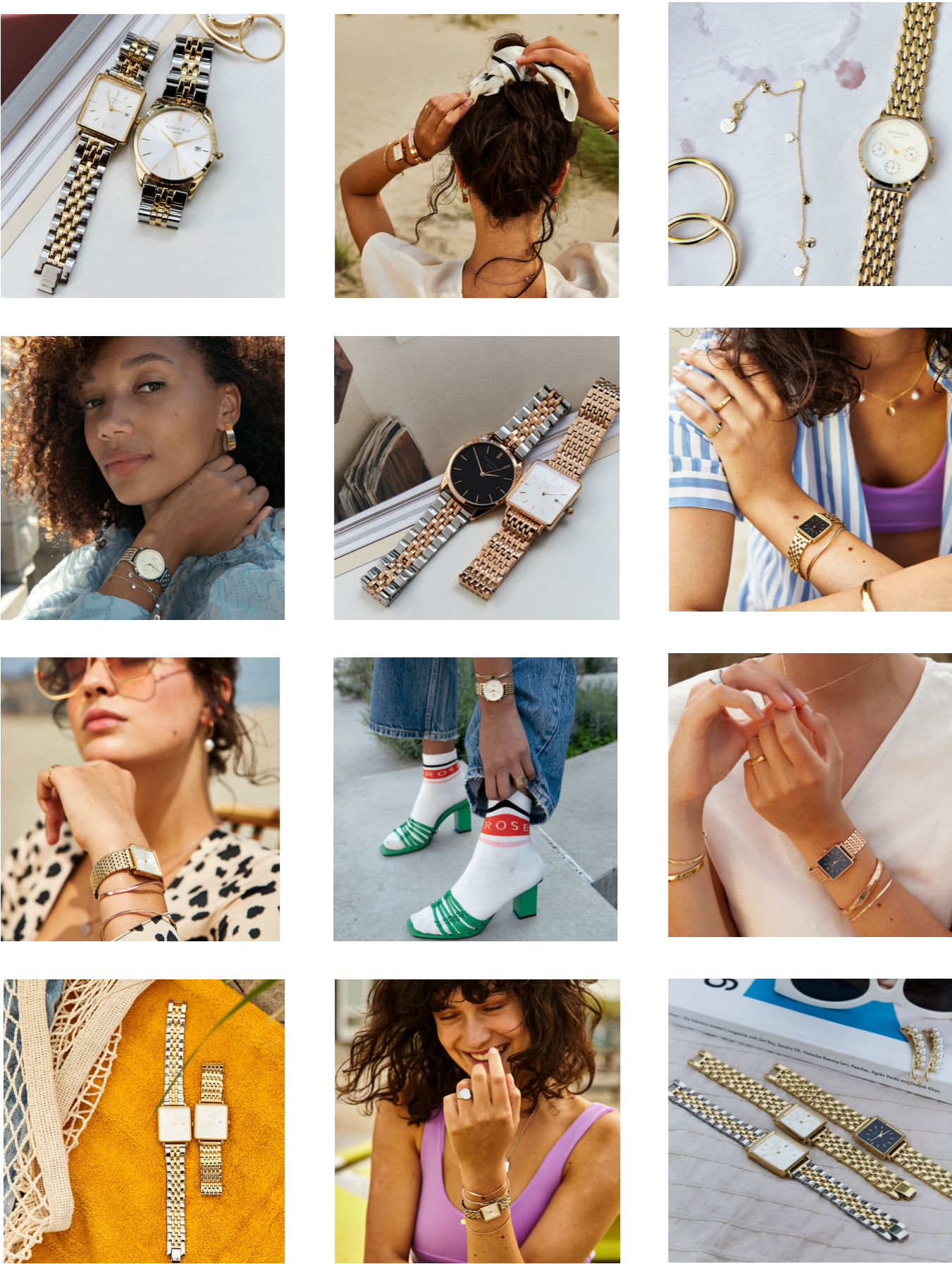
Web Banners & EDMs

Tailor made digital marketing material can be designed at your request to meet various needs. Such as banners for store websites. Contact our Brand team at [marketing@designa.com.au](mailto:marketing@designa.com.au) or call us at 02 8543 4600 to discuss.



# Social Media Assets

Rosefield have a vast array of static and animated social media assets available upon request. Contact our Brand team at [marketing@designa.com.au](mailto:marketing@designa.com.au) or call us at 02 8543 4600 to discuss.



# Instore Visuals

## Posters

Current season imagery is available for in-store posters and collateral. Contact our Brand team at [marketing@designa.com.au](mailto:marketing@designa.com.au) or call us at 02 8543 4600 to discuss.



# 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 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, 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

