



SUMMER 2019
MARKET CATALOGUE





WE DON'T STOP™
BECAUSE YOU DON'T

TIMEX

SUMMER 2019

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MEN'S CLASSIC COLLECTION

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TORTURED UNDERWATER AND SHOT INTO SPACE

TORTURED ON LIVE TELEVISION IN THE 1960s. NASA-CERTIFIED FOR SPACE IN 1996. THERE'S NOTHING QUITE LIKE A TIMEX.



TAKES A LICKING AND KEEPS ON TICKING

FOR GENERATIONS, WE'VE KEPT THE SAME WATCHMAKING MISSION.



2019 marks 165 years of quality timekeeping.

ABOUT US

We are watchmakers, obsessed with innovative craftsmanship and thoughtful design. Generations ago, we revolutionised timekeeping by taking it from the mantels of the one-percent and bringing it to the world. And we have not stopped challenging the status quo since.

We always ticked a little differently than other watch brands. In 1854, we took traditional European watchmaking and layered American industrial ingenuity on top to disrupt a 300 year-old industry. We turned clocks from expensive, fragile curiosities into reliable technology that any working family could afford. By 1901, our movements fit in your pocket and cost just one dollar, and by the 1960s, every third watch sold in America was a Timex.

We helped invent wristwatches, and we reinvent them today.

We are passionate craftsmen, carrying forward our heritage and tradition. We helped invent wristwatches and we are reinventing them today. We create our own designs, carefully source each material and build Timex watches with our own hands.

QUALITY TIMEKEEPING SINCE 1854

TIMEX WEEKENDER®

IT'S ALL ABOUT OPTIONS.

Quick-release leather straps change in a snap! Designed for freedom, comfort and just being yourself, Timex Weekender® is more than one watch, it's a universe of classic looks, seasonal trends and more.

- 24 Hour Military Time
- Water Resistant to 30M
- INDIGLO® Backlight



EASY READER®

THE WORLD'S MOST POPULAR WATCH.

Meet the Modern Easy Reader®, the newest rendition of our most enduring style. The original Timex Easy Reader® was first introduced in 1977, and the timeless utilitarian design quickly became the world's most popular watch. Our Easy Reader's beauty is in its simplicity, its effortless style and approachable design. If our Waterbury collection is the soul of Timex, our Easy Reader is the heart.

- Natural Leather Strap
- Water Resistant to 30M
- INDIGLO® Backlight

TIMEX STANDARD

THE WATCHMAKER'S CASUAL WATCH

With its careful attention to detail, our Timex Standard shines as one of our most refined everyday watches. Designed with a traditional oversized crown, a nod to our original pocket watch, our Timex Standard brings together classic elements with modern materials and easily interchangeable straps.

- Natural Leather Strap
- 24 Hour Military Time
- Water Resistant to 30M
- INDIGLO® Backlight



TIMEX



CITY COLLECTION

TIMEX

MODERN EASY READER 40MM

FEATURES

Natural Leather Strap
Easy-to-Read Dial
Water Resistant to 30M
INDIGLO® Backlight

NEW



TW2T71800- \$149.95

Polished Silver-tone Case
White Dial
Black Smooth Leather Strap
40mm Case, 20mm Lug



MEN'S CLASSIC COLLECTION



NEW



TW2T72000- \$149.95

Polished Silver-tone Case
Blue Dial
Brown Smooth Leather Strap
40mm Case, 20mm Lug



NEW



TW2T71600- \$149.95

Polished Gold-tone Case
White Dial
Brown Smooth Leather Strap
40mm Case, 20mm Lug



MOD 44

FEATURES

Natural Leather Strap or
Nylon Strap (TW2T72500)
Day and Date Feature
Water Resistant to 30M

NEW



TW2T72500 - \$139.95

Brushed/Polished Black Case
Black Dial
Black Nylon Strap
44mm Case, 22mm Lug



TW2R64000 - \$139.95

Brushed/Polished Gunmetal Case
Grey Dial
Brown Matte Leather Strap
44mm Case, 22mm Lug



TW2R64300 - \$139.95

Brushed/Polished Black Case
Black Dial
Black Matte Leather Strap
44mm Case, 22mm Lug



HARBORSIDE 42MM

FEATURES

Natural Leather Strap with Quick-Release Spring-Bars
or Two-Tone Stainless Steel Band
QuickDate® Feature
Water Resistant to 50M
INDIGLO® Backlight



TW2R64500 - \$149.95

Brushed/Polished Silver-tone Case
Blue Dial
Tan Matte Leather Strap
42mm Case, 20mm Lug



TW2R64700 - \$179.95

Brushed/Polished Silver-Tone Case
Blue Dial
Two-tone Brushed/Polished
Stainless Steel Band
42mm Case, 20mm Lug



TIMEX



ESSENTIAL COLLECTION

TIMEX

FAIRFIELD 41MM

FEATURES

Natural Leather Strap
with Quick-Release Spring-Bars
Water Resistant to 30M
INDIGLO® Backlight

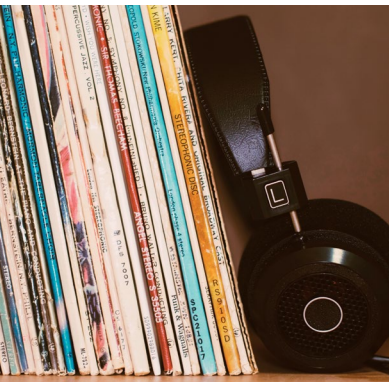


TW2R26000 - \$149.95

Polished Gold-tone Case
Black Dial
Black Smooth Leather Strap
41mm Case, 20mm Lug



MEN'S ESSENTIAL COLLECTION



TW2R26200 - \$149.95

Polished Rose Gold-tone Case
Natural Dial
Tan Smooth Leather Strap
41mm Case, 20mm Lug



TW2R26300 - \$149.95

Polished Silver-tone Case
White Dial
Black Smooth Leather Strap
41mm Case, 20mm Lug



FAIRFIELD CHRONOGRAPH SUPERNOVA™

FEATURES

Innovative Dial Treatment
 Natural Leather Strap
 or Stainless Steel Mesh Band (TW2R97900, TW2R98000)
 with Quick-Release Spring-Bars
 Chronograph with 4 Hour Capacity
 QuickDate®
 Water Resistant to 30M
 INDIGLO® Backlight



SUPERNOVA INDIGLO® DIAL DESIGN

The TIMEX Supernova™ is a new way to experience our INDIGLO® Backlight technology. A thin layer of metal is placed on top of the dial and, using precision laser cutting techniques, the top layer is perforated to allow for the light to pass through, creating a new and unique way to illuminate the dial.



TW2R98000 - \$249.95

Matte Gunmetal Grey Case
 Grey Dial
 Grey Stainless Steel
 Mesh Band
 41mm Case, 20mm Lug



TW2R97900 - \$249.95

Matte Silver-tone Case
 Silver-tone Dial
 Silver-tone Stainless Steel
 Mesh Band
 41mm Case, 20mm Lug



TW2R79800 - \$199.95

Matte Black Case
 Black Dial
 Smooth Black Leather Strap
 41mm Case, 20mm Lug



TW2R79900 - \$199.95

Matte Silver-tone Case
 Silver-tone Dial
 Smooth Tan Leather Strap
 41mm Case, 20mm Lug



TW2R80100 - \$199.95

Matte Bronze-tone Case
 Bronze-tone Dial
 Smooth Brown Leather Strap
 41mm Case, 20mm Lug



TW2R97800 - \$249.95

Matte Gunmetal Grey Case
 Grey Dial
 Smooth Grey Leather Strap
 41mm Case, 20mm Lug



TW2R97700 - \$249.95

Matte Silver-tone Case
 Silver-tone Dial
 Smooth Blue Leather Strap
 41mm Case, 20mm Lug



FAIRFIELD CHRONOGRAPH

FEATURES

Natural Leather Strap
with Quick-Release Spring-Bars
Chronograph with 4 Hour Capacity
QuickDate®
Water Resistant to 30M
INDIGLO® Backlight



TW2R26800 - \$199.95

Polished Black Case
Black Dial
Black Smooth Leather Strap
41mm Case, 20mm Lug



TW2R26700 - \$199.95

Polished Silver-tone Case
White Dial
Tan Smooth Leather Strap
41mm Case, 20mm Lug



TIMEX



MILITARY COLLECTION

TIMEX

EXPEDITION FIELD CHRONOGRAPH

FEATURES

- Natural Leather Strap
- QuickDate® Feature
- Water Resistant to 100M
- Chronograph with 4 Hour Capacity
- INDIGLO® Backlight

NEW



TW2T73100 - \$229.95

Brushed Gunmetal Case
Cream Dial
Tan Matte Leather Strap
43mm Case, 22mm Lug



NEW



TW2T73000 - \$229.95

Brushed Black Case
Black Dial
Black Matte Leather Strap
43mm Case, 22mm Lug



MEN'S MILITARY COLLECTION



EXPEDITION® GALLATIN SOLAR

FEATURES

- Solar Powered
- S.B. Foot Tanning Co.® Natural Leather Strap or Fabric Double Layer Slip-Thru Strap (TW4B14500)
- QuickDate®
- Water Resistant to 50M
- Luminescent Hands



Charged by any light with a two-month power reserve, our Expedition Solar collection is a sustainable, adventure-ready companion powered by any light source. Inspired by exploration and a love of the great outdoors, this watch is classic and made rugged for durability.

- Charged by any light
- 2 month power reserve
- Water resistant to 50M



TW4B14600 - \$149.95
Matte/Shiny Black Case
Blue Dial
Brown Matte Leather Strap
44mm Case, 22mm Lug



TW4B14700 - \$149.95
Matte/Shiny Black Case
Black Dial
Black Matte Leather Strap
44mm Case, 22mm Lug



TW4B14500 - \$149.95
Matte/Shiny Black Case
Black Dial
Green Fabric Slip-Thru Strap
44mm Case, 22mm Lug



TIMEX



CASUAL COLLECTION

TIMEX

STANDARD XL

FEATURES

Natural Leather Strap with Quick-Release Spring-Bars
24 Hour Military Time
Water Resistant to 30M
INDIGLO® Backlight

NEW



TW2T90800 - \$149.95

Bead-blasted Black Case
Blue Dial
Brown Textured Leather Strap
43mm Case, 20mm Lug



MEN'S CASUAL COLLECTION



NEW



TW2T91000 - \$149.95

Bead-blasted Black Case
Black Dial
Black Textured Leather Strap
43mm Case, 20mm Lug



WEEKENDER® 40MM

FEATURES

Natural Leather Strap
with Quick-Release Spring-Bars
Iconic Versatile Design
24 Hour Military Time
Water Resistant to 30M
INDIGLO® Backlight



TW2T30500 - \$139.95

Polished Black Case
Black Dial
Brown Smooth Leather Strap
40mm Case, 20mm Lug



TW2R42400 - \$149.00

Polished Silver-tone Case
Cream Dial
Brown Smooth Leather Strap
40mm Case, 20mm Lug



TW2T30700 - \$139.95

Polished Black Case
Silver-tone Dial
Black Smooth Leather Strap
40mm Case, 20mm Lug



WEEKENDER® CHRONOGRAPH 40MM

FEATURES

Natural Leather Strap
with Quick-Release Spring-Bars
Chronograph with 4 Hour Capacity
QuickDate®
24 Hour Military Time
Iconic Versatile Design
Water Resistant to 30M
INDIGLO® Backlight



TW2R42600 - \$199.00

Polished Silver-tone Case
Blue Dial
Brown Smooth Leather Strap
40mm Case, 20mm Lug



TW2R42800 - \$199.00

Polished Silver-tone Case
Cream Dial
Black Smooth Leather Strap
40mm Case, 20mm Lug





DRESS COLLECTION



SOUTHVIEW 41MM

FEATURES

Natural Leather Strap
Water Resistant to 30M



TW2T34900 - \$129.95

Polished Black Case
Black Dial
Black Textured Leather Strap
41mm Case, 20mm Lug



MEN'S DRESS
COLLECTION



TW2R63900 - \$129.95

Polished Silver-tone Case
Blue Dial
Tan Matte Leather Strap
41mm Case, 20mm Lug



TW2R80300 - \$129.95

Polished Black Case
Black Dial
Brown Matte Leather Strap
41mm Case, 20mm Lug



SOUTHVIEW MULTIFUNCTION

FEATURES

Natural Leather Strap
Water Resistant to 30M
Multi Function



TW2T35200 - \$149.95

Polished Black Case
Black Dial
Black Textured Leather Strap
41mm Case, 20mm Lug



TW2R29200 - \$149.95

Polished Silver-tone Case
White Dial
Blue Smooth Leather Strap
41mm Case, 20mm Lug



TIMEX



CITY COLLECTION

TIMEX

PARISIENNE 28MM

FEATURES

Stainless Steel
Genuine Mother-of-Pearl Dial
Designed with Swarovski® Crystals
Water Resistant to 50M

NEW



TW2T78800 - \$199.95

Polished Rose Gold-tone Case
Mother-of-Pearl Dial with
Swarovski® Accents
Polished Rose Gold-tone Bracelet
28mm Case, 12mm Lug



WOMEN'S CITY
COLLECTION



NEW



TWT78900 - \$199.95

Polished Gold-tone Case
Mother-of-Pearl Dial with
Swarovski® Accents
Polished Gold-tone Bracelet
28mm Case, 12mm Lug



NEW



TW2T78700 - \$179.95

Polished Silver-tone Case
Mother-of-Pearl Dial with
Swarovski® Accents
Polished Silver-tone Bracelet
28mm Case, 12mm Lug



MODERN EASY READER 32MM

FEATURES

- Natural Leather Strap
- Easy-to-Read Dial
- Water Resistant to 30M
- INDIGLO® Backlight

NEW



TW2T72100 - \$149.95

Polished Silver-tone Case
White Dial
Black Leather Strap
32mm Case, 16mm Lug



NEW



TW2T72300 - \$149.95

Polished Gold-tone Case
White Dial
Tan Leather Strap
32mm Case, 16mm Lug



NEW



TW2T72400 - \$149.95

Polished Rose Gold-tone Case
White Dial
Beige Leather Strap
32mm Case, 16mm Lug



TIMEX



CLASSIC COLLECTION

TIMEX

BRIARWOOD 28MM

FEATURES

- Natural Leather Strap
- Easy to Read Dial
- Water Resistant to 30M

NEW



TW2T66500 - \$129.95

- Polished Rose Gold-tone Case
- Silver-tone Dial
- Pink Matte Leather Strap
- 28mm Case, 14mm Lug



WOMEN'S CLASSIC
COLLECTION



NEW



TW2T66600 - \$129.95

- Polished Silver-tone Case
- Silver-tone Dial
- Black Leather Strap
- 28mm Case, 14mm Lug



NEW



TW2T66700 - \$129.95

- Polished Gold-tone Case
- Silver-tone Dial
- Brown Leather Strap
- 28mm Case, 14mm Lug



EASY READER COLOUR POP 38MM

FEATURES

Natural Leather Strap
Easy-to-Read Dial
Water Resistant to 30M
INDIGLO® Backlight



TW2T28600 - \$129.95

Polished Rose Gold-tone Case
White Dial
Pink Matte Leather Strap
with Orange Accents
38mm Case, 20mm Lug



EASY READER COLOUR POP 30MM

FEATURES

Natural Leather Strap
Easy-to-Read Dial
Water Resistant to 30M
INDIGLO® Backlight



TW2T28700 - \$129.95

Polished Rose Gold-tone Case
White Dial
Grey Matte Leather Strap
with Pink Accents
30mm Case, 14mm Lug



TW2T28800 - \$129.95

Polished Silver-tone Case
White Dial
White Matte Leather Strap
with Blue Accents
30mm Case, 14mm Lug





FAIRFIELD 37MM

FEATURES

Stainless Steel Mesh Bracelet
Water Resistant to 30M
INDIGLO® Backlight



TW2R26400 - \$179.95

Polished Rose Gold-tone
Case
Natural Dial
Polished Rose Gold-Tone
Mesh Strap
37mm Case, 18mm Lug



WOMEN'S ESSENTIAL
COLLECTION



POINT OF SALE

TWE077700
SMALL WINDOW DISPLAY A

199mmW x 370mmD x 300mmH

- 1 Main base tiered
- 11 Bobines
- 1 Backwall
- 1 Two sided printed graphic



TWE077800
SMALL WINDOW DISPLAY B

199mmW x 370mmD x 300mmH

- 1 Main base tiered
- 9 Bobines
- 1 Backwall
- 1 Two sided printed graphic
- 1 Small watch block
- 1 Medium watch block
- 1 Large watch block
- 3 Vertical rubber dipped cuffs
- 1 Horizontal rubber dipped cuffs



TWE077900
SMALL WINDOW DISPLAY C

199mmW x 370mmD x 300mmH

- 1 Main base tiered
- 9 Bobines
- 1 Backwall
- 1 Two sided printed graphic
- 1 Watch bar



A5ACRYLIC
A5 ACRYLIC SIGN HOLDER

148mmW x 70mmD x 210mmH

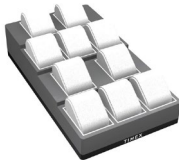


POINT OF SALE

TWE078100
SMALL IN-CASE DISPLAY A

199mmW x 350mmD x 80mmH

- 1 Main base tiered
- 11 Bobines



TWE078200
SMALL IN-CASE DISPLAY B

199mmW x 350mmD x 80mmH

- 1 Main base tiered
- 9 Bobines
- 1 Small watch block
- 1 Medium watch block
- 1 Large watch block
- 3 Vertical rubber dipped cuffs
- 1 Horizontal rubber dipped cuffs



TWE078300
SMALL IN-CASE DISPLAY C

199mmW x 350mmD x 80mmH

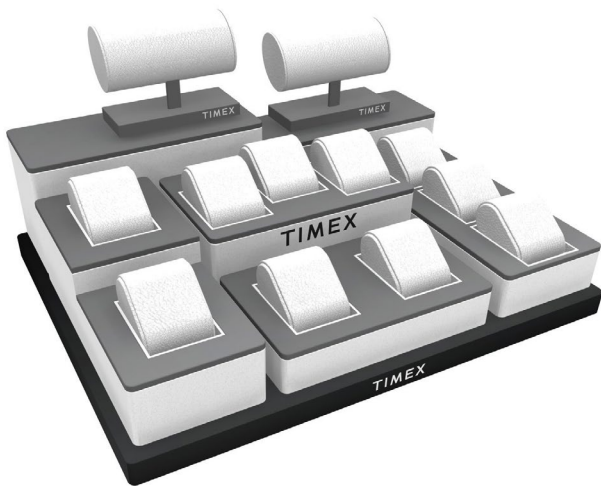
- 1 Main base tiered
- 9 Bobines
- 1 Watch bar



TWE077600
MEDIUM WINDOW DISPLAY

450mmW x 370mmD x 350mmH

- 1 Main base with screen printed logo
- 1 Backwall with 3D logo on the front, screen printed logo on the back
- 2 Watch bars
- 1 Vertical block with 3 bobines
- 1 Vertical tiered block with 2 bobines
- 1 Horizontal short block with 2 bobines
- 1 Horizontal tall block with 3 bobines
- 1 Large riser block
- 1 Short riser block



TWE078000
MEDIUM IN-CASE DISPLAY

199mmW x 350mmD x 150mmH

- 1 Main base with screen printed logo
- 2 Watch bars
- 1 Vertical block with 3 bobines
- 1 Vertical tiered block with 2 bobines
- 1 Horizontal short block with 2 bobines
- 1 Horizontal tall block with 3 bobines
- 1 Large riser block
- 1 Short riser block

POINT OF SALE



TWX298900 — Vertical Cuff Pre-Pack
Set includes 10 pieces

TWX298700 — Watch Bar
1 piece

TWX298800 — Watch Block Pre-Pack
Set includes: 1 small watch block, 1 medium watch block, 1 large watch block, 3 vertical rubber dipped cuffs, 1 Horizontal rubber dipped cuff

TWX299000 — Horizontal Cuff Pre-Pack
Set includes 10 pieces

TWX298600 — Bobine
Set includes 5 pieces

TWX299500 — Well Filler Pre-Pack
Set includes 10 pieces

TWX299100 — Small Graphic Holder
1 piece

TWX300000 — Island Base Plate
1 piece

MERCHANDISING GUIDELINES

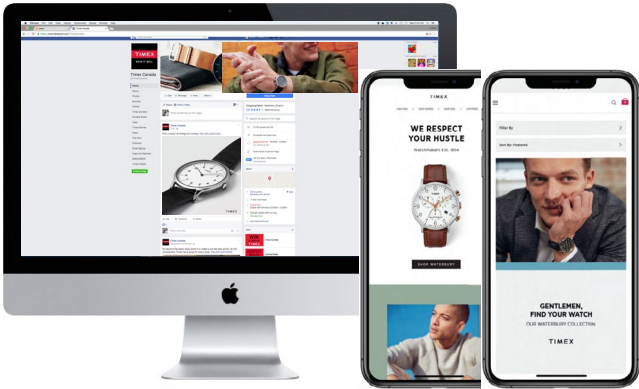
There are basic visual merchandising guidelines that will help you create a visually impactful display:

Step by Step

- › First group your Timex watches by category (Fairfield, Expedition, Weekender® etc)
- › Keep similar styles together with their product stories.
- › Relevant support visuals and display cards must be used to complement the display.



SOCIAL MEDIA ASSETS



Our in-house Design & Marketing team are available to produce tailor made material to suit your needs.

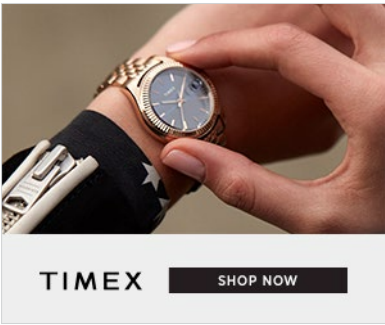
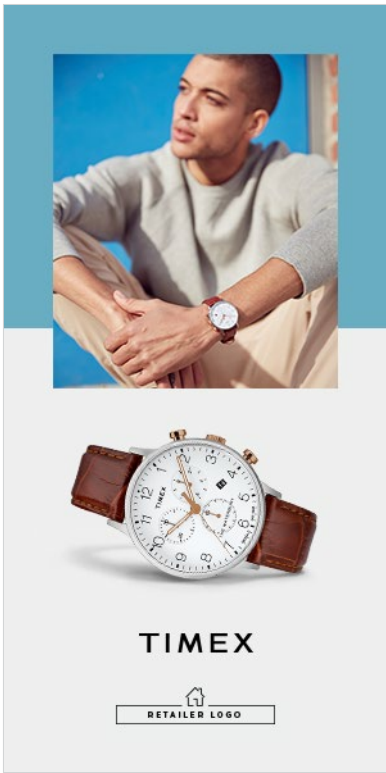
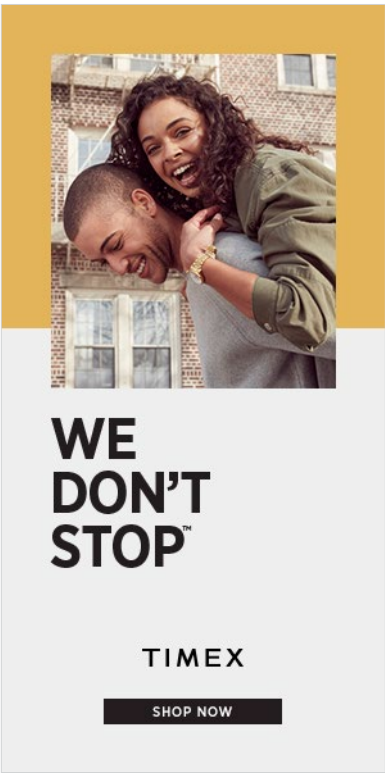
Whether it be Facebook posts or eDMs to call out new products, trends or promotions to your fans, we are happy to assist.

Contact our Brand team on
(02) 8543 4600 or email
marketing@designa.com.au

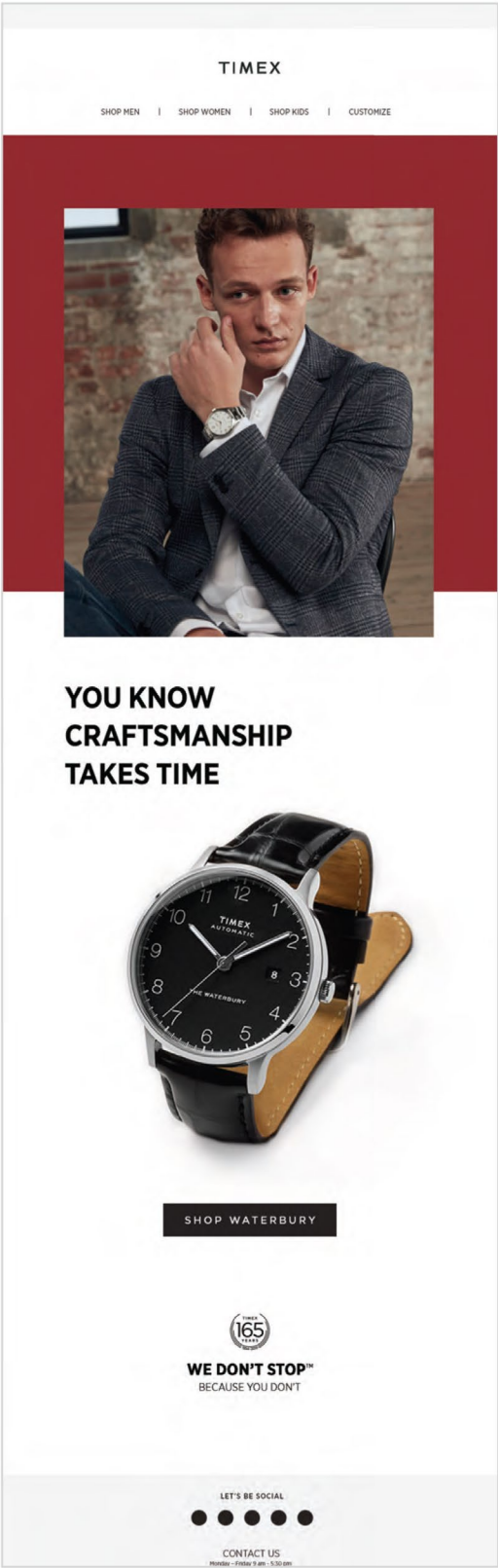
#TAKETIME



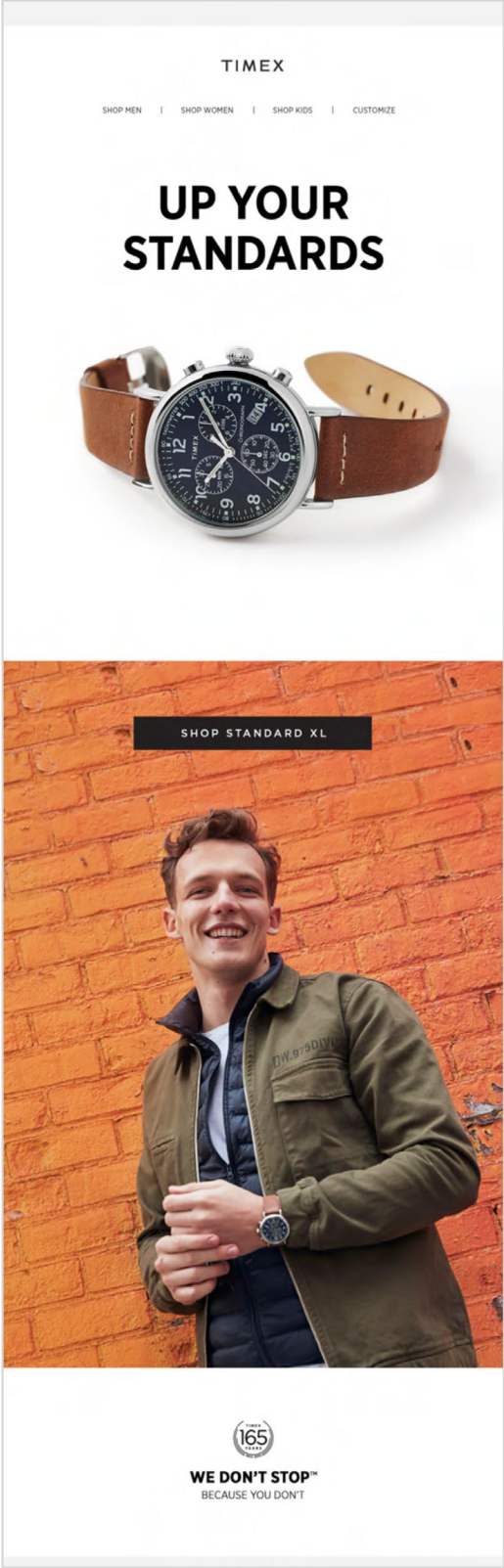
WEB BANNERS



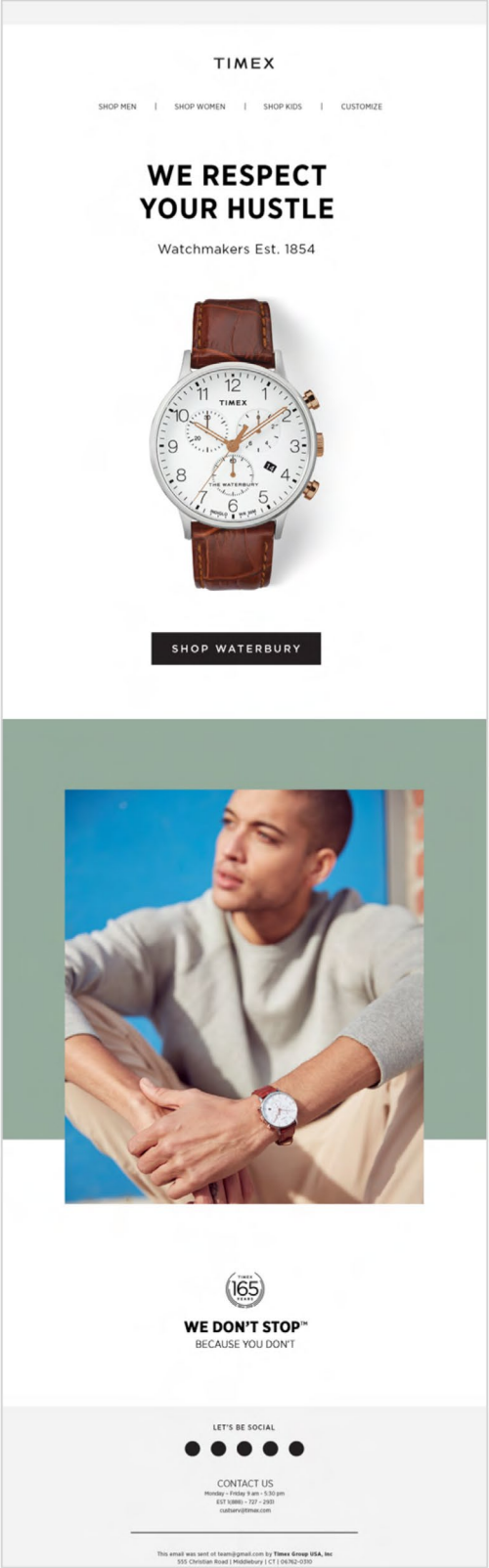
EDM TEMPLATES



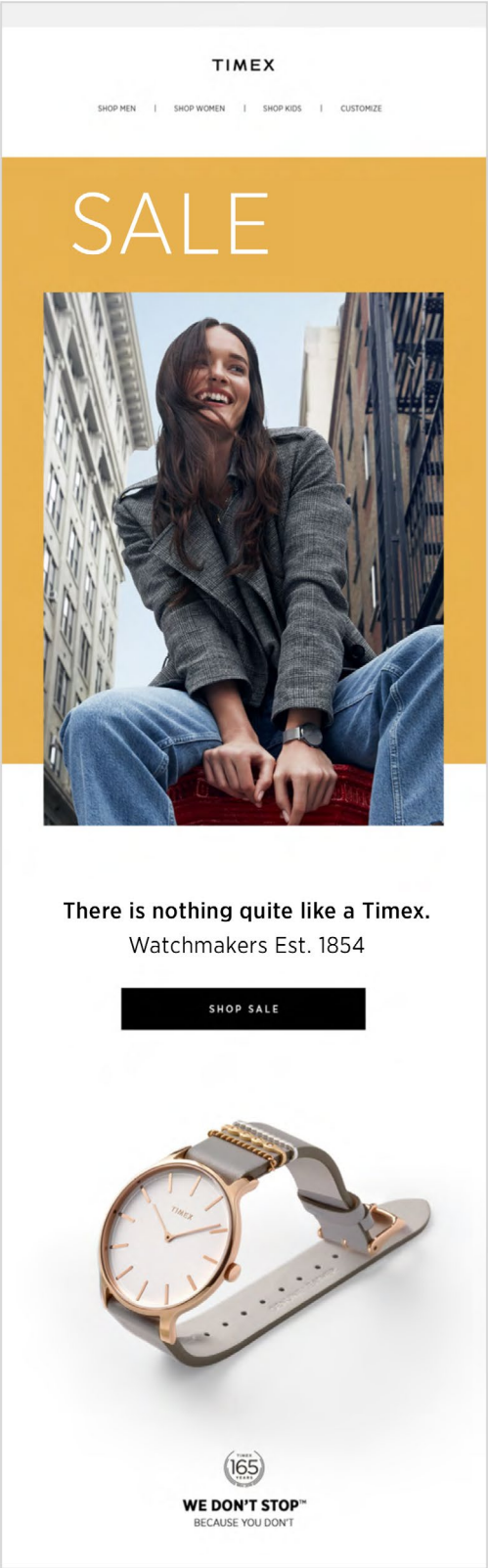
Brand



Beauty



Soldier

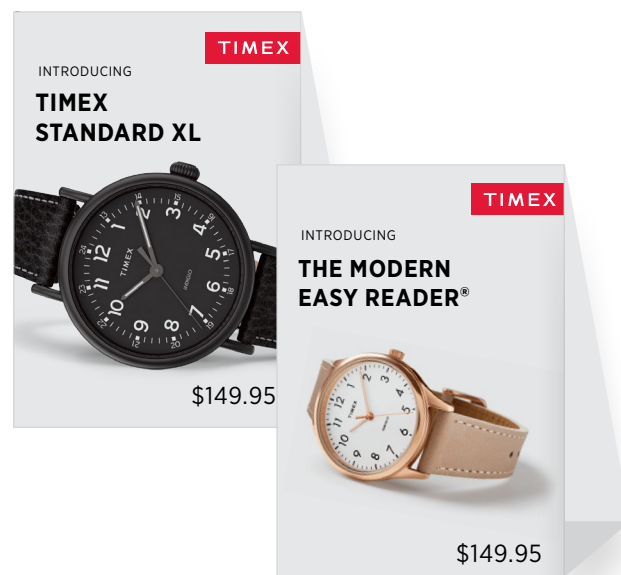


Promotional

COLLATERAL

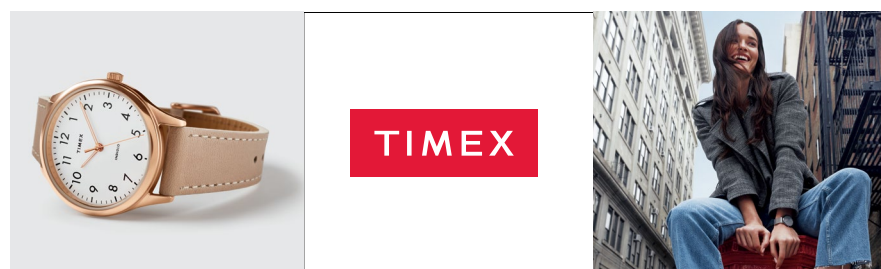


Backboard & Photoholder Imagery



Tri-card

IN-STORE VISUALS



NOTES

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CUSTOMER SERVICE & WARRANTY INFORMATION

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 Timex 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 Timex 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 Timex 2 year limited warranty:

1. Movement 2 YEARS
2. Battery 1 YEAR

The following parts are not covered by the Timex 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, 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.

Head to www.designaaccessories.com.au for further information, or to download our service & repair form. In the event of a malfunction, return the watch, the warranty 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