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**TIMEX LAUNCHES TIMEX® ORIGINALS**  
***UNIQUE COLLECTION INSPIRED BY THE BRAND'S EXTENSIVE ARCHIVES***

MIDDLEBURY, CT, SEPTEMBER 14, 2010: Timex® Originals is a new collection of vintage-influenced timepieces, which honors and celebrates the 156-year time-keeping heritage of Timex. The collection launches in select Bloomingdale's, Nordstrom and Lord & Taylor stores this month.

Inspired by the brand's extensive product archives, the collection eloquently describes the Timex story through design.

"Timex Originals showcases our design philosophy throughout the past hundred-plus years: clean, classic American design that is functional, durable and affordable," says Kristine Lumpinski, Vice President of Marketing, Timex. "We know today's fashion-conscious shoppers are passionate about American brands with history. This collection will resonate with them."

The pinnacle style in the Timex Originals collection is a striking reissue of a Timex watch from the 1970s. Maintaining all of the design details and signatures, which give it character and individuality, the watch has been reproduced using modern materials and technology to deliver a contemporary rendition of the beautiful original.

Dial designs from key decades also feature strongly throughout the collection. Timex sought inspiration from classic watch faces from the 20<sup>th</sup> century. From a pocket-watch in the early 1900s to a 'Q' quartz watch in the 1970s, and influences from the 1940s, each of the dials pays homage to its era through typeface, colors, detailing and finish. In addition, cases and traditional vintage-construction expansion bracelets (and in some cases the leather attachments) have been tumbled to give them a unique, time-worn finish and patina. Because of the nature of the treatment, no two cases or attachments are alike, giving each individual watch its own identity.

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The third category in the collection celebrates quintessential Timex styles, watches which have been stalwarts of the Timex range for generations: the Easy Reader® and Camper styles. To celebrate their part in Timex's history, they have been reinvented for a contemporary audience in a new, larger format. While remaining true to their essence, the new watches embrace modern relevance and variety through a broad range of classic and trend-influenced colors and finishes.

The collection is available at retail prices ranging from \$50 for the Timex Originals Modern Camper to \$125 for the Timex Originals 1970s Inspiration.

Timex Originals: created to celebrate 156 years of experience, design and passion. It's not original unless it's a Timex.

**About Timex Group:**

Timex Group designs, manufactures and markets innovative timepieces and jewelry globally. Founded in 1854, Timex is part of Timex Group, a privately-held company with numerous brands and over 5,000 employees worldwide. It is one of the largest watch makers in the world.

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