



**SKAGEN**

D E N M A R K

the elements of danish design

Autumn-Winter 2010/ 2011



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Designers and Founders of Skagen Designs

## The Skagen story.

### Unique Story - Unique Brand - Skagen Denmark

In the heart of Scandinavia, where the most northern tip of the Danish peninsula known as Jutland bends to the east and breaks the surging waters of the Kattegat and Skagerak seas, lies a small and picturesque fishing village. Its name is Skagen -the Skaw- and for connoisseurs of northern Europe it is associated with a unique charm that is the result of the fusion of nature-given and man-made romanticism.

Here the perfect purity and beauty explain where Danish design found its unique qualities, and where the international company Skagen Designs found its name. The small village on the edge of the sea continues to be the inspiration for all of the Skagen Denmark products.





## Skagen Inspired.

Inspiration resides throughout the Skagen Denmark product collections, from watches to jewelry to sunglasses and clocks, and comes to life through form, colour and function.

What has inspired the creation of Skagen Denmark products now takes place in a life of contemporary styling, quality design, subtle colour combinations, comfortable fit and more.

The northern coastal town of Skagen, Denmark, continually serves as a muse in the development of each piece in our collections, offering motivational components that build our products.

From the shimmer of the Skagen coast, to the smooth shift of the beach sand in the breeze, to the crisp blue skies of summer, all that lives in Skagen comes to life for you.

Welcome to Autumn - Winter 2010/2011.

New colour, new function, new detail - each of these watches reflect innovative concepts that will entice and excite.

While certain trends in the industry might inspire the design, the ultimative statement of these timepieces remains in the minimalist sensibility and efficient function that will always continue as trademarks for the Skagen Denmark brand.

Everything Skagen Designs does is shaped by the Danish heritage! Our goal is to expand upon the high quality, classic design of our watch collection and introduce Skagen Denmark as a lifestyle brand.

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icon descriptions

-  — Dual time
-  — Ultra slim
-  — 3 atm\*
-  — Made with CRYSTALLIZED™ - Swarovski Elements

\*Can withstand splashes of water while washing hands or in the rain.



# ultra slim

Skagen Denmark timepieces are well known for their slim design and manufacturing excellence.

The slim profile of a Skagen Denmark timepiece is the hallmark of every Skagen Denmark collection; many of our timepieces are 6 mm or slimmer.

The fit and comfort of these slim designs are paramount to the success of Skagen Denmark collections and over the past 21 years they have become one of the most recognizable traits of the Skagen Denmark line.







233LSSB



233LSS



233LGS



233XLGS



233XLSSM



233XLSS



233XLSP

Signature Skagen mesh bands are stainless steel in silver or gold. The slim, round silver or golden cases surround classic layered dials in black or chrome with silver or golden indicators and hands.

Classic and streamlined, the signature Skagen mesh bands in silver connect to brushed chrome cases in stainless steel. The layered dials shine in grey or white. Simple numbered indicators are silver or golden with a second hand and date function.

This round platinum plated cases seamlessly connect to signature mesh bands. Minimalist design in black feature black with luminous hour and minute hands.





355XLSS



355XLSSB



355LGSC



733XLSS



SKAGEN  
**steel**  
MESH

Time never looked so good. Oversized cases in brushed chrome surround vertically brushed dials in silver or black with large Arabic numbers, date and second hands.

Classic stainless steel, signature Skagen mesh bands in silver connect to round silver cases with shiny bezels. The vertically brushed chrome dials are base for golden indicators and hands with a date function.

Keep in time - coast to coast - with this movement dual-time design. The signature Skagen mesh band connects to modern time movements housed in a vertically brushed chrome dial.





233XXLSLB



233XXLRLB



233XXLSLC



331XLRLD



331XLRLB



331XLSL1



331XLSLB



Genuine Style. Men's watches with genuine black leather straps connected to a brushed stainless steel case. The black or chrome dials feature 12 chrome and rose gold luminous numbered indicators, a 24-hour dial and date function above the six hour.

Colour combinations and texture inspire on these designs. Choose from rose gold or silver stainless steel cases with genuine leather straps available in brown or black, with croco, pebble or smooth texture. Brown, black, or white layered dials display a multifunction with day, date, and 24 hour time.





355XLSLB



733XLSLB



433LSL1



433LSLB



474XLGL



474XLSLC

Smooth designs become classics here. Black leather with a silver case surrounds the special dial featuring shiny enamel along the edges, with a date function that sits above the six hour.

Dual time movement is remarkable on this leather strap timepiece in black and silver.

Texture and a touch of style. Genuine leather straps in brown or black connect to a round stainless steel case. The layered silver white or black dial features indicators and hands in chrome with a small eye second hand.

Time for texture. These genuine leather watches feature a brown or black croco texture band which connects to a round gold plated or chrome stainless steel case. The two-level dial is vertically brushed chrome with raised gold or chrome indicators and hands and a date function about the six hour.





233XLTMB



233XLTMD



233XLTTN



T233XLTMN

SKAGEN  
titanium<sup>™</sup>  
MESH

Lightweight functionality is the classic signature of these titanium timepieces, in black, brown or grey signature Skagen mesh bands. The layered dials are black, brown or blue, home to numbered indicators, second hand and a date function.





SKAGEN  
titanium  
MESH

Signature Skagen mesh bands in grey connect to round cases in lightweight Titanium. The sunray or shiny dials feature numbered indicators in orange or chrome with white luminous, second hands and a 24-hour dial in orange or white, and date function above six hour.

Lightweight and strong Signature Skagen mesh bands are plated in titanium or black. The slim, round, brushed titanium or shiny black case surrounds a layered dial in sunray grey or black with chrome or chrome with white luminous indicators and hands.

Signature stainless steel mesh band in grey or black unifies with a round titanium case in grey or black featuring 3-hand movement, day-date function red or orange luminous markings.



396LTMB



396LTTM



803XLTTM



803XLTRB



803XLTTM





809XLTTM



809XLTRB



805XLTTM



805XLTRB



809XLTTM

Special attention is given to new details - masculine carbon fibres in selected watch dials. Modern meets function in this edgy design, with a multifunction movement and luminous accented hands and hour markers. The streamlined mesh design adds uniqueness to the wearer.

Strength meet Functionality. Innovation at its best comes together with the combination of two ultra-durable components: Titanium and Carbon Fibre. The mesh band united with a round case featuring the sub-second hand in Carbon Fibre with striking grey or black with orange or black with red accents.



Genuine leather band in grey or black unifies with a round titanium case in black featuring 3-hand movement, day-date function red luminous markings.

These timepieces feature durable genuine leather bands with a unique perforated texture. Round titanium cases in grey or black house textured dials, multifunction movements, luminous indicators and red or orange accents that complete the package.





233XSGG



233XSGSC



233XSRR



MADE WITH  
CRYSTAL  
ELEMENTS



233XSSS



SKAGEN  
**steel**  
MESH

Layered Mother-of-Pearl and silver dials are shown here, connected to stainless steel cases in golden, silver or rose gold hues. The signature mesh bands are stainless steel and stylish, fitting the curve of any wrist with ease.



Take inspiration from these feminine styles in stainless steel layered white dials feature simple indicators.

Stainless steel and style. This woman watch comes in signature Skagen mesh or rippled mesh band with a round case and shiny bezel. The brown, grey or brushed chrome dial features raised rosegold, gold or chrome indicators with a date function.





358SGGD



358SSSD



358SRRD



358SGSCD



SKAGEN  
steel  
MESH

Stainless steel appeals with these signature Skagen mesh band timepieces in gold, silver or rose gold. The slim stainless steel cases with mirror borders surround vertically brushed chrome and Mother-of-Pearl dials featuring 12 indicators Made with CRYSTALLIZED™ -Swarovski Elements.



380XSGS1



380XSRR1



380XSMMM1



380XSSS1



396XSGG



396XSGS



608SSS



608SSSB



Signature stainless steel Skagen mesh bands connect to square cases for a splash of style. The slim, shiny and brushed cases envelop Mother-of-Pearl dials with 4 numbers and hands. Eight indicators are Made with CRYSTALLIZED™ -Swarovski Elements.

Striped mesh in silver connects to a brushed chrome dial, with 4 indicators Made with CRYSTALLIZED™ -Swarovski Elements.

Slim and feminine styles are featured here with square styles in silver or gold. Cases are embellished with crystals Made with CRYSTALLIZED™ -Swarovski Elements. Layered Mother-of-Pearl dials capture the light and shine from any angle.

Authentic time. Stainless steel mesh band connects the shiny rectangular stainless steel case in this elegant timepiece. The dial is white Mother-of-Pearl or shiny black with indicators Made with CRYSTALLIZED™ -Swarovski Elements.





523XSGG



523XSSS



563XSGSC



563XSRM



564XSGSC



564XSRM



Slim and feminine styles are featured here with square styles in silver or gold. Silver dial features 12 numbered indicators.

Classic meets chic on these stainless steel timepieces. Signature Skagen mesh bands connect to shiny oval and square stainless steel cases. The dials are vertically brushed chrome or brown and are enhanced with gold or rose gold hands and indexes.





589SRM



589SSS



589SSSB



359UUSB



SKAGEN  
steel  
MESH

Simplicity and chic style are the highlights of these timepieces, with signature Skagen mesh bands in grey or silver. Skagen mesh band connects to shiny oval stainless cases with gold hands and indexes. Mother-of-Pearl, silver or shiny black dials connect to round cases with mirrored borders, one with a hint of rose gold. Indicators are crystals Made with CRYSTALLIZED™ -Swarovski Elements.

Clean and smooth design. Signature Skagen mesh bands connect to a brushed stainless steel rectangle case. The clean, shiny black dial features chrome hands.





649SGSC



649SSSC



693XSMM



693XSSB



644LSS



644LSSB



644SMM



684XSSBPL

Signature Skagen stainless steel mesh bands connect the shiny square stainless steel case. The case features a gold or chrome border for added style and is complimented by the brushed chrome dial and golden or chrome hands. Indicators Made with CRYSTALLIZED™ -Swarovski Elements.

Signature Skagen mesh in a playful colour combination. A hint of rose gold on a grey case, which encased crystals Made with CRYSTALLIZED™ -Swarovski Elements, add to the contemporary Danish design.

Signature Skagen mesh in a classic colour combination proves to inspire elegance and grace. A hint of black on the mirror border, which encases crystals Made with CRYSTALLIZED™ -Swarovski Elements, add to the contemporary Danish design.

This design takes inspiration from the Danish sunsets, crystals Made with CRYSTALLIZED™ -Swarovski Elements surround the dial of genuine Mother-of-Pearl and the signature mesh bands in silver clutch the wrist ever-so gently.

This rectangular platinum plated cases seamlessly connect to signature mesh bands. Minimalist design dial in black features chrome hour and minute hands.





Essentials that make a difference best describe these classic timepieces, living proofs of contemporary elegance. Signature mesh band, fashion or classic link bands are matched up perfectly with polished round cases with grey sunray or mother-of-pearl dials featuring embellishments Made with CRYSTALLIZED™ -Swarovski Elements.





589SSX



589SSXB



Contemporary style - silver links connects to stainless steel case with white or black dial features indicators  
Made with CRYSTALLIZED™ -Swarovski Elements.



107SSLB



107SGLD



523XSSLBC



452LSLB



644LSLB4



693XSSLB



359USLB



Classic style comes in all shapes here, with rectangle or round cases in gold or silver connecting to genuine leather straps in brown or black. The rectangle cases keep effortless time with numbered indicators, while the round cases are home to three hands and indicators Made with CRYSTALLIZED™ -Swarovski Elements.

Skagen took an extra step towards glamour with these two stainless steel cased timepieces in black. Glitz surrounding the silver cases are Made with CRYSTALLIZED™ -Swarovski Elements.

Timeless elegance shows through on this watch, where a simple design resonates with style. A genuine leather strap connects to a stainless steel oval or tank case in silver with a black dial.





233XSTTM

SKAGEN  
titanium<sup>™</sup>  
MESH

Strong and feminine. This lightweight shiny titanium case connects to signature Skagen mesh bands in grey, hypoallergenic stainless steel. The sunray grey dial is home to indicators. Made with CRYSTALLIZED™ -Swarovski Elements.





Unique meeting point of two seas



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