



## *Marc Ecko Launches Women's Fashion Watch Line Globally*

For Immediate Release-

Marc Ecko Watches announces a new take on women's fashion timepieces. Long established as the global brand that makes and breaks the rules, these trend-setting timepieces are made for the women who want to stand out, not stand back.

While Marc Ecko Watches has mainly been marketed as a unisex brand, the time has come to put a focus on the Ecko female consumer.

"There are watches in the Ladies Collection that take design cues from our best selling men's styles, for those who like the oversize chic look" comments Jen Boulet, Assoc. Brand Manager for Marc Ecko Watches. "Plus brand new feminine, fun, jewellery inspired styles."

Designed with a feminine touch, materials include patent, croco and metallic leather straps, stone embellishments, bright, girly colors and softer graphic detailing. Whether she is young and fearless, trendy and hip, or sophisticated and sexy, there is a timepiece in the Ladies Collection to fit her persona.

This exciting launch of ladies is the talk of international markets, where new mid size and mini ladies size cases open up new doors and electrifying opportunities for Marc Ecko Watches. The feminine looks and aspirational details create not only a timepiece but a trendy stylish accessory for the Ecko Lady!

### **ABOUT MARC ECKO WATCHES**

Marc Ecko Watches offers a diverse range of timepieces characterized by aggressive styling, unique details and unlimited possibilities. The collection speaks to 15 to 35-year-old cultural connoisseurs passionate and engaged in fashion, music, sports, technology and social media. A Marc Ecko watch expresses character and individual style, more than just time. For more information visit [marceckotime.com](http://marceckotime.com).

### **ABOUT TIMEX GROUP**

Timex Group designs, manufactures and markets innovative timepieces and jewelry globally. Founded in 1854, Timex Group, a privately held company with numerous brands and more than 5,000 employees worldwide, is one of the largest watchmakers in the world. For more information visit [timexgroup.com](http://timexgroup.com).

### *Notes to Editors:*

- For more press information and updates, please go to: [eckowatchespressclub.com](http://eckowatchespressclub.com)
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