

Spring/ Summer 2013



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**SKAGEN**  
D E N M A R K®

the elements of danish design

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# THE ELEMENTS OF DANISH DESIGN

SKAGEN DENMARK has a distinct design DNA rooted in simplicity, natural elements and modern design. We are proud to bring the coveted Danish aesthetic to life through our beautifully curated Spring / Summer 2013 Innovations. Each and every item we introduce reflects our favorite qualities of traditional Danish design: Light, Pure, Clean, Tailored and Enhanced by Color. This mix of natural and modern design sensitivities is perfectly reflected in our new collections, making them desirable function-driven objects for today, tomorrow and beyond.



# SPRING/SUMMER 2013 INNOVATION

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 Denmark 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.







233ISS



233SSS



SKW2004



SKW6008



SKW6007



## SKAGEN CLASSIC

Over the last twenty-three years, SKAGEN DENMARK has become widely recognized for its simple, tailored and beautiful Danish designs. These simple, function-driven design objects are perfect for work or play and represent the quintessential SKAGEN CLASSIC.

The SKAGEN DENMARK signature mesh designs like the ultra-slim, minimalist 233LSS are widely recognized by watch enthusiasts around the globe. For women, our recent elegant watch designs featuring innovative, faceted crystals have become coveted, sought after treasures. Personifying our favorite Danish qualities, CLASSIC tells our story through light, pure, clean and tailored men's watch designs. With their slim cases and profiles and innovative mesh bands the collection epitomizes contemporary design with a blend of modern and classic elements.



SKW2004

RRP \$125

Shiny case and facet glass with mesh band  
Brushed silver-tone dial with date display  
Austrian crystals  
3 ATM



SKW2002

RRP \$135

Shiny gold case and facet glass with silver-tone mesh band  
Brushed silver-tone dial with date display  
Austrian crystals  
3 ATM



233SSS RRP \$110

Brushed case with mesh band  
Brushed silver-tone dial  
3 ATM



233XSSS RRP \$110

Shiny case with mesh band  
White mother-of-pearl dial  
3 ATM



233XSGSC RRP \$110

Shiny case with mesh band  
Brushed silver-tone dial with gold indexes and 2 gold hands  
3 ATM



355SSS1 RRP \$110

Shiny case with rippled mesh band  
Brushed silver-tone dial with date display  
3 ATM



233XSGG RRP \$115

Shiny gold case with gold mesh band  
White mother-of-pearl with gold indexes  
3 ATM



233XSRR RRP \$120

Shiny rose gold case with rose gold mesh band  
White mother-of-pearl dial with rose gold indexes  
Austrian crystals  
3 ATM



233XSTTM RRP \$130

Shiny titanium case with charcoal mesh band  
Shiny charcoal dial  
Austrian crystals  
3 ATM



355SMM1 RRP \$110

Shiny charcoal case with rippled charcoal grey mesh band  
Sunray charcoal dial with date display  
3 ATM





358SSD/ 358SGGD

RRP \$110

Brushed silver-tone/ gold case with mirror border and mesh band  
Brushed silver-tone dial  
Austrian crystals



358SGCD/ 358SRRD

RRP \$125

Brushed gold/ shiny rose gold case with mirror border and silver-tone/ rose gold mesh band  
Brushed silver-tone/ white mother-of-pearl dial  
Austrian crystals



358SSBD

RRP \$100

Shiny case with black mirror border and silver-tone mesh band  
Shiny black dial  
Austrian crystals



456SSS

RRP \$125

Shiny case and facet glass with mesh band  
Brushed silver-tone dial  
Austrian crystals  
3 ATM



456SRR1

RRP \$130

Shiny rose gold case and facet glass with rose gold mesh band  
Brown mother-of-pearl dial  
Austrian crystals  
3 ATM



456SRM

RRP \$135

Shiny rose gold case and facet glass with charcoal mesh band  
Shiny charcoal dial  
Austrian crystals  
3 ATM







SKW6001 RRP \$165

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Shiny and brushed case with brown croco leather strap  
Sunray brown dial, silver-tone indexes with white luminous  
Multifunction (day/date/24 hours sub dials)  
5 ATM



SKW6000 RRP \$165

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Shiny and brushed case with black croco leather strap  
Sunray black dial, silver-tone indexes with white luminous  
Multifunction (day/date/24 hours sub dials)  
5 ATM



SKW6004 RRP \$155

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Sandblasted rectangular case with rose gold top ring  
Brown leather strap  
Matte brown dial with date display  
5 ATM



SKW6003 RRP \$155

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Sandblasted rectangular case with black top ring  
Black leather strap  
Matte white dial with date display  
5 ATM



233XLCIW RRP \$160

Ultra Slim bright white Ceramic case, white leather strap  
Matte white dial with date display and red second hand  
Black indexes with white luminous  
3 ATM



233XLCIB RRP \$160

Ultra Slim bright black Ceramic case, black leather strap  
Matte black dial with date display and red second hand  
Silver-tone indexes with white luminous  
3 ATM



233LSS RRP \$110

Brushed case with mesh band  
Brushed silver tone dial  
3 ATM



858XLSIC RRP \$110

Shiny case with black croco leather strap  
Brushed silver-tone dial  
3 ATM



233XXLSLB RRP \$110

Brushed case with black leather strap  
Shiny black enamel dial with date display  
Silver-tone indexes with white luminous, white printed 24 hours indicators  
3 ATM



233XITMB RRP \$145

Shiny black-plated titanium case with black mesh band  
Shiny black enamel dial with date display  
Silver-tone indexes with white luminous, white printed 24 hours indicators  
3 ATM



233XLTTM RRP \$135

Brushed titanium case with charcoa mesh band  
Shiny charcoal dial with date display  
Silver-tone indexes with white luminous, white printed 24 hours indicators  
3 ATM



233XLTTMO RRP \$135

Brushed titanium case with charcoal mesh band  
Shiny charcoal dial with date display  
Orange indexes with white luminous, orange printed 24 hours indicators  
3 ATM



233XLTTN RRP \$135

Brushed titanium case with charcoal mesh band  
Sunray blue dial with date display  
Silver-tone indexes with white luminous, white printed 24 hours indicators  
3 ATM



T233XLTMN RRP \$145

Shiny black-plated titanium case with black mesh band  
Sunray blue dial with date display  
Silver-tone indexes with white luminous, white printed 24 hours indicators  
3 ATM



331XLSL1 RRP \$145

Shiny case with brown leather strap  
White dial, indexes with white luminous  
Multifunction (day/date/24 hours sub dials)  
3 ATM



331XLRLD RRP \$145

Shiny rose gold case with brown croco leather strap  
Sunray brown dial, indexes with white luminous  
Multifunction (day/date/24 hours sub dials)  
3 ATM



989XLSLD RRP \$145

Brushed case with brown leather strap  
Brushed brown dial with day-date display  
3 ATM



989XLSLB RRP \$145

Brushed case with black leather strap  
Brushed black dial with day-date display  
3 ATM





S K A G E N   A K T I V

Break the routine and step out of your normal, natural element. Step into the AKTIV collection and feel the adrenaline course through your body as you prepare to take on the day! Features innovative, round and rectangular case designs, AKTIV expresses a lifestyle that is modest yet bold, youthful yet mature, ever evolving and full of energy but most importantly... defined by you. Designed for those searching for an exciting, upscale, head-turning timepiece, AKTIV invites you to remove yourself from the constraints of style and push the limits. Rekindle your inner passions today!



SKW6008 RRP \$195

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Brushed titanium case with titanium links band  
Brushed charcoal dial with day-date display  
5 ATM



SKW6007 RRP \$155

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Matte titanium case with shiny and matte top ring  
Charcoal mesh band  
Matte charcoal dial with day-date display  
5 ATM



SKW6012 RRP \$155

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Shiny and brushed titanium tank case  
Charcoal mesh band  
Brushed charcoal dial with date display  
5 ATM



SKW6011 RRP \$165

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Shiny and brushed black-plated titanium tank case  
Black mesh band  
Brushed black dial with date display  
5 ATM



809XLTBN RRP \$195

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Brushed black-plated titanium case with black mesh band  
Sunray blue dial, silver-tone indexes with white luminous  
Multifunction (day/date/24 hours sub dials)  
3 ATM



809XLITM RRP \$195

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Brushed titanium case with charcoal mesh band  
Dark grey carbon fibers, silver-tone indexes with white luminous  
Multifunction (day/date/24 hours sub dials)  
3 ATM



## SKAGEN STUDIO SKAGEN BRIGHTS

A myriad of colors inspired by nature's raw beauty, presented a designers canvas on which a watch collection was born, capturing spring's most vibrant colors. SKAGEN BRIGHTS embraces the fresh, lively and flamboyant designs nature inspires within artists, industrial designers, architects and on the runway... with a Skagen twist. A blend of glowing steel and plush leather combine, to create a bouquet of women's timepieces right for all occasions. With purple, pink, orange, green and blue glass border selections, stainless steel cases and Austrian crytals; this sunburst of color will ignite your inner spring style. Seize the moment and bask in this spring's bloom of new watch style, the SKAGEN BRIGHTS collection.



SKW2017/ SKW2016/ SKW2015/ SKW2024/ SKW2014 RRP \$95

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Shiny case with purple, pink, orange, green and blue glass border  
 White leather strap, shiny white dial  
 Austrian crystals  
 3 ATM





347SSXWC RRP \$275

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Bright white Ceramic case with links band  
White mother-of-pearl dial  
Austrian crystals  
3 ATM



347SBXBC RRP \$275

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Bright black Ceramic case with links band  
Black glossy dial  
Austrian crystals  
3 ATM



572SSXWC RRP \$245

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Bright white Ceramic case with links band  
White glossy dial  
Austrian crystals  
3 ATM



572SBXBC RRP \$245

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Bright black Ceramic case with links band  
Black glossy dial  
Austrian crystals  
3 ATM



Hiromichi Konno  
special edition

DESIGNER SERIES  
HIROMICHI KONNO

Extending our design inspiration from the shores of Skagen to the coasts of Japan, Danish design knows no limits. Simple, round and square cases are embellished with hidden crowns and a blend of style and design fit for all occasions, formal and casual. Famed industrial designer Hiromichi Konno created a timepiece capable of traveling a road of simplicity and beauty. Inspiration for his modest designs evolved from the idea that the precious moments in every passing minute can be embodied in the watch you wear.



SKW2012 RRP \$135

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Shiny case with white leather strap  
White dial  
Austrian crystals  
3 ATM



SKW2011 RRP \$135

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Shiny case with black leather strap  
Black dial  
Austrian crystals  
3 ATM

[www.skagen.com](http://www.skagen.com)



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