

**ARMANI EXCHANGE ANNOUNCES ITS  
TOP WATCH TRENDS FOR SUMMER 2016**

*MÉLANGE, TAN-AND-TONED, HAMPTON SHADOW, AND THE TANNERY ARE JUST  
FOUR OF THE TREND-INSPIRED STORIES FOR THE SUMMER SEASON*

For summer 2016, Armani Exchange elevates warm-weather style with a collection of watches that are fashionable, with modern, exuberant finishes.

Nothing says summer like the combination of rich tan and soft gold, and this season's A|X TAN-AND-TONED story adds an on-trend note to any summer wardrobe ensemble. Inspired by Armani Exchange's ready-to-wear collections, these watches pair gold-tone dials with leather straps and Armani Exchange's signature detailing for a sophisticated look.

Evoking the fun, flirty spirit of summer, the MÉLANGE story features a swirling watercolour print in hues of blue, white, and pink. This unique print is rendered in hand-blended acetate on one watch, and printed on the interior of the white leather strap of another new style for a summery, casual look.

Instantly iconic, the HAMPTON SHADOW story blends Armani Exchange design heritage with a distinctly modern aesthetic. Clean lines highlight this new design, which features a cut-through dial and glass-back detailing. The result: a range of show-stopping timepieces that stand out from the crowd.

THE TANNERY pairs muted taupe dials and leather straps with stainless-steel cases and accents of bold burgundy, for a strong look that transitions from work to weekend with ease. The chronograph features a textured multifunction dial, while the 3-hand quartz movement style is accented with a diamond at the 12 o'clock index.

The Armani Exchange summer 2016 watches retail from \$120 to \$240 and will be available in Armani Exchange stores, online at [www.armaniexchange.com](http://www.armaniexchange.com), and from select retailers worldwide from 25th April 2016.

In the United States, the Armani Group's exclusive distribution network comprises 201 stores including 18 Giorgio Armani boutiques, 15 Emporio Armani stores, 1 Armani Junior store, 3 AJ | Armani Jeans stores, 2 Armani/Casa stores, 32 Armani Collezioni stores, 84 A|X Armani Exchange stores, and the Armani/Fifth Avenue concept store in New York.

The Armani Group is among the leading fashion and luxury companies in the world with more than 10,500 employees and 12 production facilities. The Group designs, produces, distributes and sells fashion and lifestyle products, including apparel, accessories, eyewear, watches, jewelry, cosmetics, perfumes, furniture and home decor under the following brands: Giorgio Armani Privé, Giorgio Armani, Emporio Armani, Armani Collezioni, AJ Armani Jeans, A|X Armani Exchange, Armani Junior and Armani Casa. The group's namesake distribution network includes 2,704 points of sale and comprised of 166 Giorgio Armani, 324 Emporio Armani, 634 Armani Collezioni, 276 A|X Armani Exchange, 779 AJ Armani Jeans, 170 Armani Junior and 55 Armani/Casa boutiques in more than 60 countries across the globe.

**SUMMER 2016 WATCH COLLECTION**  
TECHNICAL DESCRIPTIONS



**Tan and Toned (AX4236)**

CASE SIZE	38 mm
CASE THICKNESS	9 mm
LUG WIDTH	12 mm
MOVEMENT	Quartz / 3 Hand Date
CASE MATERIAL	Leather, Stainless Steel
CASE FINISH/PLATING	Polished / Light Brown, Gold
DIAL	Gold / Sunray
STRAP/BRACELET	Light Brown Leather / Two Piece Strap
CLOSURE	Single Prong Strap Buckle
WATER RESISTANCE	5 ATM



**Tan and Toned (AX5314)**

CASE SIZE	38 mm
CASE THICKNESS	12 mm
LUG WIDTH	16 mm
MOVEMENT	Quartz / 3 Hand
CASE MATERIAL	Stainless Steel
CASE FINISH/PLATING	Polished / Gold
DIAL	Gold / Textured, Matte, Sunray
STRAP/BRACELET	Light Brown Leather / Two Piece Strap
CLOSURE	Single Prong Strap Buckle
WATER RESISTANCE	5 ATM



**Melange (AX4237)**

CASE SIZE	38 mm
CASE THICKNESS	9 mm
LUG WIDTH	12 mm
MOVEMENT	Quartz / 3 Hand
CASE MATERIAL	Leather, Stainless Steel
CASE FINISH/PLATING	Polished / White, Silver/Steel
DIAL	Silver / Sunray
STRAP/BRACELET	White Leather / Two Piece Strap
CLOSURE	Single Prong Strap Buckle
WATER RESISTANCE	5 ATM



**Melange (AX4335)**

CASE SIZE	40 mm
CASE THICKNESS	12 mm
LUG WIDTH	18 mm
MOVEMENT	Quartz / 3 Hand
CASE MATERIAL	Acetate, Stainless Steel
CASE FINISH/PLATING	Polished / Blue, White, Pink, Clear
DIAL	White / Satin
STRAP/BRACELET	Acetate / H-Link Bracelet
CLOSURE	2 Pusher Foldover Clasp
WATER RESISTANCE	5 ATM



### Hampton Shadow (AX2179)

CASE SIZE	46 mm
CASE THICKNESS	13 mm
LUG WIDTH	22 mm
MOVEMENT	Quartz / 3 Hand
CASE MATERIAL	Stainless Steel
CASE FINISH/PLATING	Polished, Brushed / Silver/Steel
DIAL	Black / Matte, Brushed, Textured
STRAP/BRACELET	Stainless Steel / Y-Link Bracelet
CLOSURE	2 Pusher Foldover Clasp
WATER RESISTANCE	5 ATM



### Hampton Shadow (AX2180)

CASE SIZE	46 mm
CASE THICKNESS	13 mm
LUG WIDTH	22 mm
MOVEMENT	Quartz / 3 Hand
CASE MATERIAL	Stainless Steel
CASE FINISH/PLATING	Polished, Brushed / Black
DIAL	Black / Matte, Brushed, Textured
STRAP/BRACELET	Black Leather / Two Piece Strap
CLOSURE	Single Prong Strap Buckle
WATER RESISTANCE	5 ATM



### The Tannery (AX2183)

CASE SIZE	46 mm
CASE THICKNESS	9 mm
LUG WIDTH	22 mm
MOVEMENT	Quartz / 3 Hand
CASE MATERIAL	Stainless Steel
CASE FINISH/PLATING	Polished, Brushed / Silver/Steel
DIAL	Taupe / Brushed
STRAP/BRACELET	Gray Leather / Two Piece Strap
CLOSURE	Single Prong Strap Buckle
WATER RESISTANCE	5 ATM



### The Tannery (AX2185)

CASE SIZE	46 mm
CASE THICKNESS	12 mm
LUG WIDTH	22 mm
MOVEMENT	Quartz / Chrono
CASE MATERIAL	Stainless Steel
CASE FINISH/PLATING	Polished, Brushed / Silver/Steel
DIAL	Taupe / Matte, Brushed, Textured
STRAP/BRACELET	Gray Leather / Two Piece Strap
CLOSURE	Single Prong Strap Buckle
WATER RESISTANCE	5 ATM