

Spring 2010 Skagen Denmark Timepiece and Jewelry Collections: Affordable Luxury Meets Modern Design

October XX, 2009 -- Skagen Designs best known for modern, creative design, skillful craftsmanship and technical perfection of men's and women's watches inspired by the landscape and lifestyle of Skagen, Denmark, unveils the brand's Spring 2010 Timepiece and Jewelry Collections: *Skagen Denmark Love Blossoms, Carbon Fiber* and *Colors of Skagen*.

“Love Blossoms” Women’s Timepieces and Jewelry Collections

This symbolic collection stems from a 20-year love story between Charlotte and Henrik Jorst, the husband and wife founders of Skagen Designs. Every detail is inspired by their passion for design and celebrates the nurturing and beautiful qualities of the spring season. Elements of nature seen from the shores of northern Denmark, the prismatic effect of the sun's rays on the sand and the crystal reflection of the sea are the essences captured throughout the collection.

Love Blossoms women's timepieces are grounded in crisp white with small glimpses of pastels and shimmering silvers. Modern style and femininity are fused from tone-on-tone combinations, mother-of-pearl dials, mirrored borders, genuine leather straps, and feature accents Made with CRYSTALLIZED™ – *Swarovski Elements*. The effect is romantic, yet clean and uncomplicated, epitomizing the beauty of Danish design. Styles feature a range of elegant case sizes and shapes – perfect for any occasion. Suggested Retail Prices: \$95-\$115.

The *Love Blossoms Jewelry* Collection features an ensemble of necklaces, bracelets, earrings and rings. Inspired by elegant free-flowing hearts and beautiful spiral sea shells, the collection blends together organic shapes and materials with touches of amber gemstones and freshwater pearls. Complementing both looks is elegantly rolled signature Skagen silver mesh and genuine leather. The effect is whimsical and flirty, an elegant combination to be worn everyday. Suggested Retail Prices: \$35-\$75.

“Carbon Fiber” Men’s Timepiece Collection

Stemming from Henrik's love of fine automobiles and appreciation for small details, the Carbon Fiber collection continues the company's commitment to innovative technology and superior quality. The Carbon Fiber Collection has been incorporated into the brand's best-selling Titanium timepieces and is structured around the unique material known for its great strength while also remaining lightweight. The combination of Titanium with Carbon Fiber makes a dual-offering of strength, durability, and uniqueness. Suggested Retail Prices: \$145-\$155.

“Colors of Skagen” Timepieces and Jewelry Collections

The namesake collection captures a play of color and texture that can only be found by the sea – the blue of the sky, the rippling of the sand across the dunes, the rustic ropes of fishermen's boats. To evoke this, beautiful colored mineral glass dials for both men's and women's watches create an interplay of light.

For ladies, soft blues, sandy pinks and warm browns remain transparent and ethereal. Wearable jewelry-like inspired bands from tank link styles to a signature patterned mesh and new flat sphere design, add layers of creative innovation. For day or night, the timepieces are Made with CRYSTALLIZED™ – *Swarovski Elements*. Suggested Retail Prices: \$105-\$155.



For men, innovation shines through with the introduction of the *Colors of Skagen* colored glass treatment on cases paired with both link and leather straps. Adding to the collection is a striking, new round case design with a combination of shiny and brushed steel on genuine brown and black leather straps. The result is very stately – classic timepieces from everyday to a boardroom meeting. Suggested Retail Prices: \$135-\$175.

The *Colors of Skagen Women's Jewelry Collection* brings to life a universal respect and love for nature. Inspired by the essence of blossoming spring flowers, the mix and match design - including necklaces, bracelets, earrings and ring - feature an artful display of layered petals in a trio formation. Each piece glistens with a center accent Made with CRYSTALLIZED™ – *Swarovski Elements*. Suggested Retail Prices: \$45-\$75.

The Skagen Denmark Spring 2010 *Love Blossoms*, *Carbon Fiber* and *Colors of Skagen* Timepiece Collections will be available beginning February 1st, 2010 at department stores nationwide including Bloomingdales, Macy's and Nordstrom and online at www.skagen.com. All watches include the Global Limited Lifetime Warranty – unprecedented in the watch category. This feature underscores the company's commitment to extraordinary customer service.

The Skagen Denmark Spring 2010 *Love Blossoms* and *Colors of Skagen* Jewelry Collections will be available beginning February 1st, 2010 at independent retailers and online at www.skagen.com.

About Skagen Designs

Two decades ago, Copenhagen émigrés Henrik and Charlotte Jorst founded Skagen Designs on the principle that beautifully designed high-quality objects can be created at reasonable prices. Today, Skagen Designs' approach to affordable lifestyle luxury comes through watch, jewelry, sunglass and clock collections available in more than 60 countries worldwide. All products are everyday works of art that prize simplicity over embellishment and harmony over extravagance. Merging natural, high quality materials with clean, uncomplicated compositions, the company's family of brands epitomizes the beauty of Danish design. Brands include Skagen Denmark sold at department stores nationwide and online at skagen.com and Grenen Denmark available at Kohl's retail locations nationwide.

For more information, visit www.skagen.com.

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