

# JACOB JENSEN

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## JACOB JENSEN™ REACHES NEW DESIGN HEIGHTS WITH ITS ASCENT SERIES

The new Ascent series from JACOB JENSEN™ raises the bar in terms of fashion-forward contemporary watch designs. The series unmistakably expresses the distinctive aesthetics of Jacob Jensen Design with its striking slim design and the introduction of stainless steel mesh bracelets.



“The Ascent series embodies the characteristic Jacob Jensen design style. The balance between ascending curves and two-dimensional graphics gives the Ascent watch design a distinctive three-dimensional expression. To enhance the experience of its ultramodern appearance, we chose to introduce the stainless steel mesh bracelets for this new collection,” says Timothy Jacob Jensen, Chief Design Officer at Jacob Jensen Design.

The Ascent series has a circular brushed stainless steel case that flows beautifully into the dial. The hands of the watch contrast with the sunray dial so the time can be read clearly. The minutes are marked by a dial index ring while the very slim grooves on the bezel indicate the hours. The strap is either stainless steel mesh with a double folding clasp, or a black genuine leather strap. The glass is scratch resistant sapphire crystal, and the movement is Ronda quartz.

The colours stay within a contemporary, neutral palette mixing metallics with black. Combinations include a silver dial, silver case and black strap; a dark blue dial, silver case and a black strap; a silver dial, silver case and silver mesh bracelet; and a dark blue dial, silver case and a silver mesh bracelet. The series features ladies and gents versions.

In terms of a practical yet aesthetically pleasing modern design, the Ascent series rises to the occasion.

### Key facts:

Material, watch case: stainless steel

Available in sizes: 36mm and 42mm

Retail price: 239-249 Euro

### For further information, please contact:

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## **ABOUT JACOB JENSEN DESIGN STUDIOS**

A characteristic design language with a proven and exceptionally enduring global appeal is what sets the design studio Jacob Jensen Design apart.

During the early 60s, Danish designer Jacob Jensen merged the International and MAYA styles in a unique, ultramodern design language with maximum consumer appeal. He labelled it "Different but not Strange". Since the mid-1980s, his son, chief design officer Timothy Jacob Jensen, has continued to refine and evolve the design style by applying it to new areas and product categories. Together the two generations have created a classic yet visionary design language that continues to influence and enrich the world through innovative designs.

Jacob Jensen Design was established in Denmark in 1958, and is today the most award-winning design consultancy in Scandinavia. The company is based in Hejlskov, Denmark, with sister studios in China and Thailand. With more than half a century's worth of experience in innovation, technology and communication, Jacob Jensen Design provides design and branding solutions for companies all over the world.

Collaborating closely with a network of license partners, Jacob Jensen Design markets a wide range of lifestyle products under the brand of JACOB JENSEN™, represented in over 30 countries.

### **The JACOB JENSEN collection currently includes products in the following categories:**

- Timepieces and jewellery
- Kitchen and living
- Automotive accessories

### **Experience the world of Jacob Jensen Design:**

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