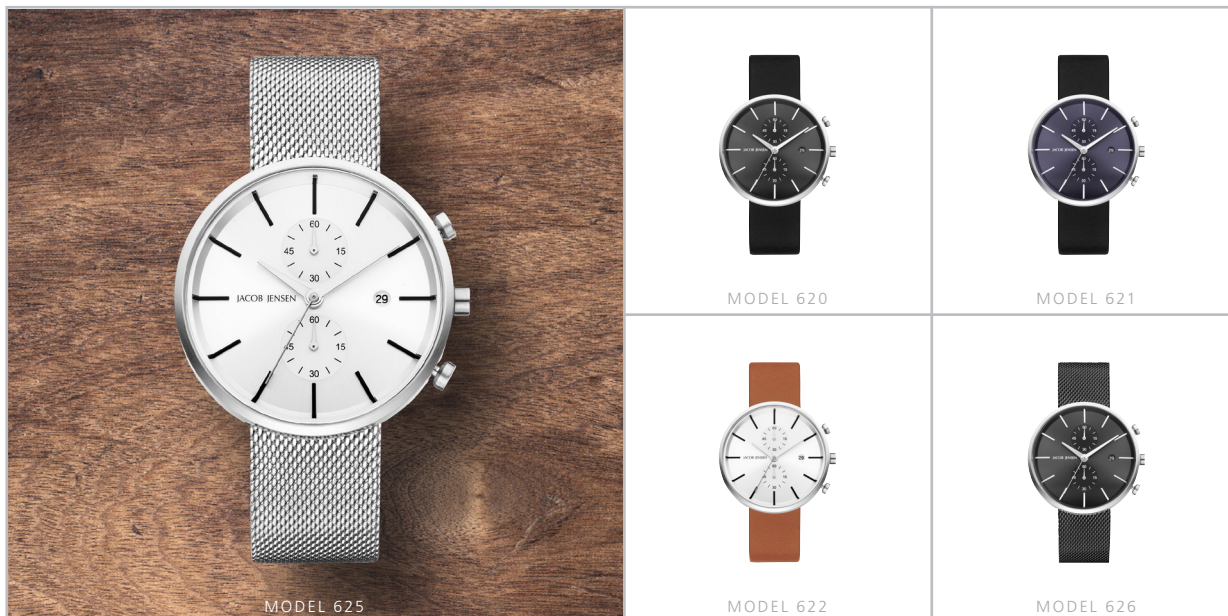


JACOB JENSEN

Press Release - Hejlskov, Denmark, September 2017

JACOB JENSEN™ PRESENTS ITS CONTEMPORARY LINEAR SERIES WATCH DESIGNS

The Linear series is the latest men's collection of timepieces exhibiting the familiar, ultramodern JACOB JENSEN™ design signature. As the name suggests, its aesthetic is based on a series of perfectly proportioned lines and linear markings that results in this avant-garde series of timepieces.



The Linear series design embodies the 'Form Follows Feelings' approach, which Chief Design Officer Timothy Jacob Jensen has continued to refine and evolve, since it was developed during the early 1960s by his father, Jacob Jensen. "With its linear impressions of weightlessness and the use of sapphire crystal glass and stainless steel, the Linear series is a clear expression of the Jacob Jensen design style", says Timothy Jacob Jensen.

The cut grooves in the faceted inner bezel serve to enhance and extend the dial markings of the Linear series. The polished hour indexes of the watch appear to almost 'fall' through the raised index ring. The sub dials have a satin finish contrasting with the brushed finish of the sunray dial. The case is composed of beautiful matt brushed stainless steel. The Linear series includes both stainless steel mesh bracelets and genuine leather straps. The stainless steel mesh bracelet, which has a double folding clasp, gives the Linear series a distinctive appearance as does the leather strap version, which has contrasting lugs and a buckle clasp.

The colour combinations available are: a silver mesh bracelet with a silver case and a silver dial; an anthracite mesh bracelet with a silver case and a matching anthracite dial; a camel brown strap with silver case and a silver dial; a black strap with a silver case and an anthracite dial and a black strap with a silver case and a midnight blue dial.

The Linear series is a perfect example of JACOB JENSEN™'s commitment to understated beauty.

Key facts:

Material, watch case: stainless steel

Movement: Seiko quartz

Available in size: 42mm

Retail price: 339-359 Euro

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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:

- Visit our website at www.jacobjensendesign.com
- Follow us on Facebook and Instagram @jacobjensendesign