

JACOB JENSEN

Hejlskov, Denmark, October 2018

JACOB JENSEN® EXTENDS AWARD-WINNING WATCH COLLECTION

JACOB JENSEN is extending the award-winning JACOB JENSEN® Strata watch collection. Six models will be released introducing stainless steel mesh straps and fashionable colours in the autumn of 2018.

The remarkable watch series from Danish design studio Jacob Jensen Design has been honoured with the prestigious Red Dot Design Award of 2015 as well as the 2017 German Design Award. Now the popular Strata series introduces stainless steel mesh straps and simplified dial faces in fashionable colour combinations.

The three additional Strata colours, midnight blue, gun metal and deep black, are applied to the dial as well as the index ring on the new models, a design feature that creates a more calm and subtle appearance than that of previous Strata watches. The new stainless steel mesh strap complements the tasteful design and adds to the experience of an iconic timepiece created by the Jacob Jensen Design Studio.



MODEL 279

“The Strata watch is recognized for its distinct graphic expression,” says Jakob Kjær Nielsen, Global Designer Director at Jacob Jensen Design and continues: “By extending the Strata collection with stainless steel mesh straps and a classic colour palette, we build up on its strong character while simultaneously elevating the watch collection to a new level of simple elegance.”



The new Strata combinations available are:

- Model 274/284: Black leather strap with stainless steel case and black dial.
- Model 275/285: Camel brown leather strap with stainless steel case and gun-metal dial.
- Model 276/286: Camel brown leather strap with stainless steel case and midnight blue dial.
- Model 277/287: Stainless steel mesh strap, case and dial.
- Model 278/288: Stainless steel mesh strap and case with black dial.
- Model 279/289: Stainless steel mesh strap and case with midnight blue dial

The new JACOB JENSEN Strata models will be available from October 2018.

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KEY FACTS:

The JACOB JENSEN Strata series watch collection was introduced in 2014 and features models for both ladies and gents. The gents' models are available with a circular date window at the six o'clock position.

Case: brushed stainless steel

Glass: mineral crystal glass

Movement: Ronda quartz

Available in size: 36mm and 41mm in diameter

Retail price:

Models with leather strap: EUR 199 / USD 239

Models with stainless steel mesh strap: EUR 209 / USD 249

For further information, please contact:

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ABOUT JACOB JENSEN DESIGN

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 1960s, 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, designer Timothy Jacob Jensen, continued to refine and evolve the design style by applying it to new areas and product categories. Together the two generations 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. It is 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
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