

JACOB JENSEN

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JACOB JENSEN™ PRESENTS THE EXCITING EVOLUTION OF TWO CLASSIC DESIGNS: THE ECLIPSE AND NEW SERIES

The Eclipse and New timepiece series are the latest thrilling design updates of the award-winning watches from JACOB JENSEN™. Both collections share Jacob Jensen Design's commitment to reworking designs in a continuous striving for perfection.

ECLIPSE SERIES

Tailored for the modern woman, the Eclipse is a distinctive series of timepieces that are not just means to tell the time, but also an understated yet stylish pieces of jewellery.



The design of the Eclipse series, feminine feel has been refined with curvier edges. The width of the bracelet has been rounded, which gives the watch an added visual dimension. The dial also has a rounded form, set in mirrored glass, as opposed to the rectangular one of the first Eclipse series.

Since its launch, the Eclipse series has claimed international distinctions, such as the Red Dot Design Award in 2013 and the German Design Award: Special Mention in 2015.

NEW SERIES

The New series modern classic, has been around for over two decades and has been through several design refinements during its time. The most notable update was in 2016 when the design was introduced with new colours and a larger case measuring 39mm.



The 2017 update to the New series brings three additional models with striking dial surfaces melding vertical and sunray brushed effects with contrast-distinctive index markings.

The New series is extended with three additional colours anthracite, blue and silver for the dial and pointed hour and minute hands. The updated design also has a more polished feel with a double brushed dial, plus polished hands and raised indices. The series features a stainless steel case, and the bracelet is a detachable black rubber strap with a buckle, while

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the glass is hardened mineral crystal. All three models are available in 39mm, 35mm and 29mm case diameters.

Since its launch, the New series has claimed several international distinctions, such as the Red Dot Design Award in 2011 and the German Design Award Nomination in 2014.

Key facts (Eclipse Series):

Material, watch case: stainless steel
Movement: Ronda quartz
Available in sizes: 54mm and 58mm
Retail price: 329-359 Euro

Key facts (New Series):

Material, watch case: polished stainless steel
Movement: Ronda quartz
Available in sizes: 29mm, 35mm and 39mm
Retail price: 199 Euros

For further information, please contact:

Weisz Group, P.O. Box 7949, NL-1008 AC, Amsterdam, The Netherlands
Telephone: +31 (0)20 679 46 33, Email: info@weiszgroup.com

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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