

Fashion 22/03/2010

Move Toward Summer and All Its Colour with Swatch

Rosa Girona - 02/07/2010

SWATCH welcomes the summer with new Chrono Plastic models. The collection features 10 new watches in 10 fresh colours. All models come complete with rotating bevelled edges formed from moulded plastic, easy to read faces and Swatch Chrono Plastic's characteristic chronograph time keepers.

GREEN MASTER Greener than the grass on a golf green.

MISTER Radiant, white and elegant.

HOT CHILI This new Swatch Chrono Plastic, radically red, is the collection's hottest new model.

PURPLE FUNK is purple. There's no doubt about it. A touch of monochromatic colour, audacity and fun are all over this robust watch.

LOWTIDE Blue hues and greys hearken to a sea-side stroll on a cool day.

OCEANPURITY The water is so clear, the white, fine sands on the sea bed show through.

PURPLEPURITY The dying day's final rays of light throw long purple shadows upon the mountains and lake.

BLUEPURITY Shipmen quickly gear the boat's white sails as the vessel slips smoothly over the deep blue waters of the wind-rippled sea.

REDPURITY A robust white wristband and a bright red face attract the gazes of passers-by toward this fashionable new Swatch.

PINKPURITY It's summertime and we are ready for another joyful, bright pink party with this friendly Swatch Chrono Plastic.