

SWATCH LAUNCHES NEW BIG BOLD COLLECTION

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Inspired by bold ideas, designed for even bolder personalities: Swatch introduces its brand new BIG BOLD collection featuring six different watch models. With a kick from urban streetwear, each BIG BOLD is a statement piece boasting a striking Ø47mm watchcase. The Swiss watchmaker's new product line calls out for those who are not afraid to put themselves upfront and who are proud to be different. BIG BOLD is an attitude, a mindset, a way of 'being' in the world. It is a kind of swagger that is irreverent, confident, and entirely unexpected. BIG BOLD longs for those that embrace being noticed.

From BBBlack to BBBeauty, all six new models have a massive Ø47mm watch head covered with a slightly curved glass. Contrasting 3D prints on the dial as well as the strap in the main color highlight the big personalities of the watches, while the subtly toned backgrounds flatter the bold contemporary design. Superluminova arrow shaped hands point your next move to the right direction. Go big, go bold!



PHOTO MATERIAL AT:
www.swatch.com/press/bigbold

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