

# ice --- watch

NOVELTIES 2022

2022-1-10

CONFIDENTIAL





020302  
SMALL



020301  
MEDIUM

# BLACK & WHITE

Extension of current models

*Gold*



CONFIDENTIEL



# ORCHID

Key colour S/S 22



*Gold  
brushed*

020541  
MEDIUM

020540  
SMALL



CONFIDENTIAL



# SEPIA

Trendy for AW22/23

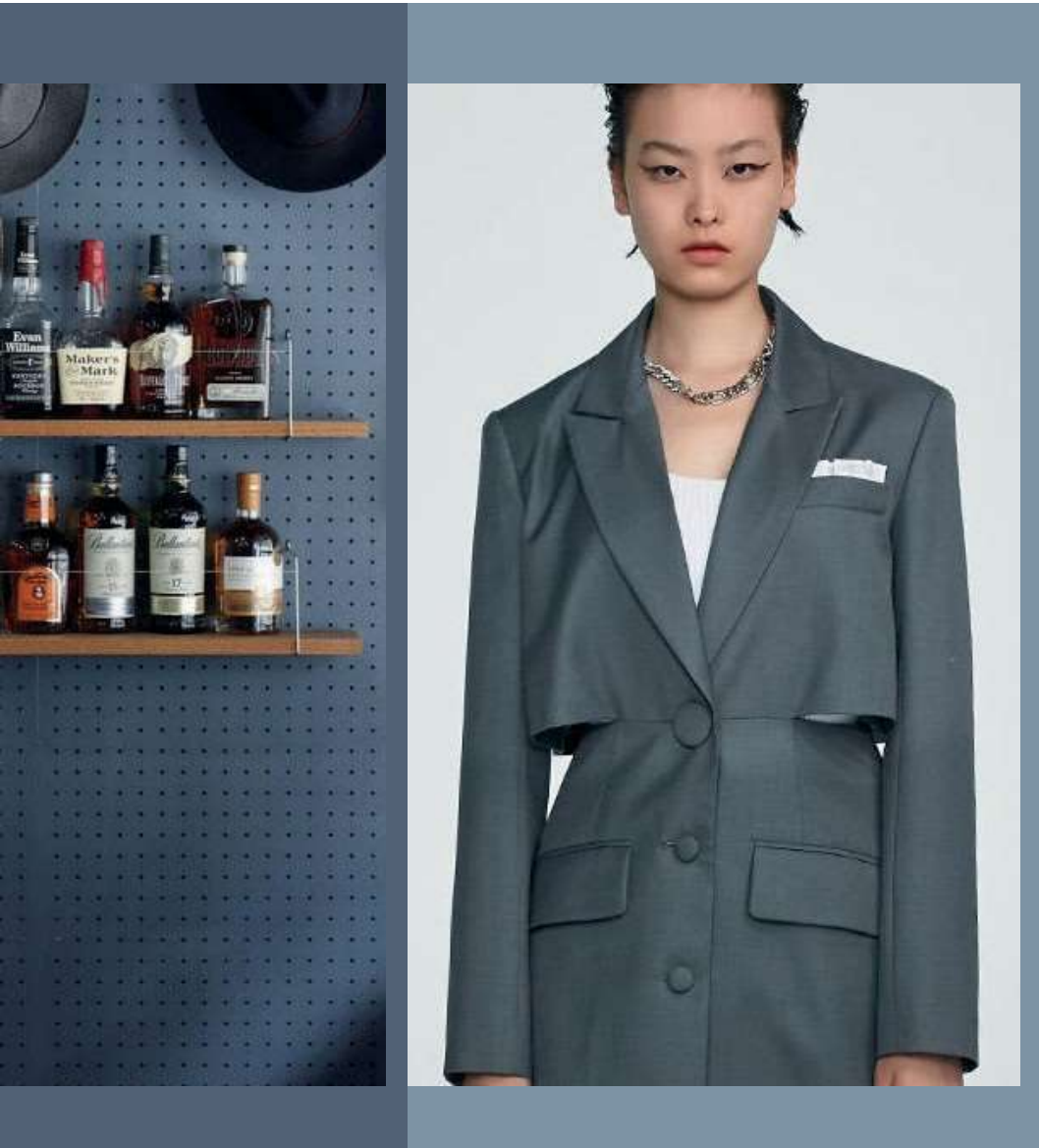


*Rose-Gold  
brushed*

020546  
MEDIUM



CONFIDENTIAL



# BLUE GREY

Fashion for SS22 & AW22/23



Rose-Gold  
020545  
SMALL



Gold  
020656  
MEDIUM  
Solar Power



Silver  
020543  
MEDIUM



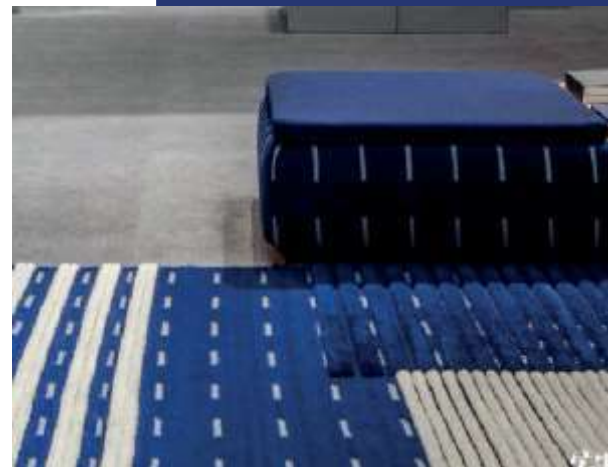
CONFIDENTIAL

# LAZULI BLUE

Key colour AW 22/23



*Gold  
brushed*  
020543  
MEDIUM



CONFIDENTIAL

# OLIVE

Key colour SS22



Gold

020655  
SMALL

Solar Power



# MINT

Fashion colour SS22



Gold  
brushed

020542  
SMALL



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FLOWER



020516  
MEDIUM

020513  
SMALL



020596  
SMALL



Solar Power

CONFIDENTIAL



020514  
MEDIUM



020597  
MEDIUM  
Solar Power



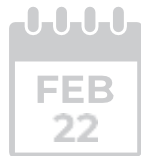
020510  
SMALL



CONFIDENTIAL



020517  
MEDIUM



020598  
MEDIUM  
Solar Power



020512  
SMALL





020511  
SMALL



020599  
SMALL

Solar Power



CONFIDENTIAL



020515  
MEDIUM



CONFIDENTIAL



SUNSET



020637  
MEDIUM



020639  
SMALL



020638  
SMALL



CONFIDENTIAL





020636  
SMALL



020641  
SMALL



CONFIDENTIAL



020640  
SMALL



Solar Power



020649  
SMALL



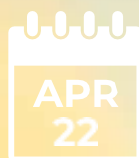
020635  
MEDIUM



020604  
MEDIUM

Solar Power

CONFIDENTIAL



020391  
MEDIUM




Solar Power

 ACTIVE



020616  
EXTRA-LARGE

 Case made of  
Bio-sourced plastic



020612  
MEDIUM




CONFIDENTIAL



020617  
LARGE



020613  
MEDIUM


 Case made of  
Bio-sourced plastic



CONFIDENTIAL



020884  
LARGE

 Case made of  
Bio-sourced plastic



020886  
MEDIUM



CONFIDENTIAL





CASUAL



CONFIDENTIAL



0000  
OCT  
22

Case made of  
Bio-sourced plastic

020621  
LARGE



0000  
JUN  
22

020632  
LARGE  
Solar Power




0000  
SEPT  
22

020606  
MEDIUM  
Solar Power



SEPT  
22


020620  
LARGE

 Case made of  
Bio-sourced plastic



OCT  
22

020625  
LARGE

 Case made of  
Bio-sourced plastic



OCT  
22

020607  
MEDIUM  
Solar Power

CONFIDENTIAL



JUN  
22

020624  
LARGE




JUL  
22

020623  
LARGE



FEB  
22

020340  
LARGE

 Case made of  
Bio-sourced plastic

CONFIDENTIAL



020622  
LARGE

 Case made of  
Bio-sourced plastic



020605  
MEDIUM  
Solar Power



CONFIDENTIAL



020342  
LARGE



020343  
LARGE

STAINLESS  
STEEL  
CASE



CONFIDENTIAL



Solar Power



MAR 22 020058



APR 22 020061



MAR 22 020060

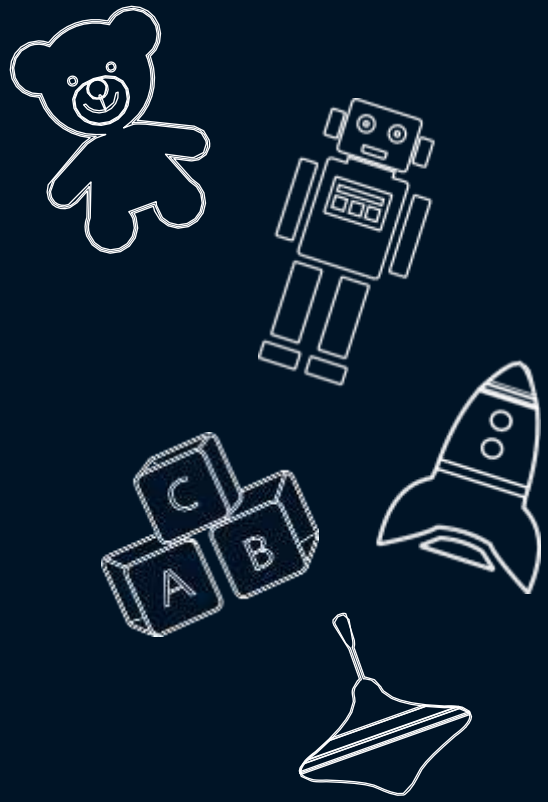


APR 22 020059

Strap made of recycled plastic from oceans

#tide  
OCEAN MATERIAL

CONFIDENTIAL



KIDS





<<  
BLUE INVADERS  
020320  
Extra-Small



<<  
BLUE DRAGON  
020322  
Extra-Small



<<  
YELLOW SPY  
020324  
Extra-Small



<<  
GREEN ELF  
020323  
Extra-Small



<<  
BLUE RAPTOR  
020321  
Extra-Small

**XS**  
New size



<<  
RED PIRATE  
020325  
Extra-Small

CONFIDENTIAL

**XS**  
New size



<<  
WHITE CASTLE  
020326  
Extra-Small



<<  
PINK BEAUTY  
020328  
Extra-Small

<<  
PURPLE WITCH  
020329  
Extra-Small



CONFIDENTIAL



<<  
AQUA FAIRY  
020327  
Extra-Small



*To be confirmed*

CONFIDENTIAL

DIGITAL  
2022



# FACTS

- More and more children no longer wear quartz watches
- A large part of the children's watch market is made up of digital watches.
- Digital watches allow a lower RRP (from 29/39€)
- They have the same look for 15 years... no brand offers its own design identity, except Casio which does not really offer children watches.

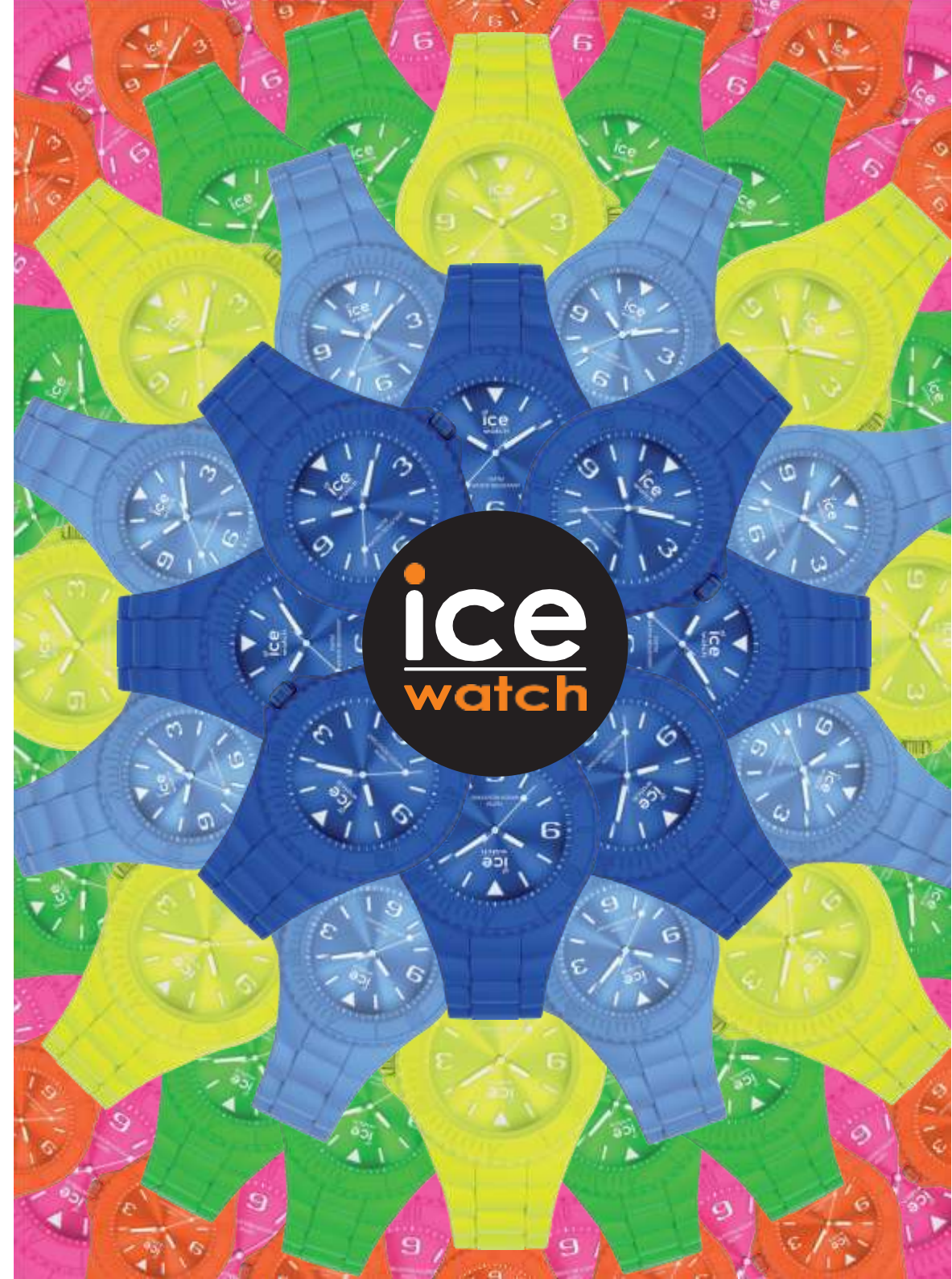
WHY NOT Ice-Watch?

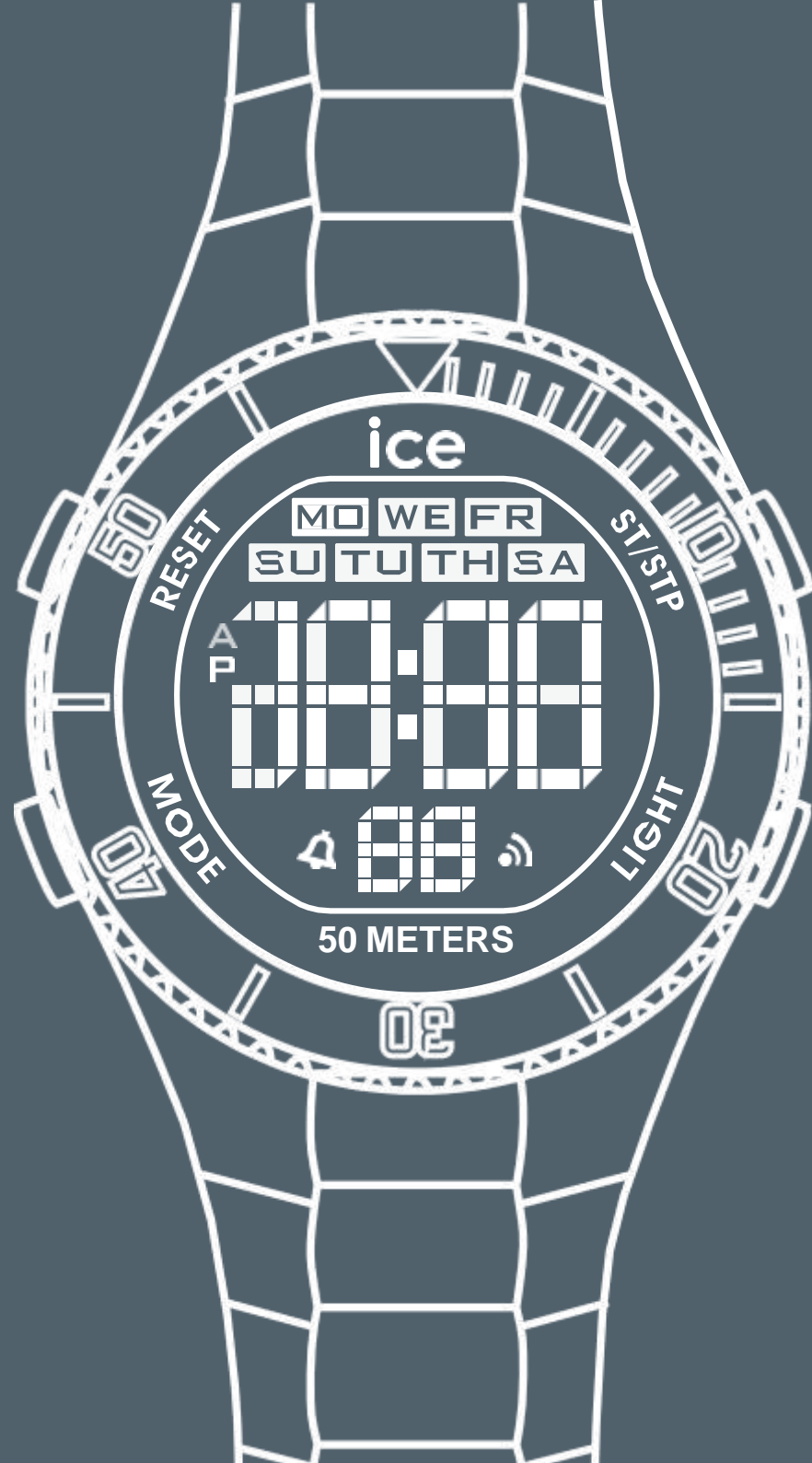


# TO DO THIS, WE NEED:

- use an iconic model Ice-Watch
- keep the Ice-Watch attributes (colors, packaging, etc)
- have an attractive price (39 or 49€)

CONFIDENTIAL

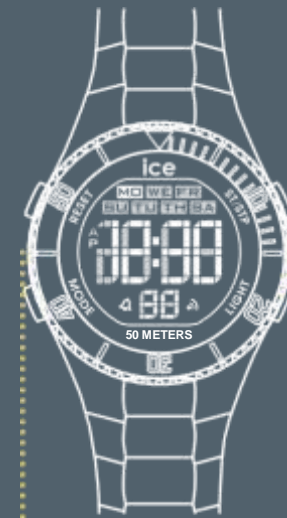




## 2 SIZES



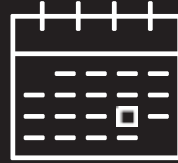
32mm



35mm







# SCHEDULE 2022

JAN



SALESMAN SAMPLES  
AVAILABILITY 

				
<b>020301(M)</b> White gold	<b>020302(S)</b> Black gold	<b>020321(XS)</b> Blue Raptor	<b>020323(XS)</b> Green Elf	<b>020329(XS)</b> Purple Witch
4800pcs USD\$89	4800pcs USD\$89	4800pcs USD\$79	4800pcs USD\$79	4800pcs USD\$79
JAN 2022	JAN 2022	JAN 2022	JAN 2022	JAN 2022



FEB



						
<b>020511(S)</b> Blue Lily	<b>020513(S)</b> Heaven Sage	<b>020516(M)</b> White Sage	<b>020517(M)</b> Turquoise Leaves	<b>020322(XS)</b> Blue Dragon	<b>020326(XS)</b> White Castle	<b>020340(L)</b> Forever bio
2880pcs USD\$109	2880pcs USD\$109	2880pcs USD\$109	2880pcs USD\$109	4800pcs USD\$79	4800pcs USD\$79	4800pcs USD\$109
JAN 2022	JAN 2022	JAN 2022	JAN 2022	JAN 2022	JAN 2022	Available

MAR



							
<b>020058(M)</b> Black Tide	<b>020060(M)</b> Khaki Tide	<b>020325(XS)</b> Red Pirate	<b>020342(L)</b> Deep Blue	<b>020343(L)</b> Deep Green	<b>020540(S)</b> <b>020541(M)</b> Orchid	<b>020542(S)</b> Jade	<b>020543(M)</b> Artic Blue
4800pcs USD\$89	4800pcs USD\$89	4800pcs USD\$79	2972pcs USD\$109	3176pcs USD\$109	3600pcs x 2 USD\$89	3600pcs USD\$89	3600pcs USD\$89
Available	Available	JAN 2022	Available	Available	JAN 2022	JAN 2022	JAN 2022

# APR



020636(S) Orchid    020635(M) Marine Silver    020638(M) Nude    020641(S) Night Pink    020391(M) Sunrise    020059(M) Blue Tide    020061(M) Red Tide    020327(XS) Aqua Fairy

2880pcs USD\$109    3600pcs USD\$109    3600pcs USD\$109    3600pcs USD\$109    4800pcs USD\$109    2440pcs USD\$89    1200pcs USD\$89    4800pcs USD\$79

TBC    TBC    TBC    TBC    Available    Available    Available    JAN 2022

# MAY



020637(M) Gold Horizon    020639(S) Pastel Blue    020640(S) Pastel Lilac    020598(M) Legend    020599(S) Twilight Daisy    020604(M) Blue Sunset    020613(M) Blue Lime    020616(XL) Black Lime    020324(XS) Yellow Spy

3600pcs USD\$109    3600pcs USD\$109    2880pcs USD\$109    2880pcs USD\$89    2880pcs USD\$89    2880pcs USD\$89    2400pcs USD\$89    2400pcs USD\$149    4800pcs USD\$79

TBC    TBC    TBC    MAR 2022    MAR 2022    TBC    TBC    TBC    JAN 2022

# JUN



020649(S) Lilac Turquoise    020605(M) Casual blue red    020632(L) Blue RG    020512(S) Poppy Fields    020514(M) Colour Leaves    020612(M) Black Lime    020617(L) Blue Lime    020247(L) White Blue

2880pcs USD\$89    2880pcs USD\$99    2400pcs USD\$109    2880pcs USD\$109    2880pcs USD\$109    2400pcs USD\$89    2400pcs USD\$149    2400pcs USD\$149

TBC    TBC    TBC    JAN 2022    JAN 2022    TBC    TBC    TBC

JUL



BIO CASE

BIO CASE

020596(S) Spring white

020597(M) Colonial

020622(L) Blue Red

020623(L) Black Blue

2880pcs USD\$89

2880pcs USD\$89

2400pcs USD\$149

2400pcs USD\$149

MAR 2022

MAR 2022

TBC

TBC

AUG



020656(M) Artic Blue

020655(S) Khaki

020320(XS) Blue Invaders

020328(XS) Pink Beauty

More information soon

DIGITAL KIDS

2880pcs USD\$89

2880pcs USD\$89

4800pcs USD\$79

4800pcs USD\$79

TBC

TBC

Jan 2022

Jan 2022

More information soon

SEPT



BIO CASE

BIO CASE

020544(M) Lazuli Blue

020545(S) Blue Horizon

020546(M) Sepia

020606(M) Casual blue RG

020620(L) Black RG

020884(L) Khaki orange

020886(M) Blue Lime

3600pcs USD\$89

3600pcs USD\$89

3600pcs USD\$89

2880pcs USD\$89

2400pcs USD\$149

2480pcs USD\$149

2400pcs USD\$89

MAR 2022

MAR 2022

MAR 2022

TBC

TBC

TBC

TBC

OCT



020515(M) Grey Leaves

020510(S) China Rose

020621(L) Blue RG

020625(L) Black Brown

020607(M) Casual brown

2800pcs USD\$109

2880pcs USD\$109

2400pcs USD\$149

2400pcs USD\$149

2880pcs USD\$89

JAN 2022

JAN 2022

TBC

TBC

TBC

NOV

DEC