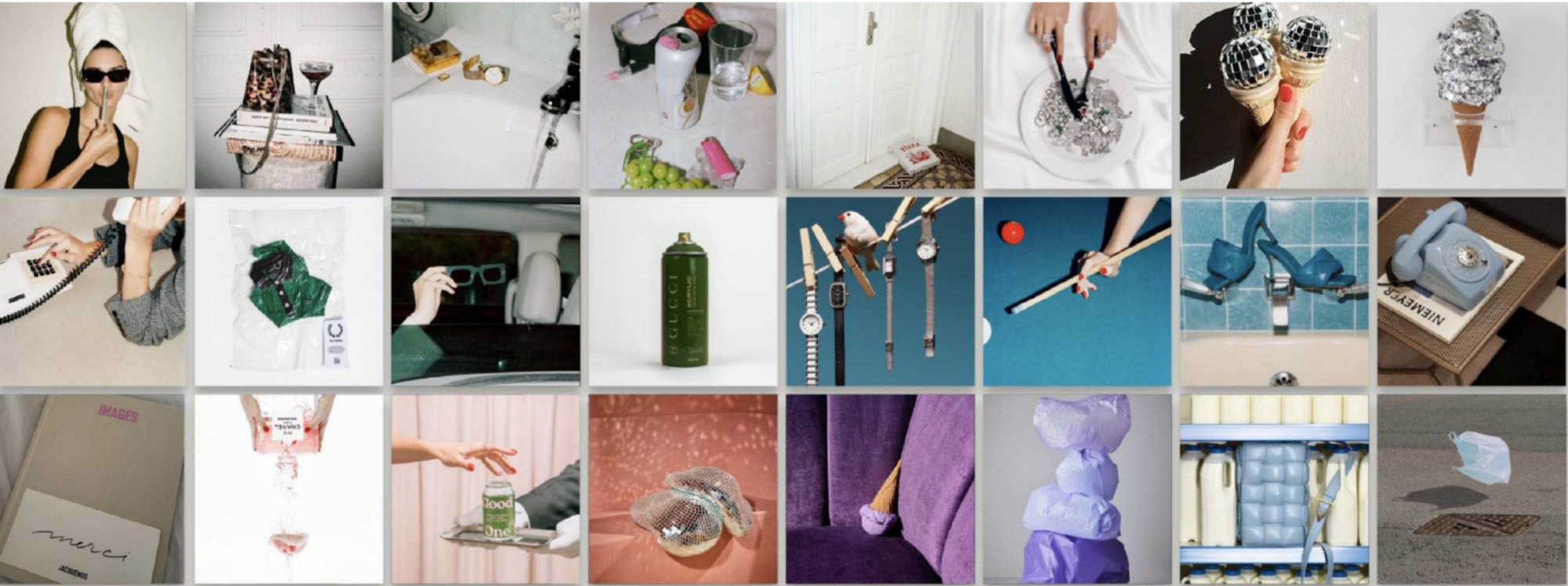


D1 MILANO

Salesbook FW2023

CAMPAIGN MOODBOARD



COLOR PALETTE



COLLECTION ARCHITECTURE

20 NEW SKUS

CONTINUOUS

ULTRA THIN 40MM



UTBJ32 UTBJ33 UTBJ34 UTBJ35

ULTRA THIN 34MM



UTBL19 UTBL20 UTBL21

AUTOMATICO 36MM



ATBU01 ATBU02 ATBU03

POLICHRONO SHADOW



PHBJSH

SEASONAL

POLYCARBON 2D



PCBJ33 PCBJ34

POLYCARBON ENAMEL



PCBJ35 PCBJ36

ULTRA THIN MIRROR



UTBU07

GMT



GMBJ01

ULTRA THIN STONES



UTBJ29 UTBJ30

ULTRA THIN DLC



UTBJ31

D1 MILANO

ULTRATHIN FLAKE – 40 mm

MOODBOARD



COLLECTION CONCEPT

Color and meticulous research on dials are the core of this collection.
Dials feature a flake effect texturized through unique 3D pattern created in-house by the D1 Milano Design Team .

D1 MILANO

ULTRA THIN FLAKE— 40 mm

UNIQUE SELLING POINTS



Focus on Texture

The flaked texture of this newly designed dial beautifully reflects the light. Conceived as a more playful version, yet a crafted alternative to the classic Ultra Thin.

Dope Colors

Fresh colors are used to communicate playfulness and detach from the existing, classic color trends.

Versatility

Both playful and classy, these timepieces merge the option of an intriguing dial within an overall classic look.

ULTRA THIN FLAKE – 40 mm

KEY FEATURES

Case Size:
40 mm

Case Finishing:
Silver Stainless Steel with vertical brushed finishing

Dial:
3D textured Pattern in black / red / green / blue

Bracelet:
Brushed Silver Stainless Steel with Polished Chamfers

Glass:
Sapphire glass with Blue Anti-reflective coating

Movement:
Miyota 1L22

\$ 375
€ 335



ASHFIELD
UTBJ32

\$ 375
€ 335



BARN RED
UTBJ33

\$ 375
€ 335



FIR GREEN
UTBJ34

\$ 375
€ 335



OLYMPIC BLUE
UTBJ35

D1 MILANO

ULTRA THIN - 34mm

MOODBOARD



COLLECTION CONCEPT

Not only color. We are here extending our 34mm Ultra Thin line with the aim to make the female selection wider.

We keep on the trend of introducing the «mini version» of our 40mm best seller by adding the Petite Geo, perfect for couples' gifting along with our hero Geo in 40mm. There's also a strong material twist: 2 new SKUs are featuring mother of pearl dial.

D1 MILANO

ULTRATHIN - 34mm

UNIQUE SELLING POINTS



New classics

A refresh of the 34mm UT, minimal aesthetic for both the Mother of Pearl and the Blue Circular brushed dials to our 40mm Geo.

Elegance and color

Both MOP and blue color are a true classics in the horology world. The nuances of the light over the blue circular dial and the iridescence of the mother of pearl are the true beauty of the minimal elegance.

Lady Pieces

Thought and developed for the ladies as a design object, not only as a jewelry piece to wear.

ULTRA THIN - 34mm

KEY FEATURES

Case Size:

34 mm

Case Finishing:

Silver Stainless Steel with vertical brushed finishing /
Champagne Stainless Steel with vertical brushed finishing

Dial:

Mother Of Pearl / Blue Circular Brushed

Bracelet:

Silver Stainless Steel with vertical brushed finishing /
Champagne Stainless Steel with vertical brushed finishing

Glass:

Sapphire glass with Blue Anti-reflective coating

Movement:

Miyota 1L22



PEARL SILVER

UTBL19



PEARL GOLD

UTBL20



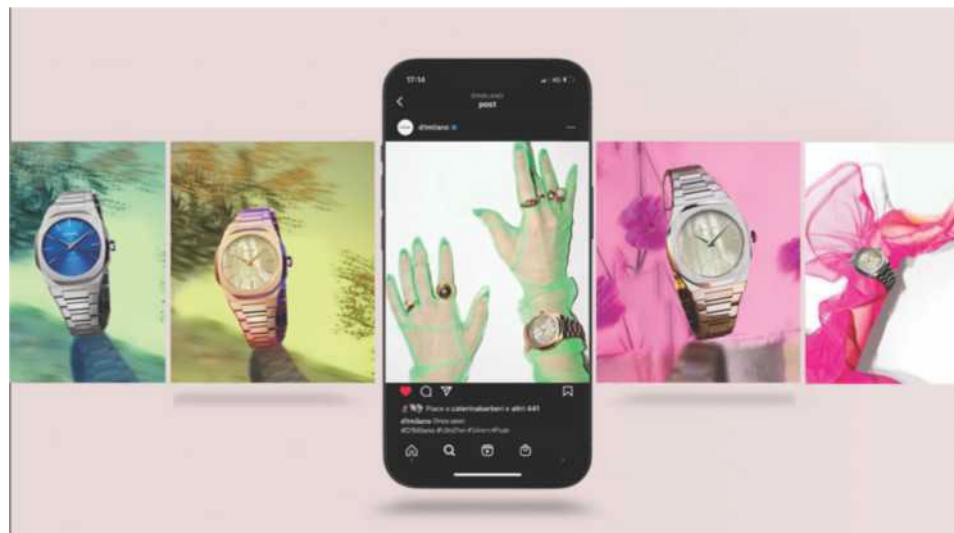
GEOMINI

UTBL21

ULTRATHIN MOP-34mm

CONTENTS PROVIDED BY D1 MILANO

MAIN MARKETING PUSH



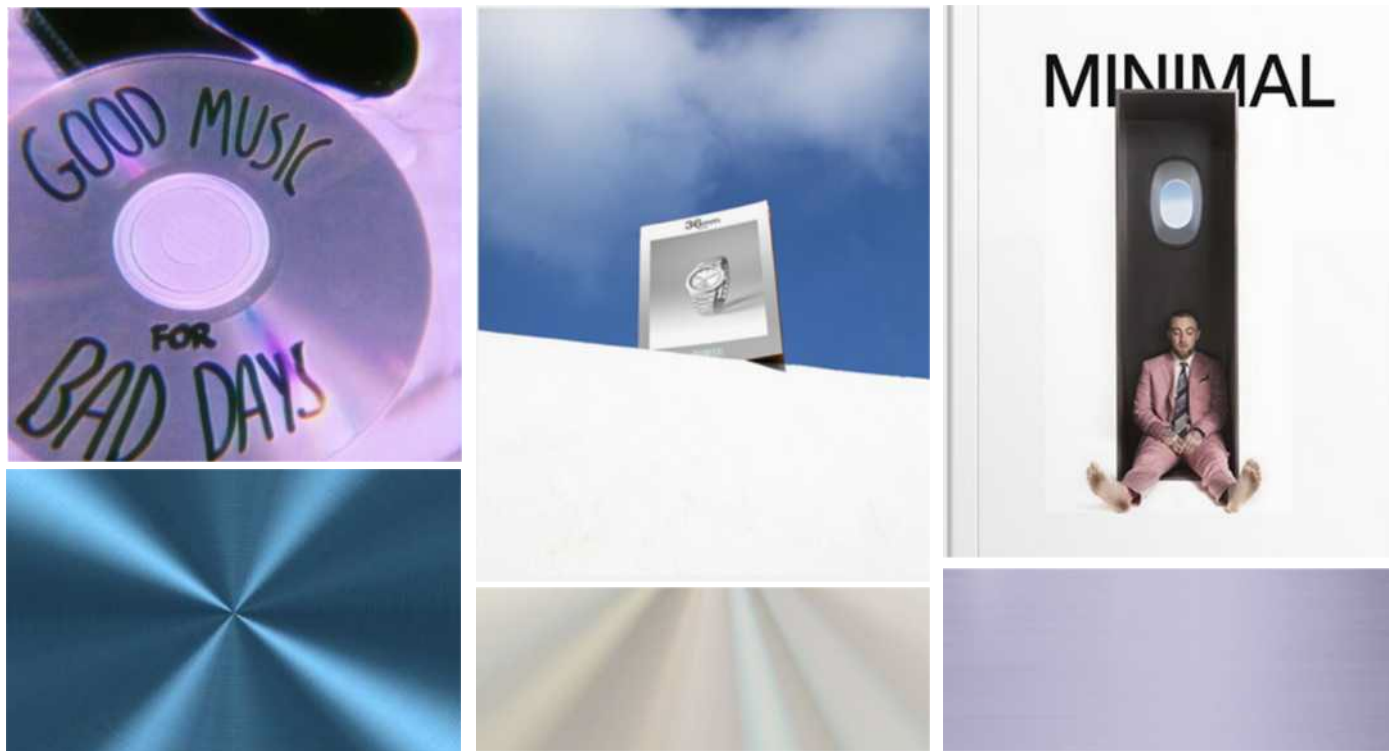
Social posting

CONTENTS PROVIDED BY D1 MILANO

PHOTO	VIDEO
● Ambient Pictures	Product Video
● Macro Pictures	Still Life Video
● E-commerce Pictures	3D Video
● Lifestyle Pictures	Lifestyle Video
● Product Campaign Pictures	Backstage Video

AUTOMATICO— 36mm

MOODBOARD



COLLECTION CONCEPT

Modernity, elegance and chromatism are the common denominators of this new collection. We decided to enrich these new 36 mm classic Automatics with an elegant and trendy color palette to elevate an irresistible radiance beyond dimensions.

D1 MILANO

AUTOMATICO-36mm

UNIQUE SELLING POINTS



A New Size

Introducing the 36mm Automatic at WW level among our Continuous range the 36mm automatic, further a very successful Limited Edition dropped in Jan 2023.

A Modern and Elegant Color Palette

Fresh and light colors used to add style and coolness to this new automatic Collection.

AUTOMATICO- 36mm

KEY FEATURES

Case Size:

36 mm

Case Finishing:

Silver Stainless steel with Vertical Brushed finishing

Dial:

Solei Dial in light taupe , light blue and light violet

Bracelet:

Silver Stainless Steel

Glass:

Sapphire glass with Blue Anti-reflective coating

Movement:

Miyota 9039

\$ 745
€ 695



ANTIQUE CODE

ATBU01

\$ 745
€ 695



BERYL CODE

ATBU02

\$ 745
€ 695

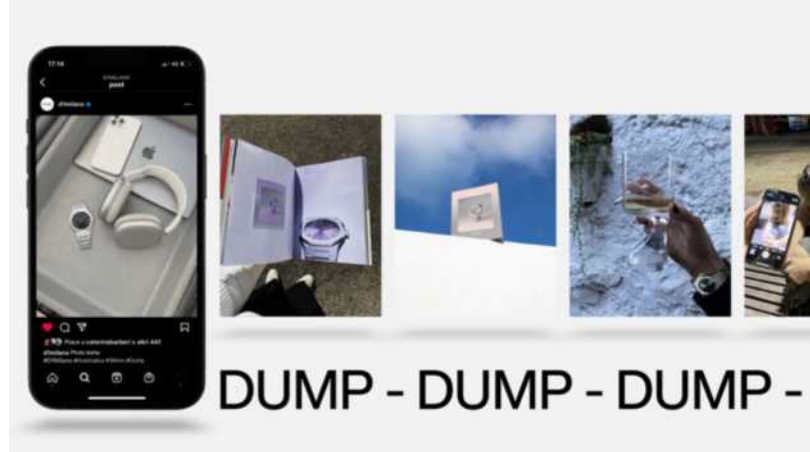


LILIAC CODE

ATBU03

AUTOMATICO-36mm

MAIN MARKETING PUSH

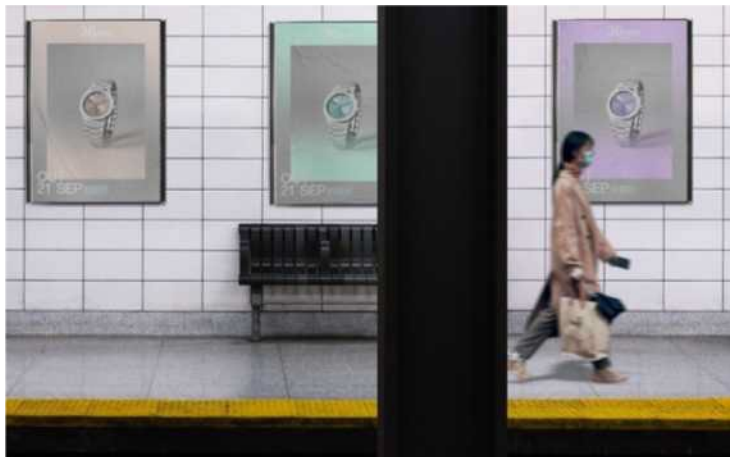


Social posting



Offline billboard

Localized event



D1 MILANO

POLYCARBON 2D-40.5mm

MOODBOARD



COLLECTION CONCEPT

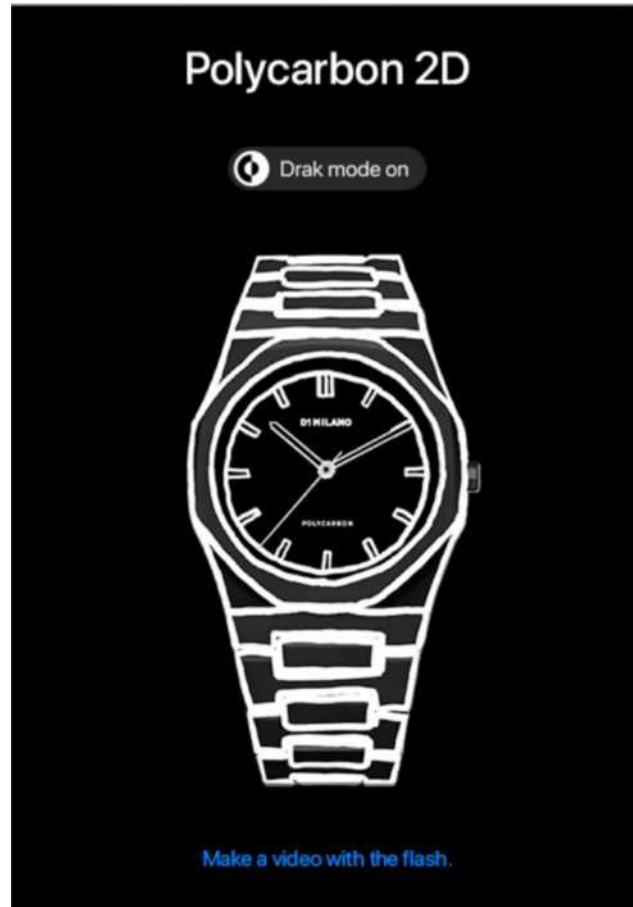
Crafted to express the concept of an object of design and accessory.

Designed to convey the concept of a sketch on a drawing album. The usage of black and white aims to highlight the contrast of the lines on the base color of the watch.

D1 MILANO

POLYCARBON 2D-40.5mm

UNIQUE SELLING POINTS



Bi-dimensional Concept

We are trying reverse the process by replicating the drawing on paper into the final product, embodying its bi-dimensional origin into the tri-dimensional reality.

Contrasting Tones

We use black and white to highlight the contrast of the design lines with the base color of the real watch.

A Design accessory

The product aims to be an accessory of design more than just a simple watch to wear.

POLYCARBON 2D-40.5mm

KEY FEATURES

Case Size:

40.5 mm

Case Finishing:

Black Polycarbonate with soft touch coating and white details
White Polycarbonate with soft touch coating and black details

Dial:

Black with white details
White with black details

Bracelet:

Black Polycarbonate with soft touch coating and white details
White Polycarbonate with soft touch coating and black details

Glass:

Mineral glass with Blue Anti-reflective coating

Movement:

Miyota VJ21

\$ 195
€ 165



SKETCH 01

PCBJ33

\$ 195
€ 165



SKETCH 02

PCBJ34

D1 MILANO

POLYCARBON ENAMEL - 40.5mm

MOODBOARD



COLLECTION CONCEPT

Two new completely monochromatic products: full black and taupe, enriched by an enamel finishing on the bezel.

We are here expressing our continuous research on materials by adding this new finishing to our most successful collection, the Polycarbon, aiming to conceive to it a premium and sophisticated feeling.

POLYCARBON ENAMEL - 40.5mm

UNIQUE SELLING POINTS



Working on materials

Our classic Polycarbon enriched by the enamel finishing on the bezel makes it even closer to the concept of a design accessory.

Monochromatic look

A Monochromatic color palette mixed with black or rose gold bezel gives character to this new collection.

POLYCARBON ENAMEL - 40.5mm

KEY FEATURES

Case Size:

40.5 mm

Case Finishing:

Black Polycarbonate with soft touch coating

Beige Polycarbonate with soft touch coating

Dial:

Matte painted in black

Matte painted in beige

Bracelet:

Black Polycarbonate with soft touch coating

Beige Polycarbonate with soft touch coating

Glass:

Mineral glass with Blue Anti-reflective coating

Movement:

Miyota VJ21

\$ 195

€ 165



BLACK MESH

PCBJ35

\$ 195

€ 165



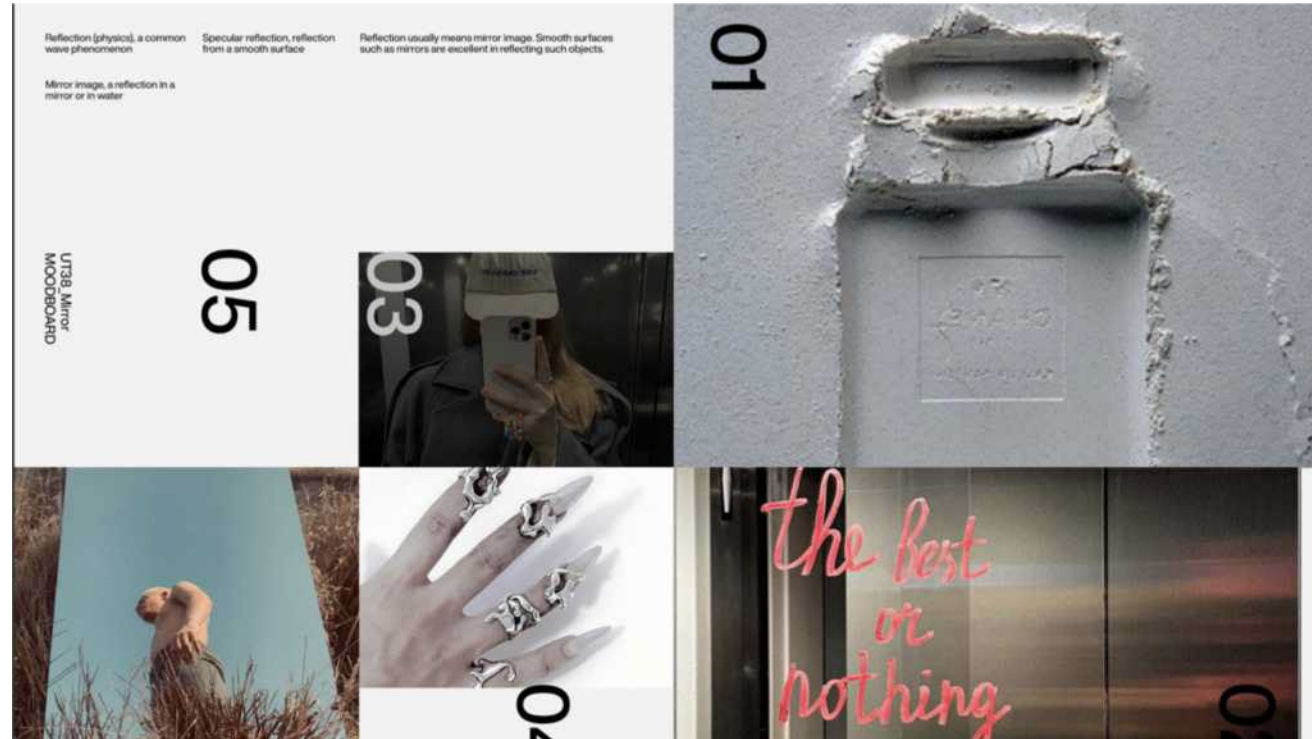
TAUPE MESH

PCBJ36

D1 MILANO

ULTRA THIN MIRROR—38MM

MOODBOARD



COLLECTION CONCEPT

We might say "mirror, mirror on the wrist"

We decided to add to the 38mm collection a unique timepiece full polished and make it a full sleeve mirror. The strength of this timepiece is its full monochromatic reflective look from the case, to the bracelet, to the dial...where you can even reflet yourself!

D1 MILANO

ULTRA THIN MIRROR—38MM

UNIQUE SELLING POINTS



Fully Polished

The whole watch is polished, making it a 3D full reflective mirror.

Mirror, Mirror on the wrist

The finishing of the case, bracelet and dial makes it full monochromatic.

A Matter of Reflection

A unique mirror dial on the other hand, will distort the reality, creating an encased reflection of the customer and their surroundings.

ULTRA THIN MIRROR—38MM

KEY FEATURES

Case Size:

38.0 mm

Case Finishing:

Silver Stainless steel with full polished finishing

Dial:

Mirror Reflective dial

Bracelet:

Silver Stainless steel with full polished finishing

Glass:

Sapphire glass with Blue Anti-reflex coating

Movement:

Miyota 1L22

\$ 395
€ 375



MIRROR
UTBU07

D1 MILANO