

Festina Swiss Made. And so the family grows



The advertisement features a black and white photograph of Gerard Butler and a woman. Gerard Butler is on the left, wearing a black shirt and trousers, with a Festina watch on his left wrist. The woman is on the right, wearing a grey blazer, with a Festina watch on her left wrist. They are both smiling and looking towards the camera. In the top right corner, the Festina logo is displayed with the text "Watches since 1902". In the bottom right corner, two Festina watches are shown side-by-side. The watch on the left is a men's model with a blue dial and a metal bracelet. The watch on the right is a women's model with a blue dial and a metal bracelet. Above the watches, the text "SWISS MADE COLLECTION" is displayed next to a red Swiss flag icon. In the center, a white box contains the text "FESTINA ALWAYS FITS." and "Gerard Butler". The website "festina.com" is visible in the bottom right corner.

The Swiss Made Festina family growsThe launch of the Festina Swiss Made collection in 2019 was a great success. The Spanish brand, known for its quality watches with Miyota movements, rose to the challenge of presenting an entirely “Swiss Made” collection, fitted with Swiss movements and assembled in Switzerland, as mandated by the Swiss label. Due to the great sell out, Festina presents the new Swiss Made 2020 collection, which shares the same attributes as its predecessor of 2019.

Following the concept of pair watches, the brand presents a minimalist case design with a 2 hands & date movement, in both stainless steel and gold plated IP versions. The men's case is 39.30mm in diameter and the women's is 29.30mm. The new models with Swiss movement, sapphire glass and a 50m (5 BAR) water resistance and are available with several strap types: black, brown or blue leather, mesh and the classic steel bracelet, according to the consumer's taste.



F20014/2



F20015/2

2- hands & 2-hands with date
Swiss Movement
316L stainless steel
Stainless steel case
Diameter: Man 39.30 mm
Woman 29.30mm

Sapphire glass
Straps: leather, mesh, bracelet
5 BAR (50 m.)



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F20014/1



F20018/1



F20018/2



F20018/3



F20015/3



F20015/1



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