

PRESS RELEASE
NEW SHAPE

Delémont, Switzerland – 3 January 2017

Designing the shape of things to come

For Wenger, *Back to the Future* is much more than a blockbuster movie title. It's a successful design approach. When the Swiss watch manufacturer set itself the task of creating a signature shape to withstand the tests of time, it firstly went back in time. The process of bringing together archives and blank sheets of paper turned out to be a rewarding trip in time travel. The result speaks volumes.

The new Wenger shape takes its inspiration from the iconic Wenger Commando timepiece, launched in 1998. In the new shape, destined to grace all future Wenger watches, a perfect circle is framed by elegant, long lugs. It acts as a versatile canvas for a range of looks. The simplicity of the form effortlessly houses different metal finishes, as well as a huge variety of dial designs. These are capable of expressing all sorts of style statements, spanning urban cool, mindful nostalgia and dynamic sportiness. The shape of things to come underlines the brand's sustainability and durability, celebrating Swissness with sincerity, for him and for her.



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About Wenger

Agile, up-to-date and at home in the world's cities – but always with its traditional Swiss roots in mind. Wenger – founded in 1893 near Delémont in the canton of Jura – is with Victorinox the sole supplier of the world-famous “Swiss Army Knife”. Today the brand, which has been owned by Victorinox since 2005, produces and distributes watches and luggage. Wenger's products are reliable, functional and well designed, and they capture the spirit of the times. They are designed for people who travel a lot and who therefore want to count on a Swiss brand at a reasonable price.

Wenger Watches

The best Swiss Made quality at the most reasonable price. Wenger Watches are designed to meet the variety of the today's metropolitan trends showcasing from the most classic flair, toward the most popular vintage touch, to crown with the most geared sportive look. Every design reflects visible and tangible attention to the smallest detail. The wide range of three-hand models and chronographs are water-resistant up to 200M20 ATM. Wenger is rigorous in its use of exclusively Swiss quartz movements, as well as high-quality materials such as genuine leather, stainless steel with PVD finish and robust sapphire-coated crystal. Wenger also offers a three-year guarantee for every watch which makes of Wenger Watches a genuine Swiss mate to enjoy a dynamic lifestyle.