

PRESS RELEASE
ATTITUDE

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The shape of things to come

New Wenger Attitude Heritage timepieces are set to stand the tests of time

In the quest to design a totally new signature shape for its watches, Wenger reflected long and hard on the Swiss brand's horological heritage. This exercise in time travel made a meaningful stopover in 1998, in the hands of the iconic Wenger Commando line. The rest is history – and the present is an unmistakable identity that will shape the brand's future and its product design.

Proudly integrating the new watch head, to celebrate its debut, are the latest additions to the Attitude family. In all of these, the slender, ergonomic case, with vertical brushing, sits comfortably on the wrist with an intrinsic sense of belonging. Long lugs that stand resolutely to attention frame a perfect circle. This design was quite simply meant to be. The timeless new Attitude Day & Date Heritage pieces furnish urban cool with an echo of nostalgia. They are reliable companions on trips downtown and out of town, kept on track by their precise timekeeping ability, luminescent dial detail and easy-to-read day and date. And with a three-year warranty, it's certainly not a case of here today and gone tomorrow.

Not everything is black and white – but the two flagship watches of the 2017 Attitude collection are just that. One with a matt white lacquered dial gracefully teams with either a sophisticated black leather strap or an elegant grey nylon attachment. Its contrasting counterpart combines a black dial with a bi-finished stainless steel bracelet. They say the only difference between a good and bad day is attitude. This could also apply to watches it seems.

The retail price in Switzerland for the Attitude Day & Date Heritage with a nylon or leather strap is CHF 179 and the version with a metal bracelet costs CHF 189.



Wenger, Attitude Day & Date Heritage

Ref. 01.1541.106 (nylon or leather strap)

Ref. 01.1541.107 (metal bracelet)

Case: Round vertically brushed stainless steel 42 mm in diameter

Bezel: Fixed stainless steel beveled & polished

Movement: Swiss made Ronda 517 3H Day Date

Functions: Hours, minutes, seconds, day date

Dial: Off-white matt lacquered (nylon/leather); black matt lacquered (metal bracelet); thick print numerals, SLC3 on dots and hands

Attachment: Grey nylon strap / Black leather strap / Metal bracelet

Crystal: Sapphire-coated

Water resistance: 10 ATM / 100 m

Swiss made

Three-year warranty

Suggested retail prices: CHF 179 (nylon/leather strap) or CHF 189 (metal bracelet)

Press Contact

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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.