



PRESS RELEASE

DISCOVER THE MAGIC OF AUTOMATIC MOVEMENTS WITH KENNETH COLE – KENNETH COLE’S SKELETAL OPEN-WORK AUTOMATIC WATCHES

SINGAPORE, DECEMBER 2011 – More and more people are discovering the magic of mechanical movements - automatic movements actually interact with you, as the movement of your wrist keeps them wound - with no battery change.

What is an automatic movement?

An automatic movement in a watch is a mechanical movement with a self-winding design. An automatic watch harnesses the energy produced by motion to wind the spring. This movement features a rotor that spins when the watch is in motion, as when the wearer moves his arm and wrist. The mechanism transfers the energy from the spinning rotor to the main spring of the winding system.

Key features:

- Power reserve: The watch will maintain its power reserve if you wear it every day. If you won't be wearing your watch for several days at a time, store it on a watch winder to keep it at full power.
- Efficiency: Like mechanical movements, automatics can gain or lose a few minutes per month, so check your watch regularly and adjust the time.
- Advantages: Automatic watches have all of the advantages of mechanical watches -- detailed construction, durability -- and you don't need to manually wind the timepiece frequently.

After the quartz watch boom of the 1970s, men's and women's watches with mechanical craftsmanship and quality made a comeback in the 1990s. Watch wearers recognized the benefits and pleasure of interacting with a mechanical device as part of their daily routine. An automatic watch, by virtue of being a machine, signifies quality and the owner's interest in the mechanics of timekeeping. Traditional mechanical women's and men's watches also offer an aesthetic value that is difficult to replace with battery-operated timepieces. Automatic watches give consumers a mechanical watch option that is **easy to use**, because ***the automatic mechanism eliminates the need for manual winding***.

Kenneth Cole – strong position in automatic watches

Amongst fashion watch brands, Kenneth Cole is known to have the widest and strongest range of automatic watches. Manufactured in Japan, Kenneth Cole's automatic movements are known to be highly reliable, and even after non-usage for several months, a simple shake of the watch will start the automatic movement and timekeeping continues to be accurate.

Now, as consumers gear up for a brand new wardrobe for 2012, Kenneth Cole offers an exciting aesthetic that has taken root in its fashion capital hometown of New York – **skeletal open-work automatic watches**. By its very name, it means that these watches spot unique skeletal geometric dial designs similar to the look of an architectural blueprint - a design trend that keeps with the metropolitan flavour of the Kenneth Cole brand. Beneath the criss-crossing skeletal metalwork, is an open-work dial which reveals a full view of the automatic mechanisms inside the watch. And it makes for a fascinating view indeed, as whenever you move your wrist, you can watch the wheels of the automatic movement beating in rhythm with the second hand. Indeed a unique and satisfying timekeeping experience awaits every man with a Kenneth Cole Skeletal Automatic Watch!

SKELETAL AUTOMATIC WATCHES – CLASSIC ROUND FACES

	
<p>IKC9031 Retail Price: S\$349 (before GST)/ S\$373 (with GST)</p>	<p>IKC9032 Retail Price: S\$309 (before GST)/ S\$331 (with GST)</p>
<ul style="list-style-type: none"> - Stainless steel bracelets with push button clasp, coming in shades of seal brown, rose gold and traditional silver. - Round bezel and casing in rose gold-toned stainless steel. - Rose gold-toned stainless steel indices and hands with luminous accents. - Open-work watch dial showcases inner mechanisms of the automatic movement. - Three-hand analog automatic movement. 	

Kenneth Cole’s Classic Round-Faced Skeletal Automatics are infused with a “sepia tone” treatment, with model no. IKC9031 spotting shades of seal brown and rose gold, but also retaining the traditional silver favoured for bracelet watches in model no. IKC9032.

Set in a round casing with skeletal cut metalwork over an open-work dial, the design of the watch is reminiscent of an architectural ambience. The metalwork interactions of the indices with the bezel and casing combine to create a stunning multi-layered timepiece with a modern, yet well refined twist.

SKELETAL AUTOMATIC WATCHES – ROMAN NUMERIC ROUND FACES

	
<p>IKC1745 Retail Price: S\$249 (before GST)/ \$266 (with GST)</p>	<p>IKC9041 Retail Price: S\$279 (before GST)/ S\$299 (with GST)</p>
<ul style="list-style-type: none"> - Comes in genuine buffalo brown leather strap OR two-toned stainless steel bracelet in silver and black - Round casing in silver or black-toned stainless steel - Roman indices are set on the bezel - Open-work watch dial showcases inner mechanisms of the automatic movement. - Three-hand analog automatic movement. 	

We first introduced the Roman Numeric Skeletal Automatic Watch model no. IKC1745 in the Summer, which became a huge hit with consumers favouring the vintage flavour that Roman numerals give to a watch. So for the next installment of this model, we are offering a stylish two-toned bracelet in vintage-looking silver for the enduring vintage chic trend.

Some interesting information on the Roman numeral “IIII”

"There is a story that a famous clockmaker had constructed a clock for Louis XIV, king of France. The clockmaker had naturally used IV for four. When the clock was shown to the king, he remarked that IIII should have been used instead of IV. When it was explained to him that IV was correct, he still insisted, so that there was nothing to do but change the clock dial. This introduced the custom of using IIII for four. This is probably only a story, however, as IIII occurs long before the time of Louis XIV. And this same story is also told in connection with other monarchs. There is one reason why IIII is preferable to IV, and it may have caused the change. On the other side of the clock dial the VIII is the heaviest number, consisting of four heavy strokes and one light one, as it is usually made. It would destroy the symmetry to have the IV with only two heavy strokes on the other side. Thus IIII with four heavy strokes is much to be preferred. The change may therefore have been made for reasons of symmetry."

- From Time & Timekeepers, W. I. Milham, The Macmillan Company, New York, 1947, p. 196:

SKELETAL AUTOMATIC WATCHES – SQUARE FACES



IKC1721

Retail Price: S\$279 (before GST)/
S\$299 (with GST)



IKC1722

Retail Price: S\$279 (before GST)/
S\$299 (with GST)

- Genuine leather straps in black or buffalo brown
- Square casing in silver-toned or rose gold-toned stainless steel
- Bezel in black or textured white
- Silver or rose gold-toned stainless steel indices and hands with luminous accents.
- Open-work watch dial showcases inner mechanisms of the automatic movement.
- Three-hand analog automatic movement.

In the design of Kenneth Cole's Square-Faced Skeletal Automatics, the open-work dial and bezel remains traditionally round, but is held against an over-sized square casing in silver or rose gold. The space unoccupied by the round dial remains uniquely transparent, reminiscent of an Art Deco aesthetic.

About 90% of watches come in round-shaped casings. Why not get in touch with the off-the-beaten track, not just with a square casing, but a stylishly over-sized square casing?

The trend of wearing oversized watches is becoming increasingly popular fashion statement. A large watch on your wrist is guaranteed to get noticed! Every watch maker out there has at least one oversized watch collection in their line, and even those that are well known for producing small watches for delicate wrists are jumping on the bandwagon and creating a watch which is nearly the size of the wearer's hand.

What more the case for the oversize trend when you have the beauty of the automatic movement in full view beneath the casing.



AVAILABILITY

All Kenneth Cole watches are available at leading department stores (TANGS Orchard, TANGS VivoCity, OG Orchard Point, Robinsons The Centrepoint, Robinsons Raffles City) and authorised watch retailers.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at www.crystaltime.com.sg.

ABOUT KENNETH COLE PRODUCTIONS, INC.

Kenneth Cole Productions, Inc. designs, sources and markets a broad range of footwear, handbags, apparel and accessories under the brand names Kenneth Cole New York, Kenneth Cole Reaction, Unlisted and Le Tigre, as well as footwear under the proprietary trademark Gentle Souls. The Company has also granted a wide variety of third party licenses for the production of men's, women's and children's apparel as well as fragrances, watches, jewelry, eyewear and several other accessory categories. The Company's products are distributed through department stores, better specialty stores, company-owned retail stores and its e-commerce website. Further information can be found at <http://www.kennethcole.com>.

MEDIA CONTACT

Magdalene Tan
Marketing Communications
Crystal Time (S) Pte Ltd
Tel: +65 6747 8888 Fax: +65 6746 7878
Email: magdalenetan@crystaltime.com.sg

Ang Xue Juan
Marketing Communications
Crystal Time (S) Pte Ltd
Tel: +65 6747 8888 Fax: +65 6746 7878
Email: juanang@crystaltime.com.sg