

## PRESS RELEASE

### THE ORIGIN OF COSMOPOLITAN WATCHES

**SINGAPORE, DECEMBER 2011** – When consumers in Asia first hear of the word, “Cosmopolitan”, immediately what springs to mind is the New York-based Cosmopolitan global fashion brand empire, which is the world’s No. 1 magazine for young women with 61 editions over 100 countries and 78 readers worldwide. And of course, we have the Cosmopolitan fashion magazine in Singapore, which is franchised from its New York-based parent.

The origin and birth of Cosmopolitan watches makes for a very interesting and unique brand story. While Cosmopolitan watches also takes its name from New York-based fashion brand empire, Cosmopolitan, the global headquarters for the design intellectual property and manufacture of Cosmopolitan watches is in Shenzhen (China), which was designated a UNESCO International City of Design in 2009, alongside Montreal (Canada), Berlin (Germany), Kobe (Japan), Buenas Aires (Argentina) and Shanghai (China).

Between the two Chinese UNESCO Cities of Design (Shenzhen and Shanghai), Shenzhen is renowned for its product and industrial design sectors, while Shanghai is world famous for its film, television and animation industries. According to UNESCO’s Creative Cities Network dossier on Shenzhen, the city also “has a particular advantage in the design of light industrial products, including watches and clocks, medical instruments, telecommunication products, electronic products, toys and furniture”<sup>1</sup>.

In China, Cosmopolitan was amongst the first international brands of magazines which came into China in the mid 1990s and today, it is the No. 1 reference guide in fashion and lifestyle for young women aged 21 to 35 in China and often features China’s hottest rising young actresses and singers. It has come to symbolize the modern “fun fearless female” in China’s big cities. Consequently, Cosmopolitan watches were conceptualized and designed in Shenzhen to encapsulate the mindset of Cosmopolitan’s “fun fearless female” readers, with bold and glamorous styles that appeal to this consumer segment.

Today, the Cosmopolitan brand has come to be associated with annual Cosmo Show in Shanghai, the largest comprehensive exhibition of fashion ever held in Asia, attracting visitors of over 50,000 comprising mainly young people between 21 to 35 with a high taste for life and high disposable monthly income. Rising popular young stars in Shanghai’s film and television industry, such as Yang Mi, Liu Shi Shi, Tang Yan and Qi Wei, grace the annual Cosmo Show spotting glamorous Cosmopolitan watches on their wrist.

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<sup>1</sup> “Shenzhen UNESCO City of Design” by the UNESCO Creative Cities Network, published 2009, [unesdoc.unesco.org](http://unesdoc.unesco.org)

# COSMOPOLITAN™

Collection

## Top quality materials designed for the Asian climate and fashion mindset

Two must-have features come to mind for the Cosmopolitan reader in China when they look for a suitable fashion watch they can wear for work and play.

- Quality leather straps that will not crack or absorb sweat
- A scintillating sparkle which comes only from international top quality crystals

### 100% waterproof genuine leather lining

In the area of leather straps, Cosmopolitan boasts a design achievement unique amongst fashion brands in its sector – a 100% waterproof genuine leather lining for its leather straps.



Asian climates, particularly the Southern provinces of China like Shenzhen, as well as countries in Southeast Asia like Malaysia, are notorious for their humidity during peak Summer months. Most leather watch straps can cause the wrist to sweat, resulting in an unpleasant smell in the strap. The more you wear your watch, the more its leather straps will become exposed to various elements, including sweat, which causes the leather to lose its natural oils, become stiff and eventually crack. Moreover, leather absorbs smells and is difficult to clean.

Cosmopolitan watches has addressed this problem by introducing 100% waterproof genuine leather lining to its leather straps. Waterproofed leather not only preserves its quality, workmanship and value, but also retains the colour of the original leather longer.

### Certified Swarovski crystals

In Asia where the authenticity of materials poses a challenge to design intellectual property, and yet where consumers are particularly discerning about quality, Cosmopolitan offers authentic certified Swarovski crystals with warranty in its watch designs. Each Cosmopolitan watch comes with a Swarovski Certificate of Authenticity which is important to safeguard the integrity of quality and value of the crystals used in the make of the watches.

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## LATEST COSMOPOLITAN WATCH MODELS

Now that we have learned about the origins of Cosmopolitan watches in Asia, we will take a look at the latest Cosmopolitan watches in the market. You will see that Cosmopolitan watches are certainly not for the subdued, understated lady. Like the typical Cosmopolitan “fun fearless female” reader in China, this is the watch for young women aged 21 to 35, who love the club scene, loves spotting the latest fashionable clothes worn by their favourite film and television stars, and accessorizing to attract attention to their outfits.

### Cosmopolitan Eternity Watch

The champion Cosmopolitan watch this season is the Eternity Watch, which features hypnotizing floating Swarovski crystals suspended beneath the glass, symbolizing the four elements of Love, Peace, Hope and Joy. This is indeed a watch most suitable for festive occasions or special celebrations like weddings and anniversaries.



These stunning watches also feature Cosmopolitan’s signature long-lasting **100% waterproof genuine leather straps**, durable and comfortable to wear in tropical weather, and **certified genuine Swarovski crystals**.

# COSMOPOLITAN™

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CM18601



CM18602



CM18603



CM18604

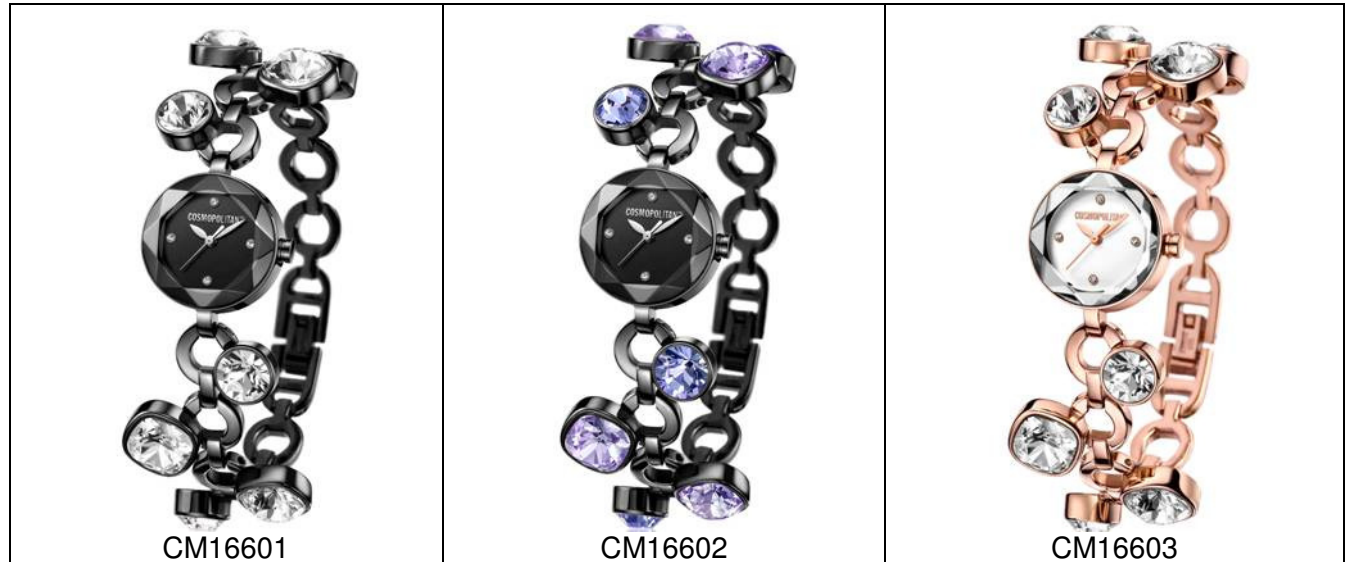
Retail Price: S\$199 (before GST)/ S\$213 (incl GST)

- Croc-embossed genuine leather strap in white, black, rose pink or purple
- See-through watch dial, featuring an enclosed circle of suspended Swarovski crystals symbolizing the Christmas elements of Love, Peace, Hope & Joy
- Stainless steel casing in silver with a bezel encrusted with a ring Swarovski crystals
- Elegant mother-of-pearl dial featuring Swarovski indices and silver-toned hands and embossed Cosmopolitan logo
- Three-hand analog quartz movement

# COSMOPOLITAN™

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## Cosmopolitan Fantasy Watch



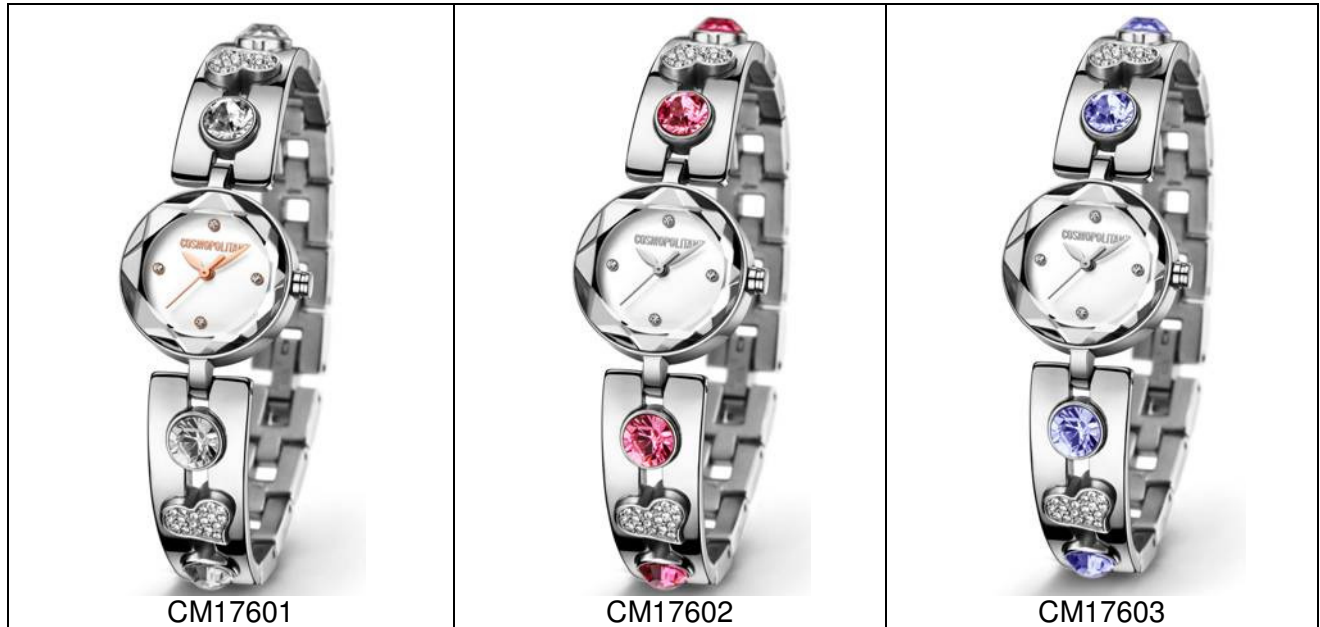
Retail Price: S\$199 (before GST)/ S\$213 (incl GST)

- Stainless steel bracelet in gunmetal or rose gold with clasp
- Large Swarovski crystal embellishments on the bracelet in clear white or blue topaz colours
- Watch dial in ebony black or pearly white, with hands and embossed Cosmopolitan logo matching the bracelet colour
- Three-hand analog quartz movement

Cosmopolitan's Fantasy Watches replicate the stunning water stream images in the fantasy science fiction Hollywood blockbuster movie, Avatar. This watch offers maximum sparkle to your outfit with its large Swarovski crystal embellishments that catches and multi-flexes rays of light everywhere. Indeed a wonderful bracelet watch accessory that will go with any fashionista's fantasy outfit!

# COSMOPOLITAN™ Collection

## Cosmopolitan Eclectic Watch



Retail Price: S\$185 (before GST)/ S\$198 (incl GST)

- Stainless steel bracelet embellished with Swarovski crystals arranged in eclectic Art Deco-inspired patterning
- Watch dial in pearly white, with hands and embossed Cosmopolitan logo in rose gold or silver
- Three-hand analog quartz movement

For fashionable women with an independent streak, these Eclectic watches push new design frontiers for Cosmopolitan's bracelet watches. Representative of elegance, glamour, functionality and modernity that defined the Art Deco movement of the swinging 1920s fashion, this is the ideal bracelet watch accessory for women who love edgy off-the-beaten-track trends.

# COSMOPOLITAN™

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## Cosmopolitan Rocker Chick Watch

		
CM17501	CM17502	CM17503
<p>Retail Price: S\$185 (before GST)/ S\$198 (incl GST)</p> <ul style="list-style-type: none"><li>- Stainless steel bracelet in silver, gunmetal or rose gold, held together with links embellished with Swarovski crystals</li><li>- Watch dial in pearly white or ebony black, with hands, indices and embossed Cosmopolitan logo in silver or rose gold</li><li>- Three-hand analog quartz movement</li></ul>		

Rocker Chick is the ubiquitous fashion street code for **sexy and rebellious** which never goes out of style! The collection features the coolest metallic colours on both the runways and the streets – classic silver, gunmetal and rose gold. Rocker Chick fashion is all about accessorizing with metal to express your individualistic style, conveying a cool rebel streak, a lady who isn't afraid to express her femininity with the accoutrements of masculinity – metals, leather and torn jeans! These watches go to show that heavy metal and femininity do and can go hand-in-hand.

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## AVAILABILITY

Cosmopolitan 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](http://www.crystaltime.com.sg).

## ABOUT COSMOPOLITAN

Cosmopolitan is a uniquely powerful consumer brand in publishing, fashion and living, enjoying unrivalled awareness. It stands out for its consistent tone of voice that is brave, direct and has endured the passage of time. Cosmopolitan has come to embody a lifestyle for millions of fun, fearless females who want to be the best they can be in every area of their lives, whether in relationships and romance, fashion and beauty, health and well-being.

## MEDIA CONTACT

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