

Swatch and Uma Wang collaborate on two amazing new watch designs



New Gent
Pure Fabric

As part of the new Art and Fashion collection, Swiss watch and jewellery maker, Swatch has collaborated with Chinese fashion designer, Uma Wang.

“Swatch is not only commercially successful but also creative and artistic, which is a difficult and admirable position for any brand to achieve and maintain, so I was honoured that they chose me to collaborate with them,” said Uma Wang. “I hope this collaboration can travel the world and find itself at home in every country.”

New Gent Pure Fabric (SUOZ134) combines a plastic beige and black dial, with a black strip running across it and witty safety pin shaped hands to depict time.

New Gent Pretty Bohemian (SUOZ135) also has safety pin shaped hands on a multicoloured dial, with the same vibrant and multicoloured ethnic-style print appearing across the plastic case and embroidered textile strap of the watch.

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