

watches & jewelry

Blame it on Generation Y: Watches have gotten much cooler. “To appeal to the younger generation we’re using watches with techie features such as chronographs and retrograde date movements,” says Anthony Farello, president of Pedre Promotional Products Inc., a watch supplier. Also becoming increasingly popular are oversized watches, watches with large leather cuff straps and clip-on timepieces.

Another trend to note, according to Farello: “We’re seeing women’s watches being marketed separately from men’s. An identical pair is no longer required.” When making a watch purchase, many go the diamond route, but Farello says one shouldn’t discount sporty timepieces as a corporate gift. “People have more active lifestyles these days, and they want their watches to match their lives,” he says.

1



1. SPORTY WITH A TOUCH OF LUXE
The Saratoga embodies today's active lifestyles via an adjustable link bracelet, an easy-to-read raised-marker dial, water-resistance to 100 feet and an accurate Japanese quartz movement. Available from Pedre Promotional Products, asi/76675

2. ENSEMBLE REQUIRED

This sleek quartz watch has slim lines and comes in a classy gold case. Perfect for an employee anniversary or a client's birthday. Available from Helbros International/Jules Jurgensen, asi/60420

3. RUN, DON'T WALK

This Triax Swift ADX Watch features analog and digital display options and an s-shaped polyurethane strap that curves around a runner's wrist. Available from VLC Special Markets, asi/75145

4. WELCOME TO THE CLUB

This pin has a sandblasted matte gold background and 24 karat two-tone plating. Perfect for sales reps who want to proclaim they're in the President's Club. Available from Stone Enterprises, asi/89850

2



3



4



watches & jewelry

5



5. BRAGGING RIGHTS

Promote business pride when you present this die-struck timepiece, which can be customized with your logo. Available from The Selco Companies, asi/86230

6. I DO DECLARE

Use this custom declaration necklace to inspire and motivate at fundraising and team events and convey your message at corporate functions. Available from Avaline, asi/37500

7. FOR LADIES ONLY

Can't make up your mind what to give a female sales rep or client? This "Sequin" design ladies watch with genuine Swarovski crystals and 23K gold accents will be appreciated by anyone. Available from Castle Merchandising, asi/44315

7



8. CHARMING OPTIONS

This gold filled double loop charm bracelet provides opportunities for additional levels of award choices. Available from Black Forest, asi/40620

9. IT TRAVELS WELL

Pocket watches are migrating from pockets to belt loops, golf bags and purses. This black dial, stainless steel beauty comes with a handy clip to make the journey easy. Features a three-hand movement and chrome rotating bezel. Available from K & R Precision, asi/63770

9



10. PICK YOUR BAND COLOR

A highly distinctive sports design with a polished metal case and a matte metal uni-directional bezel sets this sport watch off from competitors. Offered with seven colors of nylon sport Velcro bands. Available from Tomax, asi/91435

10



11. AN ELEGANT CHOICE

This ladies Bulova bangle watch has a jeweled Cabochon crown, an elegant curved crystal and a moisture resistant case. Available from Bulova, asi/42427

11



12. POP GOES THE WATCH:

Flick the case and the watch pops out. Watch features a Japanese quartz movement, a second hand and a scratch resistant mineral crystal lens. Available from Ballanda, asi/38140

12



8

