



SHORE

PROJECTS

LOOKBOOK



OUR STORY

Shore Projects is a watch brand inspired by the elementary beauty and idyllic fun of the British seaside. Started by a group of friends who one day happened to notice that none of them actually wore watches, our ambition was simply to create a timeless, quality product that could be worn every day, whether exploring pebbled stretches of beach or rambling through concrete city streets.

We have also partnered with MCS - the Marine Conservation Society. Their vital work helps increase protection levels for aquatic wildlife and habitats, as well as improve the conditions of our seas and coastlines. Shore Projects donate £1 for every watch sold to MCS, to help support them in their aim to protect the beaches we all love.



THE WATCHES

All of our watches are influenced by vintage designs, we then combine this aesthetic with enduring contemporary build quality. By using one of the most reliable Japanese Miyota Quartz movements and precision manufacturing processes the watches are fully equipped to both stand out and weather the demands of a modern lifestyle.

Made with 316L marine grade stainless steel cases, scratch resistant crystal sapphire glass and the finest quality leather sourced from Italy, Shore Projects creates watches with excellence, functionality and adventure in mind.

Our watches are waterproof to 100m which means they are designed for swimming in the sea. Inspired by the look of venerable explorer watches, Shore Projects watches are designed to mirror vintage timepieces with modern design features.





THE STRAPS

One of our most exciting features is the innovative strap mechanism, making easy to swap straps on a daily basis, transforming the watch in just a few seconds. The idea is to create as many colours, styles and patterns as possible so there will never be a chance of getting tired of wearing the same shade or design day-in-day-out. Our decision to blend classic-looking, hard wearing watch faces with a range of changeable straps reflects the way we live, the places we go and the styles we love.





PROJECT 1



POOLE



PORTLAND



ST IVES



WHITSTABLE



PROJECT 2



COWES



ABERSOCH



FALMOUTH



SALCOMBE



PROJECT 3



ANGLESEY



BARRA



CAMBER



LULWORTH



MORECAMBE



NEWQUAY



NEW PRODUCTS

Introducing our latest strap ranges.

WOOL STRAPS

Designed with luxury wool backed on Italian leather

Available in :

- Navy
- Dark Brown
- Maroon
- Dark Grey



DUAL STRAPS

Designed with Project 3 in mind using nylon and leather to create a dual combination strap

Available in:

- Sky blue & tan
- Black & dark grey
- Black & cream
- Khaki & dark green
- Red & dark red
- Navy & dark blue



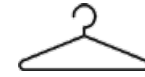


THE GIFT

When you purchase a Shore Projects watch, it arrives beautifully packaged.
You will receive:

- Watch face
- Strap (s)
- Instructions / Care leaflet
- Canvas Tote bag & Watch bag
- Latest Shore Journal
- Postcard
- Shore Sticker

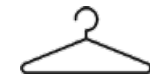




LOOKBOOK



WINTER





SUPPORT

We have inspired artists, companies and influential instagram users around the world with our watches. Here's a few of them.

@ELLENVLORA

270k followers



@COLLAGEVINTAGE

543k followers



@FADDISHFASHION

1m followers



@PARKNCUBE

170k followers





JOIN US

Shore Projects is looking forward to a series of collaborations and partnerships with artists and brands. These connections with like-minded creative compeers are just the beginning for us and we look forward to sharing the results with you.

We've started out on a great journey, join the adventure.





STOCKISTS

Shore Projects watches are now available worldwide.

Find us in here.

bloomingdale's

NORDSTROM

John Lewis

ASOS
discover fashion online

SELFRIDGES & CO

THE WHITE COMPANY
LONDON

TOPSHOP



PRESS

Shore Projects has been featured in:

marie claire

E L L E

STYLIST

Esquire

GQ

InStyle

Men'sHealth

FHM

VOGUE

CONTACT US

COMMERCIAL CONTACT

EUROPE & WORLDWIDE

Jasmin Powell

07340 483 789

jasmin@shoreprojects.com

CANADA & USA

Cary Tatro

442.222.0901

cary@shoreprojects.com



   @SHORE_PROJECTS

PR

EUROPE & WORLDWIDE

Eilidh Macdonald

0203 375 6428

eilidh@grove-communications.com

CANADA & USA

Johann Cuervo

786.301.7916

johann@shoreprojects.com

OFFICES

LONDON

Shore Projects

17 Archer Street Studios

10 / 11 Archer Street

London

W1D 7AZ

NEW YORK

Shore Projects

315 W 36th St

10th Floor

New York

NY 10018





S H O R E

P R O J E C T S