



SUSTAINABILITY

GUESS Watches – Spring 2022 Collection



GUESS Watches knows 'the time is now' to pay close attention to responsible manufacturing and eco-friendly product ingredients supporting global sustainable efforts. As a fashion leader in product innovation, we have created a collection of energy-saving movements and bio-based details for this important initiative. Bringing conscious yet fashionable, timepieces to our consumer is key for the planet and our future as a company.

#SECONDCOUNT

April, 2022 – Norwalk, Connecticut

Keeping track of time in an eco-friendly way, we are transparent with our sustainable materials in our Signature style for a look-good and feel-good vibe. For ladies, the collection includes four different colorways of sky blue, white, pink, and turquoise multi-function chrono-look pieces.

Made with a 39 mm polished silver, gold, and rose gold case topped with transparent partially bio-based nylon, a cut-thru multi-function dial and a partially bio-based transparent strap, this 'Sporty meets Glam' collection allows you to be eco-conscious while staying on the fashion trend. Adding to the earth-approved factor, the ladies' signature style incorporates additional details such as the pusher, buckle, and crown made from 45% bio-based materials.

The gents' signature style features a bold, hyper-active, chrono-look multi-function dial with a gold case and black nylon top ring complete with screw detailing. This style emphasizes a top ring that is made from 45% bio-based nylon and a strap that is 49% bio-based.



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