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WRYST to launch at IJL

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The "exclusive" new brand WRYST will be launched at IJL. The brand has never before been seen at a UK trade show.



A bright green Wrist Airborne timepiece. The brand was created by watch designer Jacques Fournier.

The WRYST collection is the brainchild of Swiss watch designer Jacques Fournier, who designed the timepiece to be luxurious and stylist but also durable for extreme sports.

The range features the Airborne series, a unisex collection of carbon-coated timepieces that are said to be highly resistant to scratches.

The watches house Ronda Startech 3540D quartz movements, have a chronograph function and are water resistant up to 100m, with K1 mineral crystal, said to be more shatterproof than sapphire crystal. The cases are also brightly coloured to add to their fashion appeal.

Since 1853 will distribute the watches. Its business development director Pete Carmichael said: "We're delighted to have the opportunity to exhibit the new WRYST exclusive timepiece collection at IJL 2012.

"It is one of the most exciting designs we've seen in a long time, WRYST watches combine stunning and unique looks, with Swiss build quality and value for money. We expect the watches to be well received at IJL 2012 and they provide an excellent opportunity for potential retailers."

Since 1853 will unveil the brand at its IJL stand, J130. IJL begins on Sunday at Earls Court in London.

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