

Junghans is the market leader in radio-controlled technology with unrelenting ambitions to advance new technologies to yet unknown heights. The 2003 collections offer the Junghans customer technical innovations that are unparalleled by any other watch manufacturer. This applies especially to radio- and solar-controlled technologies as well as the transponder technology. This latest development is a multifunctional watch with a number of chip-generated applications. By far, the most frequently used function of the transponder is its use as a key. It can virtually replace any conventional key and thus replaces the usual heavy bundles of keys. But it does not stop there - in addition it serves as tickets for transportation and events, as cash function, as staff attendance recorder and incorporates all functions of the smart card system.

Junghans also is a trend-setter in the use of modern materials. The 2002/2003 collections underlined this leadership - Sinus is based on radio-controlled-solar movements in stainless steel and ceramic cases while Spektral features the same movements but in light-weight titanium cases. Together with a strong design team to meet the latest tastes of a demanding customer base, Junghans confirmed its superiority. The introduction of the Sport collection Alu.Funk was another highlight and surpassed all expectations in opening up the path to younger customers around the world.

Together with a wide range of marketing activities such as cinema spots, print and public relations and the integration of the retail trade in co-advertising, Junghans has re-established itself once more. A new Junghans shop concept strengthened visibility and of course the annual sponsorship of the Junghans Carbon Cup in beach sailing underlined Junghans' sportive ambitions.







On Wings of Style: New arrivals in the Carrera Time Zone

The New Year had just begun and Carrera Time was already accelerating its advance towards success by adding strategic extensions to the internationally acclaimed collection of innovative timepieces.

The new arrivals not only broaden the appeal of the brand but this is also the first generation of Carrera watches to proudly present the new logo on the dials as well as on the crowns. The dynamic shape of this retro-futuristic symbol resembles a pair of spreading wings. It effectively underlines Carrera Time's aggressive approach to product development, design and marketing and it sharpens the visual profile of the brand.

Carrera's design makes a clear statement. It is the expression of a distinctive personality and offers the fusion of vision and experience - it successfully links the past, present and future. Carrera watches do not aspire to please everyone but carefully aim for those whose desire for excellence translates into leadership.

Athletes know of the excitement that overwhelms the senses in the very moment of victory. Carrera Time captures this emotion with a collection of watches that add a dramatic dimension to its professional authenticity. Setting the pace for a generation of women and men who crave extremes, Carrera Time turns the passing of time into a distinctive rhythm. It is the heartbeat of a new emotional era.





ESPRIT
timewear





Esprit Timewear did it again: The new watch collection arrived in best shape for the spring/summer season 2003. It offers a snapshot of the emotions and the trends that influence fashion in general and accessories in particular. Being one of the most successful brands worldwide, Esprit Timewear feels a responsibility for delivering the perfect variety of styles to match the fast-paced lifestyle of its international fan community.

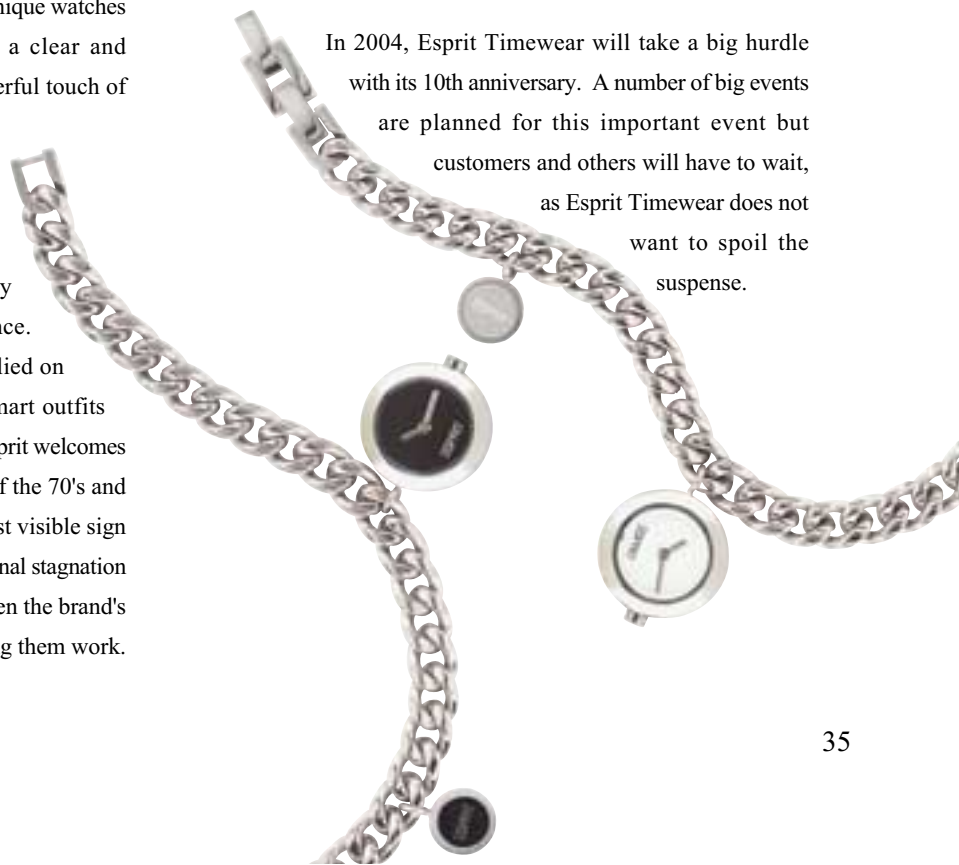
Business, social or casual events demand different states of mind and individual outfits. Esprit Timewear presents unique watches that make each moment count by expressing a clear and identifiable design statement. It promises a powerful touch of true Esprit!

Last year, classic styles once more played an important part within the Esprit collection, acknowledging the comeback of more formality and the never ending appeal of timeless elegance. The Esprit Timewear collections have always relied on bestselling lines that put a finishing touch on smart outfits and formal wear. With the comeback of the 80's, Esprit welcomes back the fashion decade between the decadence of the 70's and the stylish purism of the 90's. Colours are the most visible sign of a spiritual turnaround that leads out of the emotional stagnation of the past few years. Esprit has masterfully proven the brand's famous talent for working with colours and making them work.

One of the undoubtedly most beautiful styles show how distinctive and delicate a shade of pink can be. The feminine softness of the watch "new orleans pink" is highlighted by the warm glow of an elegantly designed dial made of real Mother of Pearl. Simply eye-catching - Simply Esprit.

The combination of classic styles with rich colours is a matter of balance and synergy, which Esprit has found perfectly time and again.

In 2004, Esprit Timewear will take a big hurdle with its 10th anniversary. A number of big events are planned for this important event but customers and others will have to wait, as Esprit Timewear does not want to spoil the suspense.





pierre cardin



Pierre Cardin watches today is an established watch brand distributed in more than 50 countries around the globe. In the past year, distribution expanded especially in Eastern European countries such as Russia, Latvia, Lithuania, Estonia and Ukraine. The efforts of re-positioning the brand and giving it a unified image and corporate identity have paid off. Pierre Cardin's wide selection of watches guarantees that all market preferences in taste and functionality are satisfied.

In 2003, flat watches were high in demand. The ladies watches followed the trend for dressy watches with sparkling circonia stones and colourful leather straps. Bi-colour watches with trendy dials were another bestseller. The gents' collection concentrated on clear-cut designs with modern stainless steel cases and bracelets. Chronographs are an everlasting favourite and were part of the collections in 2003 as well. The popularity of all-stainless steel watches is unwavering and the new collection will showcase new models to meet customer demand. Pierre Cardin's undisputed quality represents the perfect combination of design, aura and functionality.





 **DUGENA®**

Dugena is more than just a watch. It is an expression of personality, character, success, value and style. Dugena looks back with pride on almost 100 years of fine watch making tradition. The German brand name has its origin in the Union Horlogère - an association founded by watchmakers in 1900 in Switzerland. The steady rise in brand awareness has provided Dugena with a secure position among the Top Ten brands of the best-known German watch brands. Many grew up with a Dugena watch tracking their time reliably into adulthood.

In its marketing activities, Dugena focuses successfully on trade events. In fall 2002, Dugena organized an event in collaboration with 200 specialist dealers in Germany. Under the slogan "Just Heaven and Back", 50 flights in the historic "Tante Ju" were raffled which provided yet more of those unforgettable Dugena moments.

Katarina Witt, the figure skating icon, has teamed up with Dugena to complement her jewellery collection "feelings Katarina Witt" by a watch collection which reflects the modern and stylish appearance of Katarina Witt.



MEXX



Impressive performances were seen from MEXX Time in the past year when the brand could enjoy a considerable improvement in its market position. An important factor in this development was the careful mix of targeted marketing activities for retailers and end consumers with a definite emphasis in the point-of-sale materials.

One highlight among those was when MEXX invited its top 20 retailers to attend the Berlin International Film Festival. The guests were treated to a film première awards ceremony.

Basel and Munich Fairs served to showcase the introduction of the new MEXX Time collections. The restructured collection with its distinct fashion label drew enthusiastic praise from trade representatives, who were also delighted with the clear pricing

policy. Another much appreciated event was the launching of the "MEXX Brand Corner" - an array of attractive sales furniture and displays in the typical MEXX corporate identity enhancing brand visibility, which triggered immediate orders.

Mini events such as the "MEXX Popcorn Man" and the "MEXX Wheel of Fortune" proved highly popular. These individually tailored event packages took place in the point-of-sales and attracted crowds of people.



CERRUTI 1881



Nino Cerruti is the famous haute couture designer who established Cerruti 1881. It is one of the best known international brand names which stands for high-class stylish fashion and accessories.

After the first introduction of Cerruti 1881 watches in 1991, the collection swiftly gained market share. They are known for their high-quality materials and fine design. The watches are reputed for their reliability and high precision performance as a distinctive fashion accessory for men and women.

To emphasize its strong high-end fashion background, Cerruti 1881 watches will receive a new face in 2004. The re-launch will include a new distribution policy, new corporate identity and an all new marketing campaign.

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FIELD & STREAM

CHARLES LINDBERGH

Field & Stream
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The story of Field & Stream is one of determination, pioneering spirit and one man's belief in the American dream.

Tradition, Quality, Distinction, Reliability and Performance is synonymous with products bearing Field & Stream trademarks since 1871. Charles Lindbergh is among a host of historic Americans who relied on the brand's reputation for quality. He proudly wore a Field & Stream flight suit on his historic flight from St. Louis to Paris. The suit is now displayed in the Smithsonian Air & Space Museum.

When every second counts, every Field & Stream timepiece has earned the reputation of trust and dependability achieved by few brands in today's highly competitive marketplace.

American Gears Drive Each Field & Stream watch design has received the highest attention to detail combining contemporary & casual fashion with performance features and history a unique authority on the great outdoors & the love of sport.

46 Million Americans Choose Our Brand of Living. Field & Stream is the leading watch brand among outdoor enthusiasts and those who depend on quality and performance to watch their active lifestyles.

Tradition, quality, distinction, reliability and performance are the key characteristics which best describe Field & Stream® watches. Field & Stream® has earned a reputation of trust and dependability achieved by few brands in today's highly competitive marketplace. When every second counts - Field & Stream® is there to keep track in all walks of life. As the specialist of outdoor watches, Field & Stream® are the perfect companions for all active sports such as sailing, mountain climbing, hiking, surfing etc. It goes without saying that watches for such extreme sports have to be reliable, durable and meet the demands of each individual activity. Every Field & Stream® watch design has received the highest attention to detail combining contemporary and casual fashion with performance features, symbolizing a unique authority on the great outdoors and the love of sports.

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Argenta is the Group's eye-opener with a wide variety of corrective glasses and sunglasses. Famous brand names include Goldpfeil, Lafuma, Schott N.Y.C., Courrèges and Daniel Hechter. In 2002, the Goldpfeil collection was re-launched with a stunningly noble design and highest nickel-free quality as befits the brand. Lafuma, a well-known outdoor sports brand, is a new license, which adds to the prestige of Argenta. In May 2003, Lafuma Eyewear collection was successfully launched. Argenta's success derives not only from outstanding designs but also from the high quality materials such as titanium and state-of-the-art synthetic materials, which guarantee the wearer's comfort while providing optical sensations. Argenta glasses strive to take eyewear to new and ultra-modern dimensions.



ARGENTA®



amaretta™ LORICA®



The year 2002/2003 was very important for Amaretta as it saw the re-launch of the brand with a complete re-design of the logo, a new product statement and a new and comprehensive communications campaign with a more modern and fashionable image.

2002 was also the year of the highly successful introduction of product innovations such as Amaretta Stone Wash and Amaretta Rustica. Both items essentially involve modifying the surface appearance through a second pigment dyeing process to achieve a vintage and rustic look. The most significant breakthrough

came when Hugo Boss took up Amaretta Stone Wash, which in 2003 was so successful that it will also be used for 2004. With this highly fashionable endorsement, a wide range of customers in Europe took up those innovations as well. New developments for the future include Amaretta Cord and Amaretta HiTech light with a semi-grain appearance.

Lorica has also developed new products whose main characteristic is the high intrinsic elasticity. Break Stretch and Sueta Stretch which are only respectively 0.5 and 1.0 mm thick, are very ductile, easy to work and very trendy. These materials are perfect for garments, casual shoes and furniture. Another innovation is the digital printing on Lorica materials, which allows any pattern and/or design to be printed on the material without losing the brightness of the colours and the perfect definition of lines and outlines.

Those two man-made leather brands revolutionized the textile industry with innovations - unthinkable just a few years ago.

EGANA**JEWELLERY & PEARLS LIMITED**

EganaGoldpfeil's jewellery division is separately listed on Hong Kong Stock Exchange under the name Egana Jewellery & Pearls Limited.

After its spin-off in 1998, the company has expanded considerably with licensed and also owned brands. The licensed jewellery comprises Katarina Witt, Esprit and MEXX, whereas Abel & Zimmermann, Pierre Cardin, Jacquelin, Kazto, duNouveau, Yamato, Speidel, Guthmann & Wittenauer and JOOP! are jewellery brands that Egana Jewellery & Pearls Limited acquired. Its own manufacturing sites in Germany, China and Thailand ensure high-quality and environmental - friendly production by employing state-of-the-art equipments.

Egana Jewellery & Pearls Limited today markets and distributes each brand in accordance with their brand identities in more than 90 countries around the globe. In addition, the company is also substantially engaged in OEM business, which generates additional turnover.

