





"It's long since that unforgettable moments have become Dugena moments" - this is the new motto of Dugena's marketing campaign combining its long tradition with those memorable events.

Continuous marketing activities during the past few years paid off. In 2001/2002, Dugena could increase its brand awareness considerably, which was confirmed by a study analyzing consumer behaviour and brand

development. It was conducted by Spiegel, the most prestigious news magazine in Germany. It clearly showed that Dugena belongs to one of the most recognized brands in Germany.

Another highlight was the "Beetle feeling with Dugena" campaign which joined two veterans in a promotion, which received a very high degree of recognition.



Carrera watches were successfully introduced in 2001 and distribution spans 17 countries already. Expansion is planned for 2002/2003 in various destinations around the world.

Carrera Time is the sporty lifestyle brand with special design features. All models spell sports and activity. New models will enhance the collection, and a special highlight for 2002 was the launch of a ladies line. These styles adjust in size but not in character. Carrera Time is one of the most recognizable watch designs in the world.



Only the finest materials such as stainless steel, carbon fiber and titanium are used for these unique watches. Production is tightly controlled to ensure the highest quality.

The collection is accompanied by an extensive advertising campaign and new point-of-sale materials include eye-catching displays, posters and give-away items, all reflecting the design image of the brand.



# pierre cardin



Pierre Cardin remains to be an idol in the world of fashion and glamour. The name's worldwide recognition is unquestionable and it still stands for exclusivity and trend setting innovations. A definite highlight in 2002 was Mr. Pierre Cardin's eightieth birthday in July.



Pierre Cardin watches impressed with a collection of modern and stylish watches. Following the trend, the ladies line featured a collection of glittering watches studded with circonia stones while others came along in extremely modern designs in stainless steel executions yet very feminine.

The gent's line was equally perceptive of latest trends with a line of very masculine yet not overpowering watches



in stainless steel - plain or bi-colour. Swiss movements and EganaGoldpfeil's rigid quality control are a guarantor for the best quality.

Pierre Cardin turned Smart in 2001. The Smart car promotion and lucky draw was a tremendous success. The lucky winner got to spend a full weekend with the Pierre Cardin Smart car convertible.

A new international advertising campaign was launched in 2002. It emphasizes the lifestyle image of the brand and underlines the modern and innovative collection. Pierre Cardin watches enjoy an undisputed reputation as a result of their high quality and reliability.



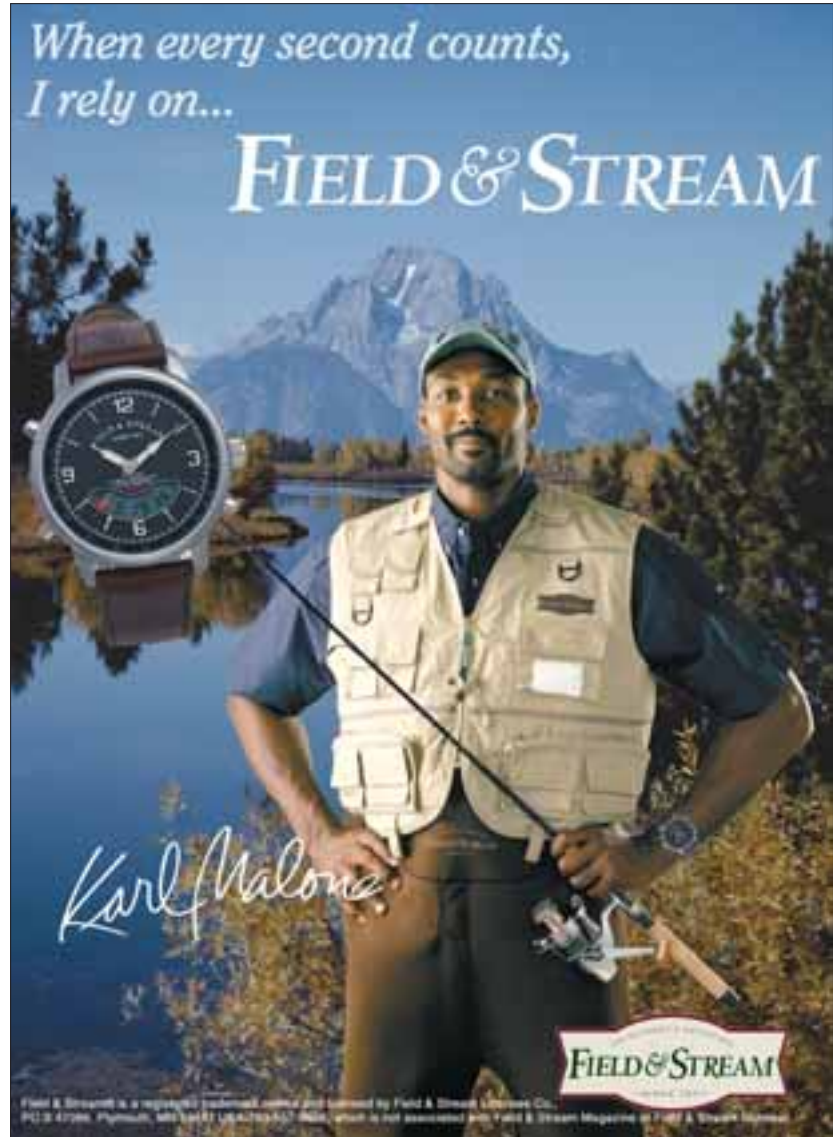


Bulova has come a long way since Joseph Bulova opened his little jewellery shop in New York and started what is today a world renowned watch brand with international recognition.

Bulova's long tradition of fine watches continued in 2001/2002. In its 126th year, Bulova reinforced its deserved position as a recognized watch brand worldwide.

Stainless steel watches with see-through case backs marked the line "Prestige" while "Classics" feature a clear cut design in finest quality. "Elegance" followed the sparkling trend of ladies' dress watches studded with circonia stones. The highlight was a gents' line of chronographs whose stylish appearance underlines the distinct Bulova name.





The long tradition of Field & Stream® started in 1871 and has become a synonym for American history and the American way of life of outdoor sports activities.

Field & Stream® represents the ultimate in outdoor adventure watches. Quality, performance and style are expressed in brass, stainless steel and titanium. Their special features such as timers, water-resistance, built-in compasses, etc. are designed to meet any outdoor challenge and make them perfect companions for hiking, fishing,

diving or any other sport there is. Field & Stream® has a watch for everyone at the right price.

2001/2002 marked further expansion and exciting new models entered the markets in 2002.

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# CERRUTI 1881



Cerruti watches underwent an extensive repositioning in 2001/2002. A new collection was introduced reflecting the high-quality and modern image of Cerruti.

Its namesake is the famous pink city of Petra in Jordan, which after being lost for close to 400 years was rediscovered in 1812. The breathtaking beauty of this desert city was translated into the new Cerruti watch collection. The monuments' windows inspired the square and rectangular cases. Available for men and women, these stainless steel watches are naturally "Swiss Made".





Amaretta and Lorica are both man-made leathers - lightweight, waterproof, air-breathable and resistant to ripping and tearing, these two materials are incredibly versatile. Products range from clothing, shoes, watch straps and furniture to bags and luggage.

Both brands developed new prints and surface finishes in 2001/2002 and as a result, could gain further market potential. Plans for 2002 include laser embroidery, which the fashion industry is eagerly awaiting. Given the recent shortages of real leather, Amaretta and Lorica will further strengthen their positions in coming years.



# ARGENTA®



Visionary insight is Argenta's specialty. Famous brand names such as Goldpfeil, Courrèges and Daniel Hechter are just examples for Argenta's expertise in designing just the right eyewear by using modern high-tech materials.

Argenta gives you a bright outlook on life.



EganaGoldpfeil's jewellery brands are comprised under the roof of Egana Jewellery & Pearls Limited. This separate listing allows consolidation of all activities and synergies can be utilized to each brand's optimum benefit.

Pierre Cardin, Kazto, Jacquelin, duNouveau, Speidel, Yamato, Esprit Jewel and Katarina Witt enjoy the advantages of this arrangement. The latest newcomer to the Group, Abel & Zimmermann, will come to realize the

merits of joint purchasing opportunities and the various production facilities.

Egana Jewellery & Pearls Limited follows the Group's strategy of consolidating and enhancing its position in the jewellery field by committing all its efforts to designing, manufacturing and distributing products of the highest quality and in line with each brands' individual market presentation.