



FESTINA

HANDBOOK

2015



Mark your time

3	FESTINA WORLD
5	THE POTENTIAL CONSUMER
6	THE WATCH SPECIFICATIONS
7	THE COLLECTIONS
32	THE CAMPAIGNS
34	SOCIAL NETWORKS
35	SALES KIT
39	SHOP IN SHOP
41	DISPLAY DISTRIBUTION
42	THE MERCHANDISING
43	GUARANTEE

FESTINA is the leading brand of the Festina Group. With over 100 years of high level watch making history Festina continues to excel around the world thanks to the quality and universal watch designs, which surpass passing styles or trends. Festina transmits values shared by all, regardless of culture or origin. Collective emotions and motivation ... such as its attraction. Something attractive attracts everywhere.

With an unquestionable prestige and all over the world Festina transcends fashion and sets trends for others to follow. Synonym with elegance, functionality, style and sporting spirit, Festina is the watch for those looking for convenience, reliability, outstanding quality for a good price.

Festina, since the beginning, has been closely linked to sports and sporting events such as cycling because the challenge in sport is also universal. With a character that is market globally and widely Festina transmits values that echo in every part of the planet.

VALUE FOR MONEY

TRADITION (WATCHES SINCE 1902)

QUALITY AS FIRST PRIORITY

TECHNOLOGY AND INNOVATION

EUROPEAN DESIGN

FESTINA TARGET

Adults from 30 years on

THERE ARE TWO FESTINA WORLDS WITH DIFFERENT POSITIONING:

**MEN
SPORT / CLASSIC**



**WOMEN
CLASSIC/ LIFESTYLE**



The Festina man is

... a modern, urban man between 35 and 65 years old. He is active and sports-minded. He is successful and passionate in his work as well as in his interest in sports and hobbies .

He is self-confident and mature. He is sociable and likes to spend time with his friends and his family. He wants to be different from others by his accessories but doesn't follow the latest fashion trends.

He seeks for a reliable product with outstanding quality that can keep up with his demanding lifestyle. He cares about good design but for a fair price. He likes Festina for its connection to sport and its value for money.

The Festina woman is

... a modern woman between 35 and 65 years old. She is independent and works at home or in a company. She likes to go out with her friends or look after her family. She has her own hobbies and she makes the most of life.

She likes fashion but she's not following the latest fashion trends. She understands fashion in a very personal way.

She wants a good quality & well designed watch at an affordable price. She is an urban woman who likes Festina because of its reputation.



STAINLESS STEEL 316L WATCHES

Quartz movement

3 hands, Date, Multifunction, Chronographs models

Stainless steel and ceramic cases

IP plated –gold, rosé or chocolate – details on bracelets, hands, index.

Bracelets in stainless steel, ceramic, rubber, leather

Mineral crystal

Sapphire glass in some exclusive models

Zircons (in some woman specific models)





CHRONO BIKE

This yearly collection inspired by Le Tour de France is one of the most demanding from the brand. This best seller chronograph collection is designed taking into account the bicycle elements. A high quality collection with a very sportive look.

CHRONOGRAPH (Sport, Classic)

Festina is famous thanks to its chronographs technique. The brand offers a wide range of chronos that fulfill different styles: the classic and the sport.



MULTIFUNCTION

Different options for different people. The multifunction collection includes watches with bracelets in rubber, leather or full stainless steel. Case sizes range from 42 to 47mm. The perfect tool to mark your time.

BOYFRIEND

A big watch collection designed for her. For women who loves the boyfriend look trends. Available in different tones from steel, golden, rosé or chocolate including some vibrant colours.

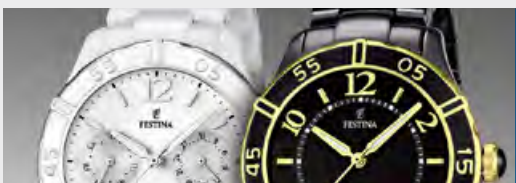


MADEMOISELLE

Is the latest ladies collection from Festina. Up-to-date watches that combine different IP plating tones from gold, silver or rosé. The usage of zircons and mother of pearl on dials, help this collection to be the perfect feminine accessory.

RETRO

Vintage is fashion. This is exactly the aim of this collection. Man watches with a touch of classicism for the people who loves retro style. Multifunction, 3hands and chronos with different finishes like leather or bi-colour stainless steel, are just some of the elements you can find on this retro watches collection.



CERAMIC

Since 2010 the ceramic line for ladies shows design combining elegance, style and the latest trends. A wide selection of models to suite all tastes. The collection includes 3hand and multifunction models in different tones. Enjoy the ceramic power.

DANDY

The new collection for man plays with the tones. Combining two tones to give a more fashion flair to the watches and available as chronograph or 2 hands. Fashion is at your disposal.



CHRONO BIKE



F16881/1

F 16881

Man's chronograph

Quartz movement

Stainless steel 316L

Mineral glass with 1 layer anti reflection

Stainless steel Case: 44.50 mm

Stainless steel bracelet 22.80 - 21.00 mm

10 ATM (100 m.)



F16881/2



F16881/3



F16881/4



F16881/4



F16881/5



F16881/6



F16881/6



CHRONO BIKE



F16882/1

F 16882

Man's chronograph

Quartz movement

Stainless steel 316L

Mineral glass with 1 layer anti reflection

Stainless steel Case: 44.50 mm

Rubber strip

10 ATM (100 m.)



F16882/2



F16882/3



F16882/4



F16882/5



F16882/6



F16882/7



F16882/8



CHRONO BIKE LIMITED EDITION



F 16883/1

Men's Chronograph

Quartz Movement

Stainless Steel 316L

Sapphire crystal with 3 layer anti-reflection

Stainless steel case with two tone brown and black IP plating 44,50 mm

Stainless steel bracelet with two tone black and brown IP plating 22.80 - 21 mm

Luminescent hands

10 ATM (100m)

CHRONOGRAPH SPORT COLLECTION



F16826/1



F16826/2

F16826/3

F16826/4

F16826/5

F16826/6

F16826

Chronograph

Stainless steel

Case: 43,50 mm

5 ATM



F16827/1



F16827/2

F16827/3

F16827/4

F16827

Chronograph

Stainless steel

Case: 43,50 mm

5 ATM



F16840/1

Chronograph

Stainless steel IP plated

Case: 43,50 mm

10 ATM

CHRONOGRAPH SPORT COLLECTION



F16847/1

F16847



F16847/2

F16847/3

F16847/4

Chronograph
Stainless steel
Case: 43 mm
10 ATM



F16874/1

F16874



F16874/2

F16874/3

F16874/4

Chronograph
Stainless steel
Case: 44 mm
10 ATM



F16830/1



F16831/1

F16831/2

F16832/1

F16833/1

F16833/2

Chronograph
Stainless steel
Case: 43,50 mm
5 ATM

CHRONOGRAPH SPORT COLLECTION



F16850/1

F16850

Chronograph
Stainless steel
Case: 43 mm
5 ATM

F16850/2



F16851/1

Chronograph
Stainless steel IP plated
Case: 43 mm
5 ATM



F16852/1

Chronograph
Stainless steel IP plated
Case: 43 mm
5 ATM

CHRONOGRAPH SPORT COLLECTION



F16838/1

F16838

F16838/2

Chronograph

Stainless steel

Case: 43,50 mm

10 ATM



F16839/1

Chronograph

Stainless steel IP plated

Case: 43,50 mm

10 ATM

CHRONOGRAPH CLASSIC



F6835/1

F6835



F6835/2

F6835/3

F6835/4

Chronograph
Stainless steel
Case: 41 mm
10 ATM



F6834/1

F6834



F6834/2

F6834/3

F6834/4

Chronograph
Stainless steel
Case: 44 mm
10 ATM



F6836/1

F6836



F6836/2

F6836/3

F6836/4

Chronograph
Stainless steel
Case: 45 mm
10 ATM

CHRONOGRAPH CLASSIC



F16844/1

F16844



F16844/2

F16844/3

F16844/4

Chronograph
Stainless steel
Case: 44 mm
5 ATM



F16845/1

Chronograph
Stainless steel IP plated
Case: 44 mm
5 ATM



F16846/1

Chronograph
Stainless steel IP plated
Case: 44 mm
5 ATM

CHRONOGRAPH CLASSIC



F16820/1

F16820



F16820/2

F16820/3

F16820/4

Chronograph

Stainless steel

Case: 43,50 mm

5 ATM



F16821/1

F16821



F16821/2

F16821/3

F16821/4

Chronograph

Stainless steel IP plated

Case: 43,50 mm

5 ATM

DANDY



F16853/1

Three hand date
 Stainless steel IP plated
 Case: 42,60 mm
 10 ATM



F16854/1

Three hand date
 Stainless steel IP plated
 Case: 42,60 mm
 10 ATM



F16855/1

F16855



F16855/2

Three hand date
 Stainless steel IP plated
 Case: 42,60 mm
 10 ATM

DANDY



F16856

Chronograph
 Stainless steel IP plated
 Case: 42,60 mm
 10 ATM



F16857

Chronograph
 Stainless steel IP plated
 Case: 42,60 mm
 10 ATM



F16858

Chronograph
 Stainless steel IP plated
 Case: 42,60 mm
 10 ATM

DANDY



F16859/1

Chronograph

Stainless steel IP plated

Case: 42,60 mm

10 ATM



F16860/1

Chronograph

Stainless steel

Case: 42,60 mm

10 ATM



F16861/1

Chronograph

Stainless steel IP plated

Case: 42,60 mm

10 ATM

DANDY



F16862/1

Chronograph

Stainless steel IP plated

Case: 42,60 mm

10 ATM



F16863/1

Chronograph

Stainless steel IP plated

Case: 43 mm

10 ATM

MULTIFUNCTION



F16841/1



F16841/2

F16841

Multifunction

Stainless steel

Case: 42 mm

5 ATM



F16842/1

Multifunction

Stainless steel IP plated

Case: 42 mm

5 ATM



F16843/1

Multifunction

Stainless steel

Case: 42 mm

5 ATM

MULTIFUNCTION



F16828/1

F16828



F16828/2

F16828/3

F16828/4

Multifunction

Stainless steel

Case: 41,80 mm

5 ATM



F16829/1

F16829



F16829/2

F16829/3

F16829/4

Multifunction

Stainless steel

Case: 41,80 mm

5 ATM



F16834/1



F16834/2

F16835/1

F16835/2

F16836/1

Multifunction

Stainless steel IP plated

Case: 42,70 mm

10 ATM

MULTIFUNCTION



F16837/1

Multifunction

Stainless steel IP plated

Case: 42,70

10 ATM

BOYFRIEND



F16869/1



F16869/2

F16869/3

F16869/4

F16869

Multifunction

Stainless steel

Case: 35 mm

5 ATM

BOYFRIEND



F16864/1



F16864/2

F16864

Three hand

Stainless steel IP plated

Case: 36,80 mm

5 ATM



F16865/1

Three hand

Stainless steel IP plated

Case: 36,80 mm

5 ATM



F16866/1

Three hand

Stainless steel IP plated

Case: 36,80 mm

5 ATM

RETRO



F16822/1

F16822



F16822/2

F16822/3

F16822/4

Multifunction
Stainless steel
Case: 43 mm
5 ATM



F16823/1

F16823



F16823/2

F16823/3

F16823/4

Multifunction
Stainless steel
Case: 43 mm
5 ATM



F16824/1

F16824



F16824/2

F16824/3

F16824/4

Three hand
Stainless steel
Case: 40,80 mm
5 ATM

RETRO



F16825/1

F16825



F16825/2

F16825/3

F16825/4

Three hand
Stainless steel IP plated
Case: 40,80 mm
5 ATM



F16848/1



F16849/1

F16849/2

F16849/3

Multifunction
Stainless steel
Case: 41 mm
5 ATM



F16870/1



F16870/2

F16870/3

F16870/4

F16870

Chronograph
Stainless steel
Case: 41,50 mm
5 ATM

RETRO



F16871/1

F16871



F16871/2

F16871/3

F16871/4

Small Second
Stainless steel
Case: 42 mm
5 ATM



F16872/1

F16872



F16872/2

F16872/3

F16872/4

Small Second
Stainless steel
Case: 42 mm
5 ATM



F16873/1

F16873



F16873/2

F16873/3

F16873/4

Multifunction
Stainless steel
Case: 42 mm
5 ATM

RETRO



F16875/1

F16875



F16875/2

F16875/3

F16875/4

Three hand
Stainless steel
Case: 40 mm
5 ATM



F6831/1

F6831



F6831/2

F6831/3

F6831/4

Three hands
Stainless steel
Case: 40,50
3 ATM



F6832/1

F6832



F6832/2

F6832/3

F6832/4

Three hands
Stainless steel
Case: 40,50
3 ATM

RETRO



F6833/1

F6833



F6833/2

F6833/3

F6833/4

Three hands

Stainless steel

Case: 40

3 ATM

MADEMOISELLE



F16867/1

F16867

F16867/2

Three hand

Stainless steel with zircons

Case: 32,50 mm

5 ATM



F16868/1

F16868

F16868/2

Three hand date

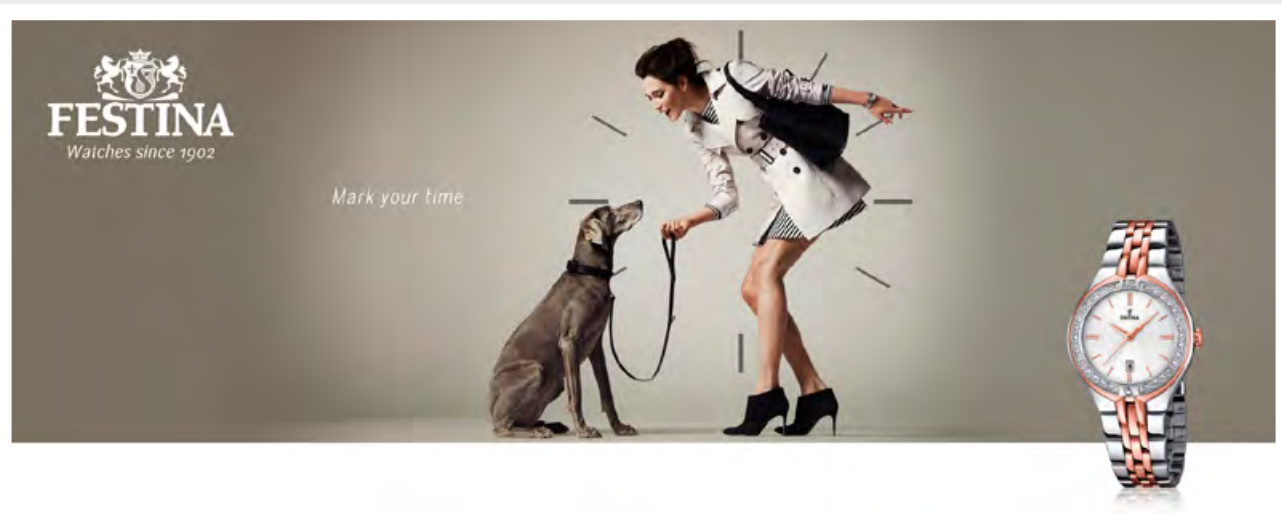
Stainless steel IP plated with zircons

Case: 32,50 mm

5 ATM

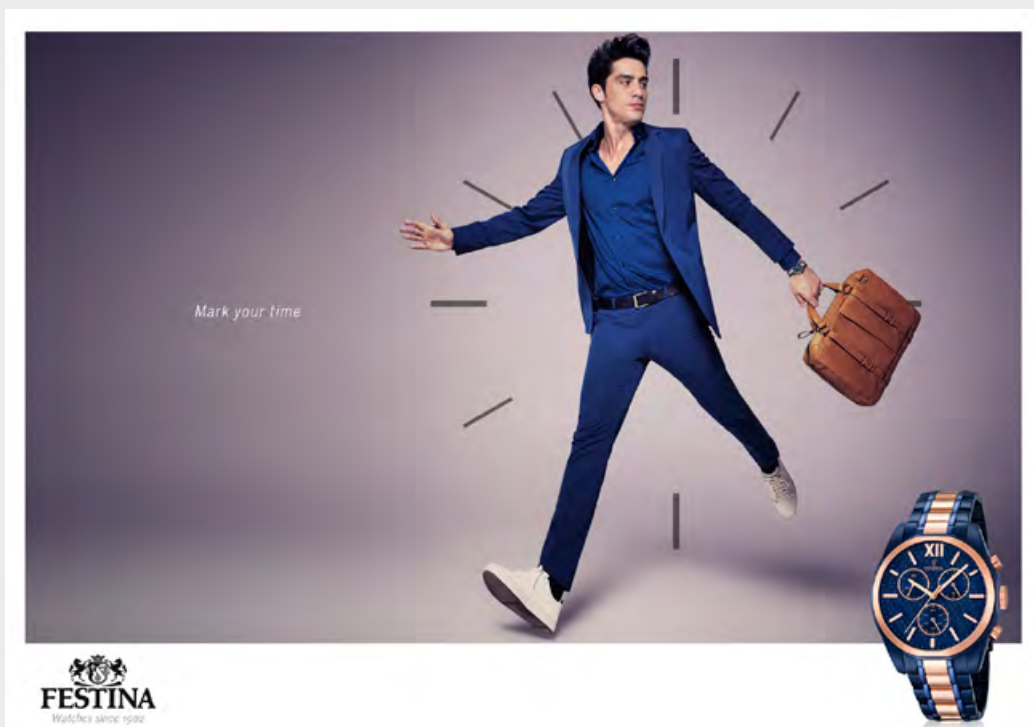


MYT WOMAN

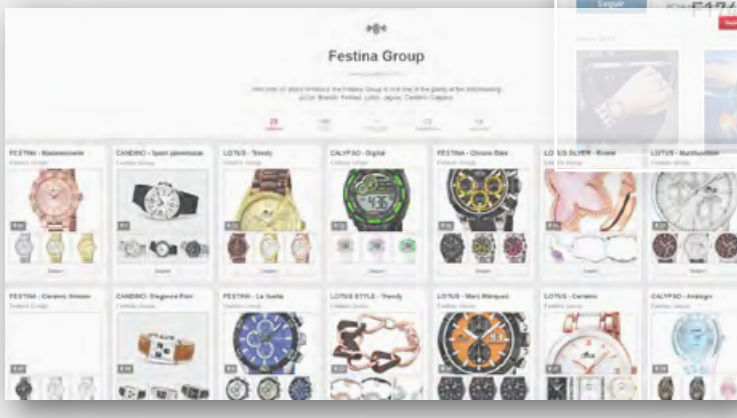
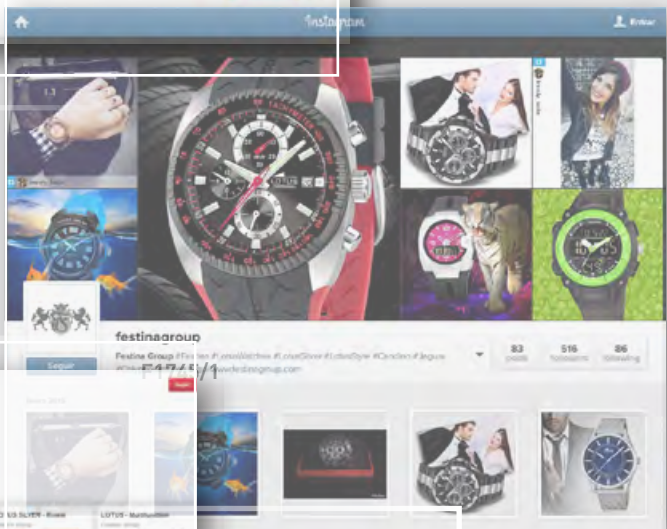
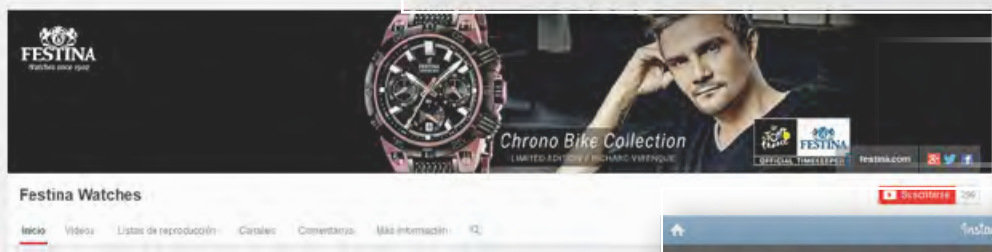
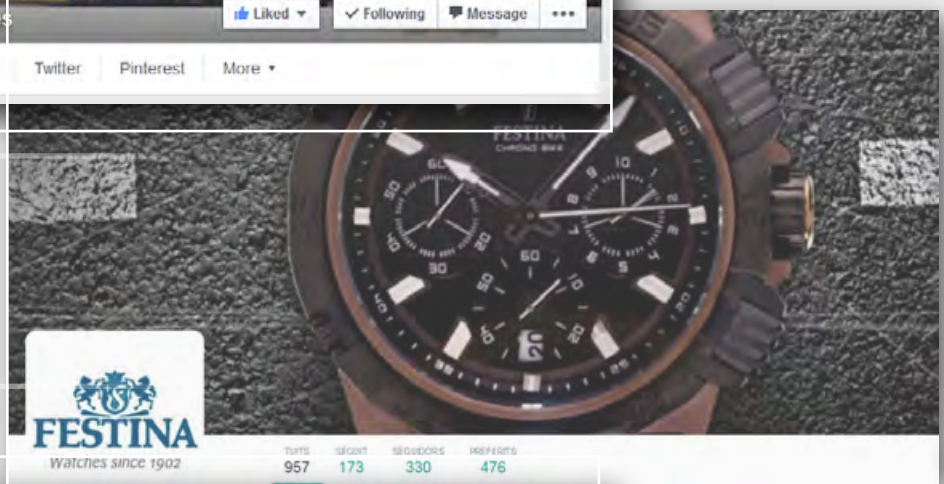
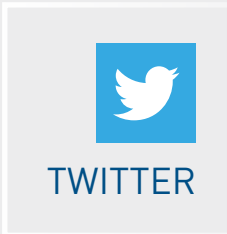
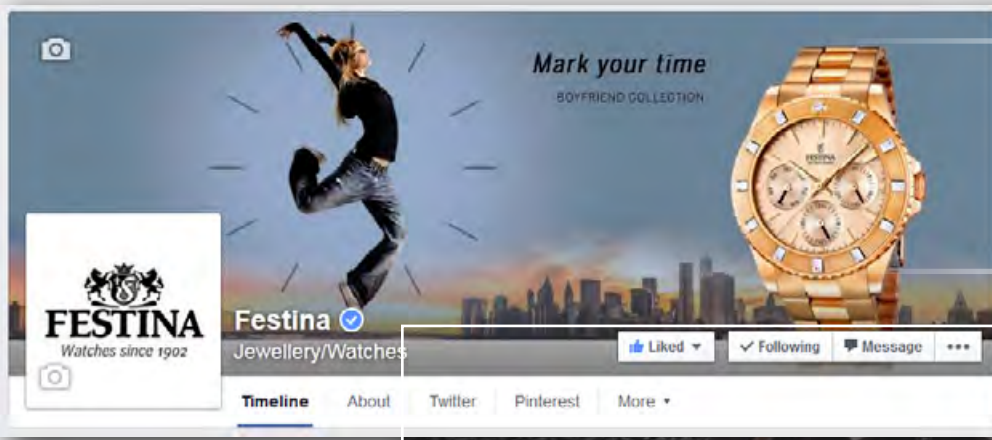




MYT MAN



If you are interested in opening a local page on the social networks, please contact the headquarters beforehand.





FEXP015/XXL

Display Extra Large 2015

Closed: *W 68 cm - H 64 cm - D 37 cm

Opened: *W 96 cm - H 64 cm - D 37 cm



FEXP015/B

Display Big 2015

Closed: *W 64 cm - H 40 cm - D 37 cm

Opened: *W 86 cm - H 40 cm - D 37 cm



FEXP015/M

Display Medium 2015

Closed: *W 48 cm - H 40 cm - D 37 cm

Opened: *W 68 cm - H 40 cm - D 37 cm

* W: Width - H: Height - D: Depth



FEXP015/S

Display Small 2015

*W 38 cm - H 34 cm - D 35 cm



FEXP015/C

Display Extra Large 2011

Closed: *W 38 cm - H 22 cm - D 33 cm

Opened: *W 54 cm - H 15 cm - D 33 cm



BASEMENT

Laterals: *W 20 cm - D 20 cm

Central: *W 30 cm - D 20 cm

* W: Width - H: Height - D: Depth



FEXTOUR15

Chrono Bike 2015 Display

*W 37 cm - H 45 cm - D 50 cm



FEXTOUR15B

Chrono Bike 2015 Display

*W 39,7 cm - H 32,5 cm - D 28 cm

* W: Width - H: Height - D: Depth



M020099

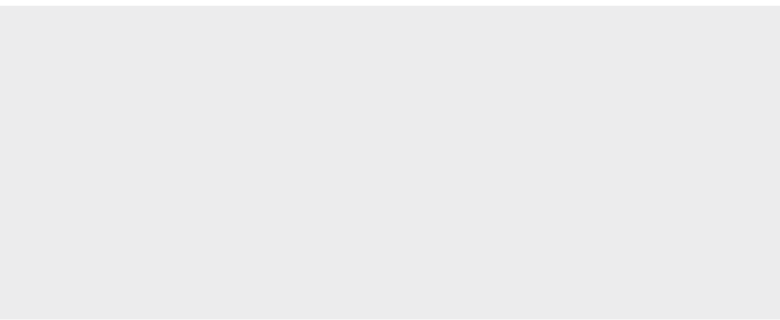
Individual watch holder with plastic base
Set of 25 units



F37

Generic
*W 11,5 cm - H 9,3 cm - D 11,5 cm







CERAMIC	DANDY	MULTIFUNCTION
LADIES	CHRONOGRAPH ENTRY LEVEL	RETRO



MAILLOT

Chrono Bike 2015



BAG

*W 33 cm - H 39 cm



CAP



FAN

* W: Width - H: Height - D: Depth

Your **FESTINA** watch is guaranteed for a 24 month period against any manufacturer's defect under the following conditions: any part found by our technical service to be defective as a result of a manufacturing fault will be replaced free of charge by **FESTINA**.

THE FESTINA INTERNATIONAL GUARANTEE DOES NOT COVER

Damage resulting from accidents, mishandling or abusive use (knocks, dents, crushing, etc.), the use of batteries other than those specified by **FESTINA**, unauthorized alteration, manipulation or repair, or the consequences of the normal wear and ageing of the watch.

Also not included are straps and bracelets.

In order to benefit from this guarantee, you will be required to present this **FESTINA** International guarantee certificate, duly completed, dated, stamped and signed by an approved **FESTINA** dealer.

Please keep this certificate in a safe place.

Caution: Your watch has a quartz movement.

The guarantee will not be valid if batteries other than those specified by **FESTINA** have been used.

EXAMPLES OF USE



3 ATM / 30 Meters

Resistant to accidental contacts with water, such as rainwater splash.



5 ATM / 50 Meters

Resistant to all water sports, except diving.



10 ATM / 100 Meters

Resistant to all water sports, including shallow diving. An annual service of the sealing mechanism should be carried out.



20 ATM / 200 Meters

Resistant even for diving with use of oxygen bottles. An annual service of the sealing mechanism should be carried out.