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SLIM

VERY **NICE** WATCH

ITALIAN DESIGN SINCE 1991



SLIM SUMMARY

THE **DESIGNER**

PAGE 4

SLIM38

PAGE 6

SLIM38BAND

PAGE 10

SLIM38SKIN

PAGE 14

SLIM38ICE

PAGE 18

SLIM42

PAGE 22

SLIM42BAND

PAGE 26

SLIM42SKIN

PAGE 30

SLIM42MESH

PAGE 34

SLIM **PACKAGING**

PAGE 38

SLIM **DISPLAY**

PAGE 40



THE DESIGNER

ANDREA PALAMA

BORN IN CROTONE IN SOUTHERN ITALY IN 1963, HE SPENT MOST OF HIS YOUTH IN ROME, WHERE HE STUDIED DESIGN AT THE ACADEMY.

AFTER WORKING AS AN ASSISTANT IN NUMEROUS DESIGN STUDIOS, HE BEGAN HIS OWN CAREER AS A FREELANCE DESIGNER IN 1991.

IT WAS IN THIS YEAR THAT HE CAME UP WITH FIRST BRILLIANT CREATION FOR THE WATCHMAKING SECTOR: A WATCH WITH CASE AND STRAP OF HIGH-QUALITY SARDINIAN NATURAL CORK.

AFTER SPENDING MORE THAN A YEAR DESIGNING AND PRODUCING THIS MODEL, HE DECIDED TO SET UP HIS OWN DISTRIBUTION COMPANY FOR THIS SPECIAL WATCH. AND SO HE INVENTED THE NICE BRAND.

THANKS TO THE PRODUCT'S ORIGINALITY IN A MARKET CROWDED WITH MORE OR LESS FAMOUS BRANDS OF ALL KINDS, HIS COMPANY VERY SOON ESTABLISHED ITSELF WITH THOUSANDS OF POINTS-OF-SALE.

IN 1996, HE WAS AWARDED THE BEST AWARD DESIGN AT THE GALLERY OF DESIGN AND INNOVATION IN NEW YORK. HIS WORK WITH COMPUTERISED GRAPHICS LED TO AN INTERNATIONAL PRIZE, THE BEST COMBINATION SITE, AN AWARD GIVEN BY MEDIA MAGAZINE AND APPLE INC. FOR THE CREATION OF AN ORIGINAL WEBSITE.

IN 1998, HE PRESENTED AN INNOVATIVE COLLECTION OF WATCHES WITH ESSENTIAL LINES AND FEATURING ONLY THE BASIC COLOURS BLACK AND WHITE. THE COLLECTION PROVED TO BE TOO MINIMALIST FOR CONSUMER TASTES AT THE TIME AND DID NOT MEET WITH THE EXPECTED SUCCESS.

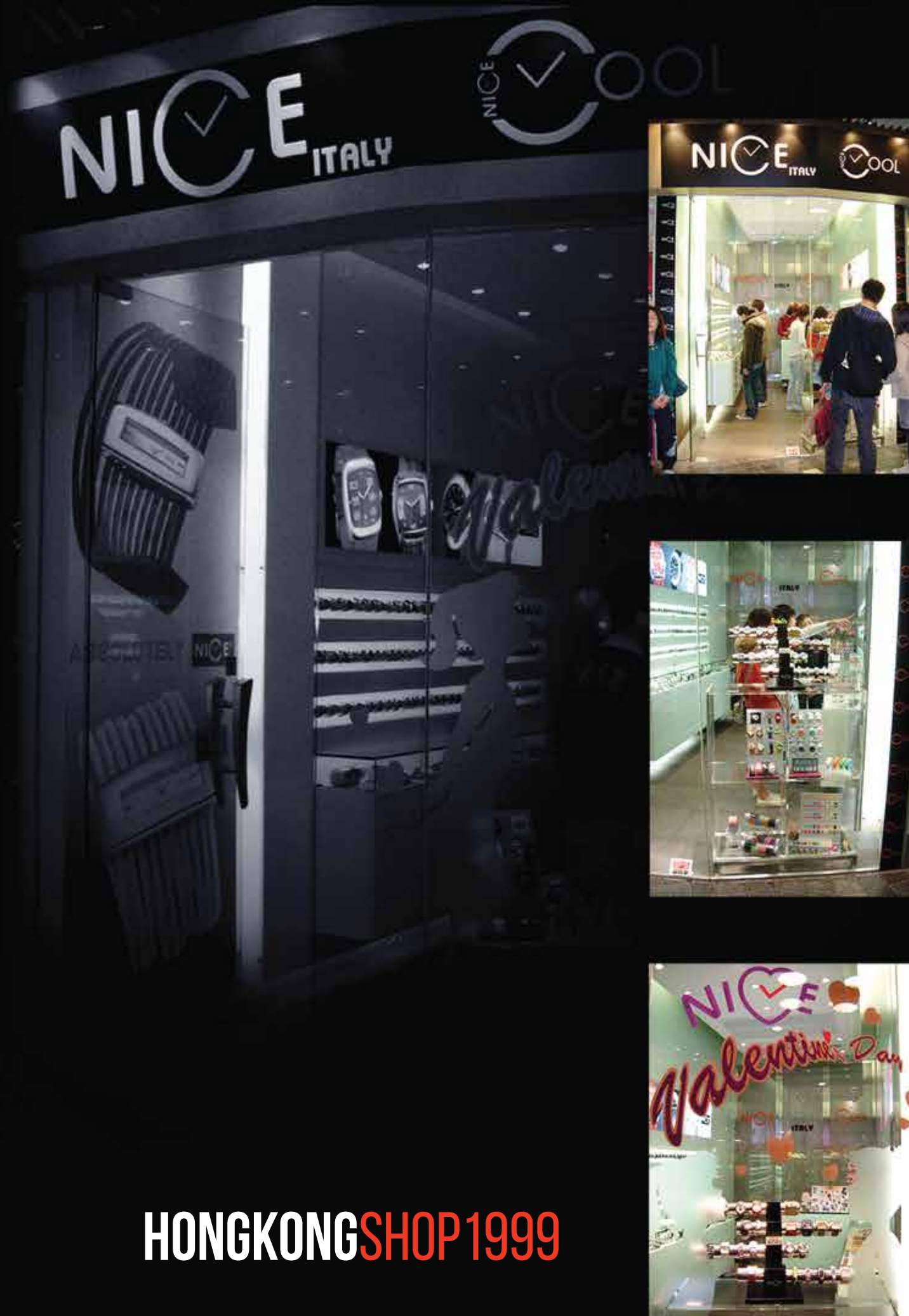
THE TREND WAS, HOWEVER, LAUNCHED THE FOLLOWING YEAR, WHEN DESIGNER CALVIN KLEIN CAME OUT WITH HIS FIRST WATCH COLLECTION, WHICH HAD ESSENTIAL LINES AND USED ONLY BLACK AND WHITE. IT WAS A WORLDWIDE SUCCESS AND THE TREND TOOK HOLD IN THE SECTOR.

IN 2000, ANDY PALAMÀ DECIDED TO DESIGN A COLLECTION WITH VERY ORIGINAL SHAPES AND, THIS TIME, IN AN EXPLOSION OF COLOURS AND NEW MATERIALS. WITH A NEW INDUSTRIAL PARTNER THAT ENABLED PALAMÀ'S COMPANY TO EXPAND ITS HORIZONS TO THE WORLD MARKET, PRODUCTION WAS TRANSFERRED FROM SWITZERLAND TO ASIA.

HIS NEW COLLECTIONS MET WITH GREAT SUCCESS AT INTERNATIONAL TRADE FAIRS AND GAVE ANDY PALAMÀ THE OPPORTUNITY TO DESIGN WATCHES FOR VARIOUS LEADING BRANDS, SUCH AS PUMA, ANNE KLEIN NEW YORK, JENNIFER LOPEZ, NAJ OLEARI AND SPEEDO AND TO EXPRESS HIS CREATIVITY BEYOND THE SPHERE OF NICE.

FINALLY, WITH THE CREATION OF A SECOND BRAND, COOL, HE BEGAN A UNIQUE APPLICATION OF COLOUR AND PLASTIC MATERIALS TO THE DESIGN OF WATCHES AND SMALL JEWELLERY.

TODAY, ANDY PALAMÀ IS RESPONSIBLE FOR THE PALAMA BRAND AND CONTINUES HIS OWN CREATIVE WORK FOR OTHER INTERNATIONAL BRANDS.



HONGKONG SHOP 1999

SLIM38

FEATURES

HIGHT IMPACT, HIGH DENSITY

POLYCARBONATE CASE

SOLID STAINLESS STEEL CASEBACK WITH 4SCREW

CASE THICKNESS ONLY 8.5 MM SUPER SLIM

PRECISION JAPANESE SLIM QUARTZ MOVEMENT

MINERAL GLASS

DIAL WHIT PRINT DOT

SOFT MATCHING AND INTEGRATE SILICONE STRAP WHIT INSERT

3ATM WATER RESISTANT 30 METERS, 100 FEET



SLIM38



001
BLACK



002
WHITE



003
BLUE



004
FLOWER



005
COUMOFLAGE



006
SPOTS

8

9

POLYCARBONATE CASE WITH 4 SCREWS BACK MINERAL GLASS STRAP SILICONE 3 ATM

SLIM38BAND



FEATURES

HIGHT IMPACT, HIGH DENSITY

POLYCARBONATE CASE & BAND

SOLID STAINLESS STEEL CASEBACK WITH 4SCREW

CASE THICKNESS ONLY 8.5 MM SUPER SLIM

PRECISION JAPANESE SLIM QUARTZ MOVEMENT

MINERAL GLASS

DIAL WHIT PRINT DOT

MATCHING AND INTEGRATE SOLID STRAP BAND LINK

3ATM WATER RESISTANT 30 METERS, 100





001
BLACK



002
WHITE



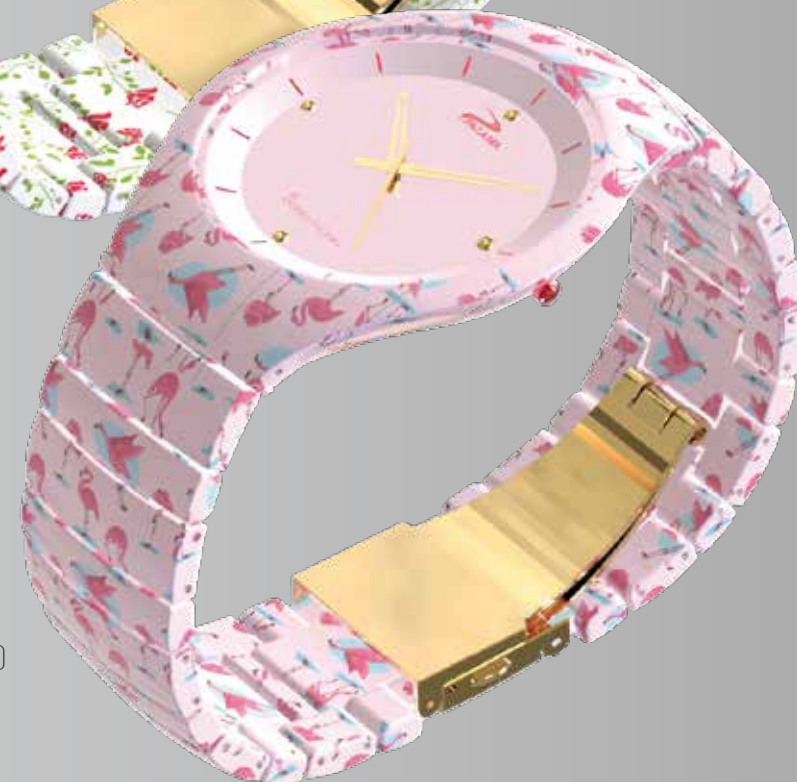
003
BLUE



004
DOT



005
ROSE



006
FLAMINGO

SLIM**38**BAND

SLIM38SKIN



FEATURES

HIGH IMPACT, HIGH DENSITY

POLY CARBONATE CASE

SOLID STAINLESS STEEL CASE-BACK WITH 4SCREW

CASE THICKNESS ONLY 8.5 MM SUPER SLIM

PRECISION JAPANESE SLIM QUARTZ MOVEMENT

MINERAL GLASS

DIAL WHIT PRINT DOT

SOFT MATCHING AND INTEGRATE LEATHER STRAP WHIT INSERT

3ATM WATER RESISTANT 30 METERS, 100 FEET



001
BLACK



002
WHITE



003
BLUE



007
PINK



010
RED



009
VIOLET



SLIM**38**SKIN

SLIM 38 ICE



FEATURES

- HIGHT IMPACT, HIGH DENSITY
- POLYCARBONATE CASE
- SOLID STAINLESS STEEL CASEBACK WITH 4SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WHIT PRINT
- SOFT MATCHING AND INTEGRATE SILICONE STRAP WHIT INSERT
- 3ATM WATER RESISTANT 30 METERS, 100 FEET



001
BLACK



013
BROWN



002
WHITE



003
BLUE

SLIM**38**ICE

SLIM42



FEATURES

- HIGHT IMPACT, HIGH DENSITY
- POLYCARBONATE CASE
- SOLID STAINLESS STEEL CASEBACK WITH 4SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WHIT PRINT DOT
- SOFT MATCHING AND INTEGRATE SILICONE STRAP WHIT INSERT
- 3ATM WATER RESISTANT 30 METERS, 100 FEET



SLIM42



001
BLACK



002
WHITE

24



003
BLUE



013
BROWN



014
GREEN

25



015
GRAY

POLYCARBONATE CASE WITH 4 SCREWS BACK MINERAL GLASS STRAP SILICONE 3 ATM

SLIM42BAND



FEATURES

HIGHT IMPACT, HIGH DENSITY

POLYCARBONATE CASE & BAND

SOLID STAINLESS STEEL CASEBACK WITH 4SCREW

CASE THICKNESS ONLY 8.5 MM SUPER SLIM

PRECISION JAPANESE SLIM QUARTZ MOVEMENT

MINERAL GLASS

DIAL WHIT PRINT DOT

MATCHING AND INTEGRATE SOLID STRAP BAND LINK

3ATM WATER RESISTANT 30 METERS, 100 FEET





001
BLACK



002
WHITE



003
BLUE



004
TIGER



005
FLOWER



006
CAMOUFLAGE

SLIM**42**BAND

SLIM 42 SKIN



FEATURES

- HIGHT IMPACT, HIGH DENSITY
- POLYCARBONATE CASE
- SOLID STAINLESS STEEL CASEBACK WITH 4SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WHIT GOLD APPLIQUE
- MATCHING AND INTEGRATE LEATHER STRAP
- 3ATM WATER RESISTANT 30 METERS, 100 FEET

SLIM42SKIN



001
BLACK



012
BORDEAUX



003
BLUE



POLYCARBONATE CASE WITH 4 SCREWS BACK MINERAL GLASS LEATHER STRAP 3 ATM

SLIM 42 MESH



FEATURES

- HIGHT IMPACT, HIGH DENSITY
- POLYCARBONATE CASE TRANSPARENT
- SOLID STAINLESS STEEL CASEBACK WITH 4 SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WHIT APPLIQUE
- MATCHING AND INTEGRATE SOLID MILANO MESH BAND
- 3ATM WATER RESISTANT 30 METERS, 100 FEET



SLIM42MESH



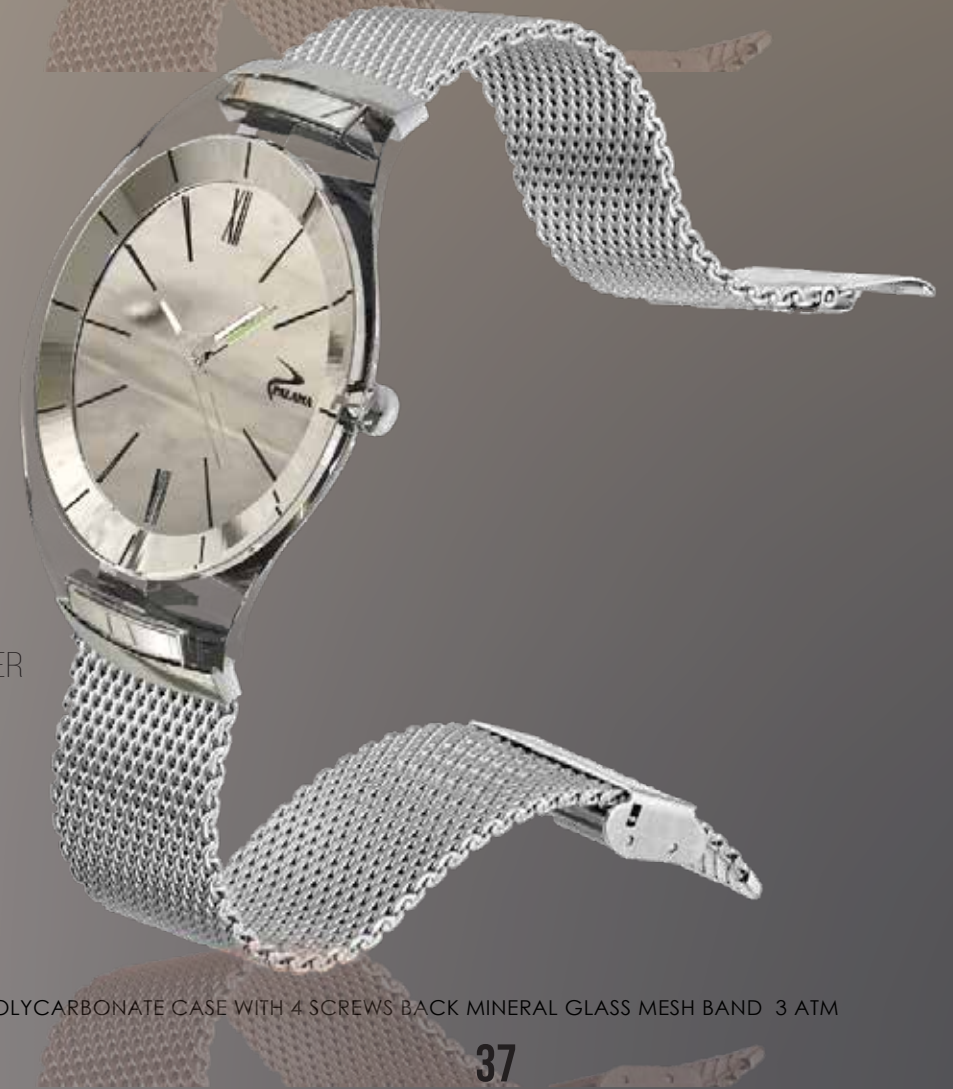
001
GOLD



002
ROSE GOLD

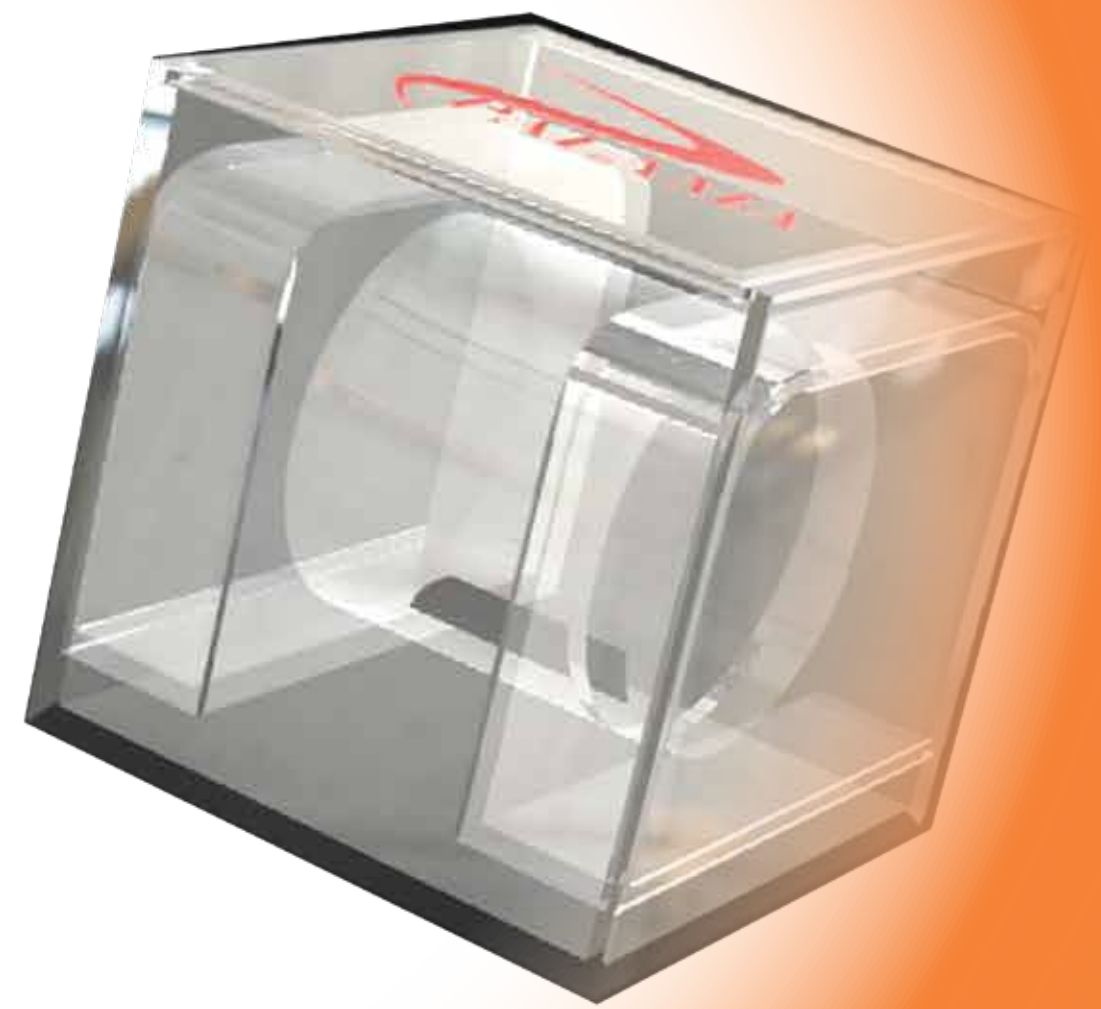


003
SILVER



POLYCARBONATE CASE WITH 4 SCREWS BACK MINERAL GLASS MESH BAND 3 ATM

SLIM **PACKAGING**



MODULAR **OR** SINGLE



SLIM **DISPLAY**



