

## **FOR IMMEDIATE RELEASE**

On April 7 - 8, 2016, Timex hosted an **EU Influencer** event in London, offering a series of **exclusive, interactive experiences over 2 days** in a pop up style press trip. The trip was fused with the spirit of the **Weekender Fairfield Collection** - fun, stylish and vibrant, **creating rich content opportunities for the bloggers social media and blog sites**. All influencers were given the opportunity to mix and match their own Weekender Fairfield watch and personalize it with their embossed or foiled initials. A competition for the picture that best embodied the Fairfield feel ran over the two day trip to further increase blogger engagement with the brand. Bloggers also had an opportunity to chose their favorite Weekender Farifield.

- The event started with a lunch at London's coolest new Tom Dixon designed hotel, The Mondrian Sea Containers, situated on the South Bank; where Giorgio Galli shared Timex' history and his inspiration for the collection.
- The Influencers were then taken on an exclusive behind the scenes tour of London's most iconic market, Borough Market, for a true insider experience of the city.
- The day culminated with a cool launch party at a private member's club where they joined the UK press event.
- The next and final day, the bloggers were taken on a tour to Savile Row, a famous street in London known for its bespoke men clothing, or to a luxurious spa treatment back at The Mondrian to prepare them for their journey home.

### **About the UK Press Event**

Held in one of London's coolest venues, Shoreditch House, the prestigious event provided an opportunity to showcase Timex' new Spring/Summer 2016 products, while also revealing a sneak preview of the Fall/Winter 2016 collection. The American themed evening paid tribute to our strong heritage and allowed us to **re-educate influencers about Timex's 160 years of history and expertise**. The Archive Collection was on display and the idea of personalizing your own watch was brought to life when guests were given the opportunity to **mix and match** their own choice of strap with a variety of Weekender & Weekender Fairfield cases.