

**FOR IMMEDIATE RELEASE*****Timex Watch Designs Hit the Runway in New York City as Part of  
Todd Snyder 2016 Fall Collection Debut***

*Timex x Todd Snyder Collaboration Celebrates Classic American Heritage and  
Craftsmanship with The Waterbury and Archive Collections*

MIDDLEBURY, Conn., February 4, 2016 – Timex, one of the world’s few true watchmakers, is teaming up with menswear designer Todd Snyder to present his Fall 2016 Runway Show in New York City. On Thursday, February 4, runway models will debut the latest designs from both brands, as outfits from Snyder’s collection will be accessorized with Timex® watches.

Looks will be complemented by Timex’s newest Waterbury Collection, including the Timex Waterbury featuring a Red Wing® shoe leather strap. These styles will be exclusively available at Todd Snyder stores and ToddSnyder.com this spring. Additionally, Timex’s Archive collection will be on display at the runway venue, with some of the brand’s most noteworthy styles reintroduced in a fresh, modern way. The Timex Archive Collection includes the Weekender™ Fairfield, Expedition® Scout and Camper designs.

Timex and Snyder have a rich history together, with the pair’s first collaboration dating back to Snyder’s tenure as SVP of Menswear at J. Crew, where he worked with Timex on the co-branded, military-inspired “Timex for J. Crew” collection.

“Timex’s classic American heritage and commitment to craftsmanship are qualities that also inspire my own designs,” said Todd Snyder. “I collaborated with both Timex and Red Wing during my time at J. Crew, so it was a natural fit to partner with them again to debut the Timex Waterbury with Red Wing shoe leather for the first time in the US at my Fall 2016 presentation.”

“The Timex brand was built on the idea of creating exceptional watches that combine superior craftsmanship, imaginative functionality and smart design at a great price,” said Tobias Reiss-Schmidt, President and CEO at Timex Group. “We’re excited to continue and expand our relationship with Todd Snyder later this year, when we will be unveiling a reimagined TIMEX x Todd Snyder collection.”

The first release in the TIMEX x Todd Snyder collection will be a modern retelling of a 1960’s-era Timex watch with a bold bullseye design and military numbering, scheduled to debut in late 2016 and will be available globally at Todd Snyder.

**About the Timex Group:**

Timex Group designs, manufactures and markets innovative timepieces around the world. Founded in 1854, Timex Group is a privately-held company headquartered in Middlebury, Connecticut with multiple operating units and over 5,000 employees worldwide. As one of the largest watch makers in the world, Timex Group companies produce watches under a number of well-known brands, including Timex, Timex IRONMAN®, Timex Expedition, Nautica, Guess, GC, Salvatore Ferragamo, Versace, Versus and Opex. The Timex brand, launched in 1950,

sells millions of watches each year worldwide. Join Timex on social media: Facebook ([facebook.com/timex](https://www.facebook.com/timex)), Instagram (@timex), and Twitter (@timex).

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