

Titan launches Aviator series of watches

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Titan Industries has announced a significant new introduction in the sporty watch segment with the launch of a unique collection, the Titan Aviator. Titan brand ambassador Aamir Khan unveiled the new collection at a press conference today.

Titan Aviator is an exciting and unique collection of watches inspired by the World War II fighter aircrafts. The brand is targeted at the up-market, global Indian, who recognises refinement in designs and aspires for the best in the world and also takes pride in world-class products from India.

Speaking at the launch of the collection, Harish Bhat, chief operating officer, Titan Watches, said, "The Aviator series is one of the finest range of watches from the Titan portfolio. The unique design story behind each of the watches make this the perfect collection for someone seeking a unique sense of style. 2007 is the year of the 75th anniversary of JRD Tata's first aircraft flight in India. The Aviator series is inspired by his pioneering spirit and is Titan's tribute to JRD, India's aviator number one."

The watches have been designed by Neil Foley, the 'Designer of the year 2006' awardee (Business World Design Awards). Speaking at the occasion, he said, "I have a strong passion for flying and have always been inspired by fighter aircrafts. The Mustang, Spitfire, Hurricane, and the Messerschmitt ME 109, amongst others, have been legendary machines and these have been the source of inspiration for the designs".

Radically different from any other collections ever seen by the market in the recent past, the Aviator series renders various aspects of the fighter planes such as fuselage, cockpit, instrument panels, tail fins, and front propellers into interesting adaptations on the dials, hands and straps. Each watch carries a unique name that symbolises the core inspiration. The Switch design is inspired by an important instrument in the cockpit, which tracked the flight duration and helped calculate other variables of the flight. The Gyro design was inspired by the gyroscope that kept the pilot oriented to the ground while twisting and twirling the plane during acrobatic flights. Others designs in the series include Cannon Muzzle, Ejector Exhaust, Artificial Horizon, etc. The range has 20 distinct styles, each with an individual story that beautifully captures an aspect of the inspiration and renders it into a form.

Aamir Khan, brand ambassador for Titan said, "My association with Titan Watches began in 2004 when I signed on as its brand ambassador and it has been a wonderful experience working with this brand which is dynamic and innovative. It is my pleasure to launch the Aviator Series and I am extremely impressed at the level of ingenuity in its creation. Each and every design reflects an attitude of perfection. I have been impressed by the attention to detail. These styles are truly unique and will appeal to those with a discerning eye and seeking world-class products."

Priced between Rs 4000/- and Rs 7000/-, the Aviator series is a collection of 20 designs that will be available at World of Titan showrooms, department stores and select multi-brand outlets across the

country.

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