

## DKNY all set to capture the hearts of urban India

*DKNY launches its SS08 watch collection*

Bangalore, Karnataka, IND, 2008-07-18 15:25:17 (IndiaPRwire.com)

### ***Game for life in the city and beyond&hellip;***

With an energy that reflects the creative urban spirit of Indian metros, the Spring Summer 2008 Watch Collection exudes sophistication with a modern attitude and artistic flare. The collection is sexy, eclectic and infused with unique details.

DKNY, Donna Karan New York, stands out in today's fashion world as a design driven company representing the international pulse of New York in the design, marketing and delivery of a complete lifestyle system to a global customer. Famous for maintaining the highest standards of creativity, integrity, quality and innovation to products and concepts, DKNY has now landed in India and to begin with has launched their Spring Summer 08 watches collection.

Play of colours, exquisite designs and crystals stands out as the hallmark of this collection. Like the diverse culture prevalent in Indian cities, the watches embrace shades of grey, black, and brown with a mix of vibrant variations including rich champagne, gold, white, and pops of orange. Aluminum, ceramic, and steel finishing play off a city's urban architectural edge.

Jewelry inspired chain linked bracelets; white mother of pearls, shimmer patent leathers, offset dial mesh pieces, and men's automatics with silver chronograph on sport bracelet completes the collection. The DKNY Spring Summer 2008 watch collection sets you apart from the crowd and is designed for life lived in the city and on the move.

The price range for the collection is between Rs. 6,295/- and Rs.15, 290/-.

These watches are available at select Lifestyle stores, Time Factory and premium watch retail stores across India.

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### **About Fossil India Pvt. Ltd:**

Fossil India Pvt. Ltd. has been set up as a 100% subsidiary of Fossil to introduce the vibrant Fossil portfolio into India that includes DKNY, Burberry, Emporio Armani, Adidas, Zodiac, Diesel and Oysterbay. Headquartered at Bangalore, the Company has a large and growing presence in India, selling through prestige retailers, department stores and chains. Fossil views India as the next major market and is in the process of setting up local manufacturing facilities.

Established in 1984 in Dallas, It was the first American brand to bring value and style to the watch category transforming the concept of timekeeping from the merely functional to chic and stylish must-haves for the wrist. Since then, the company has moved on to become one of the world's largest fashion accessory companies. The Company operates a variety of retail formats including concessions, Fossil brand stores, outlets and multi-brand stores.

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