

PRESS RELEASE

THE NEW CURVE SERIES PROVIDES STYLISH SIMPLICITY

A watch design realised without aesthetic distraction, the new Curve series from JACOB JENSEN™ perfectly embodies the company's form language, combining clean lines with technical precision.

This watch is the latest in a long line of exquisite timepieces by JACOB JENSEN™, all created under the direction of chief designer Timothy Jacob Jensen. The son of the company's founder Jacob Jensen has managed the design studio for nearly a quarter of a century.

The Curve series is a clear, bold design with a single strap running seamlessly through the watch case. As always, JACOB JENSEN™ uses the finest materials such as mineral crystal glass, which provides a subtle dome over the watch face. This glass is then enclosed by a circular stainless steel case inscribed with the JACOB JENSEN™ logo, a detail which dates back to the company's first wrist watch, designed in 1986. The watch is also available with a gold PVD case.



To ensure complete accuracy, the watch includes a high-quality quartz movement. There are no numerals or indices, the design simply features a rotating disc, which indicates the minutes while a single hand shows the hours and a crown to the side adjusts the time. The genuine leather strap is available in a range of colours, from rich Burgundy red to delicate ivory, as well as black, white, grey and camel.



reddot award 2014 honourable mention

In early 2014, the series received an honourable mention by the Reddot Award jury. The accolade of the Red Dot Design Award, the "Red Dot", is an internationally recognised quality label for excellent design. To date, Jacob Jensen design have received a total of 16 Reddot Awards and 1 honourable mention.

NIGHT AND DAY

JACOB JENSEN™ products continue to satisfy the quality conscious family's needs, from kitchens and their appliances, doorbells to telephones, watches and clocks, weather stations, smoke alarms and so on. All very useful daily products, produced in the stringent form language, characteristic of Jacob Jensen Design, that makes the products unique and timeless – a form language that has brought the company recognition and distinction all over the world.

Watch material: stainless steel or gold PVD stainless steel case, leather strap, mineral crystal glass.
Case size: 38 mm. Water-resistance: 3 atm / 30 m / 100 ft.

For further information:

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MODEL 250



MODEL 251



MODEL 252



MODEL 253



MODEL 254



MODEL 255