

TORY BURCH

SWISS MADE

THE TORY BURCH WATCH COLLECTION

training guide



THE TORY BURCH WATCH COLLECTION

Classic, graphic and colorful — with impeccable Swiss craftsmanship. Inspired by vintage jewelry, color, art and travel, the collection is made with the highest level of Swiss artisanship and precision.

Each watch is infused with signature Tory Burch design elements, from decorative fretwork and unique geometric details to Italian leather straps and the iconic double-T logo.

A handwritten signature in black ink that reads "Tory Burch". The signature is fluid and cursive, with a long horizontal line extending from the end of the word "Burch".

OVERVIEW

You will have the opportunity to explore the Tory Burch collection and what makes each watch special, from the unique designs to the quality Swiss-made movements. We will also discuss how to create a memorable selling experience for each customer. Let's begin our journey by exploring the unique design details of each watch.

DESIGN

DETAILS

BAND - Subtle brushed T-patterned links featured in silver-tone and gold-tone stainless steel add a signature Tory touch. Several leather bands include a hidden embossed logo pattern on the underside of the strap that takes the Tory watches to a new level of luxury.

CASE - Both textured and smooth cases, the entire collection pulls inspiration from Tory's family.

SUB-DIAL - Small dials with certain indicators that may provide the second hand, split-second timer, date, day of the week, phase of the moon, etc.

CRYSTAL - All Tory Burch Swiss Made watches feature a sapphire crystal with anti-reflective coating on bottom of the glass.

- Sapphire crystals are scratch-resistant (can only be scratched by a diamond) and are virtually unbreakable.
- Only the most elevated watches use sapphire crystal, making this a highly desirable feature.

DIAL - Iconic to the brand, the signature Tory logo is a visual element seen throughout all aspects of the collection at the 12 o'clock, spanning the dial or as a repeating wallpaper-patterned detail.

CROWN - An octagonal crown adds a subtle signature geometric touch to every watch in the collection, as well as the classic Tory logo.

HANDS - The classic watch hands get a makeover with Tory's iconic "T" at the end of the second hand.

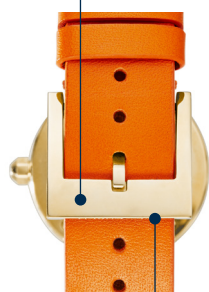
MARKERS - Inspired by the fretwork of a staircase, dial markers add more detail and geometric styling to the dial of the watches.



DESIGN

DETAILS

CASE BACK - Staying true to Tory's design approach, she has featured details that include items such as fretwork, double-T logo, or space for the customer to engrave a personal message.



BUCKLE - The Tory buckle features the Tory Burch name or signature double-T logo.



WATCH

MATERIALS

Now that you have an understanding of the design details, let's take the opportunity to review the materials that were carefully chosen by Tory to ensure there is a perfect watch for every customer. Let's now review the variety of bands, bracelets and cases available in the collection.

STAINLESS STEEL

Stainless steel was chosen because of its durability and anti-erosion properties. It is the metal of choice for many types of high-quality watches, bracelets and case backs. This is why stainless steel is the perfect choice for both fashionable and practical everyday use.

BENEFITS

- Extremely strong
- Hypoallergenic
- Ideal for everyday use



Tory Burch only uses 316L type stainless steel - this is a standard for high-quality Swiss-made watches. This type of steel is nickel free, which is important for customers who may be allergic.

Metal bracelets go with dress, casual and sporty looks.

GOLD-TONE STAINLESS STEEL

To provide customers with multiple options, Tory Burch watches feature gold-tone stainless steel, also known as ion plating. While this is not real gold, this provides the look of elegance with unmatched durability.

LEATHER STRAPS

Watches within the collection feature Italian leather. Italian leather is known for its superior craftsmanship, unique feel and enhanced tanning processes.

BENEFITS

- Unique, modern feel
- Superior craftsmanship
- Durability



iconic double-T pattern is featured on the underside of select straps



Leather straps work well in both casual and formal settings

Remains a popular option due to versatility, look, comfort fit and color variations

BENEFITS

- Durability
- Preferred choice as a common fashion accessory color

SWISS

MOVEMENT

If the design and materials create the look of the watch, then its movement would be considered the heart. With the movement playing such a critical role in the watch's overall value, it was important for Tory to marry her design expertise with the unwavering perfection of Swiss movement.

swiss MADE

Tory watches feature Swiss-made, quartz movements. "Swiss Made" represents a concept of quality that has been forged over the years. It includes the technical quality of watches (accuracy, reliability, water-resistance and shock-resistance), as well as aesthetic qualities (elegance and originality of design).

A watch is considered Swiss Made if:

- Its movement is Swiss
- Its movement is encased in Switzerland
- The manufacturer carries out the final inspection in Switzerland

SWISS STANDARDS

To ensure the customer receives the highest quality possible, there are laws "regulating the use of the name 'Swiss' for watches." These laws set minimum conditions that must be fulfilled before a watch merits the "Swiss Made" label.



SWISS LOCATION

Tory Burch watch movements are crafted in Biel, Switzerland along with other iconic Swiss-made watches that include Rolex, Hermes and Omega.

SWISS QUARTZ MOVEMENT

Quartz

'Quartz' refers to a movement that is battery powered.

What are the benefits of a quartz movement?

- Quartz watches are highly precise.
- They maintain the correct time until the battery runs out.
- The average life cycle of a battery is 2 to 4 years.
- Quartz watches require little maintenance.

Tory Burch Watch Warranty Period:

24-month warranty period for watches (watch movement, hands and dial).

THE COLLECTION

fall 2015

Marrakech meets Chelsea. Inspired by London, Bohemia, Fall 2015 focuses on beautifully crafted embellishments, a mix of textures, carefully engineered patterns and the play of masculine and feminine. Tory Burch Watches introduces bold Fall colors to its signature Reva and Tory platforms. Subtle double wrapped leathers pair beautifully with Tory's other fall accessories, while the geometric lines on the new Amelia and Dalloway platforms stand alone.



the TORY

The epitome of tomboy chic, the Tory is a classic, sporty style with a round case and a bold bracelet in gold-tone or silver-tone stainless steel. Wallpaper logo dials — available with a sunray or a matte enamel finish — feature the iconic double-T logo. Brushed ‘T’-shaped links and an octagonal crown add a subtle signature geometric touch. A butterfly closure keeps the watch secure and comfortable around the wrist. Effortlessly versatile and offered in two sizes.



the IZZIE

Graphic and modern, the Izzie features a bold, clear square case inlaid with geometric fretwork — a signature design element of Tory Burch. Available in gold-tone or silver-tone stainless steel, with a mirrored dial and the iconic double-T logo. Polished patent or metallic leather straps feature an embossed ‘T’-pattern on the underside — and attach beneath the case for a seamless silhouette.



► MIRRORED DIAL

► INLAID WITH GEOMETRIC
FRETWORK, A SIGNATURE
DESIGN ELEMENT

► **DID YOU KNOW?** The
Izzie collection features
fretwork that was inspired
by a staircase with an Art
Deco look and feel.

► BOLD, CLEAR SQUARE
CASE NODS TO THE LUCITE
FIXTURES IN BOUTIQUES

► POLISHED ITALIAN PATENT
LEATHER STRAPS FEATURE
EMBOSSED DOUBLE T-PATTERN
ON THE UNDERSIDE

the BUDDY CLASSIC

Named after Tory's father, the Buddy Classic is vintage-inspired, with a polished square case in smooth, gold-tone stainless steel. The Saffiano leather straps are stitch-free for impeccably clean lines — and attach with hidden pin construction, creating a seamless silhouette. An octagonal crown and an embossed 'T'-pattern on the underside of the strap add an unexpected geometric element. The watch has a classic ivory dial and iconic double-T logo.

► **DID YOU KNOW?** The Buddy collection features the same Saffiano leather used for the Tory handbags.

► CLEAN MASCULINE LINES
OFFSET BY A DELICATE
VINTAGE SIZE



► HIDDEN CROWN
CONSTRUCTION FOR A
SEAMLESS SILHOUETTE

► SMOOTH ENAMEL DIAL
IN CLASSIC IVORY

► SAFFIANO LEATHER
STRAPS IN TWO COLORS

the BUDDY SIGNATURE

Named after Tory's father, the Buddy Signature is vintage-inspired, with either a textured or a smooth case in gold- or silver-tone stainless steel. Available in a range of colors, both single and double-wrap Italian leather straps are stitch-free for impeccably clean lines. An octagonal crown and an embossed 'T' pattern on the underside of the strap add an unexpected geometric element. The watch has a classic ivory dial, with the iconic double-T logo.

▶ SMOOTH ENAMEL DIAL
IN CLASSIC IVORY

▶ CLEAN MASCULINE LINES
OFFSET BY A DELICATE
VINTAGE SIZE

▶ SMOOTH ITALIAN AND
SAFFIANO LEATHER
STRAPS IN A RANGE OF
COLORS



▶ AVAILABLE WITH A SMOOTH
CASE — OR TEXTURED, WITH
STRIPED OR GRID ETCHING

▶ GOLD-TONE OR SILVER-TONE
STAINLESS-STEEL CASE WITH
HIDDEN PIN CONSTRUCTION
FOR A SEAMLESS
SILHOUETTE



the REVA

Named after Tory's mother, the Reva is defined by an iconic double-T logo dial and comes in a full spectrum of colors. Single and double wrap Italian leather straps are stitch-free for impeccably clean lines — and attach with hidden pin construction, creating a seamless silhouette. An octagonal crown and an etched 'T'-pattern on the underside of the strap add an unexpected geometric element.



► **DID YOU KNOW?** The Reva collection was inspired with Tory's favorite earrings in mind and was named after Tory's mother.

► **POLISHED GOLD-TONE OR SILVER-TONE STAINLESS STEEL CASE WITH GARGE CONSTRUCTION FOR A SEAMLESS SILHOUETTE**

► **SINGLE AND DOUBLE WRAP ITALIAN LEATHER STRAPS WITH EMBOSSED T-PATTERN ON UNDERSIDE**

the SAWYER

A super-chic cuff inspired by one of Tory's favorite antiques—the Sawyer makes a statement in polished gold-tone or silver stainless steel. The inlaid square case features a sunray dial that's detailed with graphic etching and the iconic double-T logo.



the ROBINSON

A limited-edition style — only 750 were produced — the Robinson is named after Tory's parents, Buddy and Reva Robinson. The unique cuff design features a genuine malachite inlay bezel inspired by decorative tilework found on Tory's travels. A sunray dial complements a polished gold-tone stainless steel silhouette. Each watch is signed and numbered on the case back, making it one of a kind.

► **MIRRORED SUNRAY
DIAL**

► **INLAID WITH SEMI-PRECIOUS,
MALACHITE STONE**



► **DID YOU KNOW?** This limited edition piece features a genuine Malachite inlay bezel, inspired by decorative tilework found on Tory's travels.



the AMELIA

The Amelia is a super-chic watch with the look and feel of a bracelet, distinguished by a hexagonal case and symmetrical links, with iconic “T” indexing finishes for a clean, geometric look. It also features Swiss Quartz movement, scratch-resistant sapphire crystals and an octagonal crown for a subtle geometric touch.

► THE REPEATING HEXAGON CASE AND LINKS ARE INSPIRED BY A PIECE OF TORY’S JEWELRY



► SUBTLE ICONIC “T” INDEXES GIVE A CLEAN FINISH TO THE IVORY DIAL

► DID YOU KNOW? Tory’s love of clean lines and patterns is influenced by mid-century architecture.

► GEOMETRIC PATTERNS AND DESIGNS CAN BE FOUND THROUGHOUT TORY’S COLLECTIONS



the DALLOWAY

Inspired by a piece of vintage jewelry and architectural details, the Dalloway has a bold, masculine edge balanced by faceted links and linear fretwork, a Tory Burch signature, on the dial. It also features Swiss Quartz movement, scratch-resistant sapphire crystals and an octagonal crown for a subtle geometric touch—eight is a lucky number, a nod to Tory’s superstitious side.

► CASE SHAPE IS INSPIRED
BY TORY’S LOVE OF
ARCHITECTURE AND
GEOMETRIC DESIGN



► GEOMETRIC INDEXES
INSPIRED BY TORY’S
SIGNATURE FRETWORK

► **DID YOU KNOW?** The
faucet links of the Dalloway
were inspired by Tory’s
grandmother’s bracelet.

► BUTTERFLY CLOSURE WITH
SIGNATURE “T” ON CLASP

EXCLUSIVE

PACKAGING

A collection of this caliber would not be complete without the perfect packaging.

The packaging begins with a protective blush colored outer box that was derived from the color of Tory's fragrance. The outer gift box features Saffiano textured paper and when opened reveals a clam shell box that has a polished brass rim and a recessed stacked T medallion which was sourced from the handbag line. Nestled within the box is a personalized note from Tory, reinforcing that "Time is the greatest luxury."

This unique packaging is the perfect way to highlight the purchase and complete the Tory Burch watch buying experience.



PRESENTING

TORY BURCH

Now that you know about the collection, it's time to present the product. To ensure a great customer experience, it's important to highlight the unique designs, features and quality of the Tory Burch collection. To maximize your presentation, be sure to include the following key items:

VALUE OF THE COLLECTION

- Tory Burch watches have exquisite details with thoughtful designs
- Watches are Swiss-made quartz movements
- Made with Sapphire crystal which is scratch resistant

INDIVIDUAL FEATURES

After determining the customer's needs, present the key features of the watch as you hold it in your hand. For example, when highlighting the "Tory" share with the customer:

- The unique brushed T-links
- Classic double-T wallpaper pattern in the dial
- Hidden butterfly clasp with double-T medallion logo

When comparing multiple watches, place their potential selections on a presentation pad to review features of each.



TRY IT ON

A key part of the customer experience is to have the customer try on their selected watches. An example of how to effectively accomplish this include, “Let’s go ahead and place the watch on your wrist.”

Once the customer gives you permission, assist the customer as they slip the watch on their wrist. This is also a great time to let the product speak for itself. For example, highlight that the butterfly closure is beneficial because the clasp is virtually hidden beneath the band, and makes opening and closing simpler than other closure types.

Always recommend the customer view the watch on their wrist in a mirror - this allows them to envision what their purchase will look like.

SIZING

For bands that need sizing, remember to offer to custom size the watch at the time of purchase.

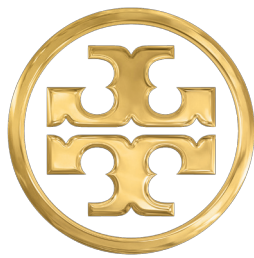
** For additional information on sizing, please refer to the Watch Care module.*

AFTER SALE SERVICE

Reassure the customer the quality of the collection by highlighting the 24-month warranty period for watches (watch movement, hands and dial).

For repairs, the Fossil-owned Metro Service Centers offer complimentary repair service for watches still within the warranty period. **Please note:** Customers must be advised that proof of purchase is required for all repairs sent to the service center. Please see the Warranty Booklet in the watch box for additional information.





TORY BURCH

SWISS MADE