

**FOSSIL**  
GROUP

# BAGS & WALLET AT A GLANCE

JULY - OCTOBER 2015



WOMEN

**FOSSIL**  
GROUP

BRAND **DNA**



Since 1984, Fossil has always been a creative collaborative inspired by all things curious. Our passion is what drives our curiosity – from our beginnings as a small watch business to a strong international lifestyle accessory brand. This is seen in our creative take on iconic vintage styles to our breadth of product inspired by a wide (random) array of things. We focus on the details, quality and stories behind all of our products – we celebrate our core watch, handbags and jewelry categories as well as sunwear/optical, small leather goods and connected devices.

**FOSSIL**  
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CORE **PRODUCT**





## SYDNEY

- Great for the classic guest looking for a lightweight handbag with minimal hardware or bulk
- The glazed leather takes color beautifully, resulting in a rich color-treated handbag that can make any print or leather patchwork stand out
- This collection is very lightweight and offers a lot of space for the guest who likes to carry everything
- Perfect for any lifestyle—from the mom on the go to the college student who needs a lightweight option to carry her books
- Available in smooth glazed leather, soft pebbled leather, PVC (polyvinyl chloride is a synthetic, flexible materials that is made to feel and act like leather), printed leather and jacquard (a very thin, lightweight and durable fabric that is woven to create a pattern)



## PRESTON

- Ideal for the guest who cares as much about the look of the bag as she does about function
- The exposed zippers add a utilitarian feel
- Select silhouettes have an expandable zipper gusset with the all-around, exposed zipper for even more room
- Introduce the new super-slouchy and relaxed satchel for fall—it's extra roomy and is perfect for toting all of your essentials
- Available in soft pebbled leather, hair calf and jacquard, a woven fabric



## EMERSON

- Great for the guest who needs a functional handbag but doesn't want to sacrifice the design details she craves
- The exterior pockets, crossbody functionality and padded feet make this bag the perfect collection for a busy, on-the-go lifestyle
- Features elevated design elements such as edge-painted seams, Fossil's signature key hangtag, bright brass hardware and a leather covered plaque logo on all silhouettes
- Available in glazed pebbled leather and jacquard, a woven fabric

**FOSSIL**  
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SEASONAL **PRODUCT**



# HER SEASONAL FOCUS

## WHAT'S INSIDE WILL DRIVE YOU SNOOING FOR FALL

We went back to our roots to highlight Fossil's tried-and-true classic: **Her Crossbody**. Look for this story in the following fall collection for her:

- The Preston small flap crossbody is the product icon of the season for women's leather

### Classic (ish) Color collections:

- Go-with-anything neutrals like black, navy, sand and luggage brown are available in many of our women's handbag collections, making it hard to pick just one
- Rich shades of navy, maroon and pops of pink shine in Emerson, Preston and Sydney. You'll also see a great neutral patchwork that can go with anything throughout Emerson and Preston

### Cool Commute collections:

- Emerson totes, large backpacks and a mini drawstring backpack in Vickery, and Preston crossbodies make it easy to hit the road in style
- Show her how to get organized with these small leather essentials she'll need for her busy lifestyle: wristlets, passport cases and clutch wallets



## CROSSBODIES

- Designed for the girl who loves a hands-free option she can grab on the go
- Available in all collections, this silhouette comes in a variety of shapes and sizes so you can help find the perfect bag for her needs
- Preston crossbodies, the iconic crossbody for fall, offer an external zipper gusset for added expandability if she needs more room
- Available in black, espresso, camel, maroon, inca gold, blu multi colorblock, hot pink and cheetah to suit any mood or style



## DAWSON SMALL LEATHERS

- Designed to pair back to your favorite bag or outfit and fit all of your essentials including a smart phone
- Key silhouettes include the flap clutch and zip clutch
- Features Fossil's new elevated plaque hardware
- Made with genuine pebbled leather that will show minimal wear and tear
- Available in black, espresso, camel, maroon, hot pink and midnight navy to suit any mood or style

MACY'S **EXCLUSIVES**





## EMERSON

- Great for the guest who needs a functional handbag but doesn't want to sacrifice the design details she craves
- The exterior pockets, crossbody functionality and padded feet make this bag the perfect collection for a busy, on-the-go lifestyle
- Features elevated design elements such as edge-painted seams, Fossil's signature key hangtag, bright brass hardware and a leather covered plaque logo on all silhouettes
- Available in glazed pebbled leather



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## ESTATE

- Perfect for the fashionable guest who appreciates vintage styling, classic details and rich, durable leather
- One of our best-selling collections
- Features a ton of pockets, including side and back pockets, making it easy for the commuter or guest looking for an everyday bag they can grab and go
- Made with quality durable leather that shows less wear and tear



## MERCER

- Ideal for the minimalist who wants a modern bag without sacrificing function
- Features lightweight leather that is great for traveling and everyday use
- The double-zip workbag is perfect for the guy on the go—the center compartment fits a 13" slim laptop or smaller, and features a top handle and removable shoulder strap



## INGRAM WALLETS

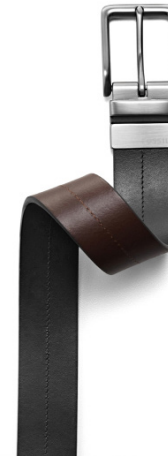
- Perfect for the guest who likes a clean silhouette and fuss-free aesthetic
- Features a ton of card slots for added organization, making it easy for the guest looking for a hold everything wallet
- Smooth leather is sleek and slim enough to fit comfortably in your back pocket
- Most popular silhouettes are Magnetic Card Case, Traveler, Trifold, and International Traveler





## QUINN WALLETS

- Introduce this collection to the guest looking for a little more out of his everyday wallet
- The multi-tonal design on the front makes for an eye-catching statement that will last through the seasons
- Available in a trifold, passcase and multiple bifolds and card cases



## REVERSIBLE BELTS

- Two color options in one belt makes these easy to wear with everything
- Perfect for casual wear or dressed up in a universal 35mm size
- Parker and Brandon are the most popular styles, with their black to brown color combinations

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SEASONAL **PRODUCT**



# HIS SEASONAL FOCUS

## WHAT'S INSIDE WILL DRIVE YOU SNOWING FOR FALL

We went back to our roots to highlight Fossil's tried-and-true classic: **His Workbag**. Look for this story in the following fall collection for him:

- The Mercer workbag is the product icon of the season for men's leather

### Classic (ish) Color collections:

- Go-with-anything shades of brown and navy in our men's bags and a new grey fabric

### Cool Commute collections:

- Estate backpacks, framed duffle and messengers, Mercer workbags and the Gordon foldover tote help him get on the road with ease
- Any small leather good he needs for a road trip or day-to-day commute: the Quinn wallet, passport cases and framed shave kits



## HIS WORKBAG

- Made for the guest who needs a lot of compartments and pockets for his everyday essentials
- Features three compartments including a padded laptop section, tons of interior functionality including pen holders, patch pockets and a zipper pocket and an exterior phone pocket to keep his phone within reach at all times
- Wear it with a removable and adjustable shoulder strap or carry it by the handles for an on-the-move lifestyle
- Available in a larger size in Dillon, or show him the smaller size in Mercer if he doesn't need a lot of space
- Mercer is the iconic workbag for fall



## BACKPACKS

- For the guy who doesn't want to carry his bag on his shoulder, but still wants a hands-free option
- Designed with simplicity in mind and without sacrificing function, there are lots of pockets for easy organization and a padded laptop sleeve for the commuter on the go
- Available in leather, waxed canvas, canvas or suede
- Show him the elevated, all-leather version for years of durability and minimal signs of wear and tear

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**SKAGEN**  
DENMARK

WOMEN



**FOSSIL**  
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BRAND **DNA**



# SKAGEN

DENMARK

Skagen Denmark is a contemporary lifestyle brand, rooted in simplicity, modesty and a sense of purpose. Combining timeless Danish craftsmanship with thoughtful innovation, we create high-quality products that are functional and elegant. We draw inspiration from the welcoming spirit and nature's essential beauty to offer a retreat from complexity and a breath of fresh air.

**FOSSIL**  
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CORE **PRODUCT**

# SKAGEN

DENMARK



ANNE-MARIE

- Perfect for the guest who needs a small, functional clutch that can effortlessly go from day to night
- A clever handle sewn onto the back of this slim handbag lets you carry it over the wrist or as a clutch
- New for fall: the front flap feature Skagen's signature curve
- Includes six card slots and two cash compartments, as well as an exterior pocket with a zip closure for added security
- Available in soft gelato or nubuck (suede) leather



HANNE

- Great for the guest wanting a clutch or wallet that can carry anything and everything, including her smart phone
- Can be carried by hand or worn as a wristlet for a hands-free option
- New for fall: accordion gussets were added on both sides to ensure contents stay inside the wallet. Interior includes one center zip pocket, two cash compartments and 12 credit card slots, as well the original back slip pocket
- Available in black, oatmeal, espresso, light tan, heather grey, ink and a vibrant lemon shade



MIKKELINE

- Great for the guest who needs versatility for her on-the-go lifestyle
- Can be worn multiple ways: take it by the handles, wear it as a satchel, crossbody or a shoulder bag, or carry it as a clutch
- New for fall: the interior zip pocket features a pen loop and snap-in ear bud holder. The new hardware on the handles helps the strap lie flat when carried as a crossbody. Custom metal feet at the base of the larger size have also been added to keep the bag looking great for years to come

# SKAGEN

DENMARK



SMALL KLIRE

- Great for the guest who needs a stylish work bag that can carry anything she needs, day or night
- The pocket details and shape were inspired by the arch of the moon path, reinforcing the seasonal moon phase story
- Wear it as a shoulder bag or remove the crossbody strap and carry it by the handles
- Features two main compartments so she can carry all of her personal and work essentials and a variety of external and internal pockets for easy access



MINI MIKKELINE

- Great for the guest who wants to easily carry just the bare essentials
- Can be worn multiple ways: take it by the handles, crossbody or a shoulder bag, or carry it as a clutch
- New for fall: the interior zip pocket holds all her small essentials. The new hardware on the handles helps the strap lie flat when carried as a crossbody. Custom metal feet at the base of the larger size have also been added to keep the bag looking great for years to come

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SEASONAL **PRODUCT**





# SKAGEN

DENMARK

## HER SEASONAL INFLUENCE

- Cycling is an inherent part of Danish life, a symbol of community, practicality, self-sufficiency and fun. See this relaxing pastime come to life with functional, commuter-friendly bags like the Nostrup backpack
- Our passion for traveling and exploration inspired the elevated hangtag hardware and embossed logos you'll find on our new women's handbags. The logo derived from heat stamped markings found on wooden furniture and the embossed marks on china, while the hangtags were inspired by classic brass luggage tags

# SKAGEN

DENMARK



FELT

- Perfect for the guest who likes to make a statement
- A durable and sturdy fabric that perfectly transitions to fall
- A warm and soft fabric, felt adds texture to our most favorite women's silhouettes, most bags feature beautiful leather trim
- Available in grey, brown, ink and dark grey



LYNG

- Perfect for the guest looking for a cross between a wallet and a small hands-free bag
- Leather is unlined and has that broken-in feel
- This wallet on a string has two compartments—one can fit an iPhone 6 or Galaxy
- Remove the strap by using the two toggles at the top of the bag, and adjust it by sliding the barrel knots
- Features a collar pin closure to keep the bag secure when closed



NILSSON

- Introduce this crossbody to the guest who wants a smaller handbag to transition from day to night
- Features a removable crossbody strap so it can be carried as a clutch
- Show her the added security of the hidden magnetic tab in front and the easily accessible exterior pocket on the back of the bag. She can also store her valuables and credit cards in the interior zip compartment
- Available in gelato leather or FilzFelt, which is made from pure German milled Merino wool. Considered to be the highest quality sheep's wool, this material is moisture and stain resistant helping the bag look great for years to come

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ANJA

- Ideal for the commuter looking for a bag to carry all of her daily work or travel essentials, including a laptop
- The main entry has a separating zip closure so she can leave the tote open or closed
- Features a hidden interior drop-in side pocket that can hold her phone, pen and credit cards
- Made with Bigali felt, which is an Italian-made wool blend. This lightweight material holds shape well and is moisture and stain resistant
- Available in brown and ink



NOSTRUP

- Introduce this smart and ever-so-sleek bag to the modern guest who is always on the go and craves versatility
- Features multiple hidden pockets that can hold any of your tech needs, including a laptop or tablet, and removable straps to allow it to be carried as astchel
- The subtle back slip pocket was designed to appear as another panel of the bag—show her the hidden zip pocket perfect for storing small, important items that need to be easily reached
- Available in leather and FilzFelt, which is made from pure German milled Merino wool

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## PUEBLO

- Introduce this material to a customer looking for a sleek and modern structured bag
- The Danish design-form and function provides a clean and minimalist design
- Hardware on the bags are inspired by brass train tags used to mark trunks
- Available in silhouettes: Kroyer backpack, Agger Sling pack, Tornby Commuter, Riis Duffle, Nilsson crossbody, Klire tote and assorted small leather goods



## KRØYER

- Introduce this backpack to the guy who is always on the go and needs something lightweight
- Features an inner padded laptop compartment with media pockets, a pen holder and two mesh pockets to store cords
- Show him the variety of external and internal pockets for effortless organization, especially the hidden back pocket with two zip closures that allows ear bud cords to extend through even when the zipper is closed—a great option for the commuter
- Front zip pocket was deepened for even more storage



## CANVAS

- Great for the guest who wants a bag that can withstand wear and tear
- The canvas has been treated with wax to repel water and dirt, while still maintaining a natural feel
- Available in silhouettes: Kroyer backpack, Agger Sling pack and Tornby Commuter

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## TRANUM MESSENGER

- Introduce this bag to the guest looking for a roomy messenger designed to carry all of his essentials
- Wear it on your shoulder with the adjustable strap or carry it by the top handle for effortless convertibility
- Use the straps on the body as extra storage for a newspaper or umbrella
- Features a slip pocket under the front flap, as well as a back slip pocket and extra pockets on the side of the bag
- Interior compartment offers tech pockets for phone organization, a 15" felt laptop compartment, a pen holder, and an ear bud/pen holder



## RIIS DUFFLE

- Great for the guest who needs a weekend or travel bag
- Can be worn multiple ways: take it by the handles, crossbody or a shoulder bag
- New for fall: the exterior straps are not stitched directly to the body of the bag for him to store a newspaper or umbrella under the straps.
- Strategically placed behind the straps on the front of the bag, a hidden zip pocket keeps essentials within reach. Stitched into the interior you'll find three pockets for all the little things, from your ear buds and keys to that city bike map. For when you need an extra bit of room, the expandable top zip provides additional space. Signature metal feet add the finishing touch.

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DENMARK

## HIS SEASONAL INFLUENCE

- Cycling is an inherent part of Danish life, a symbol of community, practicality, self-sufficiency and fun. See this relaxing pastime come to life with functional, commuter-friendly bags like the Kroyer and Agger Sling, the limited-edition Ancher mono watch and cycling-inspired details on our Olaf jewelry
- Our passion for traveling and exploration inspired the elevated hangtag hardware and embossed logos you'll find on our new men's handbags. The logo derived from heat stamped markings found on wooden furniture and the embossed marks on china, while the hangtags were inspired by classic brass luggage tags

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## FELT

- Perfect for the guest who likes to make a statement
- A durable and sturdy fabric that perfectly transitions to fall
- A warm and soft fabric, felt adds texture to our most favorite women's silhouettes, most bags feature beautiful leather trim
- Available in grey, brown, ink and dark grey



## COATED CANVAS

- Coated Canvas is a durable and weather resistant perfect for the customer who commutes. This durable fabric can hold up to heavy wear and tear.
- Exceptional functionality can be found in all silhouettes, an essential element of Danish design. Super fine twill lining, rope zipper pulls with pueblo trim, Skagen signature train tag logo.
- Available in black, espresso and ink



## TORNBY COMMUTER

- Made for the guest who wants a convertible compact bag that can carry all of his daily essentials
- Features a work-friendly strap that fits comfortably when biking or walking through a busy city and hidden exterior pockets on the front, side and back of the bag to easily store items without having to remove the bag
- The slip pocket underneath the front flap, a padded tablet sleeve, a pen holder and an ear bud/keyring holder make this the perfect catch-all bag for the guy on the go
- Available in leather in shades of black and lemon

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## NORDBORG

- Great for the guest who doesn't need a full messenger but wants a hands-free option for his daily commute
- Features a slip pocket under the front flap, as well as a back slip pocket and extra pockets on the side for easy access
- The internal compartment offers tech pockets, a slip pocket that fits a tablet, a zip pocket, a pen holder, and an ear bud/pen holder
- Show him how to adjust the strap
- Available in coated canvas and a Bigali felt/Pueblo leather combo. Bigali felt is an Italian-made wool blend. This lightweight material holds shape well and is moisture and stain resistant



## VANDRICKS

- Slim yet sizable, this silhouette can hold all of his work essentials with ease
- Features a padded compartment that can hold a 15" laptop
- Show him the hidden zip pockets on the front and back of the bag that are strategically placed behind the leather straps so the bag keeps its sleek, minimalist styling
- Use the straps on the body of the bag as extra storage—slip an umbrella or newspaper through for added versatility
- Carry it by the top handles as a work bag/briefcase, or adjust the strap to wear it on your shoulder



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