

Accurist announces brand revitalization and new collections



ACCURIST, Aviation collection, 76000, luminous hands and markers, black face



ACCURIST, Classic Collection, 73007

Inspired by its own heritage, British watch brand [Accurist](#) has launched a new range of watches, which will help to revitalize its brand positioning. Part of the Time Products Ltd group of companies, this range will be on display at TFWA WE (Green Village, K50).

While exploring its vast archives for a vintage watch to re-issue in celebration of its 75th anniversary in 2021, the Accurist team re-discovered the brand's original ethos of high-quality watches at affordable prices found and an abundance of distinctive vintage timepieces.

Following the find, rather than releasing on watch, Accurist developed seven collections which will replace its current watch ranges. Comprising 76 individual watches, each collection is inspired by a distinctive vintage watch resulting in an array of styles for men and women, which cater to different target consumers. All will be available in travel retail.

"Accurist has targeted travel retail for many years and has a stronghold in the UK and Europe; our customers have included Jet2, DFDS, Aer Rianta and Lagardère.

"We're confident that the revitalization of the brand will strengthen the position we already hold and help us to grow our business further afield into new markets. Accurist is a unique offering, blending a heritage British brand with over 75 years of watchmaking history with modern materials and designs. By focusing on high quality specifications such as sapphire crystal glass, solid stainless steel, diamond dot dials Accurist really punches above its weight.

"With this new collection, we hope to attract a different type of retailer and a new customer opening new opportunities globally. The introduction also allows Time Products to add another dimension to its portfolio of brand offerings," says Gary Taylor, Duty Free and International Director at Accurist.

As well as the new watch collections, the name is bringing a fresh new approach to branding: "[It's about time.](#)" The revitalisation includes a return to a vintage Accurist logo, refreshed brand colors for a modern twist, updated display stands and a website to improve visibility.

The collections combine craftsmanship techniques typically reserved for Swiss timepieces together with materials attributed to premium-priced brands such as solid stainless steel, semi-precious stones, sapphire crystal glass, and real leather and are available at an accessible price point.

The revitalised range will consist of seven collections: Origin, Rectangle, Everyday, Jewellery, Aviation, Dive, and Classic. All watches within the collections will:

- Be made using premium materials: solid stainless steel, semi-precious stones, diamond dots, sapphire glass, and real leather
- Come with a five-year guarantee
- Have interchangeable, quick-release straps to allow personalisation
- Have dedicated space on the case back for engraving
- Be packaged in a spectacular watch roll

A national marketing campaign in the UK from October to December centered on "It's about time," will further raise awareness of the brand. Alongside extensive outdoor and press advertising, digital and social marketing will help to reach travelers at all pre-journey touchpoints.