

E. Gluck expands Anne Klein Consider It Ocean Plastics Collection



E. Gluck partnered with innovative leader Oceanworks for the Collection, which will be on display at TFWA Cannes

[E. Gluck](#) Corporation has expanded its Ocean Plastics Collection under the Anne Klein Consider It label. The industry leading watch line features pieces made from plastic waste that has been transformed into new recycled materials. With over 8 million tons of plastic waste entering the oceans each year, the expanded collection shows E. Gluck's commitment to increasingly sustainable consumption.

E. Gluck partnered with [Oceanworks](#)®, an innovative leader in transforming ocean-bound plastic waste into usable, sustainable materials that can be given new life. The Anne Klein Consider It [Ocean Plastics Collection](#) does just that with watches that feature an array of stylish colors alongside the iconic water drop markers and textured wave-inspired dial details.

With the use of recycled materials, as well as solar movements that never require replacement batteries, the Ocean Plastics Collection is a marked step in the direction of sustainability for the watch industry.

The Collection launched in 2021 with an overwhelmingly positive reception. Already featured on nearly the entire Celebrity Cruise fleet, the Ocean Plastics line has seen strong early selling, thus prompting a further expansion.

“We’re excited to continue our investment in sustainability with the Anne Klein Ocean Plastics collection. For travel retail, the line is an obvious match for the cruise industry, but also maintains broader appeal with the global focus on sustainability,” remarks Rob Robertaccio, SVP of Global & Travel Retail Sales at E. Gluck.

The Anne Klein Consider It Ocean Plastics Collection will be shown at the TFWA World Exhibition & Conference in Cannes, France, October 3-6 in the Blue Village, Stand F15.