

Time Products to launch new Sekonda watch styles at TFWA Asia Pacific



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Time Products UK is set to launch new fashion and smart watch styles for its Sekonda brand at the TFWA Asia Pacific Conference in Singapore on May 13-16.

After a four-year hiatus, the company will be returning to the show in order to engage face to face with its current regional customers, meet new prospects and highlight its latest range of great value and stylish Sekonda watches to the travel retail community in Singapore. Sekonda will be located at stand number Q11 on Level 1.

Time Products UK been focused on returning its global travel retail business to pre-pandemic levels in 2023 and Asia is next for 2024. The company has recently expanded its Sekonda ranges available with leading airline partners such as Vietnam Airlines and Kris Shop by Singapore Airlines, while Emirates is a new addition to the brand's airlines listings.

Also new for this year are airport partnerships with King Power in Hong Kong, Eraman in Malaysia and Jakarta Duty Free with Aer Rianta International, as well as with Hyderabad Duty Free in India.

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Sekonda Monica Ladies Watch: The bestselling Monica range has been expanded with new larger case sizes and stone set bezel and bracelet styles now in gold, rose gold and silver plated options. The rectangle shape features two-tone, ion-plated silver and gold alloy case with white dial and roman numerals on the face. The new stone-set case, bezel and bracelet enhancements offer an eye-catching dressy look.

Sekonda Taylor: The Taylor range has a number of different colourways as the focus for the dial and features silver alloy case and stainless steel bracelet with a best seller in travel retail as the rainbow dial option.

Sekonda Margot: The Margot range is an entirely new addition to the ladies offer with a sleek, stylish design in three colourways; black alloy case, stone bezel and stainless steel bracelet with black dial; rose gold alloy case, stone bezel with silver dial; silver alloy case, stone bezel and white dial.

Sekonda Armstrong Moon Phase Men's Watch: The Moon Phase range is new for men this year and offers three colourways: rose gold, gold and silver alloy cases with a silver-white dial. The watch features a moon phase sub-dial which tracks the moon through a 29.5 day lunar cycle, printed moons and stars, tachymeter, a black minute track and day and date sub-dials. Fastened with an interchangeable brown or black, croc-grain leather upper strap and up to 50 metres water resistance, it provides the perfect balance of functionality and style.

Sekonda Active Plus Smart Watch: The next generation of Smart watches have been updated across the range. Highlights include new entry level Track and motion plus with enhanced features.

With a black or gold plastic case housing a 1.3 inch round, fully interactive HD touchscreen display, it allows users to track steps, distance, calories and sleep, with a continuous heart rate and warning monitor. A new Sekonda Smart branded app allows wearers to access their data at all times.

"Sekonda goes from strength to strength across our travel retail channel partners - from airlines and airports to new cruise listings. Sekonda has always had a great reputation in the Asia market and it is well positioned in the affordable luxury and fashion watch categories with a broad appeal for travellers all over the region," says Myalee Sofield, Head of International, for Time Products UK.