

Victorinox releases new Maverick & Maverick Chrono models

Swiss company Victorinox, known for its multicategory luxury offerings, has added to its popular Maverick collection of diving watches that combine style and optimal function. The new models are now available to order from the company's travel retail team.

Maverick watches, inspired by deep-sea diving, feature a unidirectional bezel, developed for divers to record exact underwater times, now used to calibrate everyday challenges and tasks.



Developed and made in Switzerland, Maverick watches integrate a quartz movement, a combination of brushed and polished surfaces, an anti-reflective sapphire crystal and integrated crown protection for optimal endurance

The five new Maverick models include two chronographs with a 43mm case and a symmetrical arrangement of sub-dials that meet contemporary timekeeping demands. Three three-hand executions with the same dimensions complete the new line-up, impressing with their purity, color-combination and minimalist modernity. The watches come with a 5-year warranty+, a further testimony to the high-quality approach of the brand.



The polished hands and markers on the dial feature Super-LumiNova® and stand out against the background of a sunray satin-finish black, green, blue, or brown dial - ensuring readability. A resistant stainless-steel bracelet seals the deal on the union between look and lifestyle

Thomas Bodenmann, Head of Global Channels at Victorinox, comments: "Our watches have recorded impressive sell-out figures in travel retail this year, particularly in Latin America, which is linked to consumers investing in higher priced, quality products. With this trend likely to continue into next year, we are optimistic that our watches will turn in another strong performance in 2022, buoyed by quality collections such as the Maverick."

