

CLASSIC



**THE SLAP
WATCH!**

Presenting

b!ll's

1.1 Concept and story

Any time, Any wear !!
CHOOSE YOUR **STYLE**, CHOOSE YOUR **BILL'S**

- Bill's is dedicated to design and create fun, original and interchangeable watches by offering the best market / price quality ratio.
 - Bill's meets and seduces a wide public by its authenticity and style. It is unisex, colorful and for all generations. The brand breaks with the standards of the industry and unites a clientele looking for freshness, vitality and non conformism. Bill's is an alternative brand : arts and design, sports and fashion are the pillars on which Bill's bases its collections.
 - All collections come with a removable dial that can be interchangeable with others to create a look that is just right for the consumers.
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1.2 Why consumers choose Bill's

- Affordable price and great quality; Bill's is the answer to impulsive purchases
- Colors adaptable to your life, style and mood
- “Any time Any wear” : work, holidays, social life, sports,...



Bill's is a unique international, intercultural and intergenerational evolutionary watch brand.

1.3 Who are we?

Bill's is an international concept born in 2011 in Switzerland. Bill's is a brand of Mark & Styl, a Swiss company based between Genève and Lausanne, specialized in the creation of innovative products for more than 10 years.

Strengths

Service :

- Quality
- Commercial flexibility
- Fast stock replenishment
- Stock on line with private access
- Warranty after diagnosis through swapping
- Personalization and co-branding
- Distribution platforms in France and Hong-Kong

Commercial :

- Competitive margins
 - Competitive in store stock management (dials and bracelets mix)
 - Affordable prices
 - Innovative brand with strong concept
 - Collections renewed twice a year
 - Collections for a wide public
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1.4 Strategy & Objectives

Strategy

- Launch of the full catalogue range
- Open up distribution: be present in the institutional distribution as well as alternative stores
- Reach retailers and consumers
- At the right place and time – through flexibility, innovation and personalization
- Efficient resource allocation: investment focus on point of sale and PR visibility

Objectives

- 2013 will be the year of establishing the brand internationally in order to become a recognized player with a growing market share.
- Bill's is to become a leading brand in its market segment.



2.1 CLASSIC ø 40.00 mm
 ø 30.00 mm
 CHOOSE YOUR STYLE, CHOOSE YOUR B!LL'S

Classic is color !

- It is a unique twist on the silicon watch craze, a new way of seeing things and expressing one's emotions; in color. Its philosophy lies in the personality of those who wear it and the style they set.
- Ideal for work, sports, holidays, you can change, play and live with this watch to create excitement through color every day.
- It is available in 15 eye popping colors with interchangeable white or black dials creating endless possibilities.
- Fluorescent (available in June 2013)



2.1.1 Dials

	CLASSIC	CLASSIC	mini
Size ø	33 mm	33 mm	26 mm
Colour	White	Black	White
WR	3 ATM	3 ATM	3 ATM
Ref	CMB01	CMB02	SMB01
Availability	On Stock	On Stock	On Stock

b!ll's
CLASSIC

opening:
-removable
dial location



bracelet:
«slap»
-silicone Paint Oil
-anti allergic
-stamped designs



indexes:
-chrome
decals

case:
-anti allergic
alloy
-3 ATM
water
resistant



hands:
-luminova

dial:
-mate finish

glass:
-mineral convex
toughened
glass

2.1 CLASSIC

CHOOSE YOUR STYLE, CHOOSE YOUR BILL'S

ø 40.00 mm
ø 30.00 mm

Product description :

- Available in two sizes: mini and standard
- Standard collection: two colors of dials black or white
- Mini collection: white dial
- Seiko movement, 2 years warranty
- Seiko battery
- Exclusive designs and colors
- Toughened glass
- Alloy with anti allergenic treatment
- CE certified
- Dials 3 ATM waterproof, individually tested
- Bracelets in silicon, hypoallergenic paint oil
- Lock slap bracelet adapting itself to any size of wrist



Any time, Any wear !!

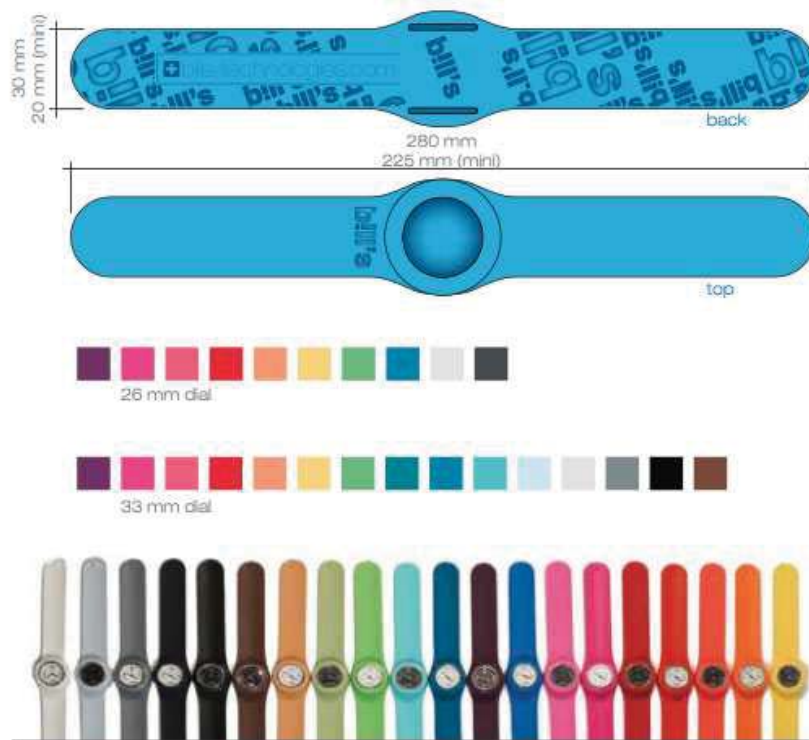




New Fluo Bands!

Available in June 2013

2.1.2 Bracelets



2.1.3 Packaging

21 x 16,5 cm

All our packagings come flat for more efficient shipping and storage

Conditioned by 25 pcs

CLOTH-BAG01
0.50 €
On Stock

Ref
Price
Availability



4.1 Display Classic

Counter display
65,5 x 27,5 x 25,5 cm
CLASSIC



CLASSIC

PLVOLA1
35 €
Week n°4

Ref
Price
Availability

Contact:

Official distributor for Czech republic



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