



DW  
Daniel Wellington

*The story about*

## DANIEL WELLINGTON

The story behind Daniel Wellington begins with a trip half way around the globe where Filip Tysander, the founder of Daniel Wellington, met an intriguing gentleman from the British Isles. The man had the inspiring ability to be gentlemanly but still relaxed and unpretentious. He had an impeccable style, and loved to wear his vintage watches on old weathered Nato straps. His name? Well, Daniel Wellington, of course.

A strong friendship emerged between the two, and our founder was inspired not only by the mans many great life stories but also by his class and timeless style of fashion. As we now know, he was so inspired that he decided to name his line of watches after him. We believe that we've managed to capture a bit of Daniel and his style in our watches, and a year to date, we trust that Daniel would be proud of what we've achieved.

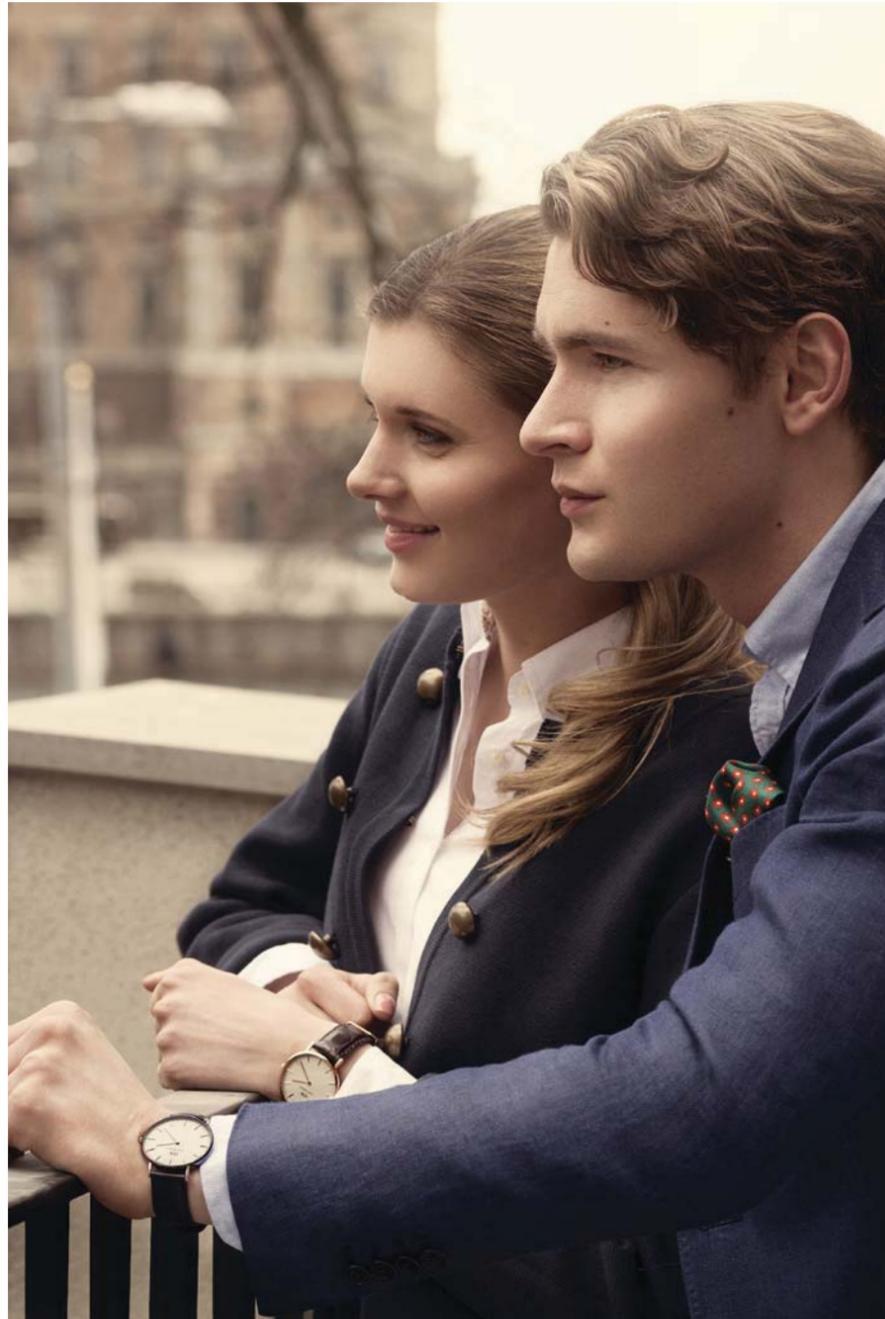
*Filip Tysander*

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*Daniel Wellington*  
**FOR EVERY OCCASION**

The Daniel Wellington watch is suitable for every occasion. Regardless if you're attending a black tie event, playing a game of tennis or enjoying a sunny day at the beach club – the Daniel Wellington is a beautiful companion. Not only that, but with interchangeable straps you can have a different watch for every day of the week.





CLASSIC / 40MM

We believe that we have managed to incorporate the thin, elegant watchface with the different patterns and colours of the classic Nato straps. Including the five varieties of the timeless, elegant leatherstraps - the Classic Collection has a watch for everyone, every day.



WATCH: 40MM SILVER  
STRAP: ST ANDREWS  
0207DW



WATCH: 40MM ROSE  
STRAP: YORK  
0111DW



WATCH: 40MM SILVER  
STRAP: SHEFFIELD  
0206DW



WATCH: 40MM ROSE  
STRAP: CARDIFF  
0110DW



WATCH: 40MM SILVER  
STRAP: CANTERBURY  
0202DW



WATCH: 40MM SILVER  
STRAP: BRISTOL  
0209DW



WATCH: 40MM SILVER  
STRAP: GLASGOW  
0204DW



WATCH: 40MM ROSE  
STRAP: EXETER  
0112DW



WATCH: 40MM ROSE  
STRAP: OXFORD  
0101DW



WATCH: 40MM SILVER  
STRAP: BELFAST  
0213DW



WATCH: 40MM SILVER  
STRAP: NOTTINGHAM  
0208DW



WATCH: 40MM ROSE  
STRAP: CANTERBURY  
0102DW



WATCH: 40MM SILVER  
STRAP: CAMBRIDGE  
0203DW



WATCH: 40MM ROSE  
STRAP: CAMBRIDGE  
0103DW



WATCH: 40MM ROSE  
STRAP: WARWICK  
0105DW



WATCH: 40MM SILVER  
STRAP: OXFORD  
0201DW



WATCH: 40MM SILVER  
STRAP: EXETER  
0212DW



*Daniel Wellington*

## THE WATCH DESIGN

Daniel Wellington loved to wear his watches on old Nato straps. We liked the idea and feel of the mix so much that we wanted to incorporate the idea into our own line of watches. However, we felt it important to make the watch thin and elegant – we wanted a clean design, without too many features, that would look good with the different patterns and colours of the classic Nato straps.

After returning from his trip, Filip sat down and started looking at different watches he liked himself. It was important that he loved the watch personally, or he knew that he could never sell it and be proud of it. He liked to use Daniel Wellington as a type of quality assurance and would often ask himself; would this be good enough for Daniel? Could he be seen wearing one of our watches on the beaches of some remote island?

Slowly but surely, a beautiful watch emerged. It was thin, refined and perfectly round. It was minimalistic and didn't have too many details. We believe that the traditional, yet crisp design blends together perfectly with the colourful Nato strap and will appeal to almost everyone with a sense for classic and timeless design.



CLASSIC / 36MM

The slightly smaller watchface of the Classic Collection is, like the 40mm version, available in both rosegold and silver. And remember, if you have more than one favorite - all the straps are interchangeable.



WATCH: 36MM ROSE  
STRAP: ST ANDREWS  
0507DW



WATCH: 36MM SILVER  
STRAP: YORK  
0610DW



WATCH: 36MM ROSE  
STRAP: SHEFFIELD  
0508DW



WATCH: 36MM SILVER  
STRAP: ST ANDREWS  
0607DW



WATCH: 36MM ROSE  
STRAP: WINCHESTER  
0505DW



WATCH: 36MM SILVER  
STRAP: SWANSEA  
0603DW



WATCH: 36MM ROSE  
STRAP: SOUTHAMPTON  
0506DW



WATCH: 36MM SILVER  
STRAP: CANTERBURY  
0606DW



WATCH: 36MM ROSE  
STRAP: CANTERBURY  
0502DW



WATCH: 36MM ROSE  
STRAP: TRINITY  
0509DW



WATCH: 36MM SILVER  
STRAP: OXFORD  
0601DW



WATCH: 36MM ROSE  
STRAP: GLASGOW  
0503DW





*Daniel Wellington*

## THE NATO STRAP

The straps themselves are an important part of the watch. Nato straps originate from the British navy, where divers would use the strong nylon straps over their wet suits. Even though they were originally made to avoid rust, we love the look and versatility of them. That's why we wanted to create a line of different straps with different colours and patterns – but all with a strong bond to the British Isles.

Sean Connery, another big fan of the Nato strap, wore one in the James Bond movie "Goldfinger". Need we say more?



## CLASSY

The Classy collection comprises a new lady boett design available in 5 different leather designs. The boett has a rose gold dial with Swarovski stone indexes and an eggshell white watch face. Go ahead and choose your favorite style and make sure you catch every moment this year.



WATCH: CLASSY  
STRAP: YORK  
0902DW



WATCH: CLASSY  
STRAP: BRISTOL  
0903DW



WATCH: CLASSY  
STRAP: SHEFFIELD  
0901DW



WATCH: CLASSY  
STRAP: ST ANDREWS  
0900DW



*Daniel Wellington*  
**THE WATCH**

The “preppy” trend is bigger than ever before. And while there are many big players in the fashion industry that caters to preppy needs, such as Ralph Lauren, J. Crew and Brooks Brothers, we felt that there was an empty space in the watch market. There was something missing.

We believe that Daniel Wellington fills that gap. Our vision is that when someone thinks of a preppy dressed person, he or she is wearing a Daniel Wellington watch.



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# DW

## Daniel Wellington

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