

FOR IMMEDIATE RELEASE



GIVE YOUR MOMMY SOMETHING TO BRAG ABOUT



(Clockwise from top left: **Fluo Pearly Chrono Pink, Velveety Red, Total Stones White, Fluo Pink Bon Ton, Metallic Pink and Fluo Pearly All Pink**)

**Singapore, April 2012** – Show your mummy some pink love this Mother’s Day at Toywatch with a beautiful selection of timepieces. Inspired by luxury watches, Toywatch wide product assortment includes the glamorous pink Total Stones that shouts extravagance. The Sartorial, being slightly more conservative, preserves a touch of class with its velvet strap. Now, make your mummy proud and let her brag about her new elegant timepiece accessory today!

Prices: \$348 - \$588

For high-res images, kindly visit: <http://wtrns.fr/nJpjZqC91LAmDq2>

## **STORES**

### **VivoCity**

1 Harbourfront Walk, VivoCity #01-K5  
Telephone: 62216851

### **ION Orchard**

2 Orchard Turn, ION Orchard #B1-14  
Telephone: 68846816



## ABOUT TOYWATCH

ToyWatch, created in 2006, is an Italian designer horology house that specializes in timepieces that take inspiration from its luxe cousins. ToyWatch is unexpected, arresting, irreverent and a tongue-in-cheek anti-luxury statement in a culture driven by luxury. Catering to a clientele with a taste for fashion and appetite for the cult, ToyWatch is also highly coveted by celebrities the likes of Oprah Winfrey, Sylvester Stallone, Michael Jordan, Leonardo DiCaprio, Madonna, Al Gore, Charlize Theron. TOYWATCH has become the “it” timepiece and a “must-have” among style influentials and tastemakers. The timepieces have also been featured on Oprah's 'Favorite Things' list, and The Ellen DeGeneres show. In the U.S., ToyWatches are only sold in luxury department stores such as Bergdorf Goodman, Neiman Marcus and Saks Fifth Avenue. It is estimated that 50,000 ToyWatches have been sold for the first 3 months in the U.S. market. Using Miyota Quartz Movement, these watches are both pioneering and indispensable. They use a mix of materials, from classical steel to high-strength, ultralight, high-tech polycarbonate. ToyWatch can be found worldwide in over 2000 stores today. Points of sale include cities like Milan, Rome, Venice, Florence, Forte dei Marmi in Italy as well as New York, Hong Kong, London and Paris. It has two stores in Singapore today, with VivoCity being the newest to date.

[www.toy-watch.it](http://www.toy-watch.it)

## About Publicist PR Consultants

Publicist PR embraces the ever-evolving role of public relations, marketing and social media in the retail fashion industry. Helmed by a team of fashion PR and marketing experts who have their pulse on the industry, we've been dishing out the industry inside scoop since 2005 – making us practically indispensable to brands who want to have their stories told. We remain ever ready to be paired with clients desiring nothing short of a dynamic PR agency with great ideas and tactics to keep you outfitted for success.

[www.publicistpr.com](http://www.publicistpr.com)

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