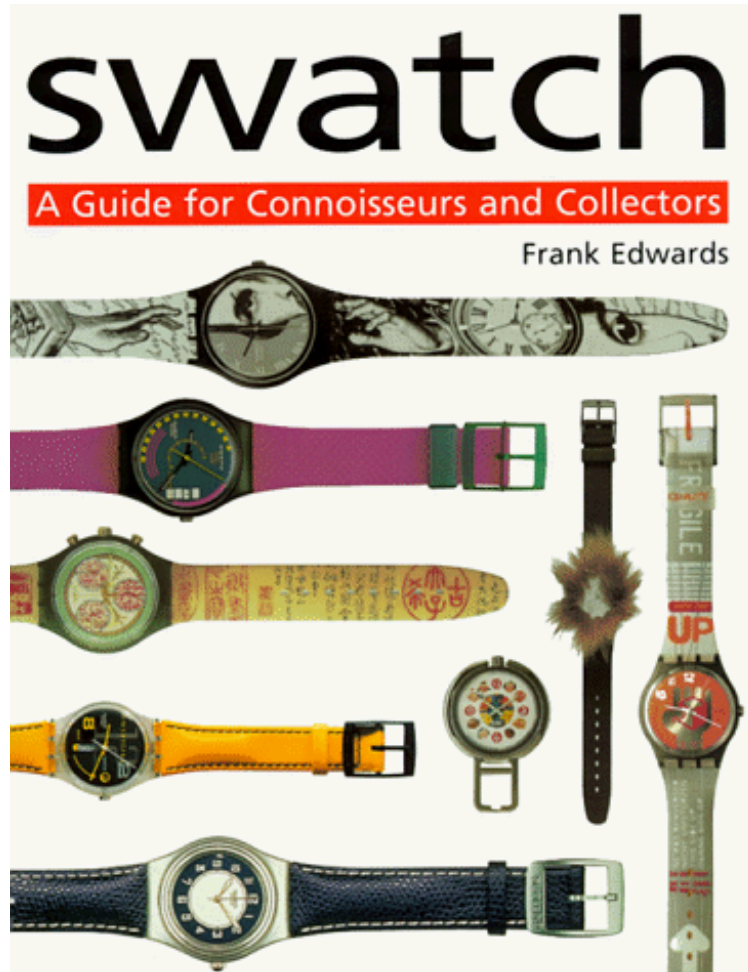


(Download pdf ebook) Swatch: A Guide for Connoisseurs and Collectors

## Swatch: A Guide for Connoisseurs and Collectors

Frank Edwards

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**Frank Edwards : Swatch: A Guide for Connoisseurs and Collectors** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Swatch: A Guide for Connoisseurs and Collectors:

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0 people found the following review helpful. Very satisfiedBy Michael S. ThomasColorful pictures and informative content1 of 1 people found the following review helpful. bookBy Customerthis is what I bought all the batteries for so I could get my watches working and some of the watches in the book are on my arm

In SWATCH Frank Edwards documents the origins and developments of Swatch designs, and shows some of the very best made since 1983. The core of this book is a gallery of hundreds of the most beautiful designs.

From BooklistAfter the Beanie Baby mania, it will not surprise anyone to learn that fashion timepieces--Swatches, specifically--are now considered collector's items. Rather than just listing prices of Swatch watches, horologist Edwards presents a true catalog, which includes a brief history of Switzerland's watch industry pre-Swatch (when Japanese electronic ticktocks were devouring the market share), production and design, advertising and marketing, and information strictly for aficionados (yes, there is a Swatch club). The real surprises in the book, however, lie in the full-color directory of artists participating in watch design (Keith Haring, Yoko Ono, and Vasarely) and in the never-ending stream of other Swatch products (telephones, eyeglasses, even a car). Barbara JacobsAbout the AuthorFrank Edwards