

*Excerpts from watch sales copy - smashing workshop.com sample*

## **DKNY**

At the forefront of the fashion and with a personal fortune of over \$400m, it's hard to imagine industry mogul Donna Karan selling rags on the streets of New York at the age of 14.

Born in 1948 as the daughter of a Haberdasher, Karan went from selling clothes in downtown New York to study design. She left her studies after only two years to take up a job at the prestigious company Anne Klein, working her way up to become the head of the design team. Karan rose to infamy in her own right following the launch of her DKNY label in 1988, and has since...

...Promoted by an array of A-list celebrities such as Hilary Duff and Christina Ricci, One line of products which has seen tremendous popularity is the DKNY watches for both men and women. One of the main selling points for the range is that no two models are the same - for women, the timepieces vary from intrinsically ornate metal designs to bold, Swarovski crystal-studded bling...

... But perhaps the biggest advantage to these watches is the price. In a world where a designer handbag can cost anywhere up to (and over) £1,000, being able to put a top name accessory on your wrist for £60 is not to be overlooked. The desirability is also increased by various A-list celebrities openly wearing DKNY watches on red carpet (yes, even the £60 models!)

## **Ballistic**

**The Ballistic Watch Company** is named so for a very good reason - what better moniker for a manufacturer which produces timepieces able to withstand being run over by an eight-tonne truck?

And that's not the only trick up it's sleeve. In a promotional video released by the company in 2009, a Ballistic watch is shown to survive hammer blows, chisel attacks directly to the watch face and heavy scratching with a stanley knife, all without leaving a single mark on her. They're also touted to be bullet-proof, though we're yet to see anyone test this out whilst wearing one!

Of course, heavy duty watches are not new to the market, but finding a watch with this level of durability which doesn't cost close to a grand is an almost impossible task. That's where Ballistic steps in - for less than £150, you can own a watch that not only incredibly good looking but can also survive a nuclear holocaust...

## **Disney**

Disney (or to give it its official title, The Walt Disney Company) is the largest media and entertainment company in the entire world. It's been around almost longer than living memory, having been founded by Walt and his younger brother Roy way back in 1922 and rising to become the instantly recognisable brand it is today...

... Amongst the cuddly toys, rucksacks, posters, pyjamas, wallpaper, Wellington boots, action figures and umbrellas (amongst anything else you can name), kids

can now have their favourite Disney character on a durable and hard-wearing wrist watch. The range of watches on offer are suitable for kids of any age, and are an excellent way of engaging younger ones to learn time-telling. For parents, the beauty of these watches is that they're an awful lot cheaper than much of the merchandise you'll find in a Disney retail outlet, with the majority Disney watches priced at under £10!

There are a huge range of models to choose from with both digital and analogue displays, all of which are of good quality and likely to survive any rough play. In terms of characters, there are many old favourites appearing on a wide array of styles, including the classic Mickey Mouse and the cast of Winnie the Pooh (models such as the purple MU2899 featuring Tigger are always a popular choice for hyperactive kids!)

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