

BUDAPEST

project description

Not every watch is appropriate all the time; many men prefer to wear different watches depending on the activity. This 2012 project proposes two separate watches designed for different activities but the same user. One with all the necessary functions used in sports considered such as running, swimming, bicycling, rowing and paddling, and the other being an elegant yet casual watch to be worn during the day.

target audience

The target user is an active male who relies on a watch while working out alone but must have a less sporty watch for his professional life.

key idea

Two watches that are similar enough to be a pair but meet different needs of a single user.

tone and manner

The watches maintain a simple elegance with clean lines and bold faces without appearing too bulky, keeping in line with the Lacoste™ style.

Lacoste Watches