

Are you Swedish? proudly presents:

Void Watches for men and women



Revolutionary watch that took Sweden by storm, now enters Benelux

Void Watches is a new, independent boutique watch brand. It was launched in 2008 as the single vision of Swedish designer David Ericsson. With its simple, functional and robust model, Void caused a revolution in the world of watch design. After having taken Sweden by storm, Void now enters the Benelux.

About Void

Void Watches has a unique take on watch design using simple yet expressive shapes, giving the watch an almost architectural expression. Just like a great building is designed to fit its environment, Void Watches are made to sit perfectly on the wrist. Void fits both men and women.

Void watches are made from high quality stainless steel, have a backlit display, are waterproof and all have a high quality leather strap. Void comes in 1 model, with 5 different surfaces: black, polished, copper. gold, and brushed. Void keeps developing and will extend the watch collection with even more innovative designs in the near future.

Please go to www.areyouswedish.com/void to find out more about Void.



Void cufflinks

David Ericsson latest design is the Void cufflink, also made of stainless steel, in 3 different styles.



Price and selling points

The Void watch costs € 129,-- and the cufflinks are € 29,--. You can buy Void watches already at Gorilli (Oppert 296, Oppert Rotterdam) and Cloud Nine store (Haarlemmerdijk 119, Amsterdam).

What's a Void by the way?

In astronomy, voids are the empty spaces between filaments, the largest-scale structures in the Universe, that contain very few, or no, galaxies. Voids typically have a diameter of 40 to 500 million light years. Void watches fills the empty space in watch design: with the simplest, coolest and highest quality design, only the Swedes can come up with.

Sales and press

For all further pr and sales information, press material and appointments, please do not hesitate to contact Are you Swedish?. We have a showroom in Amsterdam and Antwerp.

Are you Swedish? looks forward to hearing from you, showing you the collection and tell you all about it.

Med vänlig hälsning, kind regards,

Hanneke de Boer

Are you Swedish?

Stavangerweg 890/17 (naast Strand West, aan het IJ)

1013 AX Amsterdam

tel: 06 52573743

email: hanneke@areyouswedish.com

