

IGUANA




WATCH WEEK



WATCH WEEK

A WATCH FOR EVERY MOMENT OF YOUR LIFE





What if there were a watch for every moment of your life? Built around this idea, Iguana's Watch Week was created as more than just an opportunity to discover timepieces—it was about finding the one that truly fits you, your rhythm, and every stage you go through.

Throughout Watch Week, Iguana shaped a clear narrative: watchmaking is not only about technique or design, it's about context. Through a series of curated collections, we mapped out a journey across different life moments—from a first meaningful watch to more sophisticated pieces for those who already appreciate the value of every detail.

WATCH  WEEK



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THE BEGINNING OF YOUR STORY

The first watch marks more than just time: it's the start of everything yet to come.

WATCH

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There are decisions that don't seem important... until time passes. Your first watch is one of them.

It's not just an object. It's not just a purchase. It's the beginning of a relationship. A different way of understanding time.



HOW TO CHOOSE THE WATCH THAT MARKS YOUR BEGINNING

Choosing a first watch—or giving one as a gift—is far more important than it seems. It's not about picking the perfect model. It's about getting the moment right... and the person.

1 THINK ABOUT WHO WILL WEAR IT

The most common mistake is focusing on the watch. But this is about the person. Their style, their pace of life, their way of seeing things. A watch shouldn't impose itself. It should fit.

A model like the Victorinox I.N.O.X is a perfect example: versatile, durable, and full of character—designed for someone active who wants a watch that can keep up with their everyday life.



2 SIMPLICITY ALWAYS WORKS

Your first watch should be easy. Easy to read, easy to match, easy to wear every day.

Clean designs, clear dials, and basic functions are usually the best way to start without complications.

The Mondaine Classic 41mm fits perfectly here: legible, intuitive, and with a design that never fails.

WATCH WEEK



3 COMFORT IS KEY

An uncomfortable watch ends up forgotten in a drawer. Size, weight, and strap matter more than they seem. When everything fits, it simply stays with you.

Brands like the Zeppelin LZ129 Hindenburg Automatic offer balanced, lightweight, and very comfortable designs for real everyday use.



4 ONE FOR EVERYTHING

At the beginning, it will be your only one. That's why it has to work all the time. Day and night, in important moments and in the most everyday ones. A good first watch doesn't limit you—it goes with you.

A watch like the Timex Expedition North Automatic strikes that balance between casual and elegant, adapting effortlessly to any situation.



5 MAKE IT MEANINGFUL

Because what truly makes it special is not what it is... but when it arrives.

A watch like the Zeppelin Classic 7680-1 doesn't just stand out for its design—it stands out for the story it can begin with you from day one.



TIMEX

Talking about Timex is talking about value. Not low price—but balance. The brand delivers solid materials, refined finishes, and a complete experience without inflating the cost.

This approach makes Timex an ideal entry point into the world of watches... but also a conscious choice for those who already understand watchmaking and seek something practical, well-designed, and full of character.

**History,
design,
and
precision
in its most
honest
form**

In a world where watches compete to be more complex, more expensive, or more exclusive, Timex has chosen a radically different path: doing things right. Quietly. Without artifice. But with a clarity of purpose that few brands manage to sustain over decades. And that's the real secret—Timex doesn't try to be something it's not. It simply is what many watches aspire to be.



But there's more. Because behind that apparent simplicity lies a very specific way of understanding watchmaking. A philosophy that combines functionality, intelligent design, and a value proposition that's hard to match. Understanding Timex isn't just about knowing its watches—it's about understanding why it continues to matter today.

EX

Timex was not born to be a luxury brand. It was created to make watches that simply worked. And at the time, that was revolutionary. While other houses focused on exclusivity, Timex chose accessibility without giving up quality.

From its earliest models, the brand positioned itself as a symbol of durability and reliability. Iconic campaigns like “Takes a licking and keeps on ticking” weren’t just marketing—they proved a point. Timex watches were built to last, to accompany you every day without failing.

Today, that legacy lives on in collections like the Timex Marlin Automatic, which revives the classic spirit of the 1960s with modern improvements. Its automatic movement, visible through the case back, delivers a true mechanical experience—perfect for those looking to step into traditional watchmaking without making a significant leap in price.

One of the key strengths of Timex is its focus on functional design. Every element serves a real purpose. Nothing is there by chance.

The Indiglo system is probably the best example. Introduced in the 1990s, it transformed the way we read time in low-light conditions.



Its quartz movements deliver excellent precision with minimal maintenance, making them an ideal choice for everyday wear.

At a time when many brands try to stand out through excess, Timex continues to focus on the essentials. And that’s exactly where its strength lies.

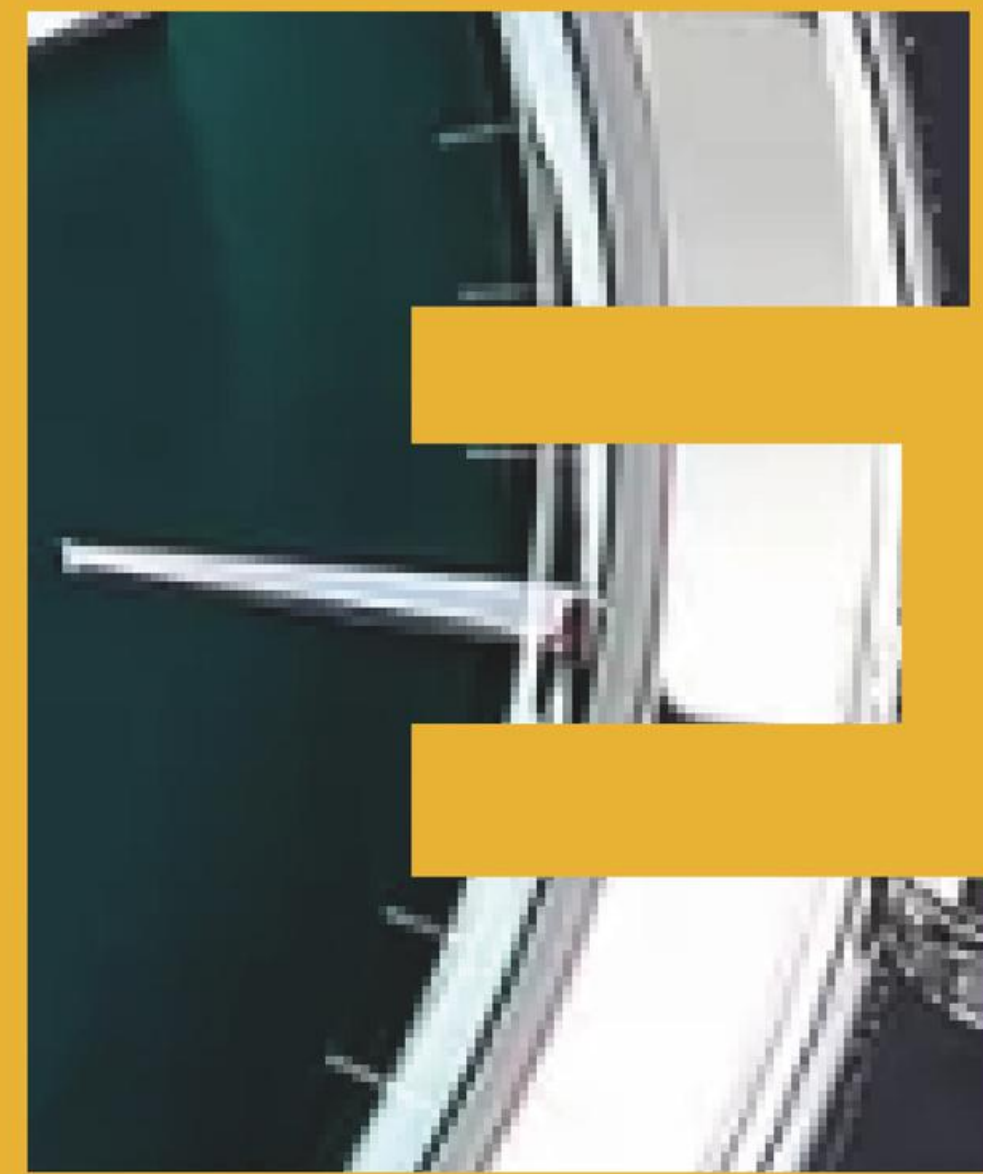
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WATCH WEEK





THE WATCH FOR EVERYDAY LIFE

Watches that go with you effortlessly, adapting to your pace and every moment of your routine.



There are watches that simply fit. The ones that stay with you without effort, becoming part of your routine and present in every small moment that builds your day. Reliable, comfortable, and stylish, they become an essential you don't have to think twice about.



WHICH IS THE WATCH YOU NEVER TAKE OFF?

Choosing the perfect everyday watch isn't about finding the most eye-catching one, but the most balanced.

Not all watches work the same for daily use. Choosing the right type can make the difference between a watch you wear... and one you never take off.

CASUAL ELEGANT WATCH

The perfect balance between formal and informal. A watch you can wear both at work and in your free time.

Models from Maserati, Zeppelin or Herbelin fit perfectly into this versatile profile.



MINIMALIST WATCH

Perfect for those who seek simplicity and elegance. Clean dials, timeless design, and maximum legibility. Ideal for professional environments or understated styles. clarity.



SPORT WATCH

Robust, durable, and built for intensive use. Ideal for active lifestyles or for those who don't want to worry about their watch.

Here, brands like Luminox, Vostok Europe, or U-Boat stand out, designed to withstand demanding conditions.



MINIMALIST WATCH

Perfect for those who seek simplicity and elegance. Clean dials, timeless design, and maximum legibility. Ideal for professional environments or understated styles.

Brands like Bauhaus or Mondaine master this style with impeccable visual clarity.



WATCH WITH PERSONALITY

Designs that stand out, that bring character, and become an extension of your style.

Police, Philipp Plein, or Montjuic offer bolder proposals for those looking for something different.



To understand Maserati watches, you first need to understand the brand itself. Maserati is not just about luxury—it's about competition, history, and engineering pushed to its limits. And that DNA translates into its watches in a surprisingly coherent way.

The iconic trident, inspired by the statue of Neptune in Bologna, is more than just a logo. It's a symbol of power and control. On the watches, it appears integrated into the dial as a central element that connects directly to that heritage.

**Maserati
transforms
speed,
design,
and
precision
into pieces
you can
truly feel.**



There are brands created to measure time. And others created to master it. Maserati belongs to the latter. It's no coincidence. When a brand with over a century rooted in speed, engineering, and Italian design enters the world of watchmaking, the result can't be conventional.

But this isn't just about racing aesthetics or watches "inspired" by cars. This is a true translation of values: precision, performance, functional design, and emotion. Because if something defines Maserati—on the road or on the wrist—it's its ability to make you feel that every second matters.

MAS



At the heart of Maserati watches are reliable quartz movements, chosen for their precision and low maintenance. This ensures a simple, effortless user experience—perfect for everyday wear. In chronograph models, the subdials allow for accurate time measurement, a function directly connected to the world of motorsport.

A sports watch needs to be tough—and Maserati understands that well. Its models are primarily crafted from stainless steel, a material that offers durability, corrosion resistance, and a strong visual presence.

Hardened mineral crystals protect the dial from impacts and light scratches, while straps—whether steel or leather—are designed to withstand daily use without compromising comfort.

In terms of water resistance, many models offer protection suitable for everyday situations (splashes, rain, hand washing), making them practical beyond their aesthetic appeal.

One of Maserati's greatest strengths is its ability to adapt to different lifestyles. While its DNA is clearly sporty, its watches are not limited to that context.

Because in the end, wearing a Maserati on your wrist isn't just about wearing a watch. It's about carrying a piece of that universe—where speed, design, and precision come together.

MASERATI

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CELEBRATE

WATCH  WEEK



GRANTION



THE WATCH OF YOUR ACHIEVEMENTS

There are moments that change your life. Choosing the watch that represents them is no coincidence.. and getting it right will shape how you remember them forever.



There are moments that change your life. Choosing the watch that represents them is no coincidence... and getting it right will shape how you remember them forever.

There are moments that don't come twice. Moments that mark a before and an after. That change something.

That lets you return to them every time you look at it.

A well-chosen watch doesn't just mark a moment. It lets you return to it whenever you want.

And sometimes, those moments need more than just a memory.

They need a piece that represents them. An object that fixes them in time. That makes them tangible. That lets you return to them every time you look at it.

That's where milestone watches come in. A well-chosen watch doesn't just mark a moment. It lets you relive it whenever you want.

Not all watches enter your life in the same way. Some simply appear. Others you choose with intention. But there are a few that align with a specific moment. And that changes everything.

A promotion. A personal achievement. A major life shift. A goal that once felt distant... and finally becomes real.

In those moments, a watch stops being just an object. It becomes a symbol.





Every important moment carries a different energy. And not all watches convey the same feeling.

Choosing well also means understanding what kind of piece fits each story.

Promotions, new projects, achieved goals. These are moments that speak of effort and growth. Here, elegant watches with presence stand out—like those from Herbelin or Aston Martin—conveying sophistication and progress.

Sometimes, the milestone isn't external. It's internal.

It's deciding who you are and how you want to show it.

Brands like Versace or U-Boat stand out with strong, distinctive designs—perfect for marking that turning point.

A birth, a relationship, a meaningful personal change.

Here, more intimate watches fit best—those with strong emotional value, like Timex—pieces that accompany without imposing and connect deeply with what you've lived.

Because not every moment is celebrated the same way... and not every watch should be either.



Style statement: versace transforms swiss watchmaking into pieces that speak of identity, character, and luxury.

Versace undoubtedly belongs to that second category. But reducing it to aesthetics alone would miss the point. Because behind every piece, there's something far more compelling: a perfectly executed fusion of Italian design and Swiss precision.

It creates pieces you can feel.
Pieces you can see.
Pieces that communicate. And that is exactly what those drawn to the brand are looking for.

VERS

All Versace watches are crafted under Swiss watchmaking standards. This ensures precision, reliability, and a level of technical construction comparable to specialized brands.

Most of its models feature high-precision Swiss quartz movements, designed to deliver a seamless, hassle-free everyday experience. At the same time, the brand also ventures into more complex territory with chronographs and advanced functions, adding depth to its watchmaking offering.



SACE



The cases are meticulously crafted, with polished and brushed finishes that reflect light with elegance. The straps—whether in steel or leather—are designed to complement the piece and enhance its presence on the wrist. One of the most striking aspects of Versace in watchmaking is its versatility. Its collection ranges from accessible, everyday models with a bold, pop aesthetic to more refined pieces featuring complications and sophisticated finishes.

Versace plays in a different league: the league of expression. Its watches don't just serve a function—they communicate an attitude.

And that's where their true value lies. Because it's not just about wearing a Swiss watch. It's about wearing a piece that becomes part of your style, your identity, the way you choose to present yourself to the world.

Versace doesn't measure time. It interprets it.

And when a watch achieves that, it stops being an accessory—and becomes a statement.



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THE WATCH THAT TRAVELS WITH YOU

Not all watches are made to leave your routine. Choosing the right one can make the difference between simply wearing it... or living every experience with it.



There are watches that belong to your everyday life. And then there are the ones that step out with you when everything changes. When you cross a border. When you leave the familiar behind. When you decide to move, explore, discover. That is the watch for travel and adventure. It's not just a tool. It's a companion. One that doesn't know where you're going... but goes with you anyway.

Traveling isn't just about changing places. It's about changing pace, environment, and conditions. And in that shift, not all watches respond the same way.



Water resists the level of swimming activities

The watch case should be reinforced with steel or reinforced materials to prevent movement from impacts.



The crystal protects the dial. Sapphire offers high scratch resistance—something essential for active travel.

The right strap matters: each material has its function. For adventure: rubber or nylon. For mixed travel: steel or durable leather.

Resistance alone isn't enough—you need to understand... 50 meters (5 ATM): splashes. 100 meters (10 ATM):... ng. 200 meters (20 ATM) or more: demanding water... s.

robust, usually made of stainless... s. This protects the internal



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1 2 3 4 5 6 7 8 9 10 11 12



THE PERFECT GIFT EXISTS

It's not about finding a beautiful watch.

It's about choosing one that fits—one that gets worn, and that over time becomes part of the life of the person who receives it.



There are gifts that do the job.

And then there are the ones that are remembered. The ones that don't fade with time. The ones that aren't left in a drawer.

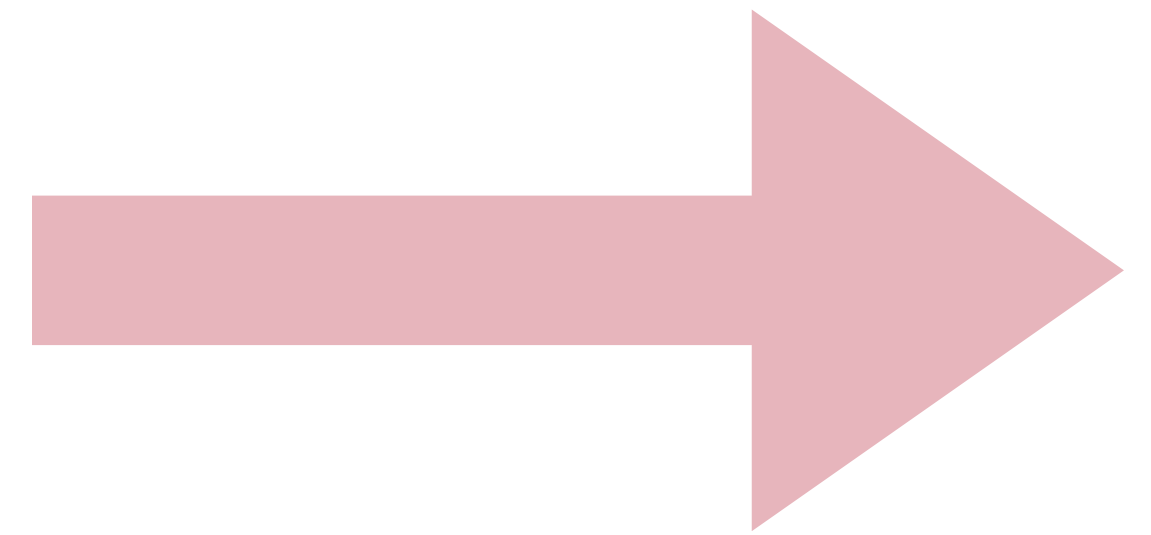
The ones that are worn, lived with... and eventually become part of someone's story. A watch has that ability.

Because it's not just an object. It's something that stays with you.

That is present. That becomes part of everyday life. And that's why, when you choose well, you're not just giving a gift.

You're creating a memory.

WHAT WATCH SHOULD YOU GIFT?



HOW DO THEY USUALLY DRESS?

- A) Shirts, essentials, always clean and elegant
- B) Simple outfits, neutral colors, minimalist vibe
- C) Streetwear, modern looks, a bit bold
- D) Sporty or comfortable, always ready to move

It's not about choosing the most beautiful watch, but the one that fits their style best. Take this quick test and discover the perfect watch to get it right.

DO THEY USUALLY WEAR A WATCH?

- A) Yes, classic or elegant
- B) Yes, but very simple
- C) Sometimes, as a style accessory
- D) Yes, but sporty or durable

DO THEY LIKE TO STAND OUT?

- A) No, they prefer discreet elegance
- B) Not at all, the simpler the better
- C) Yes, they like to stand out
- D) Only for functionality, not aesthetics

WHAT IS THEIR DAILY LIFE LIKE?

- A) Office / meetings
- B) Calm, creative, or relaxed
- C) Social, going out, always on the move
- D) Active: sports, travel, adventure

WHAT TYPE OF WATCH SUITS THEM BEST?

- A) Clásico con correa de piel o acero
- B) Minimalista, limpio
- C) Grande, moderno, con personalidad
- D) Resistente, técnico

MOSTLY A

The perfect gift is: Herbelin or Zeppelin

Classic, elegant, and timeless.
This type of person doesn't follow trends—they have their own style.

You'll get it right with something understated, well-made, and easy to wear every day.



MOSTLY B

The perfect gift is: Bauhaus or Mondaine

Pure minimalism.
Less is more—and here, everything is about clean, functional design.

Perfect if you want to give something modern without the noise.



MOSTLY C

The perfect gift is: Montjuic or Police

Urban, bold, full of personality.
Here, the watch is part of the outfit.

The more character it has, the better.



MOSTLY D

The perfect gift is: Luminox, Vostok Europe, or Timex

Pure functionality.
This watch has to handle EVERYTHING.

Durability, legibility, and an adventurous spirit.



Pieces with attitude: Philipp Plein redefines watchmaking with bold design and undeniable presence.

In watchmaking, there are two paths: follow the rules... or break them. Philipp Plein has never chosen the first. And that is precisely what makes its watches unlike anything else on the wrist.

What's truly interesting is not just its radical aesthetic, but how it balances it with solid construction and real functionality.

Can a watch be a statement piece and still remain a precision instrument?

Philipp Plein doesn't design to please everyone. It designs for those who want to stand out. Its DNA is rooted in provocation, controlled excess, and an aesthetic inspired by streetwear, luxury, and pop culture.

This approach translates directly into its watches. Elements like three-dimensional skulls, skeleton dials, or oversized cases are not random—they are a natural extension of its creative universe.

Dials play with volume, transparency, and layers, creating visual depth. Indexes can disappear or be reinvented, giving way to more artistic compositions that still remain legible.

Models like the Philipp Plein \$keleton take this concept to the extreme—a watch where the movement becomes part of the design, revealing its inner workings and reinforcing the feeling of a living mechanical piece.

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When design is the main protagonist, Philipp Plein does not overlook functionality. Its watches are crafted in stainless steel, with polished, brushed, or matte finishes in black, gold, or even bolder tones.

Hard mineral crystals protect the dial, while oversized cases bring presence and robustness. At the heart of Philipp Plein watches are reliable quartz movements, ensuring precision without complications. This allows the focus to remain on design, without compromising functionality.

Philipp Plein watches are not meant to be classic. They are meant to be memorable. And they should succeed.

In the end, wearing a Philipp Plein is not just wearing a watch. It's a statement. It's choosing to stand out, to break the rules, and to turn time into an extension of your style.

And where everything tends to look the same... that is real style.

PHILIPP PLEIN

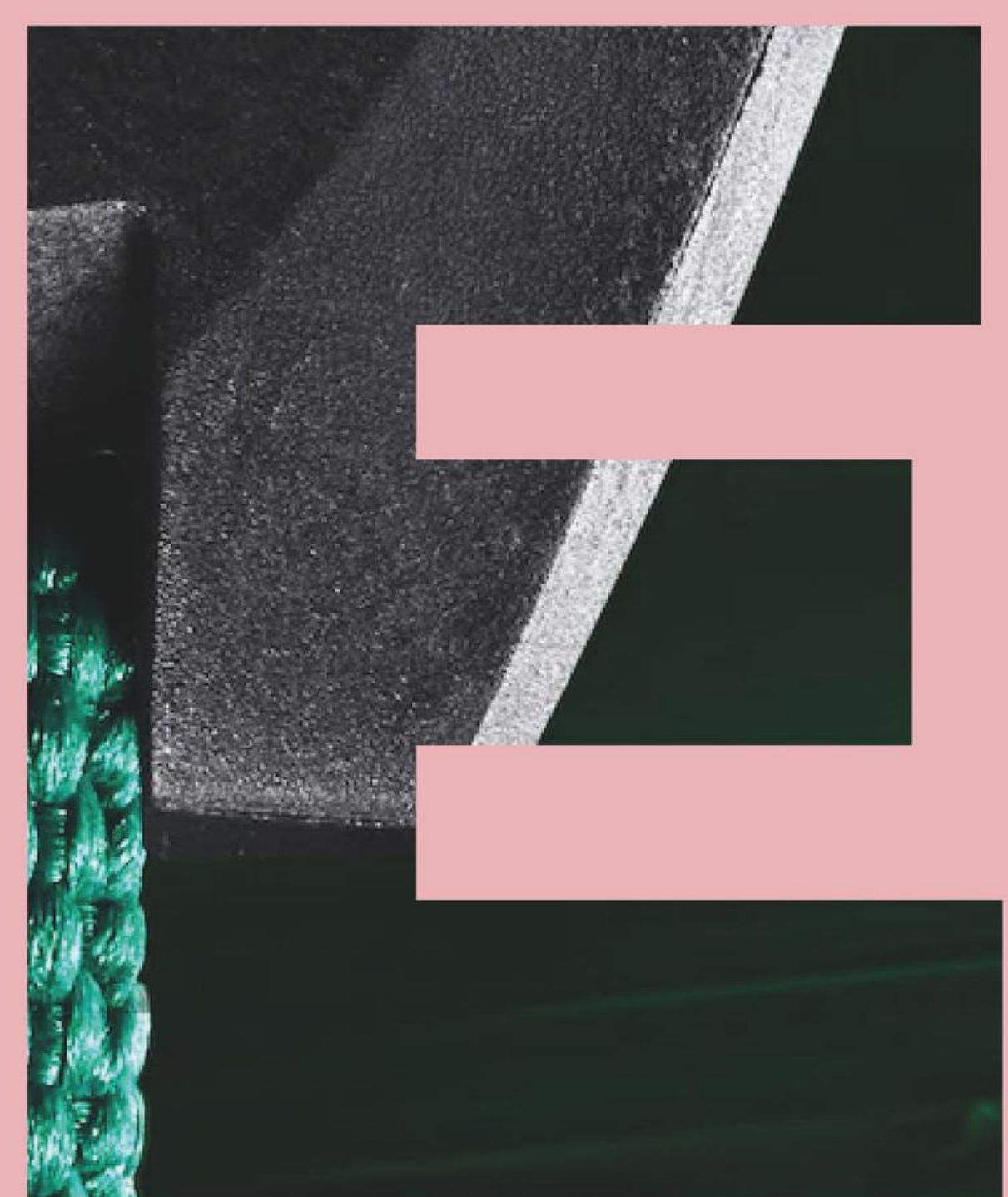
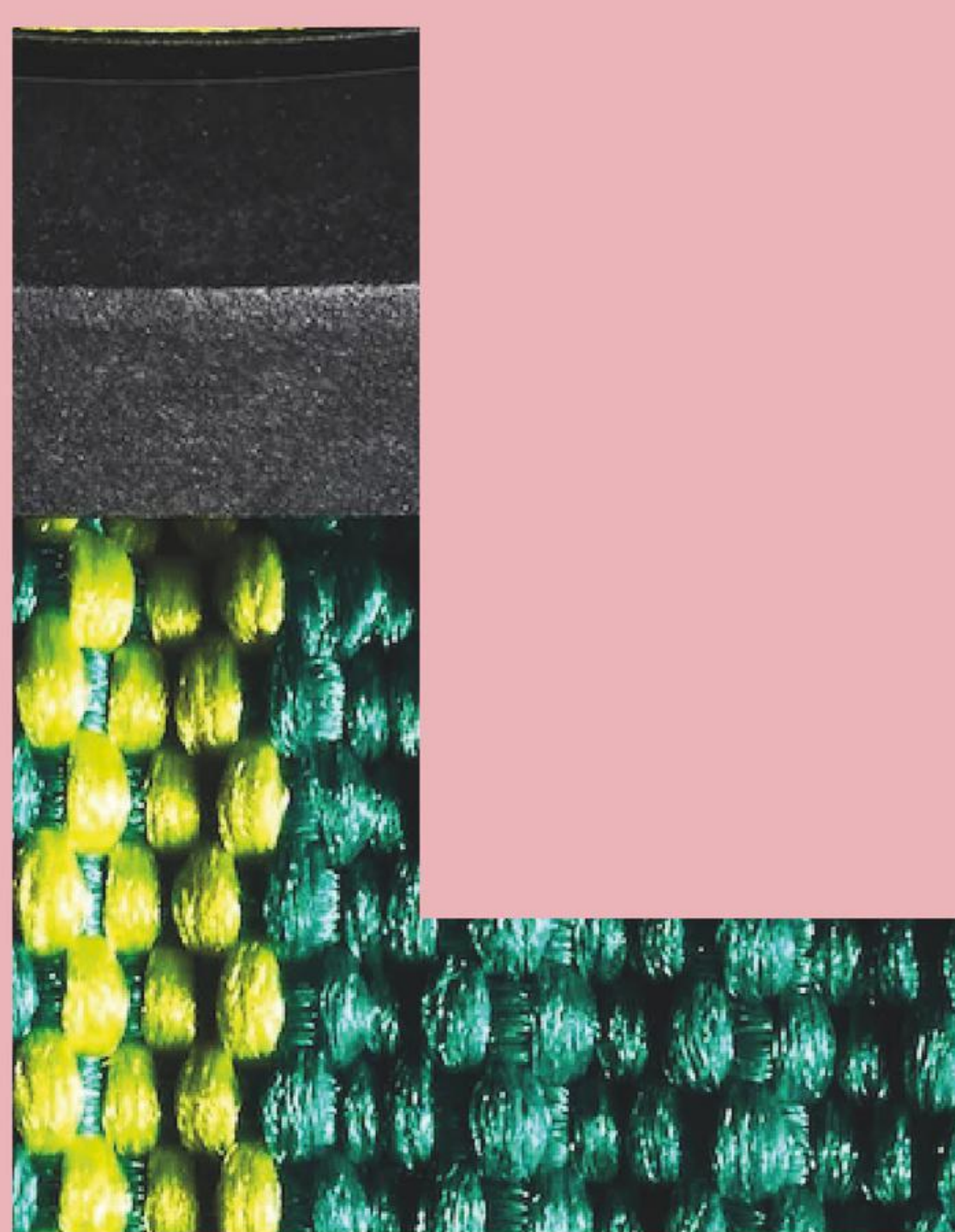
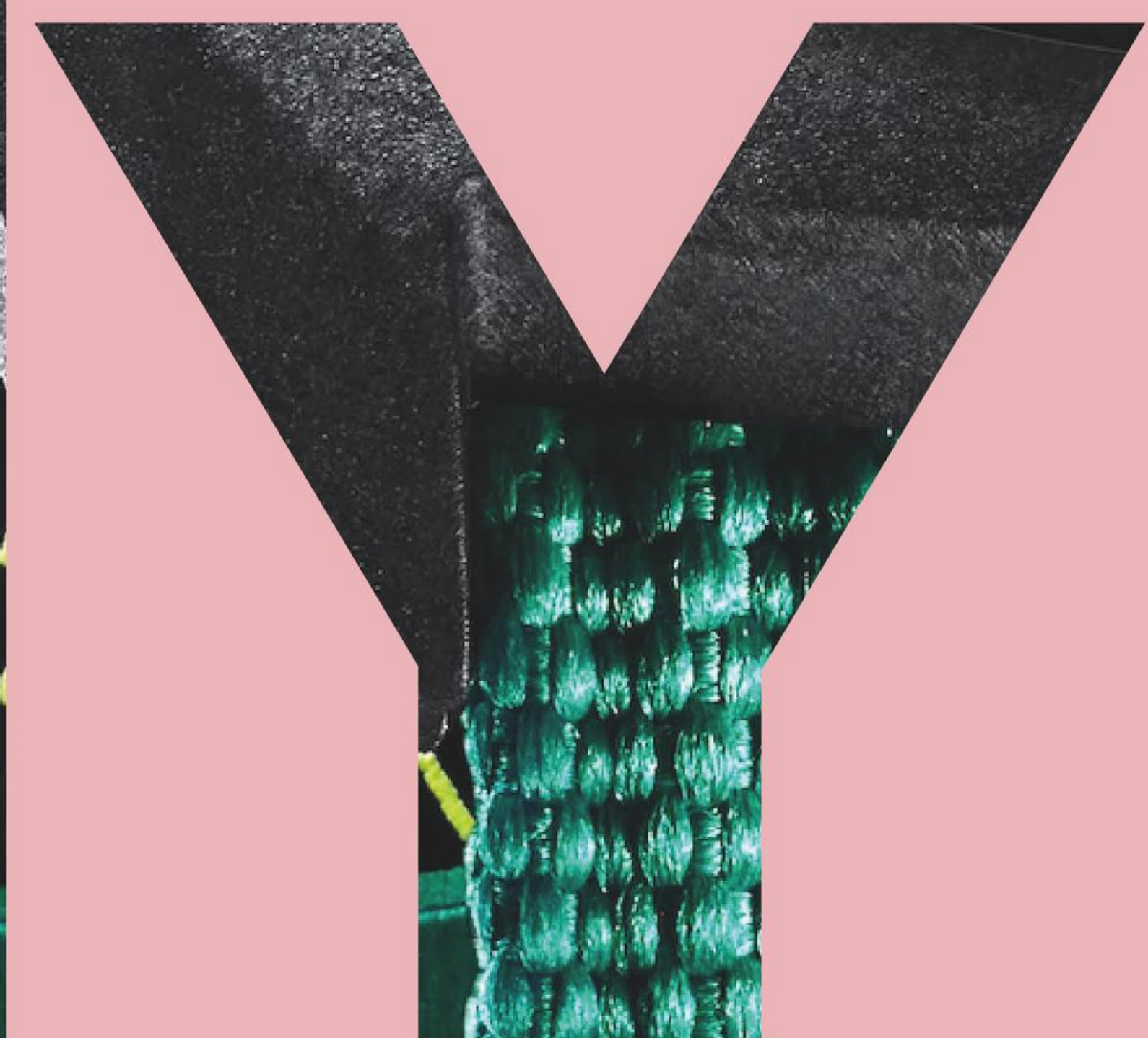
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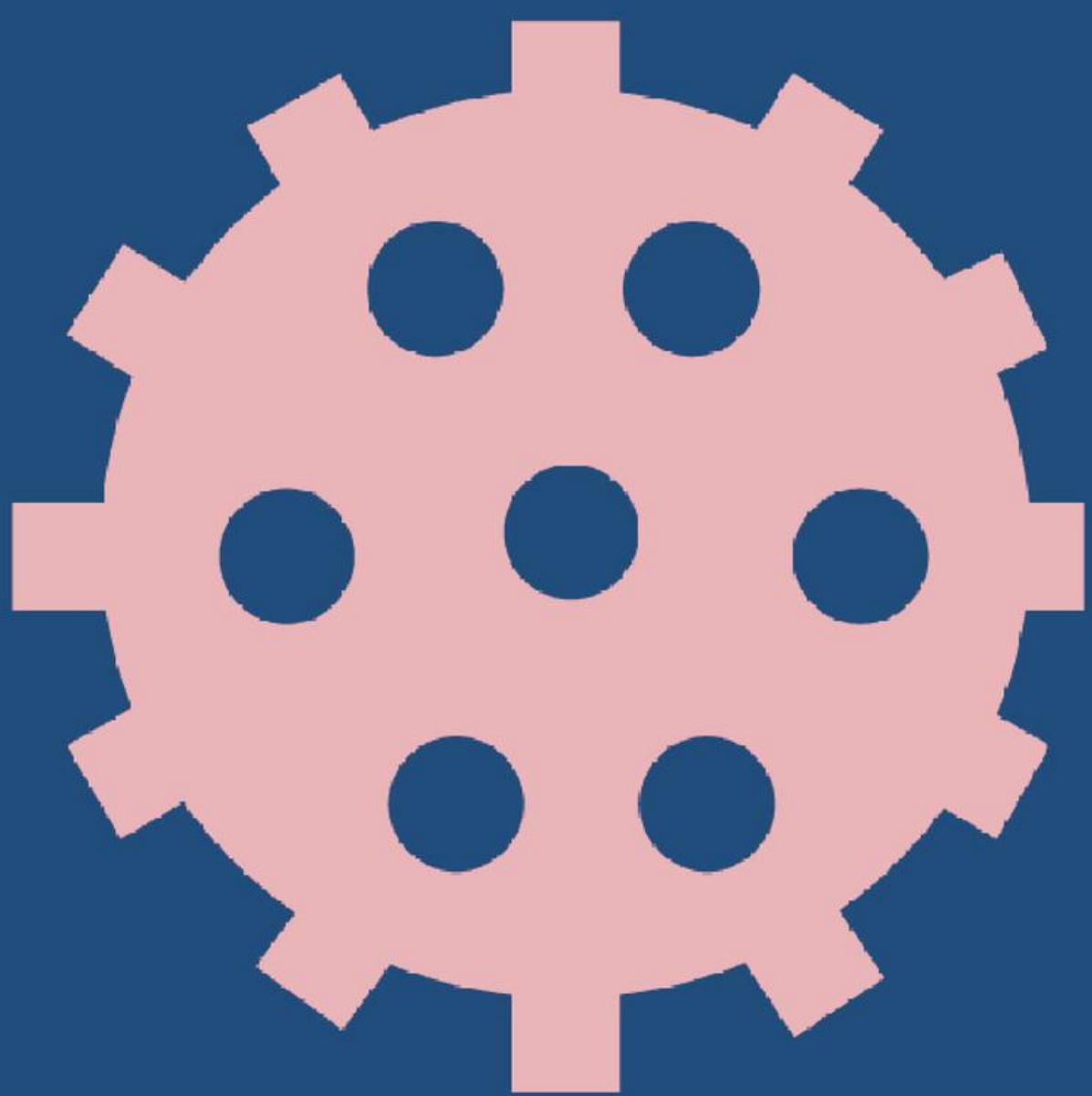
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WATCHES AND PERSONAL STYLE

There are watches you choose because you need them.
And then there are the ones you choose because they are you. Not
because they match. Not because they're practical.
But because they fit you in a way you don't need to explain.



Discover how to choose the watch that truly fits you and master color so you get it right without hesitation.



A professional neutral. Clean, timeless, and always appropriate.

STEEL

High visual impact. Works if your style supports it—otherwise, it can overpower your look.

GOLD



Maximum versatility. Works with everything. Conveys control and elegance.

BLACK

More interesting than black, yet just as easy to combine. Perfect for standing out without taking risks.

BLUE

Bold, expressive, and full of personality. Ideal for those who want their watch to make a statement and become the focal point of their style.

COLORFUL

Inspired by high-performance engineering precision and automotive design on the wrist.

For lovers of Formula 1, automotive design, and mechanical precision, Aston Martin represents far more than luxury. It stands for control, balance, aerodynamics, and performance. And that same philosophy is translated, with remarkable coherence, into each of its watches.

In a world where every millisecond matters, precision isn't an option—it's a necessity.



ASTON MARTIN



ASTON
MARTIN

In Formula 1 and high-performance supercars, materials aren't chosen for aesthetics—they're chosen for performance. Aston Martin applies this same philosophy to its watches.

High-quality stainless steel provides a solid structural base, resistant to impacts and daily wear. This is complemented by PVD coatings, which not only add a refined finish but also enhance resistance to scratches and corrosion.

If there's one thing that defines Aston Martin, it's its ability to balance form and function. Its cars aren't just fast—they're beautiful. And that same philosophy is reflected in its watches.

Cases feature clean, aerodynamic lines, with profiles that adapt naturally to the wrist. There's no excess. Every curve has a purpose.

Dials are designed for maximum legibility, with applied indices, well-defined contrasts, and a clear visual hierarchy. This is especially important in chronograph watches, where information needs to be read at a glance.

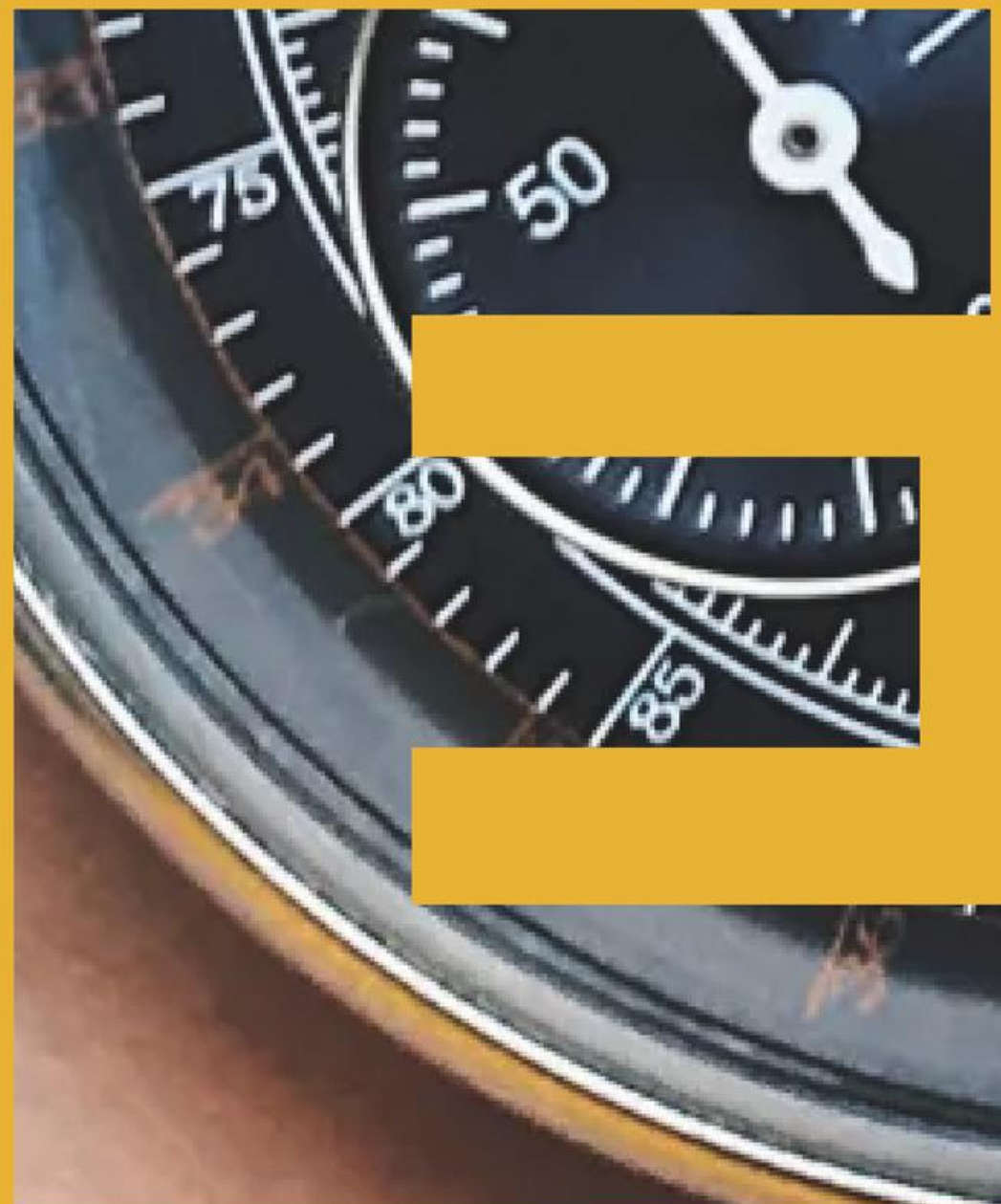
While its DNA is clearly technical, Aston Martin watches are not limited to the world of motorsport. Their balanced design allows them to integrate seamlessly into different lifestyles.

A chronograph can accompany you in an urban setting, adding character and presence. A cleaner model, like a Racing Green design, can work perfectly in a more elegant context.

This versatility is key—it allows you to enjoy engineering without giving up style.

For lovers of Formula 1, automotive design, and mechanical precision, Aston Martin represents far more than luxury. It stands for control, balance, aerodynamics, and

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WATCH WEEK



AWOY



THE WATCH FOR A LIFETIME

A watch with lasting value also requires responsibility. If you want a piece to reach the future in the best condition, care matters just as much as the choice.



There are watches you buy for today.

And then there are the ones you choose with something far beyond the present in mind. The ones that don't just fit you now, but still make sense ten, twenty, or thirty years from now. The ones that age well.

That preserve their beauty, their dignity, and their meaning. The ones that, one day, can move to another wrist without losing their soul. That is the true legacy watch.



HOW TO CARE FOR A WATCH SO IT TRULY LASTS



1. CLEAN IT AND SERVICE IT REGULARLY

Dust, sweat, and everyday dirt build up. Basic maintenance and periodic servicing help preserve both its appearance and its performance.

2. AVOID IMPACTS AND DAMAGING HABITS

A legacy watch can be lived with—but it doesn't need to suffer. Repeated impacts, exposure to moisture beyond its limits, or lack of servicing will shorten the life of any piece.



A good box, a dry and stable environment, and attention to the strap or bracelet go a long way. Caring for a watch isn't about obsessing over it—it's about respecting its future.

3. STORE IT PROPERLY WHEN YOU'RE NOT WEARING IT

The true value of a legacy watch isn't only in the steel, the crystal, or the movement. It lies in what it has lived through. What it celebrated. When it arrived. Why it mattered. If a piece is meant to be passed on, its story deserves to be preserved too.

4. DON'T FORGET ITS STORY

Timex 1976 Dress Rectangle Reissue

The Timex 1976 Dress Rectangle Reissue is one of the best-selling models thanks to its retro aesthetic, reviving the classic 1970s design with a modern approach. Its distinctive rectangular case and minimalist white dial make it an elegant, timeless piece with strong personality.

This watch stands out for its ability to elevate any look—from formal outfits to more casual combinations with a sophisticated edge. Its quartz movement ensures precision and ease of use, while its slim and balanced design makes it especially appealing for those looking for something beyond the conventional.

A best seller that proves classic style never goes out of fashion.



BEST SELLER WATCH WEEK

The Aston Martin Thrill TKS Quartz stands out as one of the great best sellers thanks to its ability to combine luxury, sustainability, and a sporty spirit in a single piece. Crafted from 42 mm recycled steel, it reflects the brand's commitment to responsible innovation while maintaining Aston Martin's sophisticated essence.

Equipped with a quartz movement, it offers precision and reliability with a style that connects directly to the world of high-end automotive design.

A watch designed for those who seek design, performance, and a bold aesthetic.

Aston Martin Thrill TKS Quartz



Timex Q Timex x NASA

The Timex Q Timex x NASA is one of the most in-demand watches thanks to its strong identity and its inspiration in space exploration. This model blends vintage design with unique NASA-related details, turning it into a piece with great emotional and collectible value.

With its 40 mm case and black aesthetic, it offers a balanced and versatile presence, perfect for everyday wear. Its quartz movement ensures precision, while its design makes it a true statement piece for those seeking a watch with history and personality.

A best seller that goes beyond trends and connects with the spirit of adventure and discovery.

WATCH WEEK

During Watch Week, at Iguana we wanted to welcome our new subscribers with something more than inspiration. So we organized an exclusive giveaway featuring a unique piece: the Timex TV Boy, a watch with a retro aesthetic and unmistakable identity.

Congratulations to participant n° 56, winner of the giveaway!!!

NEW SUBSCRIBERS GIVEAWAY

WATCH WEEK
IGUANA X TIMEX

SORTEO



We also wanted to go one step further and reward those who trusted us.

That's why, among all the purchases made during the week, we gave away not one—but five Timex TV Boy watches, an iconic piece known for its retro design and unique personality.

A special way to thank you for your trust and turn every purchase into a rewarding experience.

Because at Iguana, every detail matters... and so does every Watch Week.

Congratulations to the five giveaway winners!!!

WATCH WEEK



To close Watch Week, we wanted to give a voice to what truly matters: your stories. We launched an Instagram contest where the idea was simple—but meaningful: share a watch along with the memory that makes it unique.

Because a watch doesn't just tell time—it keeps it. Trips, moments, people... every post became a window into real stories that give meaning to what we do.

Thank you all for taking part and making this ending something truly authentic. Because in the end, the best watches are the ones with a story.

WATCH WEEK
IGUANA X TIMEX

CONCURSO



ELEVATE YOUR
PASSION
FOR WRITING AND WATCHES.