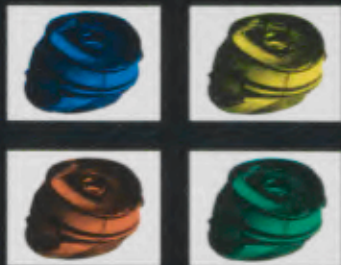




14.344



Inside out

*An exclusive model with
basketball leather strap and
can crushed inside out.*

GB

A CRUSHED ALUMINIUM CAN
INGENIOUSLY TRANSFORMED
INTO A TRENDY TIMEPIECE.

THE ANNUAL PRODUCTION OF
BEVERAGE CANS IS TREMEN-
DOUS: OVER 150 BILLION
UNITS USED WORLDWIDE!

CRASH, A UNIQUE CONCEPT
INVOLVING "PRIMARY RECY-
CLING", WHICH CONSISTS OF
TRANSFORMING A GIVEN MA-
TERIAL INTO A FINISHED PRO-
DUCT - WITHOUT POLLUTION
OR WASTE.

CRASH USED TO BE A CAN!
EACH WATCH IS ABSOLUTELY
UNIQUE.

CRASH, RECYCLING MADE
BEAUTIFUL!