

MAXUM

S24 NEWNESS





MAXUM x *Taylor Steele*



Introducing the Maxum x Taylor Steele Collection.

This Maxum collaboration is about storytelling and adventure, inspired by the spirit of Maxum, and the cinematic journeys curated by Taylor Steele.

Available in 5 impressive designs, these watches feature a dual timekeeping function and are available in 316L marine grade stainless steel bracelets or leather straps.

With 200m water resistance and a 5 Year Limited Warranty this watch is the perfect travel companion for those who want to fill in every page of their passport.

The Maxum x Taylor Steele collaboration watch features an exclusive, limited-edition case back. This special detail makes every piece a true collector's item, blending Maxum's quality craftsmanship with Taylor Steele's surf-inspired legacy. Only available in limited quantities—don't miss your chance to own a piece of this exclusive release!



MW24101G01

MAXUM x
TAYLOR
STEELE GRN
DL GLD GLD
BRCT

\$299.00



MW24101G04

MAXUM x
TAYLOR
STEELE BLK
DL BLK BLK
LTHR

\$249.00



MW24101G02

MAXUM x
TAYLOR
STEELE GRN
DL GLD BRN
LTHR

\$249.00



MW24101G05

MAXUM x
TAYLOR
STEELE
YINYANG
DL BLK BLK
BRCT

\$299.00



MW24101G03

MAXUM x
TAYLOR
STEELE
BLK DL BLK
BLK BRCT

\$299.00



S24 LADIES NEWNESS





Reintroducing the Fanta Re-Release.

We're excited to reintroduce the Fanta watch – the perfect blend of elegance and versatility. An iconic Maxum watch that's here to stay.

The Fanta watch comes in three stunning options: classic silver tone, sophisticated two-tone, and on-trend rose gold. Whether you're looking for a sleek everyday accessory or a statement piece to elevate your outfit, Fanta offers the ideal choice for every occasion.

Crafted with precision, each model features a refined finish that captures attention, while the timeless design ensures it remains a wardrobe staple for years to come.

Discover the Fanta watch and experience time in style.



MW24200L01

FANTA RE-
ISSUE BLK DL
SLV SLV BRCT

\$179.00



MW24200L02

FANTA RE-
ISSUE WHT DL
G2T G2T BRCT

\$199.00



MW24200L03

FANTA RE-
ISSUE WHT DL
RSG RSG BRCT

\$199.00





MW24201L01

LADIES 3H
WHT DL SLV
SLV BRCT

\$229.00



MW24201L02

LADIES 3H
WHT DL SLV
BLK LTHR

\$199.00



MW24201L03

LADIES 3H
WHT DL SLV
WHT LTHR

\$199.00



MW24201L04

LADIES 3H
WHT DL SLV
GRN LTHR

\$199.00



MW24201L05

LADIES 3H
WHT DL SLV
PNK LTHR

\$199.00





MW24202L01

LADIES 3H
BLK DL SLV
SLV BRCT

\$229.00



MW24202L02

LADIES 3H
BLK DL SLV
BLK LTHR

\$199.00



MW24202L03

LADIES 3H
BLK DL SLV
WHT LTHR

\$199.00



MW24202L04

LADIES 3H
BLK DL SLV
GRN LTHR

\$199.00



MW24202L05

LADIES 3H
BLK DL SLV
PNK LTHR

\$199.00



MW24203L01

LADIES 3H
WHT DL GLD
GLD BRCT

\$249.00

MW24203L02

LADIES 3H
WHT DL GLD
BLK LTHR

\$229.00

MW24203L03

LADIES 3H
WHT DL GLD
WHT LTHR

\$229.00

MW24203L04

LADIES 3H
WHT DL GLD
GRN LTHR

\$229.00





MW24204L01



LADIES 3H
GRN DL GLD
GLD BRCT

\$249.00

MW24204L02



LADIES 3H
GRN DL GLD
BLK LTHR

\$229.00

MW24204L03



LADIES 3H
GRN DL GLD
GRN LTHR

\$229.00



MW24205L01

LADIES 3H
PNK DL RSG
RSG BRCT

\$249.00



MW24205L02

LADIES 3H
PNK DL RSG
BLK LTHR

\$229.00



MW24205L03

LADIES 3H
PNK DL RSG
WHT LTHR

\$229.00



MW24205L04

LADIES 3H
PNK DL RSG
PNK LTHR

\$229.00



SUPPORT PACKAGE AVAILABLE

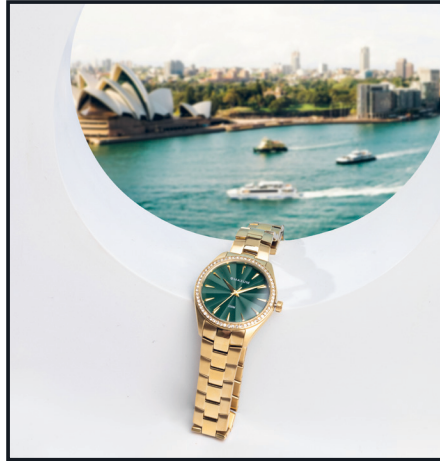
In order to elevate this collaboration, we have prepared a range of digital and physical assets. These include;

- Website assets
- Social Assets
- In-store Tricard

After something a little different?

Our Graphics Team are on hand to bring your ideas to life.

SOCIALS



BANNERS



TRICARD



 OMAXUM



**S24 CARRYOVER
PICTORIAL**



HOCKEY DAD AND MAXUM UNITE FOR A WAVE OF STYLE AND SOUND: INTRODUCING THE SIGNATURE WATCH COLLABORATION

Australian surf rock phenomenon Hockey Dad is teaming up with esteemed 25-year-old Australian watch brand Maxum, in an exciting collaboration which sees a special blend of music and fashion.

The joining of forces is fuelled by the shared passions of Hockey Dad and Maxum's designer Justin Veil, and this unique collaboration is set to be unveiled in June 2024.

Following their triumphant tour of America and regional Australia, Hockey Dad has solidified their position with their newest single that has recently been listed as the most played song on Triple J, captivating audiences worldwide with their dynamic sound. Riding high on this success, the band is set to embark on a new venture with Maxum, a brand rich in Australian heritage that resonates deeply with them.

This collaboration is not just about a signature watch; it's a celebration of shared values, creativity, and a mutual appreciation for craftsmanship.

The signature watch will be a tangible expression of this partnership, showcasing the unique surf and skate fusion of Hockey Dad's vibrant style and Maxum's commitment to precision.



SUPPORT PACKAGE AVAILABLE

In order to elevate this collaboration, we have prepared a range of digital and physical assets. These include;

- Website assets
- Social Assets
- In-store Tricard

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SOCIALS



BANNERS



TRICARD





MW24100G01

BURNING SAND - HOCKEY DAD LIMITED EDITION BLACK WATCH

\$199.00



MW24100G02

BASE CAMP - HOCKEY DAD LIMITED EDITION BLUE WATCH

\$199.00



MW24100G03

UNHINGED - HOCKEY DAD LIMITED EDITION GOLD WATCH

\$299.00



MW23100G01

PRINCE SS
CASE W/
BLACK DIAL
SS BRACELET

\$249.00



MW23100G02

PRINCE SS
CASE W/
BLUE DIAL
SS BRACELET

\$249.00



MW23100G03

PRINCE IP
GOLD CASE
W/ BLACK
DIAL IP GOLD
BRACELET

\$299.00



MW23102G01

LANSDOWNE
SS CASE
W/ BLACK
DIAL SS
BRACELET

\$279.00



MW23102G04

LANSDOWNE
SS CASE
W/ BLACK
DIAL BLACK
SILICONE
STRAP

\$229.00



MW23102G02

LANSDOWNE
IP GOLD
CASE W/
BLACK
DIAL IP GOLD
BRACELET

\$299.00



MW23102G05

\$249.00



MW23102G03

LANSDOWNE
IP BLACK
CASE W/
BLACK DIAL
IP BLACK
BRACELET

\$299.00



MW23102G06

LANSDOWNE
IP BLACK
CASE W/
BLACK
DIAL BLACK
SILICONE
STRAP

\$249.00



MW23100G04

PRINCE SS
CASE W/
BLACK
DIAL BLACK
SILICONE
STRAP

\$199.00



MW23100G05

PRINCE
SS CASE
W/BLUE
DIAL BLUE
SILICONE
STRAP

\$199.00



MW23100G06

PRINCE IP
GOLD CASE
W/ BLACK
DIAL BLACK
SILICONE
STRAP

\$249.00






MW23200L02

LIBERTY SS
CASE W/
WHITE DIAL
SS BRACELET

\$249.00



MW23200L04

LIBERTY IP
ROSE GOLD
CASE W/
WHITE DIAL
IP ROSE GOLD
BRACELET

\$299.00



MW23200L01

LIBERTY SS
CASE W/
BLACK DIAL
SS BRACELET

\$249.00



MW23200L03

LIBERTY IP
ROSE GOLD
CASE W/
BLACK DIAL
IP ROSE GOLD
BRACELET

\$299.00



MW23200L05

LIBERTY SS
CASE W/
BLACK
DIAL BLACK
SILICONE
STRAP

\$199.00



MW23200L06

LIBERTY SS
CASE W/
WHITE
DIAL WHITE
SILICONE
STRAP

\$199.00



MW23200L07

LIBERTY IP
ROSE GOLD
CASE W/
BLACK
DIAL BLACK
SILICONE
STRAP

\$249.00



MW23200L08

LIBERTY IP
ROSE GOLD
CASE W/
WHITE
DIAL WHITE
SILICONE
STRAP

\$249.00





MW23104G01

RAGLAN IP BLACK CASE W/ BLACK DIAL IP BLACK BRACELET

\$349.00



MW23104G02

RAGLAN IP GUN CASE W/ BLACK DIAL IP GUN BRACELET

\$349.00



MW23104G03

RAGLAN IP GOLD CASE W/ BLACK DIAL IP GOLD BRACELET

\$349.00





MW23104G10

RAGLAN IP
GOLD CASE
W/ BLACK
DIAL BLACK
SILICONE
STRAP

\$299.00



MW23104G11

RAGLAN IP
GOLD CASE
W/ BLACK
DIAL BLUE
SILICONE
STRAP

\$299.00



MW23104G12

RAGLAN IP
GOLD CASE
W/ BLACK
DIAL GREEN
SILICONE
STRAP

\$299.00



MW23104G07

RAGLAN IP
GUN CASE
W/ BLACK
DIAL BLACK
SILICONE
STRAP

\$299.00



MW23104G04

RAGLAN IP
BLACK CASE
W/ BLACK
DIAL BLACK
SILICONE
STRAP

\$299.00



MW23104G08

RAGLAN IP
GUN CASE
W/ BLACK
DIAL BLUE
SILICONE
STRAP

\$299.00



MW23104G05

RAGLAN IP
BLACK CASE
W/ BLACK
DIAL BLUE
SILICONE
STRAP

\$299.00



MW23104G09

RAGLAN IP
GUN CASE
W/ BLACK
DIAL GREEN
SILICONE
STRAP

\$299.00



MW23104G06

RAGLAN IP
BLACK CASE
W/ BLACK
DIAL GREEN
SILICONE
STRAP

\$299.00



X1807L1

MINIMAX BLK
SLV DIGI

\$99.00



X2007L1

MINIMAX
MARK 2 PNK
SLV DIGI

\$99.00



X1807L2

MINIMAX WHT
RSG DIGI

\$99.00



X2214L1

SWING GLD
BLK DIGI

\$99.00

X2213L1

CANDY
PURPLE

\$99.00



X2213L2

CANDY GREEN

\$99.00



X2213L3

CANDY PINK

\$99.00



X9101L2

SWING BLUE
PLASMA

\$99.00



X1411L2

AVOCA
WHITE/ROSE

\$99.00





X2001G2

MAVERICK
KHA SLV
ANADIGI

\$119.00



X2001G3

MAVERICK
SLV RED
ANADIGI
BRCT

\$149.00



X2001G1

MAVERICK
NVY SLV
ANADIGI

\$119.00



X2013G2

CONQUEST
NVY WHT
ANADIGI

\$119.00



X2013G1

CONQUEST
BLK RED
ANADIGI

\$119.00

X2213G1

CONQUEST
BLK YEL
ANADIGI

\$119.00

X2122G1

MINI
BULK BLK
ANADIGI

\$119.00

X1720G2

\$149.00





X2221G1

PIONEER
BLK YEL
DIGI

\$99.00



X2223G1

EXPLORER
BLK SLV
DIGI

\$99.00



X2223G2

EXPLORER
TEA SLV DIGI

\$99.00



X2224G1

BRAVE BLU
SLV DIGI

\$99.00





X2276L1

BUTTON TEA
BLK DIGI

\$99.00



X1676L1

BUTTON
BLACK BLUE
DIGITAL

\$99.00



X2212L1

NOMAD BLK
YEL DIGI

\$99.00



X1706L1

SURFARI
BLK RED
DIGI

\$99.00





X2316G2

ENDURANCE
WHT RSG

\$99.00



X2316G3

ENDURANCE
BLK RED

\$99.00