



T E D B A K E R  
L O N D O N

**S24 IJF PICTORIAL**

# ABOUT US



Celebrating British fashion and heritage since 1988, Ted Baker is globally recognised for its menswear, womenswear, accessories and lifestyle collections.

The brand is an ode to gleaming details, joyous moments and all the adventure in between. Ted Baker Watches are crafted with exquisite attention to detail to keep you running fashionably on time, the collection is a tailor-made mix of elegance, precision and London flair.

## 2024 INTERNATIONAL JEWELLERY FAIR DEAL



Thank you for joining us at the 2024 International Jewellery Fair. We are excited to showcase our brands and have put together a special FAIR DEAL for you.

**\$400  
OFF**

***Watch Deal:***

**Take \$400** off your 33 SKU assortment.  
Normal price \$3,836 excl GST.  
**Fair deal offer \$3,436 excl GST.**

***Apple Straps Deal:***

**Take \$200** off your 32 SKU assortment.  
Normal price \$2,095 excl GST.  
**Fair deal offer \$1,895 excl GST.**

**\$200  
OFF**

# Fair Deal Assortment

## WATCHES



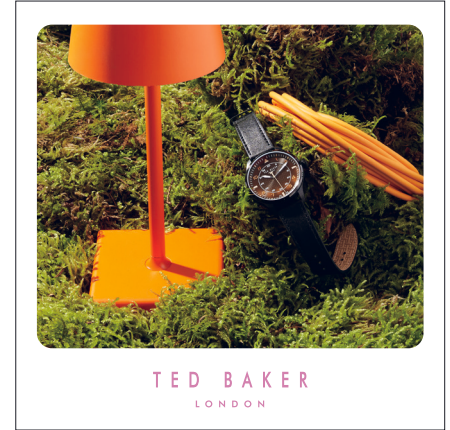
## APPLE STRAPS



# Additional Assets

We are able to prepare a range of digital and physical assets. These include Website assets, Social assets and in-store Tricards.

## SOCIALS



## BANNERS



TED BAKER  
LONDON

## WINDOW DISPLAY



## TRICARD





**JOLYYE**

BKPJLF401 AUD 290  
Yellow Gold case Yellow gold dial  
Yellow gold bracelet

24 mm 50 meters



**JOLYYE**

BKPJLF405 AUD 255  
Yellow Gold RSST Case Black Dial  
Black Leather Strap

24 mm 50 meters



**JOLYYE**

BKPJLF406 AUD 255  
Rose Gold case Silver Dial Nude Leather  
Strap

24 mm 50 meters



**COOLLY**

BKPCLF407 AUD 270  
Rose Gold RSST Case PinkGlossy Dial  
Rose Gold SST Bracelet

34 mm 50 meters



**KEYTHLIN**

BKPKTF403 AUD 270  
Rose Gold RSST Case Blue Dial Blue  
Leather Strap

36 mm 50 meters



**STACIE**

BKPSTF402 AUD 165  
Rose Gold RSST Case Nude Dial Nude  
Leather Strap with Logo

28 mm 50 meters



**STACIE**

BKPSTF404 AUD 230  
Rose Gold RSST Case MOP Dial Rose  
Gold Mesh Band Bracelet

28 mm 50 meters



**STACIE**

BKPSTF405 AUD 230  
Yellow Gold RSST Case MOP Dial  
Yellow Gold Mesh Band Bracelet

28 mm 50 meters



**STACIE**

BKPSTF406 AUD 215  
RSST Case MOP Dial Silver Mesh Band  
Bracelet

28 mm 50 meters



**STACIE**

BKPSTF407 AUD 165  
Yellow Gold RSST Case Black Dial Black  
Leather Strap

32 mm 50 meters



**STACIE**

BKPSTF409 AUD 165  
Rose Gold RSST Case Blue Dial Blue  
Leather Strap with logo

32 mm 50 meters



**HAARVIN**

BKPHAF404 AUD 290  
IP Black RSST Case Black Dial Black  
Leather Strap

44 mm 50 meters



**HAARVIN**

BKPHAF405 AUD 290  
IP Blue RSST Case Blue Dial Blue Leather  
Strap

44 mm 50 meters



**HAARVIN**

BKPHAF406 AUD 290  
IP Military Green RSST Case Military  
Green Dial Military Green Leather Strap

44 mm 50 meters



**FULMAAR**

BKPFMF401 AUD 310  
RSST Case Blue Dial Blue Fabric Strap

44 mm 50 meters



**FULMAAR**

BKPFMF405 AUD 310  
IP Gunmetal RSST Case Black Dial  
Brown Leather Strap

44 mm 50 meters



**NEW PHYLIPA BOW**

BKGFW2401      AUD 290  
Rose Gold RSST Case Pink Dial with  
Diamond Dust Pink Leather Strap

36 mm    50 meters

**NEW PHYLIPA BOW**

BKGFW2402      AUD 290  
Yellow Gold RSST Black Dial with  
diamond dust Black Leather Strap

36 mm    50 meters



LILABEL

BKPLIF201 AUD 260  
SST Rose-Gold Case Pink Magnolia  
Dial Pink Saffiano Leather Strap

36 mm 50 meters



LILABEL

BKPLIF202 AUD 295  
SST Rose-Gold Case Pink Magnolia  
Dial SST Rose-Gold Bracelet

36 mm 50 meters



FITZROVIA ICONIC

BKPFZF205 AUD 230  
SST Yellow-Gold Case Black Sun-  
ray Dial Black Leather Strap

34 mm 50 meters



PHYLIPA FASHION

BKPPHS237 AUD 245  
SST Rose-Gold Case Champagne  
Printed Dial Rose-Gold Mesh Band

37 mm 50 meters



LILABEL

BKPLIS301 AUD 310  
Recycled SST Rose Gold Case Pink  
Magnolia Dial SST Rose Gold  
Chain

28 mm 50 meters



PHYLIPA GENTS TIMELESS

BKPPGS301 AUD 245  
Recycled SST SST Yellow Gold  
Case Cream Dial Brown Eco-Leath-  
er Strap

41 mm 50 meters



TESSYE

BKPTTS402 AUD 300  
Rose Gold RSST Case Pink Dial  
Pink Leather Strap

17 mm 50 meters



TESSYE

BKPTTS403 AUD 300  
Rose Gold RSST Case Black Dial  
Black Leather Strap

17 mm 50 meters



TESSYE

BKPTTS406 AUD 310  
Rose Gold RSST Case Pink Dial  
Rose Gold RSST Chain

17 mm 50 meters



FITZROVIA FASHION

BKPFZS404 AUD 260  
Rose Gold RSST Case Blue Dial  
Rose Gold SST Bracelet

34 mm 50 meters



FITZROVIA FASHION

BKPFZS405 AUD 260  
Yellow Gold RSST Case Black Dial  
Yellow Gold SST Bracelet

34 mm 50 meters



FITZROVIA FASHION

BKPFZS406 AUD 245  
RSST Case Silver Dial Yellow Gold  
& Silver SST Bracelet

34 mm 50 meters



PHYLIPA GENTS TIMELESS

BKPPGS401 AUD 270  
Black RSST Case Black Dial Black  
Eco Genuine Leather Strap

41 mm 50 meters



PHYLIPA GENTS TIMELESS

BKPPGS404 AUD 290  
Yellow Gold RSST Case Black Dial  
Yellow Gold Mesh Band Bracelet

41 mm 50 meters



COSMOP

BKPCSS402 AUD 230  
RSST Case Military Green Dial  
Brown Eco Genuine Leather Strap

42 mm 50 meters





FULMAAR

BKPFMS401 AUD 260  
Black RSST Case Military Green  
Dial Brown Eco Genuine Leather  
Strap

44 mm 50 meters



FULMAAR

BKPFMS404 AUD 260  
Black RSST Case Black Dial Black  
Eco Genuine Leather Strap

44 mm 50 meters



DARBEY

BKPDFAF305 AUD 270  
Yellow Gold Recycled SST Case,  
Green Dial, Yellow Gold Mesh  
Band

36 mm 50 meters



EMILY

BKPEMF302 AUD 260  
Yellow Gold Recycled SST Case,  
Silver Dial, Yellow Gold Bracelet

30 mm 50 meters



DARBEY

BKPDFAF304 AUD 255  
Rose Gold Recycled SST Case, Blue  
Dial, Blue Vegan Leather Strap

36 mm 50 meters



EMILY

BKPEMF303 AUD 260  
Rose Gold Recycled SST Case, Pink  
Dial, Rose Gold Bracelet

30 mm 50 meters



PHYLIPA GENTS TIMELESS

BKPPGF303 AUD 245  
Yellow Gold Recycled SST Case,  
Black Dial, Tan Eco Genuine  
Leather Strap

41 mm 50 meters



MAYSE

BKPMMSF306 AUD 255  
Yellow Gold Recycled SST Case,  
Green Dial, Yellow Gold Mesh  
Band

24 mm 50 meters



PHYLIPA GENTS TIMELESS

BKPPGF203 AUD 260  
SST IP Black Case Black Dial Tan  
Leather Strap

41 mm 50 meters



PHYLIPA FASHION

BKPPHF131 AUD 230  
SST rose-gold tone case, blue sun-  
ray dial embellished with crystals,  
blue leather strap

37 mm 50 meters



DARBEY

BKPDFAF302 AUD 255  
Rose Gold Recycled SST Case, Pink  
Dial, Pink Vegan Leather Strap

36 mm 50 meters



DARBEY

BKPDFAF301 AUD 255  
Yellow Gold Recycled SST Case,  
Black Dial, Black Vegan Leather  
Strap

36 mm 50 meters



FITZROVIA FASHION

BKGF2302 AUD 270  
Sst Yellow Gold Case, Black Dial  
with constellation Black leather  
Strap&Star Bracelet

50 meters



PHYLIPA GENTS TIMELESS

BKGF2306 AUD 280  
Sst Case, Green Dial, Brown Leath-  
er Strap&Leather bracelet

50 meters

TED BAKER



BKS42F428  
Silver SST Bracelet

AUD 150

Not Appli-  
cable



BKS42F429  
Black SST Bracelet

AUD 160

Not Appli-  
cable



**APPLE BANDS**

BKS38S321 AUD 100  
Pink&Violet Elastic Strap

Not Appli-  
cable



**APPLE BANDS**

BKS38S325 AUD 100  
Light Brown&Cream Elastic Strap

Not Appli-  
cable



**APPLE BANDS**

BKS42F117 AUD 125  
Blue

Not Appli-  
cable



**APPLE BANDS**

BKS42F131 AUD 130  
BLACK T-EMBOSSED BLUE KEEPER  
LEATHER SLV BUCKLE

Not Appli-  
cable



**APPLE BANDS**

BKS42F132 AUD 130  
BLUE T-EMBOSSED RED KEEPER LEATH-  
ER SLV BUCKLE

Not Appli-  
cable



**APPLE BANDS**

BKS42F133 AUD 130  
TAN T-EMBOSSED BLACK KEEPER  
LEATHER SLV BUCKLE

Not Appli-  
cable



**APPLE BANDS**

BKS42F227 AUD 125  
Blue Croco Leather SST Strap Attach-  
ment SST Buckle

Not Appli-  
cable



**APPLE BANDS**

BKS42S322 AUD 100  
Blue&Light Blue Elastic Strap

Not Appli-  
cable



**APPLE BANDS**

BKS42S326 AUD 100  
Black&Cream Elastic Strap

Not Appli-  
cable



**APPLE BANDS**

BKS38F110 AUD 125  
BLACK CHEVRON LEATHER SLV  
BUCKLE

Not Appli-  
cable



**APPLE BANDS**

BKS38F111 AUD 125  
PINK CHEVRON LEATHER RSE BUCKLE

Not Appli-  
cable



**APPLE BANDS**

BKS38F201 AUD 130  
Black Leather with Yellow Gold Bumble  
bee Pin SST Yellow Gold Buckle

Not Appli-  
cable



**APPLE BANDS**

BKS38F203 AUD 130  
Pink Leather with Rose Gold Bumble bee  
Pin SST Rose Gold Buckle

Not Appli-  
cable



**APPLE BANDS**

BKS38S312 AUD 210  
Yellow Gold Bracelet with Crystals

Not Appli-  
cable



**APPLE BANDS**

BKS38S315 AUD 180  
Rose Gold jewellery Mesh Band

Not Appli-  
cable



**APPLE BANDS**

BKS38S316 AUD 180  
Yellow Gold jewellery Mesh Band

Not Appli-  
cable



**APPLE BANDS**

BKS38S317      AUD 165  
SST jewellery Mesh Band

Not Appli-  
cable



**APPLE BANDS**

BKS42F116      AUD 125  
Black

Not Appli-  
cable



**APPLE BANDS**

BKS42F118      AUD 125  
Tan

Not Appli-  
cable



**APPLE BANDS**

BKS42F120      AUD 125  
Brown

Not Appli-  
cable



**APPLE BANDS**

BKS42F226      AUD 125  
Black Croco Leather SST Strap Attach-  
ment SST Buckle

Not Appli-  
cable



**APPLE BANDS**

BKS42F313      AUD 125  
Black Leather SST Buckle

Not Appli-  
cable



**APPLE BANDS**

BKS42F314      AUD 125  
Tan Leather SST Buckle

Not Appli-  
cable



**APPLE BANDS**

BKS38S311      AUD 210  
Two-tone Bracelet with Crystals

Not Appli-  
cable



## Customer Service Enquiries

'Designa Accessories' has its own in-house customer service centre to help you and your customers with all enquiries relating to the service and repair of all 'DA' products.

Monday-Friday from 9.00am – 4.00pm

AUS OFFICE: T +61 2 8543 4600

E [customer.service@designaaccessories.com.au](mailto:customer.service@designaaccessories.com.au)  
or [srepairs@designaaccessories.com.au](mailto:srepairs@designaaccessories.com.au)

NZ OFFICE: T +64 9 480 2211

E [customer.service@designaaccessories.co.nz](mailto:customer.service@designaaccessories.co.nz)

Spare part orders can be placed via email (see listed on left).

All links orders incur a charge of \$10 per link.  
Please contact us for further information on the price and availability of links.

Any expenses incurred in sending the watch to Designa Accessories are at owner's expense.

## Limited Two Year Warranty

This warranty applies to your TED BAKER watch and is given by DA Designa Accessories Pty Ltd ABN 53 003 084 893 ("Designa") and, subject to certain exceptions (set out below) applies from the date the watch is purchased from Designa or a person accredited by Designa (the "Purchase Date").

*The following applies to Australian purchasers only: Under the Australian Consumer Law, we advise our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure (the "Mandatory Provision").*

This warranty is issued by DA Designa Accessories Pty Limited ABN 53 003 084 893 of PO Box 2576, Taren Point NSW 2229, telephone +61 2 8543 4600. You must bear the expense of making a claim under any such warranty. Any warranty given by Designa is in addition to other rights and remedies which you have as a consumer under law in relation to the goods or services to which the warranty relates.

### The following parts **ARE** covered by the TED BAKER 2 year limited warranty:

1. Movement - 2 Years.
2. Batteries - 1 Year.

In the event of a defect or malfunction, your TED BAKER watch will be repaired or replaced with the same or similar model at our discretion. Your replacement watch will be warranted for the remainder of the period applicable to the original date of purchase.

### The following parts **ARE NOT** covered under the TED BAKER 2 year limited warranty:

1. Band/strap, case, clasp, hands, dial, crown and stones (including damage, scratching or breakage).
2. Lens breakage, scratching or damage.
3. Water leakage if the crown is not activated or the water care guidelines have not been followed.
4. General wear and tear, finish or plating of the watch or any defects arising from misuse or any other use which is not in accordance with the Recommended Watch Care and Precautions.  
In addition the warranty does not cover issues from any alteration, service or repair performed by any other party other than the Designa Accessories authorized service centre.

### WATCH REPAIR:

Return the watch carefully packed (do not send in original packaging as it will not be returned) and registered to:

DESIGNA ACCESSORIES  
PO BOX 2576, TAREN POINT NSW 2229 AUSTRALIA

DESIGNA ACCESSORIES NZ  
PO BOX 99313, NEWMARKET AUCKLAND 1149 NEW ZEALAND

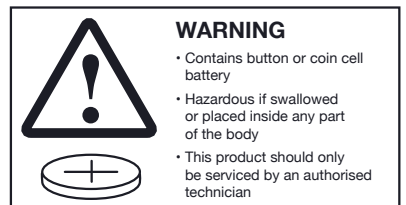
OR HEAD TO OUR WEBSITE: [designaaccessories.com.au](http://designaaccessories.com.au)  
TO DOWNLOAD OUR REPAIR FORM

## WATER RESISTANCY USAGE GUIDE

| INDICATION            |                        | WATER-RELATED USE  |                      |                      |              |                 |
|-----------------------|------------------------|--------------------|----------------------|----------------------|--------------|-----------------|
| DIAL MARKING          | DESCRIPTION            | SPLASH OR RAIN ETC | SWIMMING OR CAR WASH | DIVING OR SNORKELING | SCUBA DIVING | SHOWER OR SAUNA |
| -                     | DUST RESISTANT*        | NO                 | NO                   | NO                   | NO           | NO              |
| 3ATM or 30m or BAR    | WATER RESISTANT**      | YES                | NO                   | NO                   | NO           | NO              |
| 5ATM or 50m or BAR    | 50m WATER RESISTANT**  | YES                | YES                  | NO                   | NO           | NO              |
| 10ATM or 100m or BAR  | 100m WATER RESISTANT** | YES                | YES                  | YES                  | NO           | NO              |
| 20ATM or 2000m or BAR | 200m WATER RESISTANT** | YES                | YES                  | YES                  | YES          | NO              |

\* No caseback marking indicates watch is dust resistant only & the wearer must not get watch wet.

\*\* Water resistant casing does not permit pusher or button operation while in water.



### WARNING - KEEP BUTTON BATTERIES OUT OF REACH OF CHILDREN

- Swallowing may lead to serious or fatal injury in as little as 2 hours due to chemical burns and the perforation of the oesophagus or digestive system.
- Never allow children to replace batteries on any device.
- If you suspect your child has swallowed or inserted a button battery, immediately call the 24-hour Poisons Information Centre on 13 11 26 (Australia) or 0800 764 766 (New Zealand) for fast expert advice.
- Regularly examine devices and make sure the battery compartment is correctly secured.
- Dispose of used button batteries immediately and safely out of the reach of children.
- A battery can still be dangerous even when it can no longer operate the device.
- Tell others about the risk associated with the button batteries and how to keep their children safe.

# DESIGNA

ACCESSORIES ————— EST. 1986

Telephone **+61 2 8543 4600**  
Email **sales.orders@designa.com.au**  
**designaaccessories.com.au**