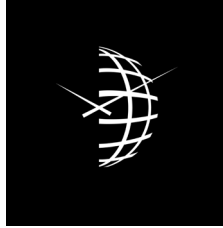




Corporate Profile 2021



Introduction

Basel Watch Company specializes in design, development, marketing, distribution and trading of consumer products that characterize fashion and value. The company's principal offerings include a diverse line of stylish timepieces sold under its exclusive brand-names, alongside complementary lines of accessories, apparel and leather goods-items.

Founded in 1988, Basel Watch Company began its journey with a vision to transform the concept of time-keeping from a mere function to an expression of personal style. Ever since its launch, the organization has always kept a finger on the pulse of the fashion industry; quick to adopt and stay at the forefront, whether in terms of technology, choice of materials or the latest designs.

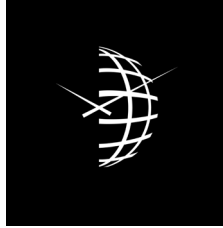
Headquartered in Dubai, Basel Watch Company offers quality, designer-wear wrist-watches under its proprietary BLADE, ELIZ, ELIZ KIDS, bart & melon and SESCA brands. The company's products are sold in leading retail chain stores all over the UAE and in other GCC countries. For more information visit the company's official website baselwatch.com.

As part of Basel Watch Company's ongoing customer service enhancement, the company has commissioned service centers for its brands internationally.



BLADE





BLADE



Our flagship brand bears a gallant testimony to our commitment of quality watch-making with style. BLADE signifies toughness and individuality, using high-grade materials such as stainless steel, ceramic, and titanium. Blade beckons to the adventurous spirit of today's generation. Distinctive designs, using only well-reputed Swiss and Japanese movements, and is rightly recognized as the "Ultimate Time Machine"

www.bladewatches.com



3564G5SNN



3564G4SWB



3564G5SUN

VERVE

3564G5

44mm

Stainless Steel Case

22mm

Silicon Band

Stopwatch

PVD Gunmetal / Black Plating

Hardened Mineral Glass

5 ATM Water Resistant



3574G9USO



3574G9SGN

SCOUT

3574G9

45mm

Stainless Steel Case

24mm

Leather-Silicon Strap

Multifunction with Date Window

PVD Rose Gold Plating

Hardened Mineral Glass

5 ATM Water Resistant



3621G2SNS



3579G2MUS



3579G2UBU

PANACHE

3679G2

46mm

Stainless Steel Case

22mm

Stainless Steel Band

Multifunction with Date Window

PVD Gold, Rose Gold, Black Plating

Hardened Mineral Glass

5 ATM Water Resistant



3597G2GSG



3597G2RBB



3597G2USU

FUSION

3597G2

44mm

Stainless Steel Case

22mm

Stainless Steel Band

Multifunction with Date Window

PVD Gold, Rose Gold, Blue Plating

Hardened Mineral Glass

10 ATM Water Resistant



3597L2GSG



3597L2RBB



3597L2USU

FUSION

3597L2

36.5mm

Stainless Steel Case

18mm

Stainless Steel Band

Multifunction with Date Window

PVD Gold, Rose Gold, Blue Plating

Hardened Mineral Glass

10 ATM Water Resistant



3575G2SNS



3575G2AGA



3575G2NNN

CROSSFIRE

3575G2

53mm

Stainless Steel Case

22mm

Stainless Steel Band

Dual Time Multifunction + Date

PVD Gunmetal, Black Plating

Hardened Mineral Glass

5 ATM Water Resistant



3563G2SBS



3563G2SNS



3563G2NNN

COMBAT

3563G2

48mm

Stainless Steel Case

20mm

Stainless Steel Band

Dual Time Multifunction

PVD Black Plating

Hardened Mineral Glass

5 ATM Water Resistant



3549L2TST



3549L2RSR



3549L2UOU

PARADIGM

3549L2

42mm

Stainless Steel Case

18mm

Stainless Steel Band

Dual Time Multifunction + Date

PVD Gold, Rose Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant



3600G1SNN



3600G1SSD



3600G1RSO

MAVERICK

3600G1

37mm

Stainless Steel Case

22mm

Genuine Leather Band

Slim Movement

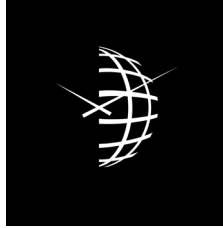
PVD Rose Gold, Black Plating

Hardened Mineral Glass

3 ATM Water Resistant

ELIZ





ELIZ

Amongst our contemporary line-up of watches, ELIZ stands out in elegance and exclusivity; owing not only to its exquisite designs and refined quality, but also to the breathtaking variety of selections it offers. Meticulously manufactured and elegantly finished with a heart of precision. Eliz Watches are an epitome of excellence and class.

www.elizwatches.com



ES8707L2GNG

IRIS ES8707L2



ES8707L2SSS



ES8707L2RPR

29 mm

Metal Case

5 mm

Jewelry Band

Stainless Steel Caseback

PVD Gold / Rose Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant



ES8709L2SNS

IRIS ES8709L2



ES8709L2RVR



ES8709L2ROO

27 mm

Metal Case

12 mm

Mesh Band

Stainless Steel Caseback

PVD Gold, Rose Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant



ES8712G2GSG

COSTA ES8712G2



ES8712G2RBR



ES8712G2SNS

39 mm

Metal Case

20 mm

Mesh Band

Stainless Steel Caseback

PVD Gold, Rose Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant

COSTA ES8712L2



ES8712L2GSG



ES8712L2RBR



ES8712L2SNS

29 mm

Metal Case

12 mm

Mesh Band

Stainless Steel Caseback

PVD Gold, Rose Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant

CLASSIQUE ES8717G1



ES8717G1USO



ES8717G1GNN



ES8717G1ROO

40 mm

Metal Case

20 mm

Genuine Leather Band

Stainless Steel Caseback

PVD Gold, Rose Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant

MAHAL ES8635L2



ES8635L2SWS



ES8635L2GCG



ES8635L2RVV

32 mm

Stainless Steel Case

16 mm

Stainless Steel Mesh Band

Center Seconds with Date Window

PVD Rose / Gold / Purple Plating

Hardened Mineral Glass

3 ATM Water Resistant



ES8634G1SWO



ES8634G1GCN



ES8634G1NNO

MAHAL ES8634G1

42mm

Stainless Steel Case

22mm

Genuine Leather Band

Center Seconds with Date Window

PVD Gold/Black Plating

Hardened Mineral Glass

3 ATM Water Resistant



ES8634L1SWO



ES8634L1RWN



ES8634L1ROO

MAHAL ES8634L1

32mm

Stainless Steel Case

16mm

Genuine Leather Band

Center Seconds with Date Window

PVD Rose Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant



ES8638G2TNS



ES8638G2GWG



ES8638G2TCT

MAHAL ES8638G2

41mm

Stainless Steel Case

22mm

Stainless Steel Case

Center Seconds with Date Window

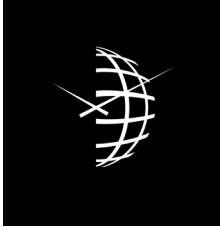
PVD Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant




bart & melon



bart & melon

A vibrant range of watches for the young and triumphant.

Simple, yet aspiring to make a creative difference,



18-MG025 SBD



18-MG025 RWO



18-MG025 NND

ICEBALL 18-MG025

42mm

Metal Case

22mm

Genuine Leather Band

Multifunction

PVD Gunmetal / Rose Gold Plating

Hardened Mineral Glass

3 ATM Water Resistant



18-MG026 SWD



18-MG026 SWN



18-MG026 SBO

ICEBALL 18-MG026

42mm

Metal Case

22mm

Genuine Leather Band

Multifunction

PVD Silver Plating

Hardened Mineral Glass

3 ATM Water Resistant



18-NL018 GCO



18-NL018 SBO



18-NL018 RPB

REFLECTION 18-NL018

38mm

Metal Case

19mm

Genuine Leather Band

Multifunction

PVD Black Plating

Hardened Mineral Glass

3 ATM Water Resistant

REFLECTION 19-NL021



19-NL021 GHG



19-NL021 RBB



19-NL021 ROR

29 mm

Metal Case

16 mm

Mesh Band

Three Hands Movement

PVD Gold / Rose / Blue Plating

Hardened Mineral Glass

3 ATM Water Resistant

REFLECTION 19-NL029



19-NL029 RGA



19-NL029 RBB



19-NL029 GWG

35 mm

Metal Case

12 mm

Mesh Band

Three Hands Movement

PVD Rose / Gold / Blue / Grey Plating

Hardened Mineral Glass

3 ATM Water Resistant

REFLECTION 18-NL023



18-NL023 SWB



18-NL023 GCG



18-NL023 RER

34 mm

Metal Case

12 mm

Mesh Band

Three Hands Movement

PVD Gold / Rose / Blue Plating

Hardened Mineral Glass

3 ATM Water Resistant



Adriatica 
Swiss Made Watches



Adriatica

Swiss Made Watches



One of our key objectives is to create new designs and models that perfectly suit the changing styles of our generation while, at the same time, keeping prices competitive. "Swiss Made" embodies a concept of highest quality, accuracy, reliability combined with elegance and originality of design. This is exactly what Adriatica is about.

www.adriaticawatches.ch



A8210.51B3CH

42 mm

Stainless Steel Case

22 mm

Stainless Steel Band

Swiss Chronograph Movement

Date Window

Sapphire Crystal Glass

5 ATM Water Resistant



A8276.R164A

40 mm

Stainless Steel Case

22 mm

Stainless Steel Band

Swiss Automatic Mechanical

PVD Rose Gold Plating

Sapphire Crystal Glass

5 ATM Water Resistant



1276.1111Q

37 mm

Stainless Steel Case

18 mm

Stainless Steel Band

Swiss Quartz Movement

PVD Gold Plating

Sapphire Crystal Glass

5 ATM Water Resistant



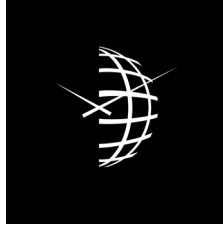
c-secure



c-secure

What we need today are wallets and cardholders that are skimsafe. Wallets that protect your money, using innovative technology. Why? Because wireless readers that steal your data can read through any fabric or leather. In order to stop the radio waves, your wallet needs RFID-protection. This is where c-secure comes in. We offer the perfect solution: a wide collection of stylish wallets and cardholders with RFID-protection.

www.c-secure.eu



C-Secure Wallets

C-Secure Cardholders

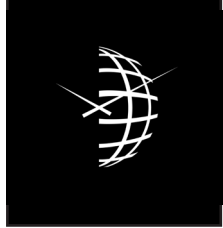


C-Secure Coin Wallets



C-Secure Single Wallets

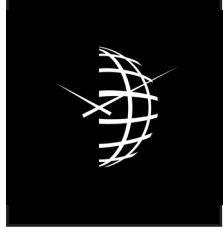




Products & Services

A Basel Watch Co. timepiece or accessory makes for an excellent gift suited for any occasion. Choose from our curated collections for the unique token to appreciate or congratulate someone on achieving a milestone. Ask us about our personalization services to further individualize your selection. Our services include dial printing, engraving, laser etching and hot stamping.

	Etching/Engraving	Printing	Full Customization	Hot Stamping
Accessories	✓			
Writing Instruments	✓			
Wall Clocks		✓		
Packaging		✓	✓	✓
Watches	✓	✓	✓	✓



Products & Services

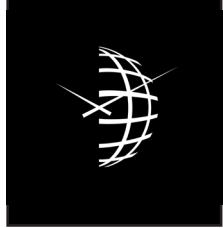
Leather Band Hot Stamping



Writing Instruments

Starting from AED 75





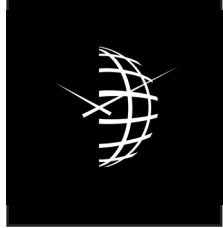
Products & Services

Watch Dial Customization



Caseback Engraving





Products & Services

T-Shirts

Starting from AED 49



Flashlights

Starting from AED 39





Products & Services

Clocks

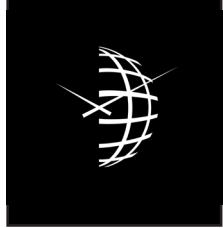
Starting from AED 38



Alarm Clocks

Starting from AED 19



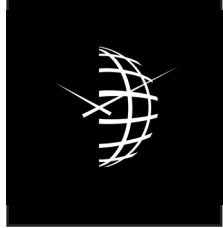


Products & Services

Diaries & Notebooks

Starting from AED 8





Products & Services

Powerbanks

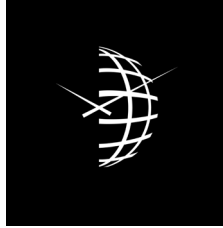
Starting from AED 39



Sportbags

Starting from AED 19





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City Centre Mirdif



Mazyad Mall



Al Ain Mall



Manar Mall



City Centre Sharjah



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ESPRIT

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TED LAPIDUS
PARIS

Le Capre

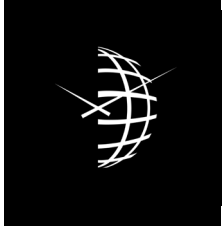
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