

Ted Baker inks global watch licensing deal with Timex Group

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Lifestyle brand Ted Baker has entered into a global watch licensing agreement with Timex Group.

The UK-based brand said the deal would allow it to “underpin its own global plans with a unique product offering in watches that fully complements its apparel and accessory collections”.

Ray Kelvin CBE, Founder and Chief Executive of Ted Baker, said: “This is an exciting opportunity for Ted Baker to drive accelerated growth in our watch business by leveraging the Timex Group global footprint and infrastructure, in line with our strategy to further develop Ted Baker as a global lifestyle brand.”

Tobias Reiss Schmidt, President and Chief Executive Officer of Timex Group, added: “We are delighted to bring Timex Group’s expertise and long history as an authentic watchmaker to Ted Baker and look forward to producing exciting and innovative timepieces for their consumers.”

Timex Group will launch the collections internationally through premium retail partners and its global distributor network in summer 2019.

Ted Baker operates through three main distribution channels: retail, which includes e-commerce; wholesale; and licensing, which includes territorial and product licences.

The company distributes its products through its own and licensed shops, leading department stores and selected independent stores in the UK and Europe, North America, the Middle East, Africa, Asia and Australasia.

The brand continues to go from strength to strength, driven in part by its unconventional approach to product and design.

Never forgetting its roots as a shirt specialist, Ted Baker seeks to continuously innovate through its collections, store environments and digital and social media initiatives.

Ted Baker has 532 stores and concessions worldwide, comprising 195 in the UK, 113 in Europe, 127 in North America, 88 in the Middle East, Africa and Asia and nine in Australasia.

The brand offers a wide range of collections, including menswear, womenswear, accessories, childrenswear, eyewear, footwear, fragrance and cosmetics, gifting, jewelry and watches, lingerie and sleepwear, and luggage.