

H.Samuel Launches Adidas And Lacoste Watch Brands



Released on: October 27, 2011, 3:41 pm

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Industry: [Retail](#)

H.Samuel has announced the expansion of its watch collection in-store and online with the introduction of Lacoste and Adidas watches for the first time.

The Adidas collection features coloured digital watches and stone set ladies' watches in black and white designs. Some of the Adidas styles feature gold and rose gold bracelet style straps. Within the collection there is also a selection of kids coloured strap watches.

The Lacoste range at H.Samuel includes brightly coloured designs incorporating a colour palette of green, yellow, white, pink and purple. The Goa watch designs feature round dials and neon colours and the Socoa styles have rectangular dials and leather straps of pink, green and black.

Adidas was founded in Germany back in 1948 by brothers Adolf and Rudolf Dassler. Originally famed for sports footwear, Adidas now produce bags, eyewear, clothing and watches. It's now the largest sportswear manufacturer in Europe and second largest in the world. More recently Adidas unveiled its latest global campaign earlier this year, showcasing the brand's presence into different sports cultures and lifestyles fusing the worlds of sport, music and fashion. Brand ambassadors captured in their authentic surroundings from football star David Beckham to pop icon Katy Perry show that when you love your game, whatever the game, you put your all into it. The new range of Adidas watches at H.Samuel features styles that are not just created for sport, but for fashion too.

French label Lacoste, was founded in 1933 by tennis player Rene' Lacoste. The brand is known mostly for tennis shirts with a signature crocodile logo. Lacoste combines style with functionality and has launched footwear, perfume, leather goods, eyewear and Lacoste watches. The brand tends to use bold bright colours in its designs, particularly in the watch collection available at H.Samuel.

H.Samuel prides itself on working with such a variety of brands including Swarovski, Rotary, Guess and Hot Diamonds amongst the ranges of jewellery, collectibles and watches. As well as expert staff in store, H.Samuel has a watch buyer's guide offering help and product information to customers before they purchase. The nation's favourite jeweller understands the importance of introducing new brands, not only to stay on trend with the market but to attract potential new customers.

About H. Samuel:

H.Samuel is the UK's favourite High Street Jeweller with over 330 stores and a retail website at www.hsamuel.co.uk. Featuring an incredible range of branded watches, H.Samuel also has a stunning range of jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H.Samuel is part of the Signet Group, the world's largest specialty retail jeweller.

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