

Editors' CHOICE

TW Steel



TW STEEL (WWW.TWSTEEL.COM), THE NAME MEANING “THE WATCH IN STEEL,” concentrates exclusively on continuing to develop and lead the oversized watch market established with the introduction of its first collection in 2005 in Amsterdam. CEO Jordy Cobelens’ drive and vision have helped establish TW Steel as a major international watch brand that sits comfortably in high-end retail outlets.

In July of 2012, TW Steel celebrated its latest unveiling, the Kelly Rowland CEO Tech Special Edition timepieces, designed in partnership with the Grammy award-winning singer, who is a worldwide ambassador for TW Steel.

The Kelly Rowland CEO Tech Executions, CE4006 (44mm) and CE4007 (44mm), radiate flare and showcase the singer’s love of distinct styling, as well as her passion for her favorite colors, pink and blue. Featuring 56 stunning zirconia baguettes in either pink or blue, both watches house a chronograph movement with a sandblasted case complete with AA-grade PVD rose gold plating. Kelly’s signature adorns the case back on each timepiece, which is presented in a luxurious CEO watch box.

TW Steel is currently available in over 100 countries, with leading sales in key areas such as Europe, North and South America, and Asia, and boasts a collection of 140 models. ●



TW Steel's Kelly Rowland CEO Tech Executions, CE4006 (left) and CE4007 (right)