

# Swatch: A Guide For Connoisseurs And Collectors



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## Synopsis

In SWATCH Frank Edwards documents the origins and developments of Swatch designs, and shows some of the very best made since 1983. The core of this book is a gallery of hundreds of the most beautiful designs.

## Book Information

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## Customer Reviews

After the Beanie Baby mania, it will not surprise anyone to learn that fashion timepieces--Swatches, specifically--are now considered collector's items. Rather than just listing prices of Swatch watches, horologist Edwards presents a true catalog, which includes a brief history of Switzerland's watch industry pre-Swatch (when Japanese electronic ticktocks were devouring the market share), production and design, advertising and marketing, and information strictly for aficionados (yes, there is a Swatch club). The real surprises in the book, however, lie in the full-color directory of artists participating in watch design (Keith Haring, Yoko Ono, and Vasarely) and in the never-ending stream of other Swatch products (telephones, eyeglasses, even a car). Barbara Jacobs

Frank Edwards

I have the 1998 version of this book, I have Swatch Yourself book from 1991 and Bonello's Swatch-Collector 2000 book. I will give a brief overview of them in comparison. Swatch: A guide for.... covers the years 1982 to 1996. Pros: 19 pages of info about the evolution of the creation of the

Swatch watch. Pictures are of good quality. Cons: Too few pictures. Some pictures that are in the texts margins are not identified. Swatch Yourself: Covers years 1983 to 1991. Pros: Many Swatch watches pictured, great pictures with index in back. Very large book. Cons: No nuts and bolts info about the history of the swatch or identifying model features. Bonello's Swatch-Collector: Covers the years 1983 to 1999. Pros: Has the most listed and pictured swatches of all 3 books. Index included. Nuts and bolts about what the watch codes mean. Cons: picture quality not as good as the other two books. No historical info. Having more than one swatch book is a must

this is what I bought all the batteries for so I could get my watches working and some of the watches in the book are on my arm

Good, informative book. Glad I bought it.

this is a great book with lots of great information for the collector or just those who are interested in colorful watches.

Great

Super Book , Thanks

Fast shipping ... book is okay. Doesn't have EVERY single watch in it but does cover a lot of models ...

I'll keep it short; The book is hardly a "guide". It's a poorly written, unnecessarily opinionated overview of Swatches... That said, it does feature some interesting historical and production sections. The author glosses over various models, with nice photos and layouts. Unfortunately, worthwhile text in the book is overshadowed by tiresome blathering, as if readers need pictures described to them... Don't pay too much, or read too much, lest you regret it.

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