

**KROSS X
STUDIO**

DC COMICS

WATCH ROLLS COLLECTION

**KROSS STUDIO REVEALS
NEW DC COMICS
WATCH ROLL COLLECTION**

Four distinct collectible watch roll designs make perfect stocking stuffers for watch enthusiasts and DC superheroes fans

Kross Studio and Warner Bros. Consumer Products continue their ongoing partnership with a DC Comics x Kross Studio collaboration, this time debuting a new DC superhero-inspired watch roll collection. The series offers four distinct watch roll designs for individual sale, each featuring an inspired design of an iconic superhero of the DC universe: Superman, Wonder Woman, Batman and Flash.



Each model is crafted of genuine leather and comes screen-printed with a character's striking likeness. Kross Studio designed each watch roll with unique accents and complementary colors inspired by the iconic superhero represented, striking likeness and complimentary colors and patterns, including Superman in deep blue, Wonder Woman in turquoise blue, Batman in dark blue and Flash in red.

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The watch roll remains safely straight thanks to two reinforcements placed under the case. Snap top closures flip wide open to accommodate any style of watch, cushioned on a removable pillow insert.



Inside, high-quality black microfiber fabric and robust wood and metal padding cradles the watch secured within and effectively prevents scratches and damage to the dial and band or strap. The position of the watch once in the case is also well thought out, so that if the case were to fall, the dial would not be damaged.

A co-branded patch stitched to the watch roll flap attests to each product's authenticity and an included instruction card with QR code directs the owner to a registration page to access the digital user manual and to activate the 3-year extended warranty.

The new DC Comics watch rolls collectibles (\$250 USD each) are available at kross-studio.ch, or through official partners and select authorized retailers.

TECH SPECS

Dimensions

Diameter 100mm
(3,97 inches)

Weight 160g
(5,65 ounces)

Thickness 75mm
(2,95 inches)

Materials

Exterior material

Genuine leather

Interior material

High-end polyester microfiber fabric



About

Kross Studio is the leading next-generation Swiss design studio and manufacturer, founded in 2020 with a vision to erase the boundaries between fine art, pop culture, and high-end product design. Kross Studio produces immersive, expertly engineered, and highly collectible art objects that defy categorization. Just two years into its inception, Kross Studio has already established ongoing collaborations with the world's leading entertainment companies, including Lucasfilm Ltd. and Warner Bros. Consumer Products, to create richly imagined collector's items and collector sets that fuse beloved pop cultural iconography with high-end finishes, a hint of nostalgia, and hyper-creative horological elements.

Enter the universe of Kross Studio at [kross-studio.com](https://www.kross-studio.com).

Warner Bros. Consumer Products (WBCP)

extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on award-winning ranges of toys, fashion, home décor and publishing inspired by franchises and properties such as DC, J.K. Rowling's Wizarding World, Looney Tunes and Hanna-Barbera. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships, and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

DC

is one of the largest English-language publishers of comics and graphic novels in the world and home to some of the most iconic and recognizable characters ever created. DC is charged with strategically integrating its stories and characters across film, television, consumer products, home entertainment, interactive games and the DC Universe subscription streaming service, a first-of-its-kind digital subscription service, which delivers an immersive experience designed just for DC fans.

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