

**KROSS X  
STUDIO**

**WATCH ROLLS  
COLLECTION**



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## KROSS STUDIO LAUNCHES CLASSIC COLORS LEATHER WATCH ROLL SERIES

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Gland, Switzerland (August 26, 2022) – Kross Studio has released a new series of classic leather watch rolls in an array of colors: a new collection that marks a departure from the Swiss design atelier's typical pop-culture inspired collectibles and highlights the manufacture's finesse in luxury accessory product development.

Kross Studio developed over 50 different prototypes before finally developing a watch roll design that met Kross Studio CEO and Creative Director Marco Tedeschi's stringent requirements. "As a watch lover and frequent traveler, I had not yet found a watch roll that really met my needs on the road," says Tedeschi. "Endless prototypes later, we landed on the perfect watch roll design: one that offers the perfect balance of protection and upscale materials, classic styling, and practical functionality."



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The classic watch rolls offer unmatched protection for any wristwatch, at home or abroad. The rolls' snap top closures flip wide open to reveal a removable pillow insert that can accommodate a Kross Studio timepiece or any other style of watch or smartwatch. The fine microfiber lining effectively prevents scratches and damage to cases, bezels, straps, and clasps. Layers of robust padding and sturdy interior panels lend further structure and shock absorption, with wood panels on the side and a metal plaque beneath the snap top. This sturdy profile allows each roll to stow discreetly and safely cushioned within a suitcase, carry-on, or dresser drawer. Subtle 'legs' on the bottom of each roll also enable them to stand upright on any surface.

The contrast-stitched genuine leather cases are available in a range of hues, from neutrals (tan, grey, black) and classic tones (navy blue, green, gold, baby pink) to highly saturated colors (royal blue, orange, red, yellow, turquoise). It also makes the perfect vehicle for custom embossing, a service offering for this collection that Kross plans to roll out by end of year 2022 on its website, [kross-studio.com](http://kross-studio.com).

A Kross Studio 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 a 5-year international warranty.



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Just two years since Kross Studio was founded, the company headquartered in Gland, Switzerland now boasts a team of 12, authorized retailers in 18 countries, and an ever-diversifying product catalog of luxury collectibles. The latest Kross Studio watch roll collection signals the design atelier's vision for growth and continued expansion.

The new Kross Studio classic watch rolls (\$200 USD each) will be available at [kross-studio.com](http://kross-studio.com) or through official partners and select authorized retailers beginning September of 2022.

## TECH SPECS

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### Dimensions

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**Diameter** 100mm  
(3.97 inches)

**Weight** 160g  
(5.65 ounces)

**Thickness** 75mm  
(2.95 inches)

### Materials

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#### Exterior material

Genuine leather

#### Interior material

High-end polyester microfiber fabric

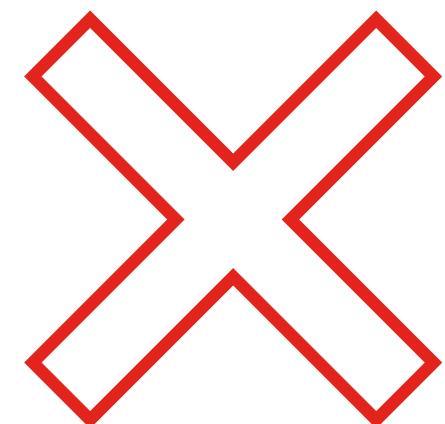


### About Kross Studio

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 since its inception, Kross Studio has already established ongoing collaborations with the world's leading entertainment companies, including Lucasfilm 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](http://kross-studio.com).

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