

ACCUTRON

LE
KOOL



Offering the world's first fully electronic watch in 1960, Accutron changed the way the world told time with the most accurate timekeeping mechanism ever created, and the first personal timekeeping advancement seen in 300 years.

Ruling the watch world for more than a decade, its foundational technology later became an integral component of America's space program and The Accutron logo became a symbol to the consumer of timekeeping accuracy. In 2020, Accutron returned to bring the same drive for technological advancement and design with the first-ever watches powered by electrostatic energy along with the reimagination of the brand's most iconic historical timepieces.





THE LEGACY COLLECTION

Showcasing its legacy as one of the most important innovators in timekeeping history, Accutron revived some of the most memorable timepieces, each a cultural and iconic touchstone, just like the brand itself.

The sophisticated Accutron Legacy collection is comprised of the most standout watches originally created in the 1960's and inspired by the design-centric and fashion-forward thinking of that time.

INSPIRED BY THE PAST. BUILT FOR YOUR FUTURE.

Originally created during the heady 1960s, they took inspiration from the design-centric, fashion-forward attitudes of that time—from streamlined car and furniture styling to the space-age look of TVs and lamps to the cool of secret agent heroes in suave suits. Each a cultural and iconic touchstone...just like the Accutron.

These heritage looking timepieces are available in a variety of colored straps to match one's mood or outfit. Featuring only the finest of leather material from calf, alligator grain, and saddle, offered in an array of colors from white, orange, brown, green, red, charcoal, periwinkle and grey.



**THE ACCUTRON
LEGACY COLLECTION**

Our new Accutron® Watch: equal time for women.

Until now, the incredible precision of Accutron time had been available only on the wrists of men, in scientific instruments, and on the moon. But from now on, it can be found in a jewelry box. And since it has the same electronic tuning fork movement that we put in our men's watches, it, too, is guaranteed accurate to within one minute a month.* It saves needs winding (a tiny power cell replaces that great mail-breaker: the winding stem), so it doesn't have to be re-set every time it comes out of the jewelry box. And we've added color. You can get our ladies' Accutron model with either an apricot or gilt colored dial. It does marvelous things to the face of the watch. Which is nothing compared to what will happen to the face of the lady who gets one.

Accutron® by Bulova

The ladies' Accutron watch is available at fine jewelry and department stores everywhere. U.S. *Precision will be adjusted to this tolerance, if necessary, if purchased from an authorized dealer and returned to him within one year of date of purchase.

©Bulova Watch Co., Inc.

EQUAL PAY. EQUAL TIME.

BULOVA ACCUTRON®
For men and women.

Both watches are equally accurate to within a minute a month* His #24901. Her #23700. Each one is \$175.

*Precision will be adjusted to this tolerance, if necessary, if returned to Accutron dealer from whom purchased within one year from date of purchase.

TIME WAITS FOR NO MAN.

You've been late just once too often. And now people who would have waited an eternity for you, won't sit still for it. What you need is something that will prompt you to be on time—an Accutron® watch. Unlike ordinary watches, which have balance wheels, Accutron has a tuning fork movement. So you're guaranteed the exact time to within a minute a month.

After all, why keep people waiting so they have time to sit around and count your heels?

BULOVA ACCUTRON®
The kindful tuning fork watch.

Bulova Accutron® watches are available at fine jewelry and department stores everywhere. U.S. *Precision will be adjusted to this tolerance, if necessary, if purchased from an authorized dealer and returned to him within one year of date of purchase.

AT THE FOREFRONT OF LADIES TIMEPIECES FROM THE START

Throughout the 60s and 70s, Accutron featured ladies timepieces that were promoted through creative advertising advocating for women's rights. In 2023, Accutron continues to honor women through its partnership with Le Kool, introducing two new timepieces featuring feminine colored straps.



INTRODUCING THE ACCUTRON × LE KOOL LEGACY TIMEPIECES

The 412 and 565 have been updated with very feminine sparkling straps, branded Le Kool on the inside. Each timepiece comes with two additional straps and feature a quick-release system to be able to update one's watch based on one's mood or outfit.





2SW6A002LK



Additional straps included
with the watch



2SW7A004LK



Additional straps included
with the watch

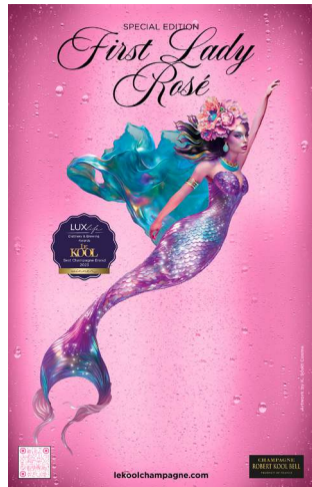
LE KOOL

LE KOOL STORY

In 1964, 59 years ago, Robert “Kool” Bell, along with his younger brother and childhood friends, started a band. They are now the longest non-stop touring band in the history of music, the most sampled and the only group in the world with a song more popular than “Happy Birthday”

Kool and his lovely wife, the late Sakinah Bell, created Just Kool Enterprises as a way to bring together generations of music lovers, while leveraging his name and likeness.





Once they connected with their business partners, Olfa & Mohamed Moretta, this Dream became REALITY!

First came The Just Kool After Party which started off as The Official Kool & The Gang “Post concert celebration.”

In a few short years, it has become a global phenomenon that has been seen from New York to Paris, Hong Kong to Dubai!

An avid lover of Champagne, Kool had always envisioned having his own brand out of Europe.

For many years, he sought out Grand Cru Vineyards from owners that have been selling for generations and decided to work with Paul Berthelot, a Multi-Vintage Grand Cru producer since 1884.

VOILA—LE KOOL CHAMPAGNE WAS BORN!

It is produced in Reims, next to d'Épernay, France the Capital of Champagne, home to the world's most prestigious names. To ensure that his brand would continue to reflect his vision, Kool chose his own plot of land where his 100% rated Grand Cru grapes are carefully harvested. In the competitive world of Champagne, the most respected is the Cuvée Grand Cru, of which only 17 Villages out of hundreds are authorized to put this on their label.

Awarded Best Champagne Brand 2023 by LuxLife Magazine, Le Kool's "Celebration Champagne" exploded like a cork amongst the world's most prestigious names.

For more information, visit: www.lekoolchampagne.com





OP180

www.acutronwatch.com

