

## FOSSIL TEAMS UP WITH ICONIC STREETWEAR LABEL, STAPLE, TO DESIGN THE LIMITED-EDITION STAPLE X FOSSIL COLLECTION

*STAPLE x Fossil launches on July 14 at Fossil, STAPLE and Hypebeast*



**Richardson, Texas – July 14, 2022** – Introducing [STAPLE x Fossil](#) — our new watch collaboration designed in partnership with iconic streetwear brand STAPLE, helmed by creative icon and streetwear pioneer Jeff Staple. Inspired by iconic watches from the Fossil archives and the concept of time itself, this limited-edition collection is a nod to the history of both brands and the element of discovery for the next generation of collectors. The watch builds upon elements of the archival Fossil Sundial and Hologram watches with an egg-shaped case designed to appear as if the watch was excavated from the Earth.

The collection was first revealed in June at the second annual STAPLE DAY sponsored by NTWRK, and will now fully release on **July 14** at Fossil, STAPLE and Hypebeast’s online and New York HBX storefronts. To celebrate the collaboration’s official launch, the STAPLEVERSE community was given first access to reserve a watch through three exclusive STAPLE x Fossil NFTs, made available in 97 units each to commemorate STAPLE’s founding year in 1997. The launch is also presented alongside an exclusive Hypetalk panel discussion, “TIMING IS EVERYTHING”, moderated by Jeff Staple. Featuring creative consultant Nick Wooster, artist Westside Gunn and digital artist pplpleasr, the content will be made available on Fossil channels and will discuss the concept of time and the role it plays in collecting.

“For the STAPLE x Fossil watches, we blended the heritage of both brands to create something new that’s perfect for collectors,” says Jeff Staple, Founder of STAPLE & Reed Art Department. “The design features a special sundial and hidden Pigeon hologram — a nod to the Fossil archives with a STAPLE twist that will take flight on July 14.”

“We are excited to partner with Jeff Staple, a streetwear pioneer, who shares the Fossil team’s love of product innovation,” says Melissa Lowenkron, General Manager of Fossil Brand. “Jeff’s creativity is inspiring, and our design team loved working with him to create a unique watch, digital smartwatch dials, and NFT for a new generation of Fossil fans, watch wearers and collectors.”

This co-designed timepiece collection will include three colorways in a unique design combining the Sundial and Hologram watches — two fan-favorite pieces from Fossil's archive originally released in the early 1990s. The sundial design is a replica of our '90s icon, with the STAPLE Pigeon silhouette cut out in the gnomon so that the pigeon is visible in the sundial's shadow. The piece is on a locket-style hinge, revealing a hidden hologram dial once opened alongside a stamped fish-eye STAPLE marking on the underside of the hatch. The hologram dial transitions between a pigeon in flight and the STAPLE Pigeon logo superimposed over a 3D render of the same fish-eye STAPLE marking.

Each timepiece is made with an automatic movement, stainless steel case (44mm) and unique terrazzo stone-inspired silicone case jacket and straps (22mm) created with ground silicone. The three terrazzo stone-inspired colorways are reminiscent of excavated Earth, the grind of debris in the city streets and the STAPLE iconic color combination. The STAPLE Pigeon logo is printed on the caseback with "STAPLE" embossed on the strap's keeper. Each timepiece is encased in a limited-edition, collectible egg-shaped tin — further playing on the idea of "Fossil" and excavation — retailing for **\$280**.

Alongside the three timepieces, STAPLE x Fossil includes two limited-edition black rPet straps, each interchangeable with 22mm straps. One features the STAPLE word logo in white, and the other pictures the pigeon logo in a repeat pattern, both retailing for **\$40**. Additionally, three exclusive STAPLE x Fossil digital dials with the pigeon logo will become available for Gen 6 display smartwatches.

Visit [Fossil.com](https://www.fossil.com), [STAPLEpigeon.com](https://www.staplepigeon.com) and Hypebeast's online and New York HBX storefronts to shop STAPLE x Fossil beginning July 14.

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**FOSSIL**

[Fossil](https://www.fossil.com) was inspired by American creativity and ingenuity. Bringing new life into the watch industry by making quality, fashionable watches that were both fun and accessible. Creativity was at the heart of everything we did. Today, we continue to focus on what makes us, us: Our optimistic attitude, our dedication to authenticity and, of course, our creative spirit. The things we make, from traditional watches to smartwatches, bags to wallets, jewelry to gifts, complement every style, and fit every lifestyle—for all the moments that make you, you.

**JEFF STAPLE**

Jeff Staple (born Jeffrey Ng) is a creative visionary with work encompassing graphic design, fashion design, footwear design, and brand marketing. He is the founder of the REED ART DEPARTMENT (f.k.a. Staple Design) and has worked on creative projects ranging from startup brands to Fortune 100 companies. Jeff founded STAPLE in 1997,

the NY-based pioneering streetwear brand with the now infamous “Pigeon” logo. He also founded experiential lifestyle boutique, REED SPACE in 2002.

**STAPLEVERSE**

[STAPLEVERSE](#) is a new digital world based on everything Jeff Staple has learned in the past quarter century as a cultural leader.