

FURLA
SINCE 1927 ITALY



HISTORY OF THE FURLA BRAND

A Strategy towards consistent Growth

MILESTONES

Furla is the only global brand in its category with an Italian heritage. Established in 1927 by Aldo Furlanetto in Bologna, Furla looks to the future with a foot grounded in its solid past of time-honored craftsmanship, a sophisticated elegance and a playful originality. The brand never forgets its Italian sensibility and its generous and creative DNA.



THE FURLA ARCH

- Symbol of a new chapter in the brand's history reflecting its values and its Italian success story
- Iconic to Italian architecture and to the brand's patrimony in Bologna: the arches of the famous Bologna portico and of the arch of the door of the Fondazione Furla building
- Representative of the brand's values: Italian elegance and beauty composed of harmony and simplicity
- Structural elements – sleek, minimal, contemporary featured on the bags closures and ornaments
- Fusion between history and contemporary Italian spirit
- An inclusive world with a history of craftsmanship, creativity and entrepreneurship



FURLA COSY

SIGNATURE DETAILS

- Inspired by the rounded dome of the galleria in Milan in the concentric circles of the glass panes like the dial and the domed crown
- Elegant tapered hands again relay this ethereal illusion
- Strong Arch branding on the dial
- Accent on the leather strap whose colour is recalled in the logo and indices on the dial
- Block letter Furla logo



Furla Watch Collection 2020/21

FURLA COSY

Case: 32 mm



WW00005001L1
FWL0011
P Silver case
Silver dial
Congac leather strap

129 €



WW00005002L2
FWL0012
P Yellow Gold PVD case
Champagne dial
Red leather strap

149 €



WW00005003L1
FWL0013
P Silver case
Silver dial
Nude leather strap

129 €



WW00005004L3
FWL0014
P Rose Gold PVD case
Blue dial
Dark blue leather strap

149 €



WW00005008L3
FWL0015
P Rose Gold PVD case
Black dial w/Swarovski
Black leather strap

179 €

Furla Watch Collection 2020/21

FURLA COSY

Case: 32 mm



WW00005010L3
FWL0017

P Rose Gold PVD case
P Rose Gold PVD bracelet
Rose Gold dial

199 €



WW00005011L1
FWL0018

P Silver case
P Silver bracelet
Silver dial w/Swarovski

199 €



WW00005009L2
FWL0016

P Gold PVD case
P Gold PVD bracelet
Champagne dial

199 €

FURLA COSY

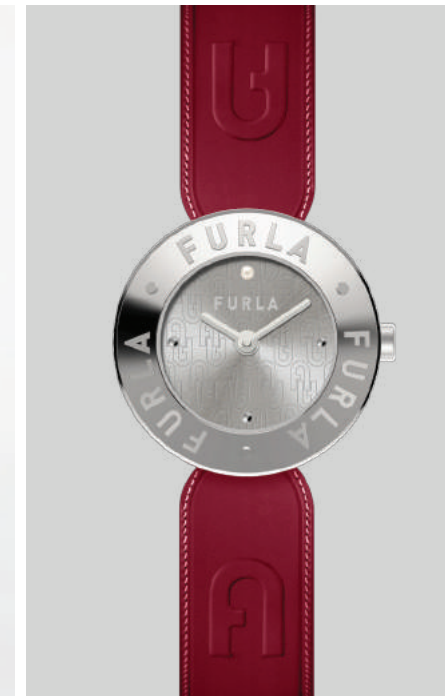
KEY SELLING POINTS



FURLA ESSENTIAL

SIGNATURE DETAILS

- True identity of the brand - both block logo and Arch logo highlighted
- Block logo on the bezel as a signature of the brand
- Embossed Arch on crown
- Etched Arch on bracelet link or embossed on leather strap
- Tone-on-Tone Arch pattern on dial
- Elegant baton hands



Furla Watch Collection 2020/21

**FURLA
ESSENTIAL**

Case: 30 mm



WW00004001L1
FWL0005

P Silver case
Silver dial
Red leather strap
179 €



WW00004004L1
FWL0007

P Silver case
Silver dial
Nude leather strap
179 €



WW00004002L2
FWL0006

B&P Yellow Gold PVD case
Champagne dial
Brown leather strap
199 €

Furla Watch Collection 2020/21

**FURLA
ESSENTIAL**

Case: 30 mm



WW00004009L1
FWL0010

P Silver case w/Swarovski
Silver dial
Black leather strap
259 €



WW00004007L4
FWL0008

P Silver & Yellow Gold PVD case
P Silver & Yellow Gold PVD bracelet
Silver dial
239 €



WW00004008L3
FWL0009

P Rose Gold PVD case
P Rose Gold PVD bracelet
Silver dial
239 €

FURLA LOGO LINKS

SIGNATURE DETAILS

- Strong Furla identity in Arch logo detail
- Etched Arch logo on bracelet attachment and crown
- Tone-on-Tone Arch pattern on dial
- Arch at 12H
- Elegant baton hands and indices
- Swarovski crystal encrusted bezel on some versions



Furla Watch Collection 2020/21

FURLA LOGO LINKS

Case: 28 mm



WW00006003L3
FWL0020

P Rose Gold PVD case
Silver dial
Nude leather strap
169 €



WW00006002L3
FWL0019

P Rose Gold PVD case
Silver dial
Brown leather strap
169 €



WW00006004L1
FWL0021

P Silver case
Black dial
Black leather strap
179 €

Furla Watch Collection 2020/21

**FURLA LOGO
LINKS**

Case: 34 mm



WW00002002L2
FWL0001

P Yellow Gold PVD case
Champagne dial
Brown leather strap
179 €



WW00002005L1
FWL0004

B&P Silver case
B&P Silver bracelet
Silver dial
189 €



WW00002004L5
FWL0003

B&P Silver & Rose Gold PVD case
B&P Silver & Rose Gold PVD bracelet
Silver dial
219 €



WW00002003L3
FWL0002

P Rose Gold PVD case w/Swarovski
B&P Rose Gold PVD bracelet
Silver dial
249 €

FURLA MULTIFUNCTION

SIGNATURE DETAILS

- Milled bezel circular aperture inspired by the glass dome of the Milan Galleria
- Strong Furla identity in Arch logo bracelet attachment
- Paved tapered metal link bracelet
- Structured dial with Arch logo pattern
- Multi-function day-date movement controlled by single crown



Furla Watch Collection 2020/21

**FURLA
MULTIFUNCTION**

Case: 38 mm



WW00011005L1
FWL0031

B&P Silver case
B&P Silver bracelet
Black dial
239 €



WW00011004L5
FWL0030

B&P Silver & Rose Gold PVD case
B&P Silver & Rose Gold PVD bracelet
Silver dial
269 €



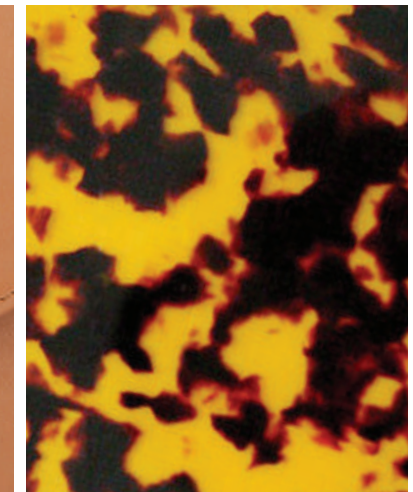
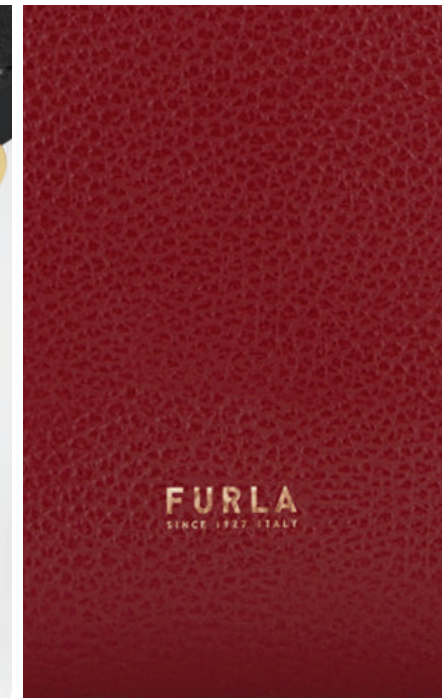
WW00011006L3
FWL0032

B&P Rose Gold PVD case
B&P Rose Gold PVD bracelet
Rose Gold dial
269 €

FURLA MINIMAL SHAPE

SIGNATURE DETAILS

- Italian pure simplicity and elegance
- Engraved Arch detail on lugs and crown
- Tone-on-Tone Arch pattern on dial
- Elegant baton hands and indices
- Additional acetate tortoise shell detail in line with material used in new bag collection



Furla Watch Collection 2020/21

FURLA MINIMAL
SHAPE

Case: 32 mm



WW00007001L1
FWL0022

P Silver case
Silver dial
Nude leather strap
169 €



WW00007002L2
FWL0023

Yellow Gold PVD case
Champagne dial
Red leather strap
189 €



WW00007007L3
FWL0024

P Rose Gold PVD case
Silver dial
Brown leather strap
189 €

Furla Watch Collection 2020/21

FURLA MINIMAL
SHAPE

Case: 32 mm

* SPECIAL TORTOISE SHELL
ACETATE CASEBACK*



WW00007008L2
FWL0025

P Yellow Gold PVD case w/ Acetate caseback
Black dial
Black leather strap
199 €

FURLA STUDS INDEX

SIGNATURE DETAILS

- Inspired by the stud closure on the Furla bags on strap and dial
- Open stylized Arch attachment to strap
- Colour-ways in line with new Furla Collection
- Arch on crown
- Block letter logo on dial



Furla Watch Collection 2020/21

FURLA STUDS INDEX

Case: 24 mm



WW00008001L1
FWL0026

P Silver case
Black dial
Black leather strap
199 €



WW00008003L3
FWL0027

P Rose Gold PVD case
Silver dial
Nude leather strap
219 €

FURLA BANGLE

SIGNATURE DETAILS

- Inspired by the Furla Arch
- Swarovski crystal ring adding light and shine to the timepiece
- Open Arch attachment again offering same lightness - in line with the new jewellery line
- Polished lacquer finish for jewellery appearance and matching the shine of the dial



Furla Watch Collection 2020/21

FURLA BANGLE

Case: 28 mm



WW00010005L1
FWL0028

P Silver case & bracelet
w/ Black lacquer
Black dial
159 €



WW00010006L3
FWL0029

P Rose Gold PVD case & bracelet
w/ White lacquer
White dial
179 €



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