



Ice Watches – The History Of One Of The Leading Designer Watch Brands

Although the Ice Watch brand is only 3 years old, started in just 2007, it has rapidly propelled itself to be one of the newest yet leading brands on the watch market, with their low cost, designer watches appealing to all ages. Despite hundreds of thousands of people wearing Ice Watches with pride, very little is known of the brand and how it came about, but the history of one of the worlds trendiest brands really does make very interesting reading.

The brand originally began in Belgium, where its main head office is currently situated in the Bastogne area of this beautiful country. Originally started in 2007, in the space of around three years the brand has literally become an overnight success, with hundreds of celebrities and well know people currently wearing one of their watches with pride, with its designer feel and stunning presentation making this a watch you really want to wear.

Despite the amount of wealthy people wearing the watches, they are one of the most low cost watches on the market, yet the design, quality and durability of the product puts them up there with the best in the industry offering amazing quality for the money you have to spend to own one.

The brand offers something different to most other brands on the market. The amount of colours and designs available to the consumer is simply amazing, with every colour and shade available that you could possibly think of. All of the watches feature Swarovski crystals, which are some of the finest crystals you will ever see, with the uniquely designed bracelet straps of these watches setting the brand out to offer something different, yet with a touch of elegance and class.

The Ice Watches are currently available in around 50 countries across the globe, with thousands of partners selling the watches to an eager audience both in shops and online. They continually release new ranges, which incorporate new designs, colours and styles meaning that if you want to regularly change your fashion without having to spend hundreds of pounds a time, the Ice Watches are really the way to go.

Another unique thing about the Ice Watch brand is that they are all meant to be unisex, meaning you do not need to search through either women's or men's to find your ideal watch, simply look through one collection and you will then be able to make your choice no matter what sex you are. The Ice collection of watches all have distinctive bright colours, combined with various forms of casings and straps. Clear cases and straps with sunray dials, opaque cases and straps in black and white, flexible opaque silicone, transparent neon straps and cases.

So, next time you want a watch that is available in thousands of different styles, colours and models, Ice Watches are really the model to go for, with low cost prices and high quality production levels making this watch one to not only wear in the present but also to look out for in the future.

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