Swatch Watches Encyclopedia Article

Swatch Watches

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Swatch Watches

The Swatch watch was released in 1983 as a response by the Swiss watch industry to the encroaching Japanese influence on the market for inexpensive high tech timepieces. The first Swatch was made of slim plastic with only 51 components, allowing it to be sold cheaply. By the 1990s the Swatch had become the most successful wristwatch brand of all time. The key to the popularity of Swatch was its collectibility. By rotating designs and discontinuing popular lines at key moments, the Swatch company was able to give their watches a cult status, especially among young people.

Further Reading:

Hall, John. *Bringing New Products to Market: The Art and Science of Creating Winners*. New York, AMACOM, 1991.

Komar, Daniel. *Swatch Watches I*. Switzerland, Chrono Time, 1992.

Swatch AG. *Pop Swatch*. Switzerland, Swatch AG, 1994.