

BERING
inspired by arctic beauty

STYLEBOOK

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WELCOME TO THE ARCTIC WORLD OF TIMELESS BEAUTY

Be prepared to be touched by purity, to feel a spark of eternity,
and explore a world yet spoiled by mankind. Discover sophisticated Danish design,
streamlined forms, slim shapes and long-lasting materials.
Welcome to BERING. Inspired by arctic beauty.

HISTORY

The Arctic means a lot to founder Michael Witt Johansen from Denmark, as his father traveled to Greenland and the Faroer Islands as a salesman for more than 25 years, bringing stories and images from there which have been a very important part of his life.

The walls of his parents' home in Denmark are adorned with photos, paintings and art pieces from Greenland. To keep being up to date with the happenings there, they have also subscribed to a Greenland newspaper for years.

Michael Witt Johansen trips to Greenland enabled him to create great memories by experiencing the spectacular nature.

A cornerstone of the BERING story, is Michael Witt Johansen's friend and co-founder René Kaerskov who parachute jumped on the North Pole. The purpose

for his parachute jump was to raise public awareness for the global warming by promoting the "*Earth Hour*". With this movement, he tried to motivate millions of people around the world to switch off their lights for one hour in support of the nature and our planet.

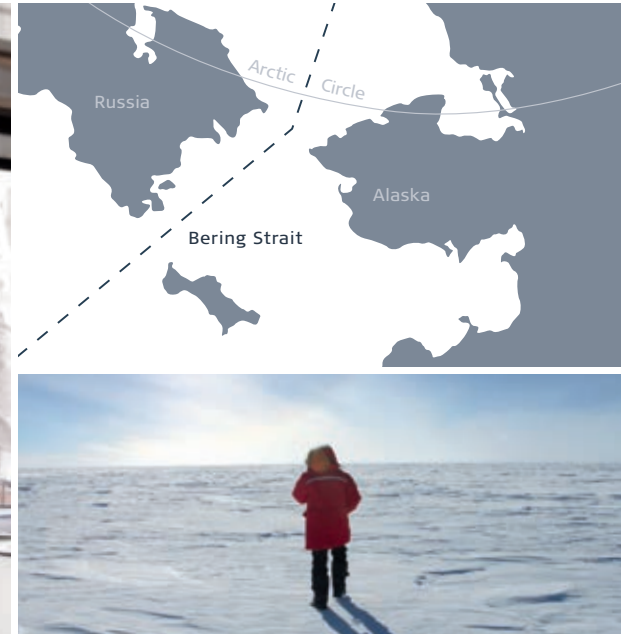
When René sent Michael his photos from his journey to the Northpole, it was two stories coming together to one idea. It's BERING Time!

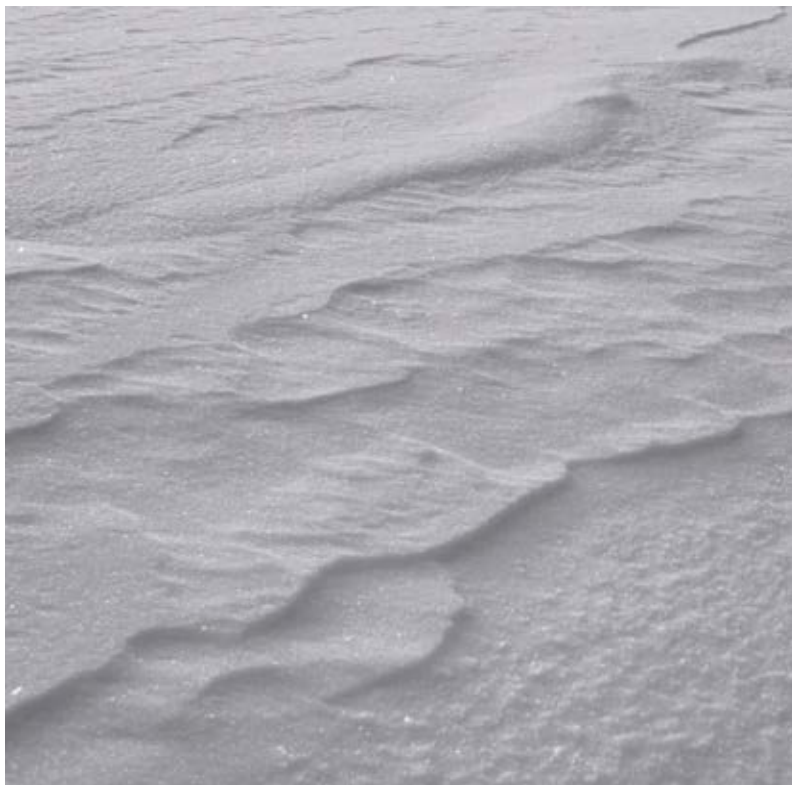
Michael Witt Johansen and his former business partner Lars Gram-Skjønnemann started developing the BERING Design Concept „inspired by arctic beauty". It's a combination of the Arctic beauty and the root elements of the world-famous, modern, timeless Danish-design. The Arctic was a huge inspiration for BERING from day one, and became the foundation and constant inspiration for the BERING brand ever since.

BERING truly cares about the Arctic and the environment, one of the reasons BERING has continually supported Polar Bears International through the sales of its charity watches, which has raised funds of more than \$250,000 USD.

GREAT CONCEPT AND DESIGN NEEDS A GREAT NAME

Exactly 280 years ago, the Danish conqueror Vitus Bering started his adventurous journey: in 1728 he set sail for an almost unknown area of the Arctic Ocean. On his journey he crossed the straits which would later be named the Bering Strait in his honour. Since Vitus Bering was the first European, who discovered Alaska, the four time zones were named after him: Bering-Time!





BERING is a Danish watch and jewellery brand,
inspired by arctic beauty.

THE COMPANY

It's BERING time

With the vision of a new watch brand which would be as pure, clear and breathtakingly beautiful as the Arctic itself, the three Danes Lars Gram-Skjoennemann, Michael Witt Johansen and René Gross Kaerskov launched the BERING brand in September 2010.

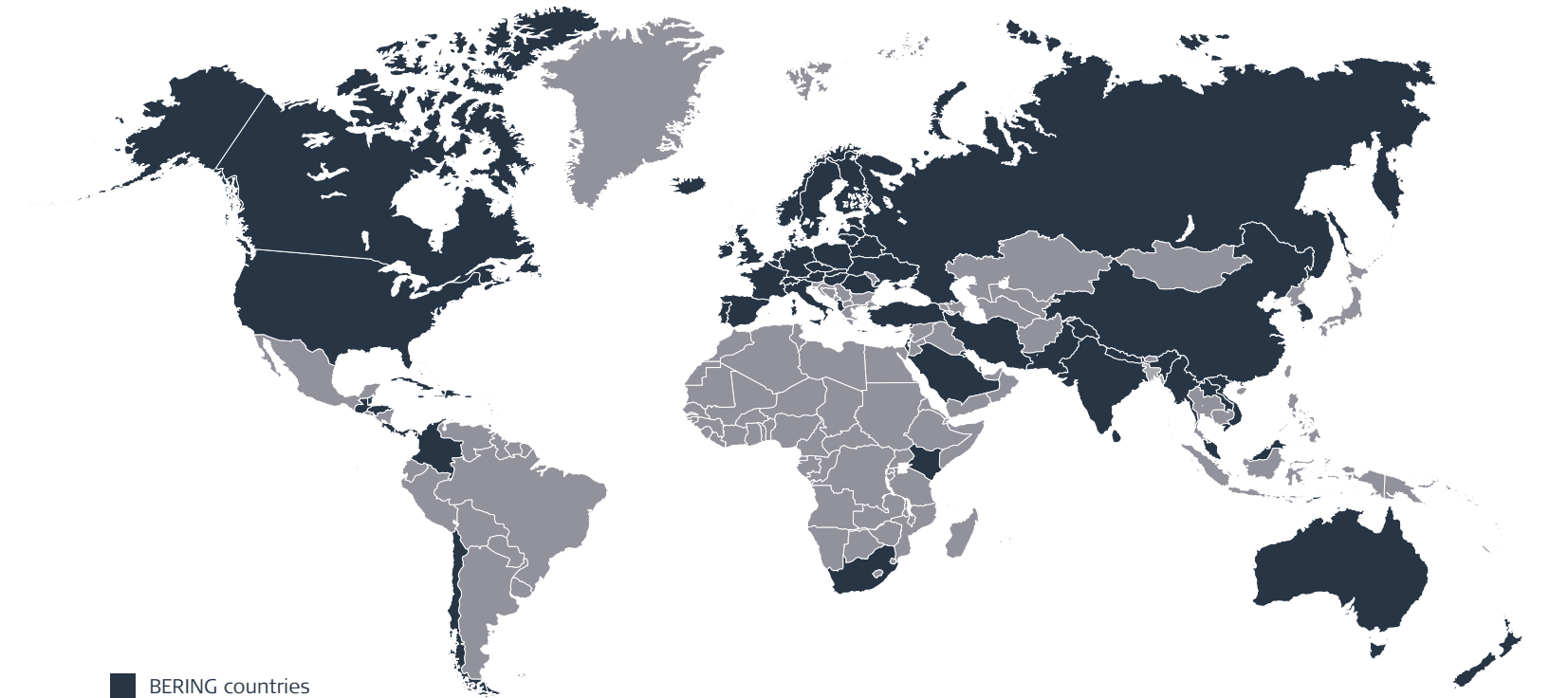
A great start to a new era in timekeeping within the retail watch trade as the new concept successfully wins over trade and customers from the very start. In the meantime, the highly sought-after watches have completely sold out as a result of the massive demand.

After only one year, BERING – with its successful overall concept: from classical Danish design through to its unmistakable sales packaging with an unbelievable price-performance ratio – counts more than 1,000 point of sales in Denmark, Germany, The Netherlands, Austria

and Belgium. Less than two years later, BERING watches have conquered world wide including large markets such as Canada, the USA, Japan, Australia, Russia and many more.

By now, BERING is represented in over 7,500 high-end specialist stores worldwide, to show the unique BERING presentation furniture to showcase the BERING concept.

BERING's head office is based in Aabenraa, Denmark. All stock and service activities are managed from Düsseldorf, Germany, so that the European market can be served quickly and efficiently.



BERING is represented on six continents in 65 countries (status: October 2020).

BRAND VALUES

LESS IS MORE

Originating from Danish design tradition, we are always striving for simple and elegant solutions. The technology inside might seem complicated but what sticks out is the minimalistic design.

CHARITY

BERING is always keen to give something back and supports the nature protection organization “Polar Bears International” with its “time to care” charity campaign.

INNOVATION

In the spirit of Vitus Bering, who went far beyond the ordinary roads to explore new worlds, we strive to explore the possibilities of produces innovative products. BERING produce very slim ceramic watches and thus set a benchmark in the market.

LASTING VALUE

Watches and jewellery that stay beautiful as time passes by – that is our credo. We design products that are timelessly elegant and use long-lasting and durable materials.

AFFORDABLE LUXURY

BERING provides an excellent price/performance ratio and makes sure that the high-end quality products are affordable to a broad audience.

BERING CONCEPT STORES

After the first BERING flagship store was opened in Hamburg (Germany) in 2014, the brand has opened one concept store after another. Today, BERING and its partners manage a large number of successful monobrand stores in Europe, Asia and North America; in cities like Maastricht, Vienna, Singapore and Solvang.

BERING is using a strategy that has been successful in the past for expertly staging its unique and comprehensive concept in the world's best and most popular shopping centers.

Pure elegance and sleek, typically Danish design combined with high-quality materials: The globally consistent and unique design of the company's products, inspired by the Arctic, is reflected in the concept stores themselves and at the POS. Today, BERING has hundreds of successful shop-in-shop systems and unique mono-brand kiosks all over the world, and is opening more all the time.



"The goal of a journey is not necessarily to reach a destination – it is to discover, to learn and to deal with difficulties to become better, stronger and more versatile. We want to leave our mark, be successful and do good things. We want to leave a smile on the face of those who get in touch with us. We want to create a change in the marketplace wherever we can – sometimes while making mistakes. As long as we are doing more things right than wrong - we are on target."

*André Wegner
(Brand Director)*

"I will celebrate my personal anniversary with the company this year, having been a part of BERING since the beginning. Like many of my co-workers who have been with BERING for a long time as well, I have always felt this was the right place to be and still feel the exact same way today. Our small team has grown over the years, which makes us stronger by embracing new ideas from a larger team and it still feels like one big family. I am part of an extraordinary work atmosphere that blends our great personalities with team spirit."

*John Gorissen
(VP International Sales)*



WATCH DESIGN & MATERIALS

- . High-tech-ceramic
 - scratch resistant
 - lightweight, heat resistant and hypoallergenic
 - „smooth-touch“-surface
 - . Titanium
 - ultra light – supremely comfortable to wear
 - nonallergenic titanium case
 - . scratch resistant sapphire crystal
 - . stainless steel (316L)
- . 3 years international warranty



SAPPHIRE CRYSTAL – THE HARDEST GLASS

Our sapphire crystal is the third hardest transparent material after moissanite and diamonds.

A particularly crystal-clear, hard and scratch-resistant sapphire crystal ensures an unrestricted view of your BERING dial.

All BERING watches are equipped with a scratch-resistant sapphire crystal.

STAINLESS STEEL

BERING is using stainless steel case, made of pure, high quality, medical-grade stainless steel (316L).





COLOURS OF BERING

Colours in all facets

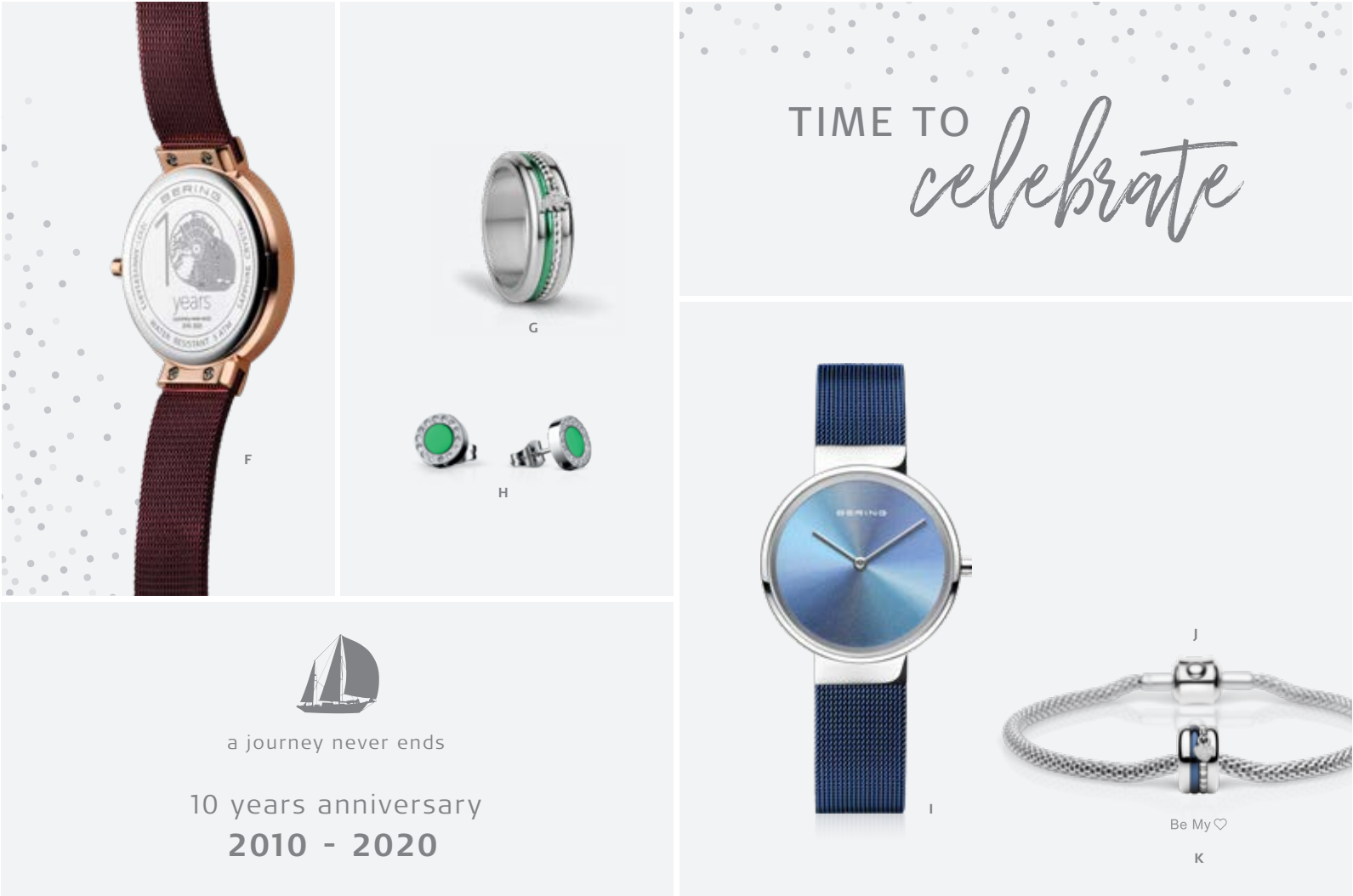
Colours of BERING means that the beauty of the Arctic with its shades of colour is our unique source of inspiration. The colour of a passionate evening red, a deep dark blue like the ocean, a cool and clear ice blue colour and the bright aurora green - All these colours coexist in the most wonderful harmony. Everything fits together perfectly. Our customers can create their own individual pieces by matching colours and materials, which creates a unique look and provides

high wearing comfort. Therefore, our watch and jewellery collections, bracelets, charms, rings, necklaces and earrings offer endless, but always harmonious combination. Each colour tells its own exciting story that takes you on an enchanting journey through the beautiful colours of the Arctic, which makes it easier than ever for our customers to set individual accents and make clear statements.



A. bracelet: 613-30-X0 | B. charm: BeMy-3 | C. ring combination: 526-ANNIV20RP-X3
D. watch: 10X31-Anniversary3 | E. earstuds: 707-390-05

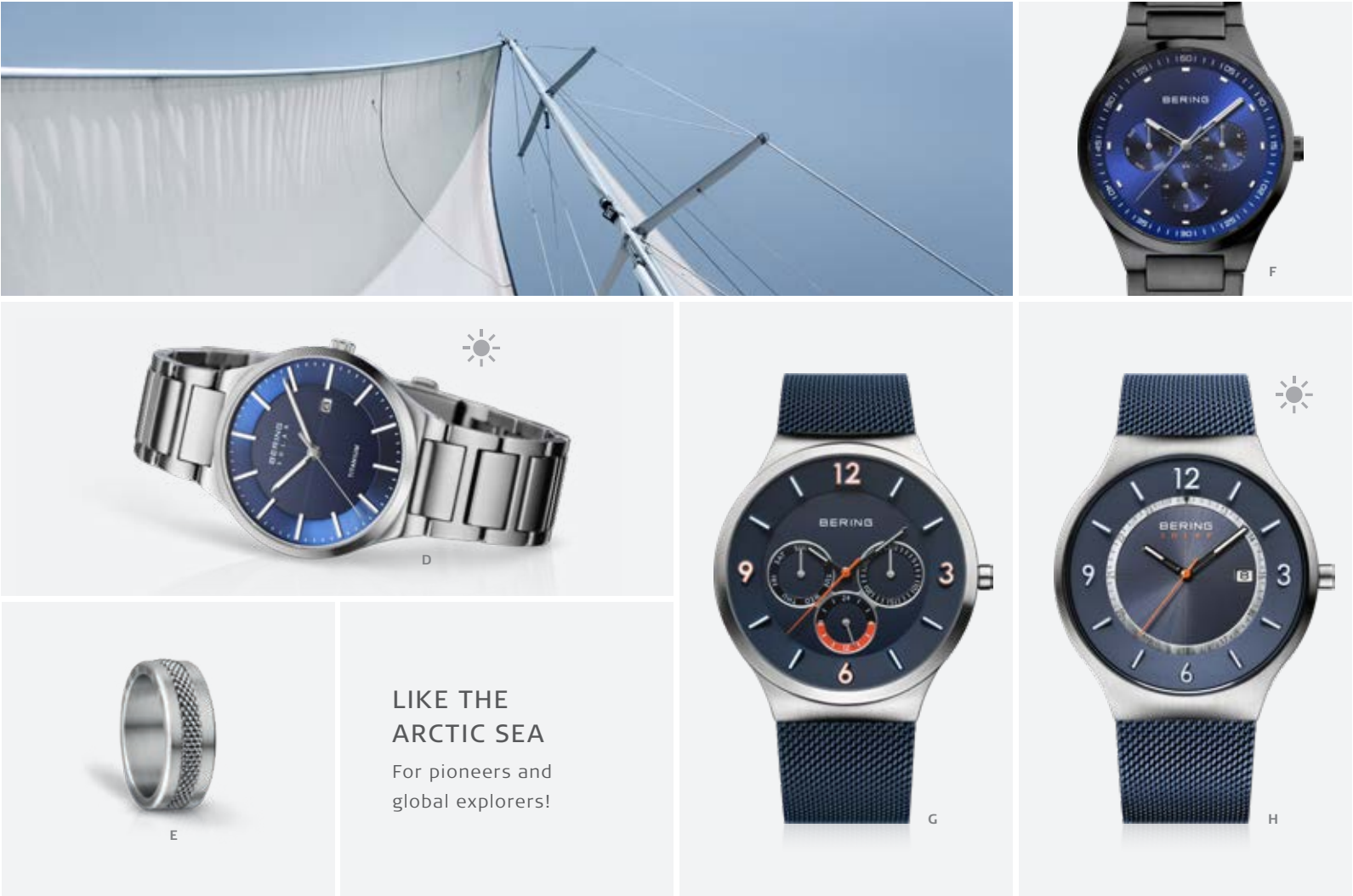
The products are also available in green and blue.



F. watch: 10X31-Anniversary3 | G. ring combination: 526-ANNIV20SG-X3 | H. earstuds: 707-155-05
I. watch: 10X31-Anniversary2 | J. bracelet: 613-10-X0 | K. charm: BeMy-1



A. bracelet: 630-71-X0 | B. ring combination: Reno | C. watch: 14240-303

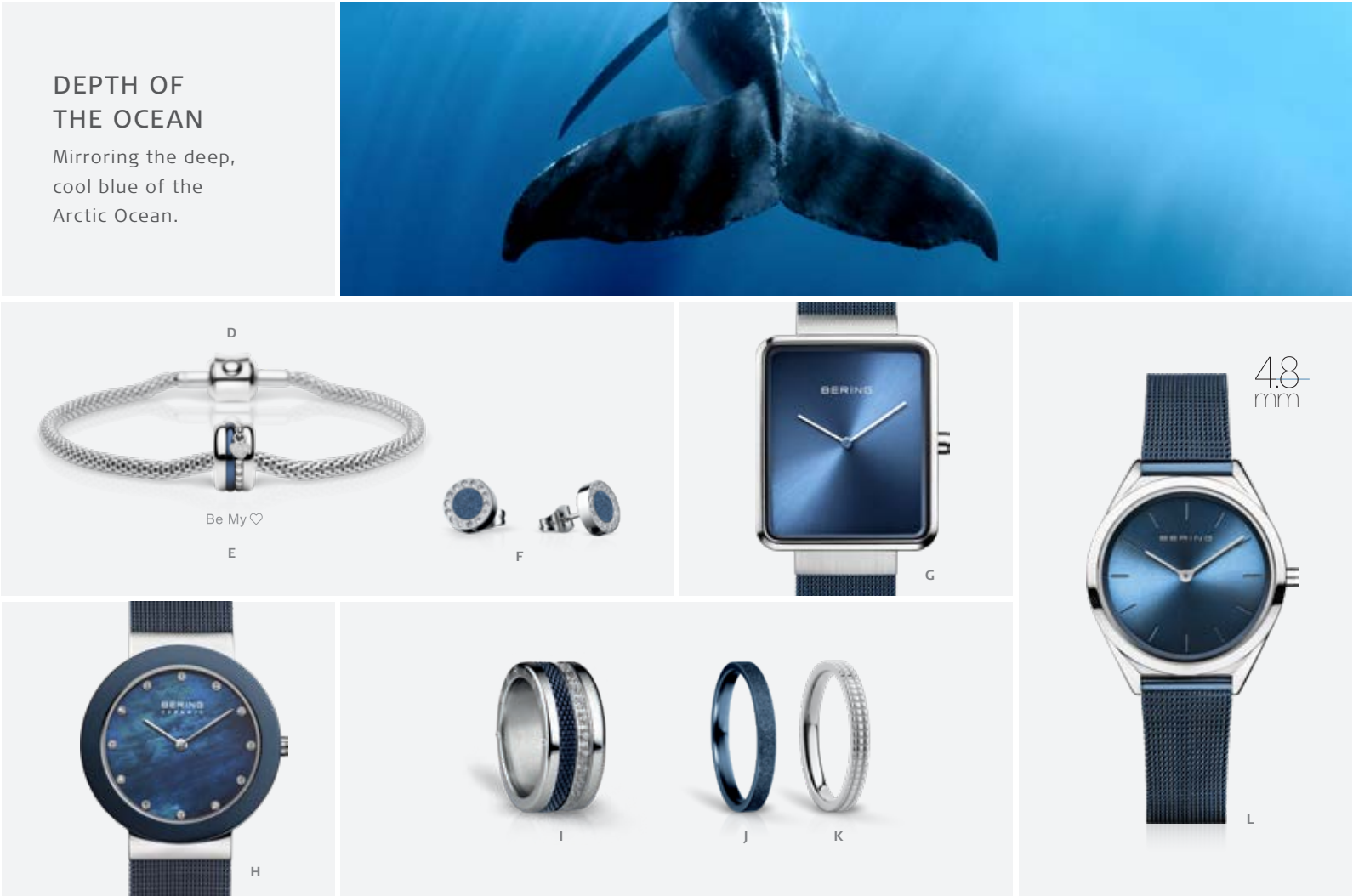


D. watch TITANIUM SOLAR: 15239-777 | E. ring combination: Charlotte
F. watch: 11740-727 | G. watch: 33441-307 | H. watch SOLAR: 14441-307



A. ring combination: 526-VAL20S-X3 | B. reversible studs 925 sterling silver: 703-197-05 | C. watch: 14539-307

Collection is also available in rosegold-coloured.



DEPTH OF
THE OCEAN

Mirroring the deep,
cool blue of the
Arctic Ocean.

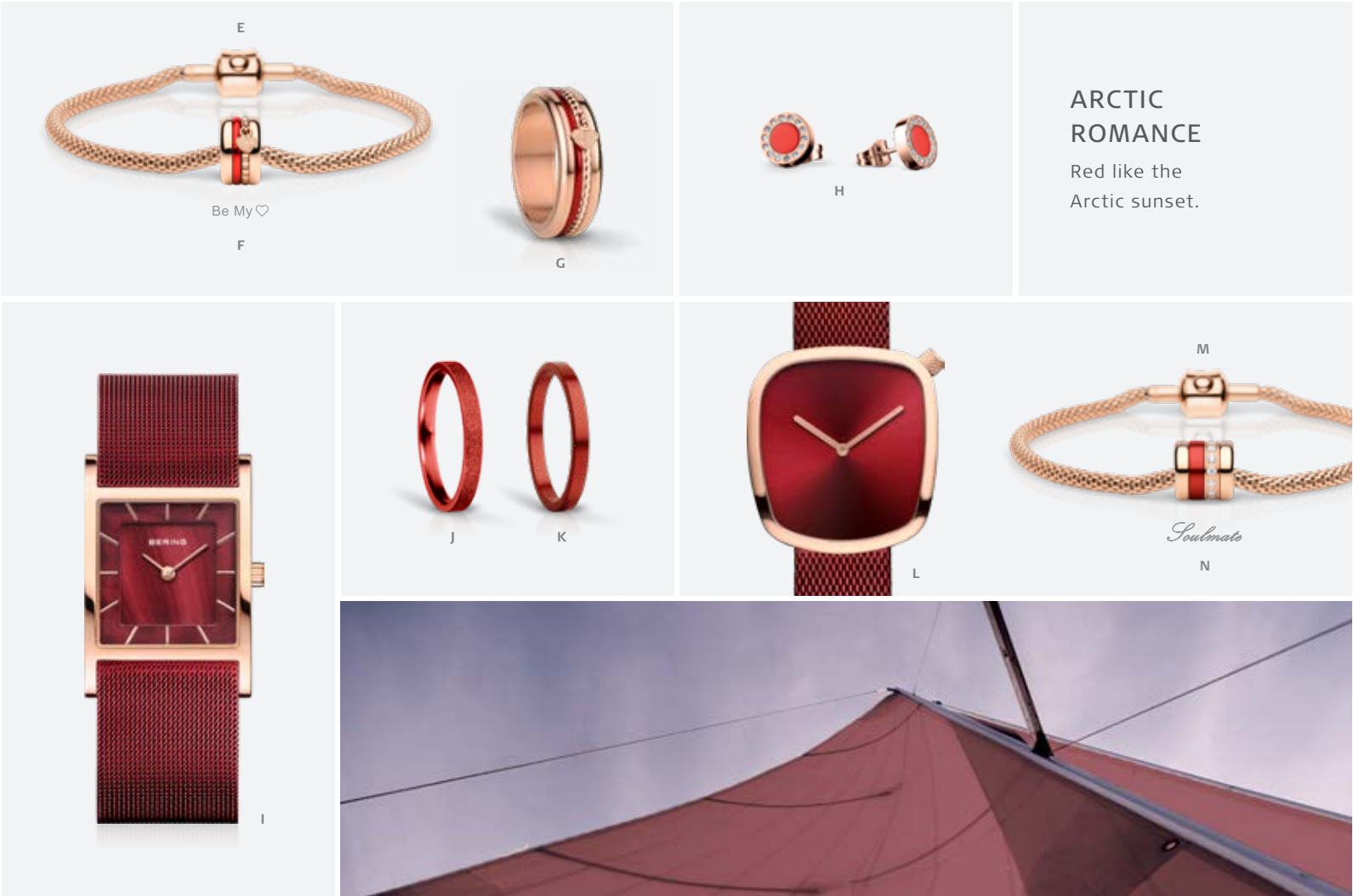
D. bracelet: 613-10-X0 | E. charm: BeMy-1 | F. earstuds: 707-179-05 | G. watch: 14533-307 | H. watch: 11435-387
I. ring combination: Petersburg | J. inner ring: 557-79-X1 | K. inner ring: 579-10-X1 | L. watch ULTRA SLIM: 17031-307

Collection is also available in rosegold-coloured.



A. bracelet: 613-30-X0 | B. charm: Joy-2 | C. ring combination: Lausanne | D. watch SOLAR: 14627-363

Collection is also available in silver-coloured.



ARCTIC
ROMANCE

Red like the
Arctic sunset.

E. bracelet: 613-30-X0 | F. charm: BeMy-2 | G. ring combination: 526-VAL20R-X3 | H. earstuds: 707-349-05
I. watch: 10426-363-S | J. inner ring: 557-49-X1 | K. inner ring: 554-49-X1 | L. watch PEBBLE: 18034-363
M. bracelet: 613-30-X0 | N. charm: Soulmate-2

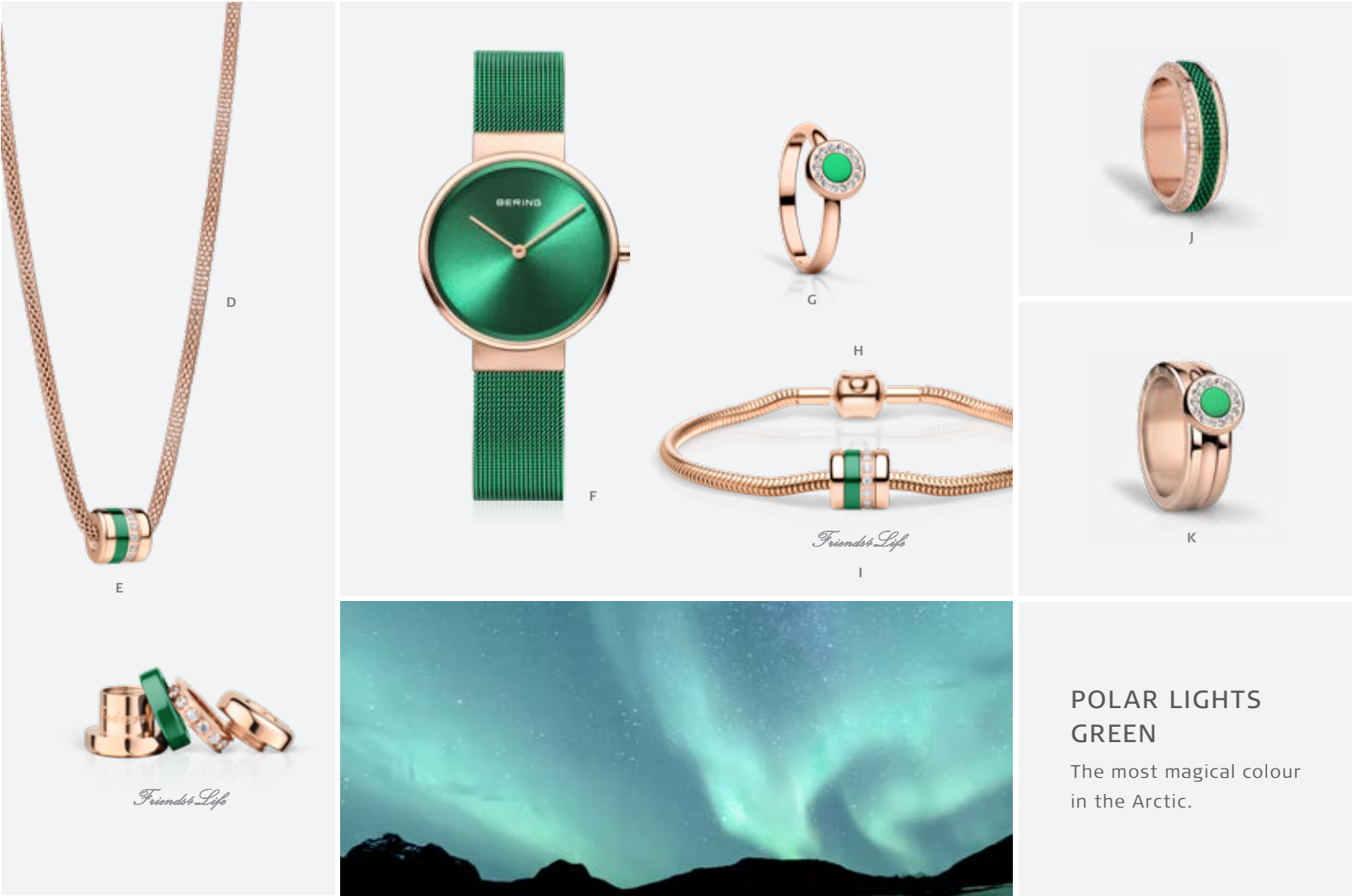
Collection is also available in silver-coloured.

GREEN LIGHTS

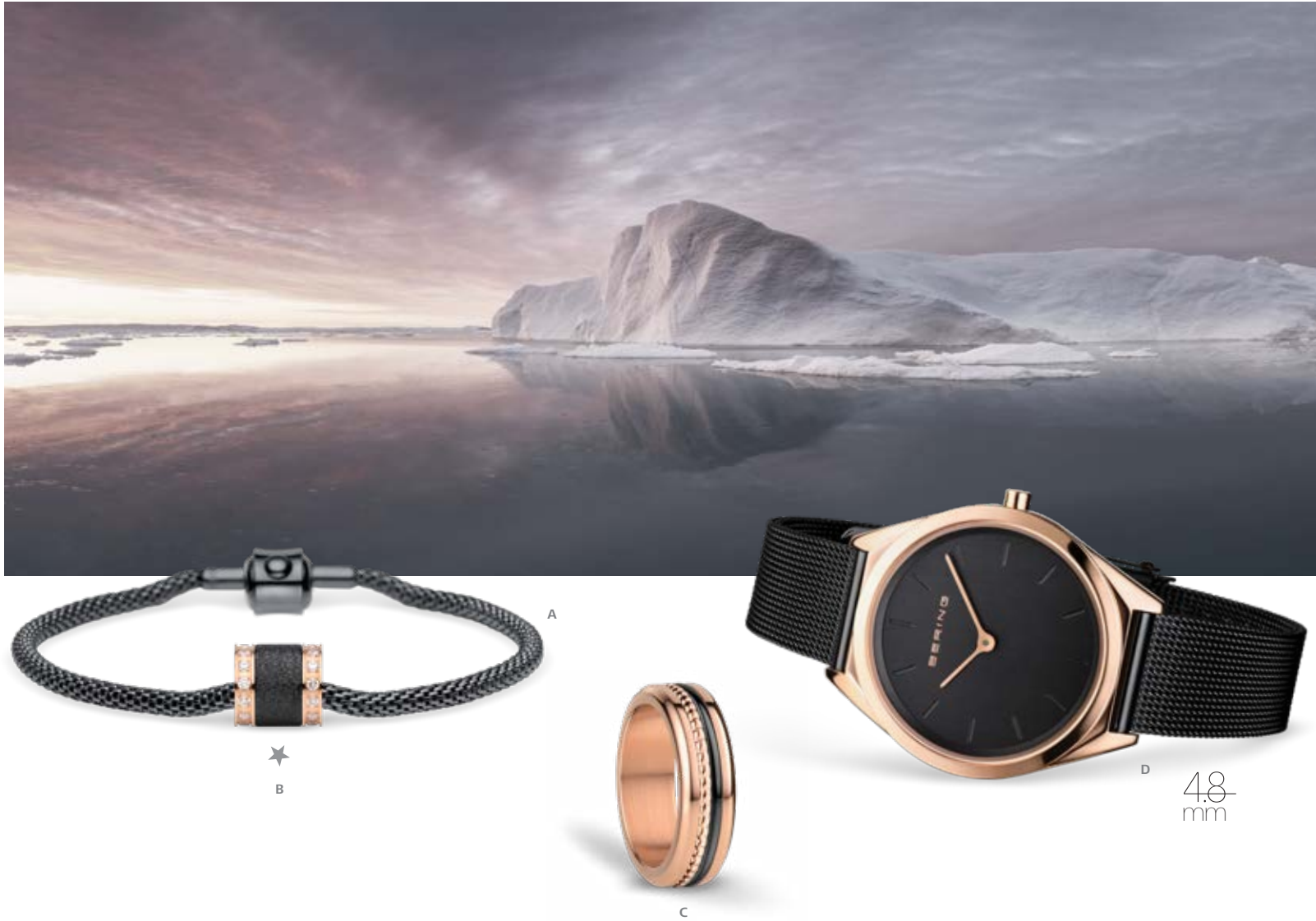


A. earstuds: 707-355-05 | B. ring combination: Aruba | C. charm: 12934-868
Collection is also available in silver-coloured.

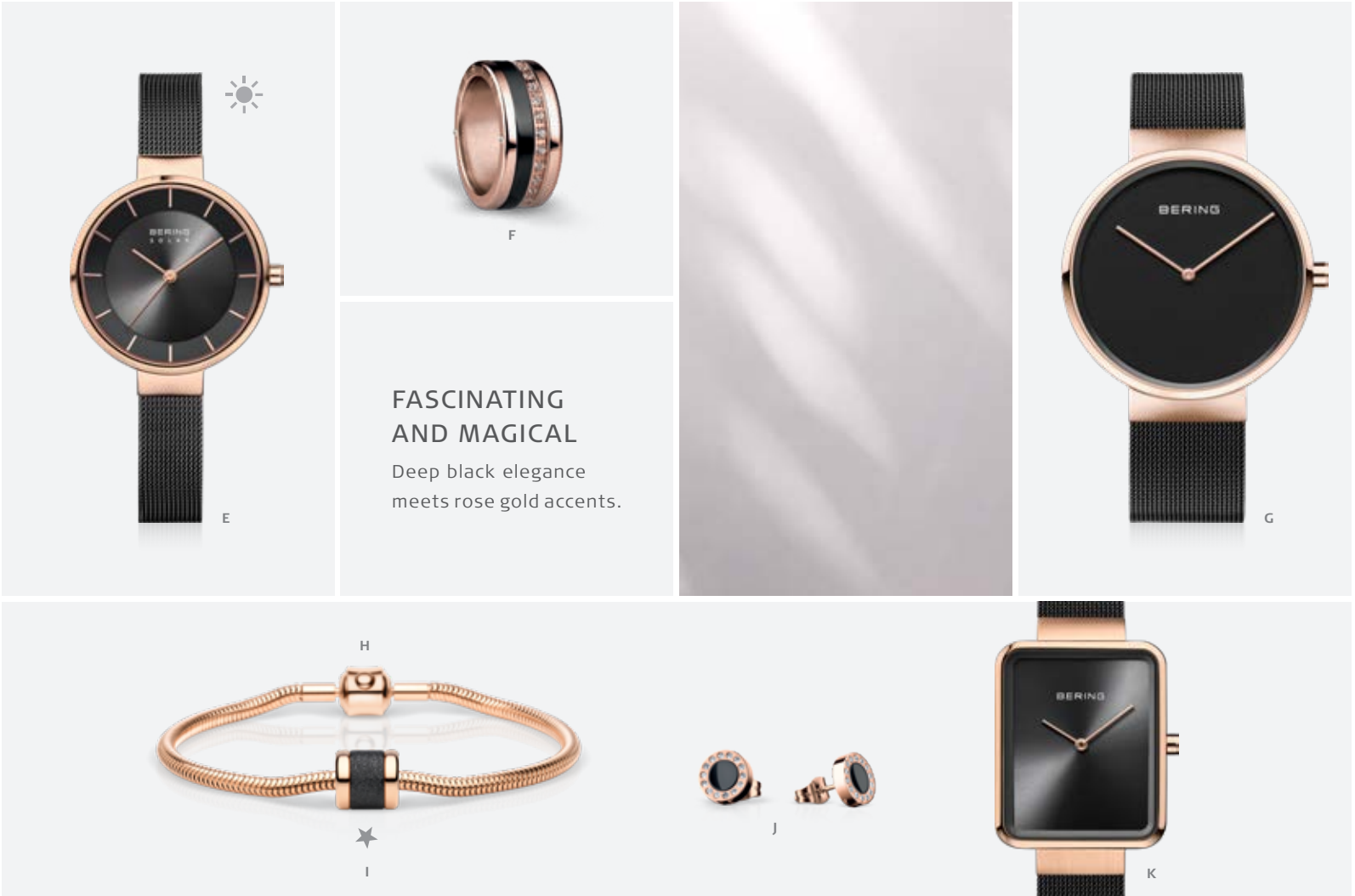
GREEN LIGHTS



D. necklace: 423-30-X0 | E. charm: Friends4Life-2 | F. watch: 14531-868 | G. inner ring: 577-35-X1 | H. bracelet: 615-30-X0
I. charm: Friends4Life-2 | J. ring combination: Curacao | K. ring combination: Barbados



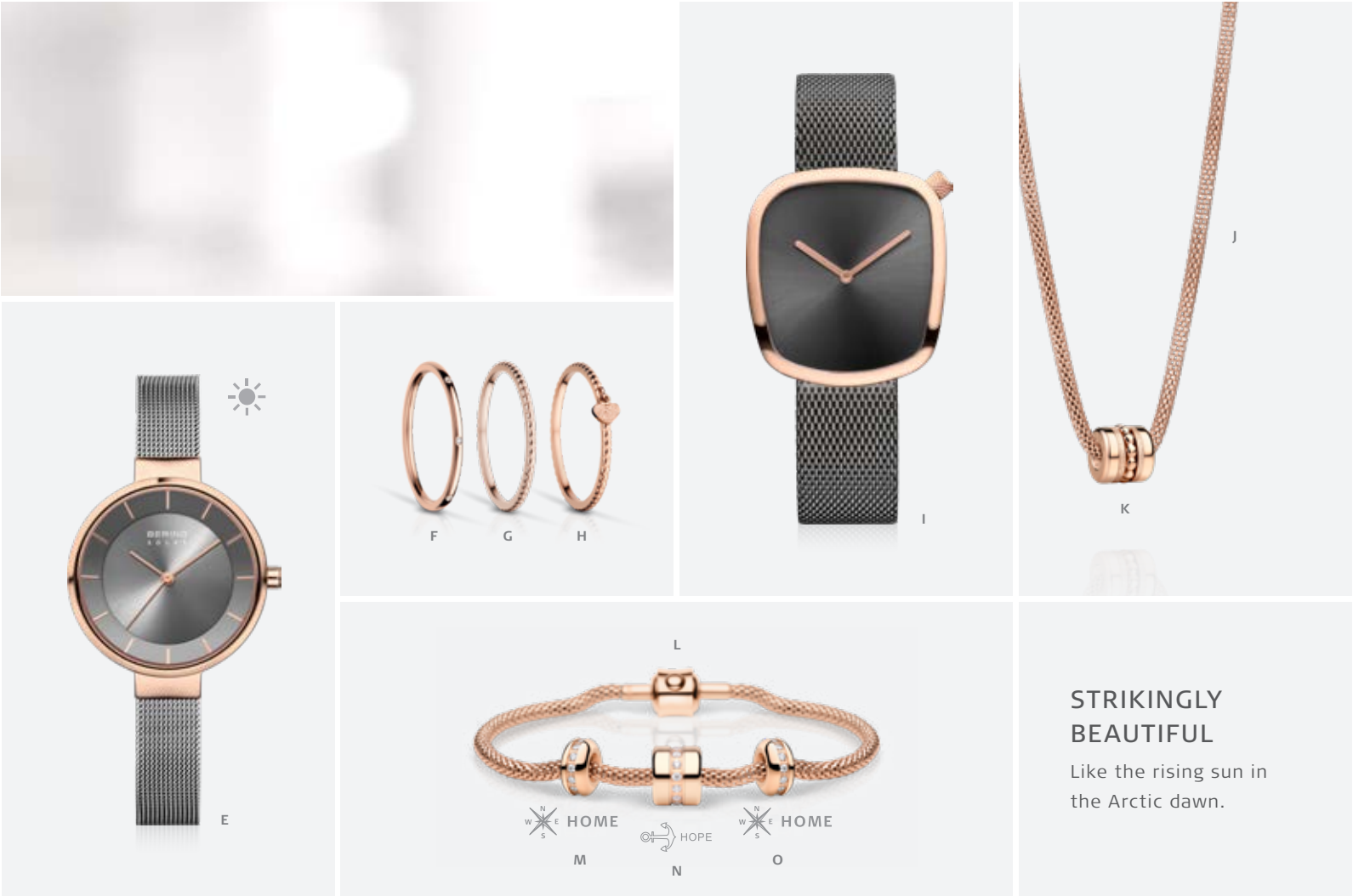
A. bracelet: 613-60-X0 | B. charm: Star-2
C. ring combination: Fortaleza | D. watch ULTRA SLIM: 17031-166



E. watch SOLAR: 14631-166 | F. ring combination: Bogota | G. watch: 14539-166
H. bracelet: 615-30-X0 | I. charm: MyStar-2 | J. earstuds: 707-360-05 | K. watch: 14528-166



A. bracelet: 615-30-X0 | B. charm: Lykke-3 | C. ring combination: Windhoek | D. watch: 13436-369

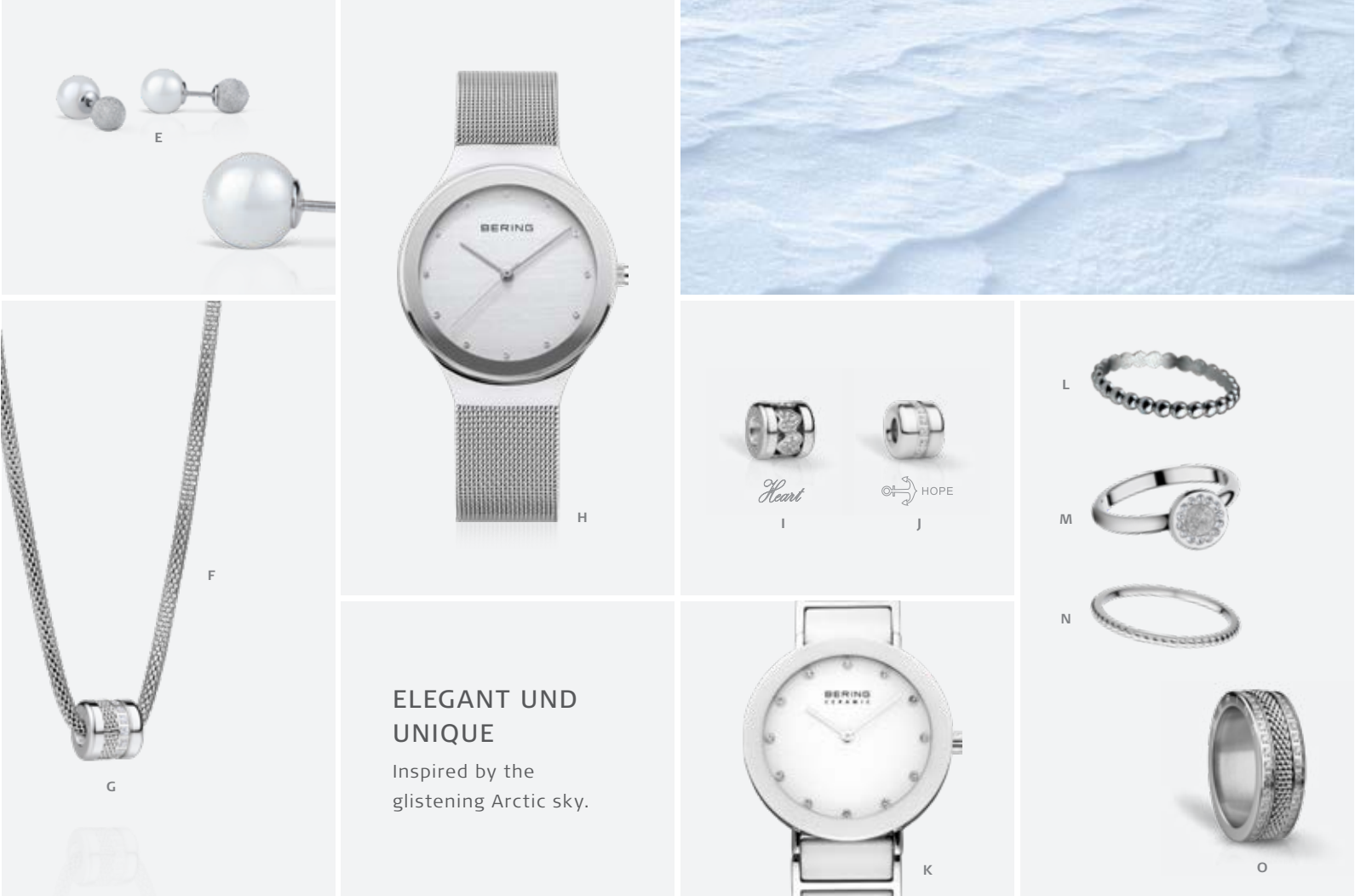


**STRIKINGLY
BEAUTIFUL**
Like the rising sun in
the Arctic dawn.

E. watch SOLAR: 14631-369 | F. inner ring: 560-37-X0 | G. inner ring: 562-30-X0
H. inner ring: 562-39-X0 | I. watch PEBBLE: 18034-369 | J. necklace: 423-30-X0
K. charm: Family-2 | L. bracelet: 613-30-X0 | M. charm: Home-3 | N. charm: Hope-1 | O. charm: Home-3



A. earstuds: 707-150-05 | B. bracelet: 613-10-X0
C. charm: BestFriend-1 | D. watch: 14134-004

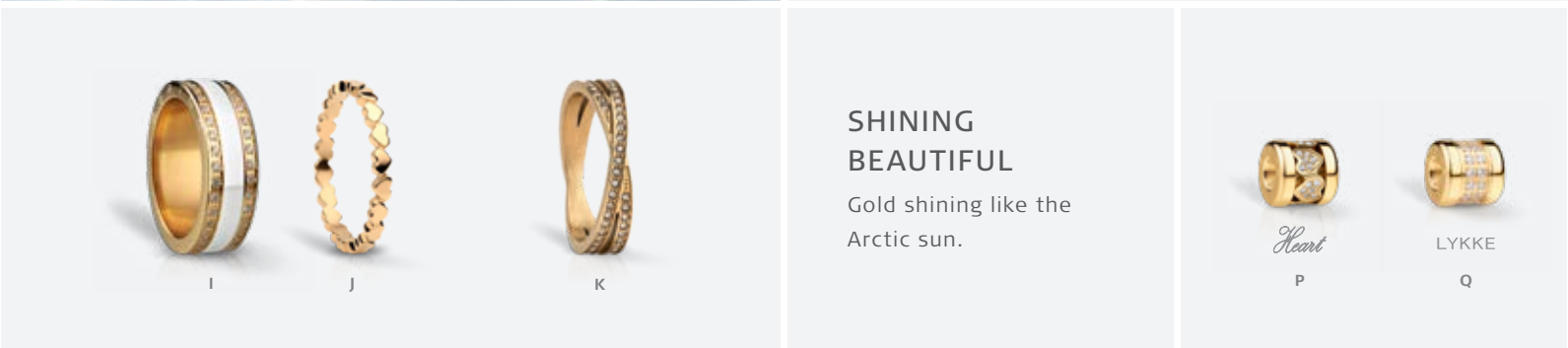


ELEGANT UND
UNIQUE
Inspired by the
glistening Arctic sky.

E. reversible studs 925 sterling silver: 703-195-05 | F. necklace: 423-10-X0 | G. charm: Love-3 | H. watch: 12934-000
I. charm: SparklingHeart-1 | J. charm: Hope-2 | K. watch: 11435-754 | L. inner ring: 552-10-X1
M. inner ring: 577-11-X1 | N. inner ring: 562-10-X0 | O. ring combination: Aberdeen



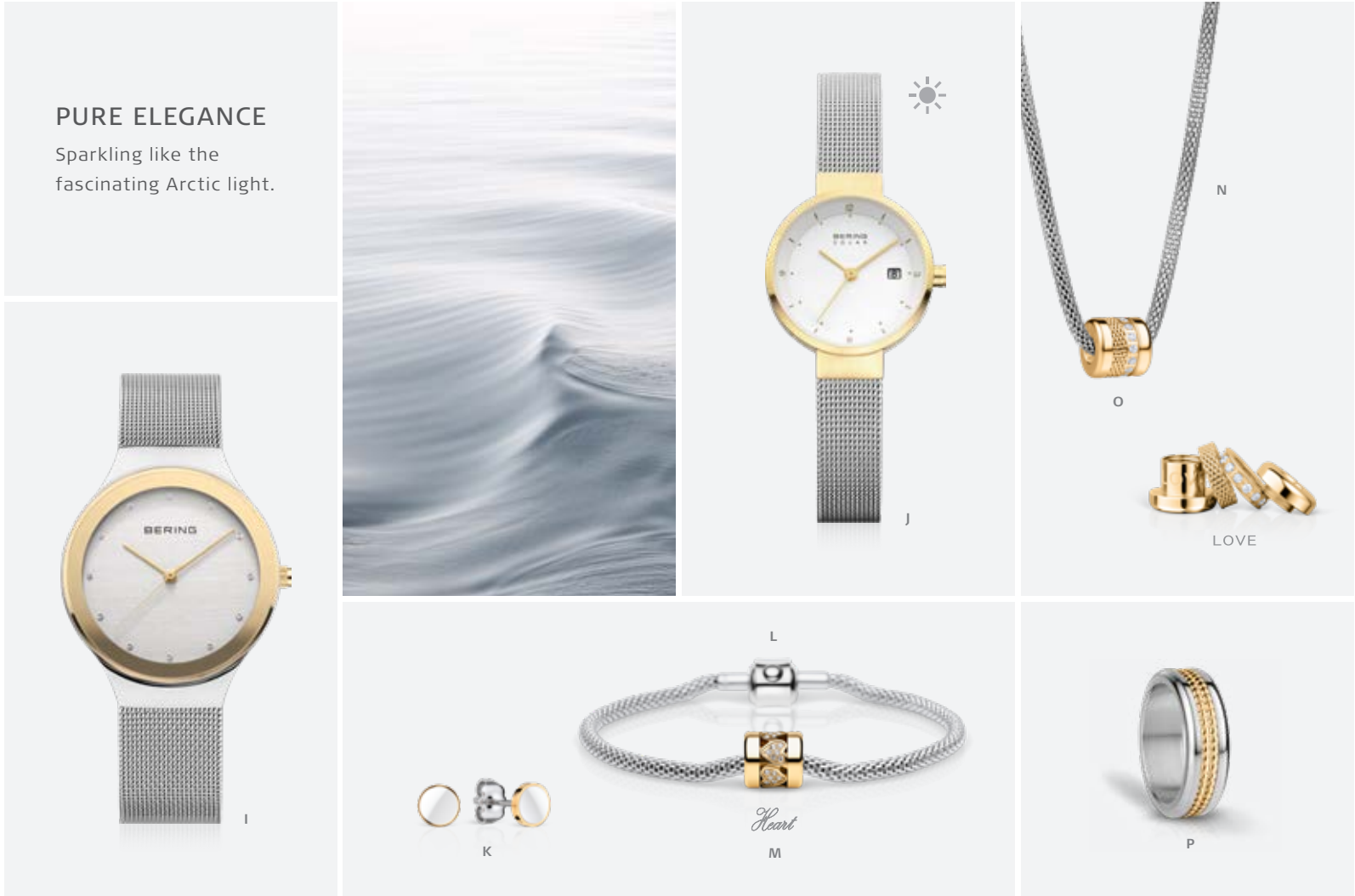
A. ring combination: Nairobi | B. bracelet: 615-20-X0
C. charm: Lovely-1 | D. watch: 11022-334



E. bracelet: 615-20-X0 | F. charm: Home-2 | G. charm: Eternity-1 | H. charm: Home-2
I. ring combination: Toronto | J. inner ring: 578-20-X1 | K. inner ring: 586-27-X2 | L. necklace: 424-20-X0
M. charm: Love-7 | N. earstuds: 707-259-05 | O. watch: 14134-331 | P. charm: SparklingHeart-2 | Q. charm: Lykke-1

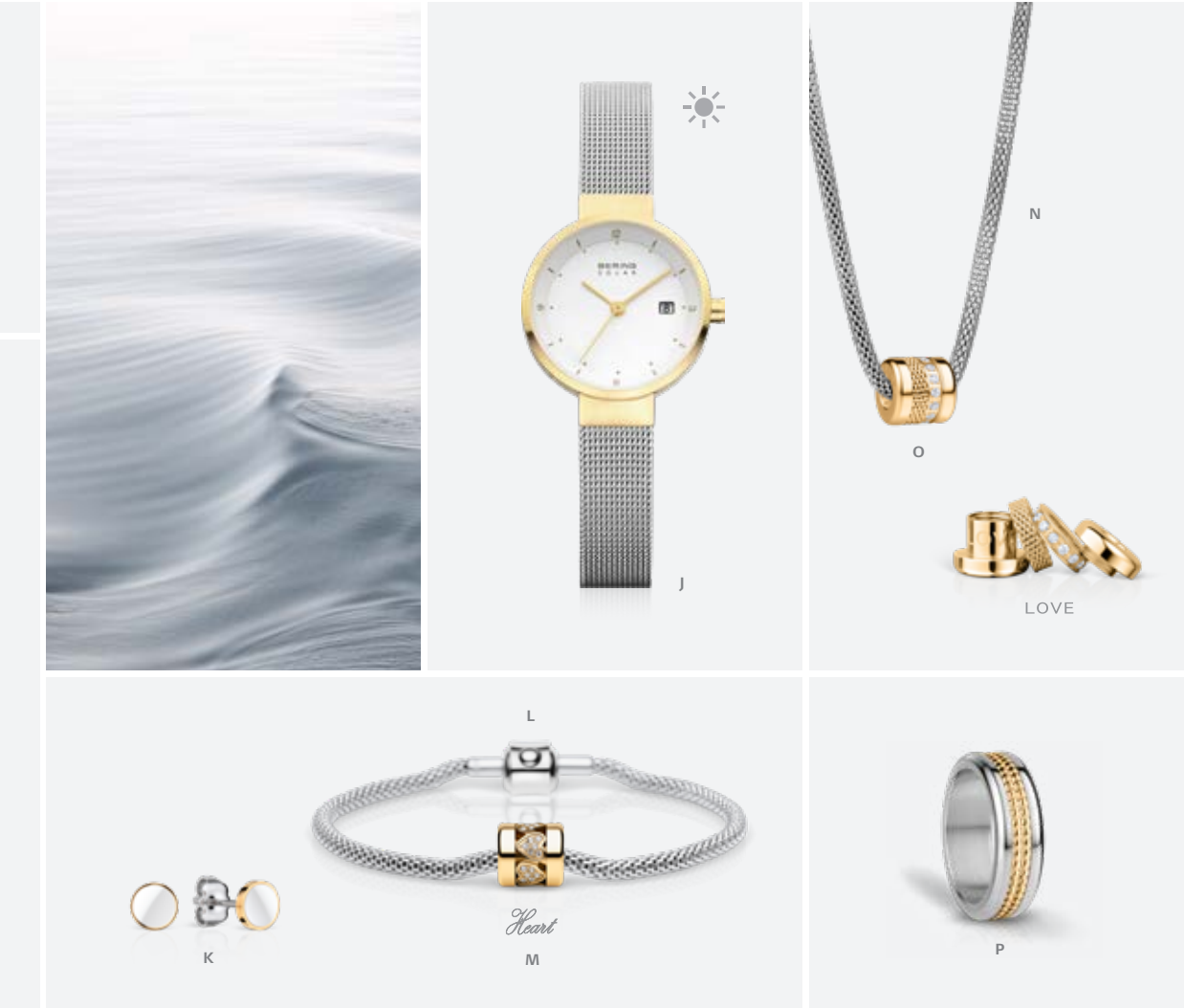


A. bracelet: 615-10-X0 | B. charm: Home-2 | C. charm: Lykke-1 | D. charm: Home-2
E. ring combination: Bombay | F. inner ring: 560-27-X0 | G. inner ring: 560-17-X0 | H. watch: 12034-010



PURE ELEGANCE

Sparkling like the
fascinating Arctic light.



I. watch: 12934-010 | J. watch SOLAR: 14426-010 | K. earstuds: 705-25-05 | L. bracelet: 613-10-X0
M. charm: SparklingHeart-2 | N. necklace: 423-10-X0 | O. charm: Love-7 | P. ring combination: Wellington

PRODUCT TYPES



Variety with a clear line

Ultra-thin, ceramic, metallic, sustainable, variable or colourful – if you want to remain true to yourself despite all the diversity, you must always be authentic. This is why BERING offers various product types that follow a common line: For our watch collections we use crystal clear sapphire crystal, which is particularly hard and scratch-resistant. Some watches are equipped with light, heat-resistant and hypoallergenic high-tech ceramic. Besides that, we use pure and high-



quality stainless steel (316L), which is also used in medical technology. Finely brushed or polished, it provides the typical pure and noble look, which guarantees a brilliant appearance. Everything for a strong character, because time does not leave scratches on the surface or clouding of the watch glass. This is variety with a clear line and the reason why we offer an international guarantee of three years.





SOLAR




Enviromentally friendly solar technology





6-12 months power reserve







A. watch SOLAR: 16433-377 | B. watch SOLAR: 14440-077 | C. watch TITANIUM SOLAR: 15239-779



SOLAR




These watches tick according to the rhythm of nature.









D. watch TITANIUM SOLAR: 15239-797 | E. watch SOLAR: 14639-307



A

5.5
mm



B

Lightness
and elegance



C

4.8
mm

this is minimalism




D


A. watch ULTRA SLIM 5.5: 17240-797 | B. watch ULTRA SLIM 5.5: 17240-797
C. watch ULTRA SLIM 4.8: 17231-734 | D. watch ULTRA SLIM 4.8: 17231-734



Ultra slim design




E




F

7.0
mm



G

Minimalism in its most
beautiful way.



H

E. watch ULTRA SLIM 7.0, MULTI: 17140-307 | F. watch ULTRA SLIM 7.0, MULTI: 17140-227
G. watch ULTRA SLIM 4.8: 17031-000 | H. watch ULTRA SLIM 4.8: 17039-102



With the help of a novel sliding technology, the straps can be changed easily in just a few seconds.

Feel free for more individuality and variety of style!



CHANGE STRAPS
CHANGE COLOURS
CHANGE LOOKS

The watch straps are available in several milanese-colours and in high quality leather straps.

It's easy to change haptic and colour in endless combinations.



Max René

PEBBLE

A shape outside the norm.



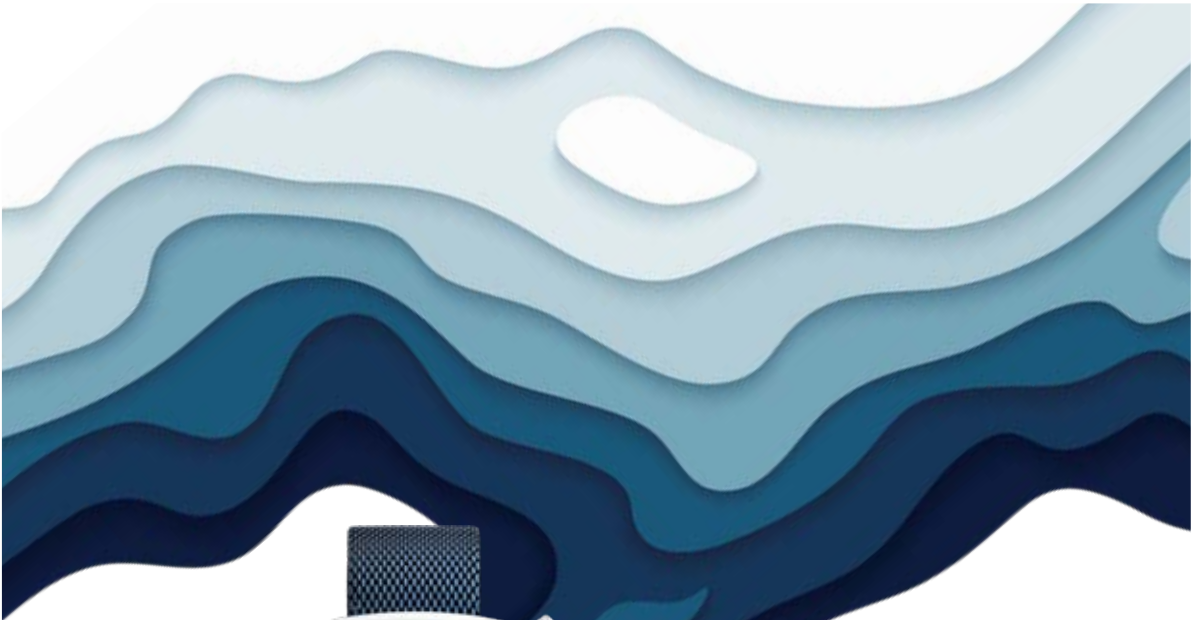
A



B



A. watch PEBBLE: 18034-004 | B. watch PEBBLE: 18040-334



Inspired by the smooth
pebbles along the
Scandinavian coast.



C



Designed by KiBiSi.
Styled by BERING.

C. watch PEBBLE: 18040-307



Image © Daniel J. Cox/NaturalExposures.com

time to care
think green to keep the arctic white



A. watch SOLAR: 14631-Charity

**THINK GREEN TO KEEP
THE ARCTIC WHITE**

BERING is sending a clear message with the arctic-themed motto and the solar-powered charity watch. Everyone who wears this distinctive, gorgeous green watch can send the same message – and make a stylish statement with their watch. For each watch sold, BERING donates 15 Dollars to the „Polar Bears International“.



B. bracelet: 615-10-X0 | C. charm: Life-1 | D. watch SOLAR: 14639-Charity



If you care about love and polar bears as much as we do you can express your love in a unique way with the charity-XL charm from BERING.

„Life is better with you!“

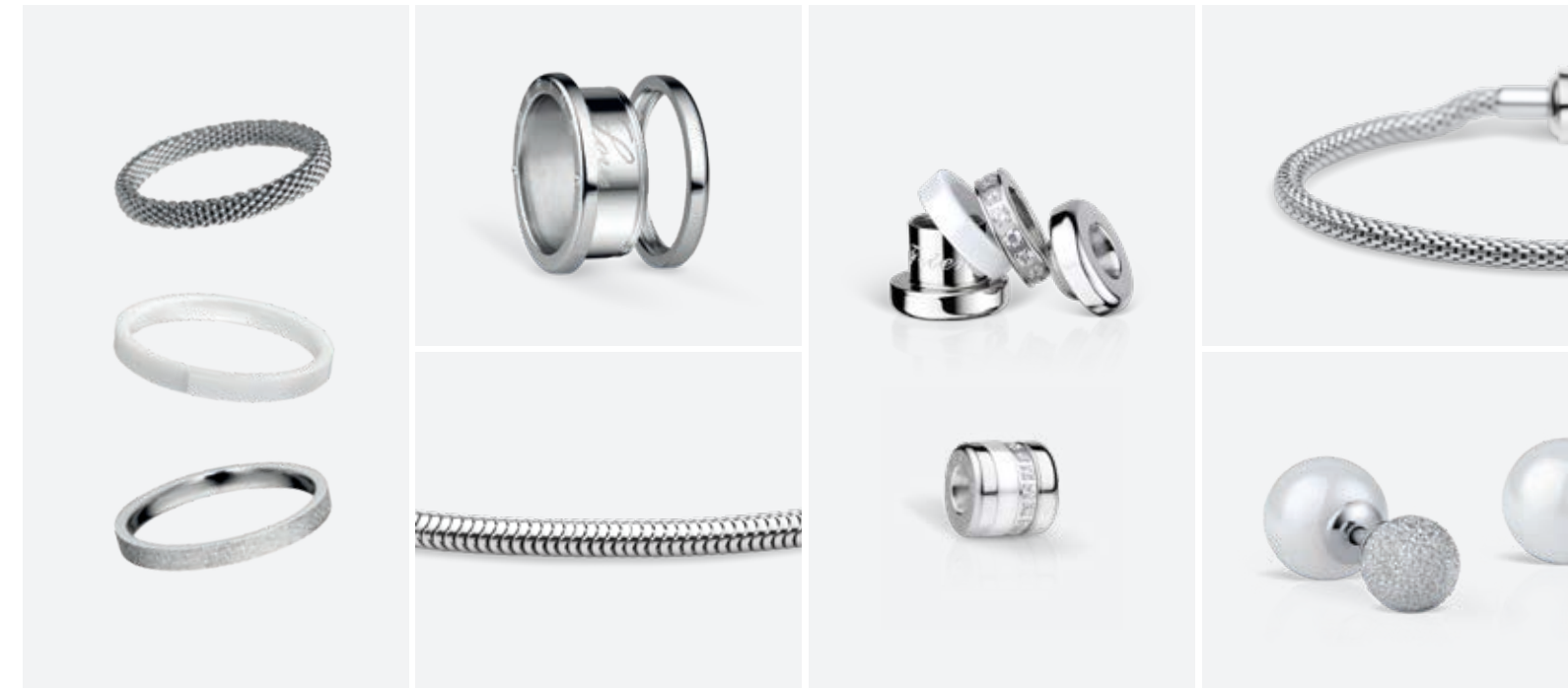
This affectionate message is engraved inside the charm, and and is dedicated to the polar bears – just as it does for your true love. For each charm sold, BERING donates €10,- to the „Polar Bears International“.

JEWELRY

Decorative elements

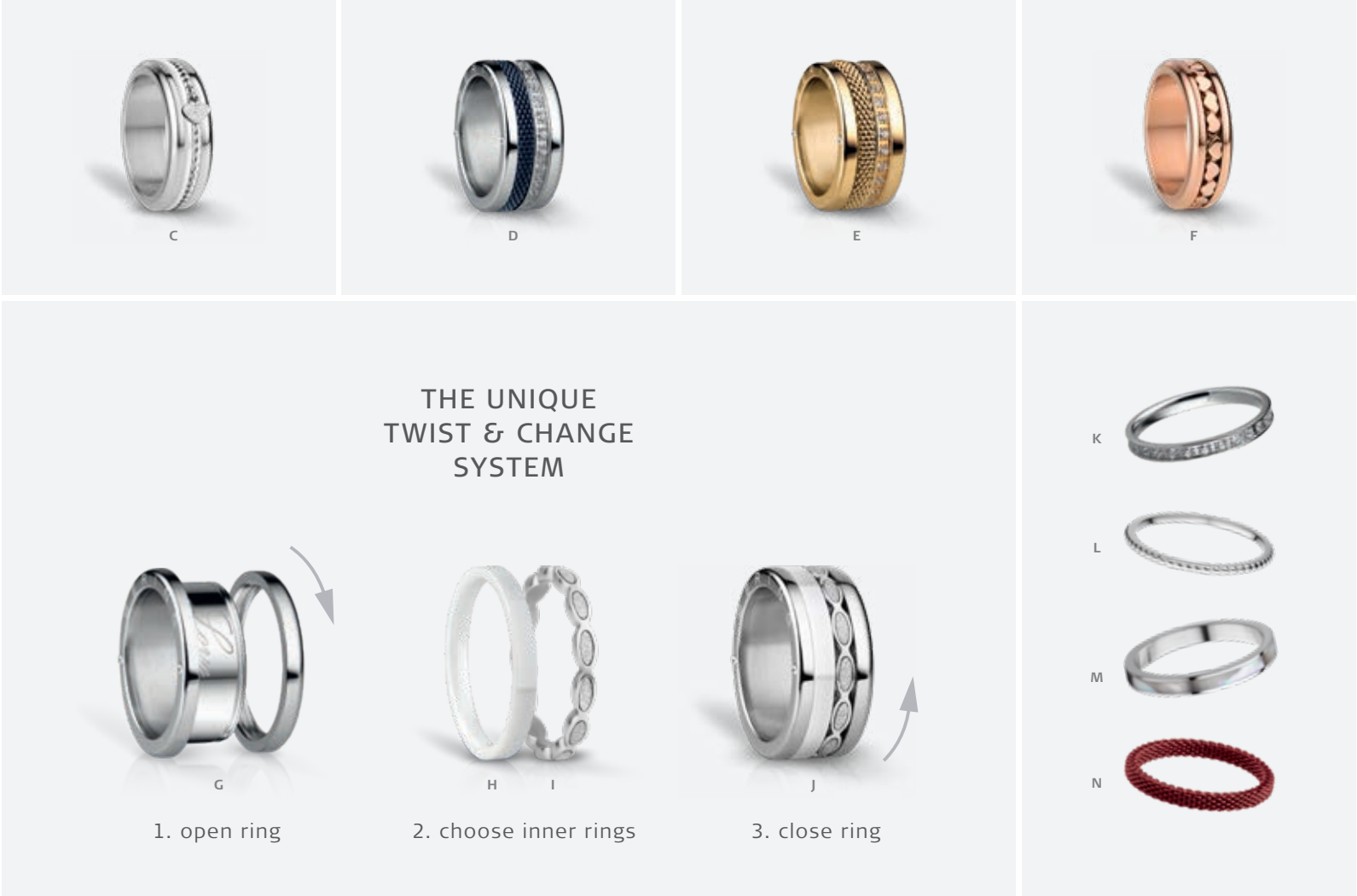
If you want to underline your look with noble and unique creations, BERING offers various jewellery elements which can be combined in a unique way. Our innovative twist & change system, offers the possibility of designing rings, necklaces and bracelets to suit your own taste. All you have to do is twist the individual jewellery elements together - the piece of jewellery fits together, creating a completely new look. Secret messages can also be communicated with our charms: Here, filigree engravings give the charms a personal

touch, which can be given as an expression of true love or deep friendship. But no matter if ring, charm, bracelet, necklace or even earring – all BERING jewellery elements are made of high-quality materials and manufactured in such a way that they harmonise perfectly with our watch collections and their colour worlds.



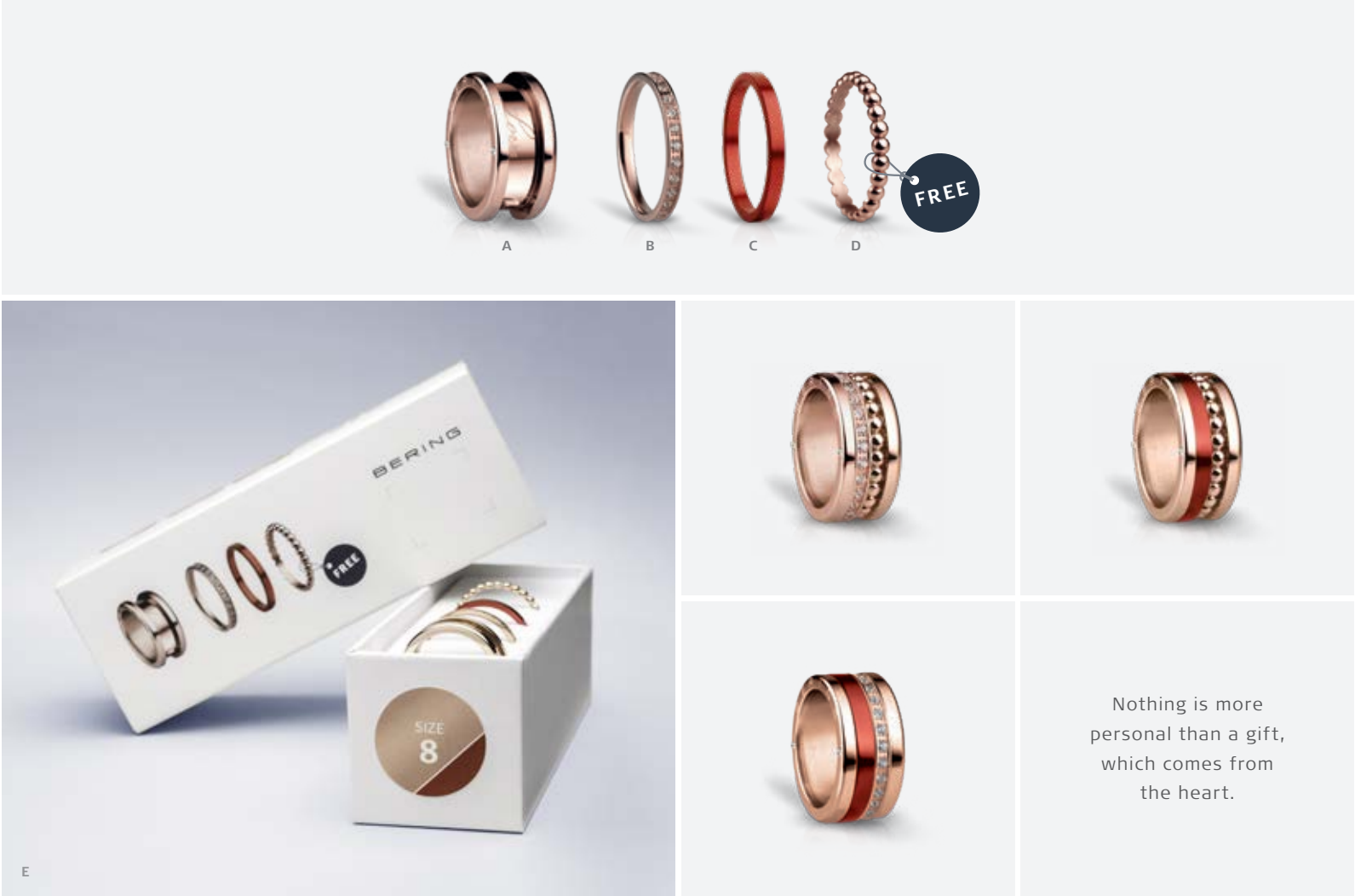


A. ring combination: Lausanne | B. bracelet: 613-30-X0, charm: Soulmate-2, ring combination: Lausanne



C. ring combination: Capetown | D. ring combination: Petersburg | E. ring combination: Nairobi
F. ring combination: Oxford | G. outer ring: 520-10-X4 | H. inner ring: 554-50-X1 | I. inner ring: 580-19-X1 | J. ring combination: Bayonne
K. inner ring: 556-17-X1 | L. inner ring: 562-10-X0 | M. inner ring: 574-50-X1 | N. inner ring: 551-40-X1

SYMPHONY SETS

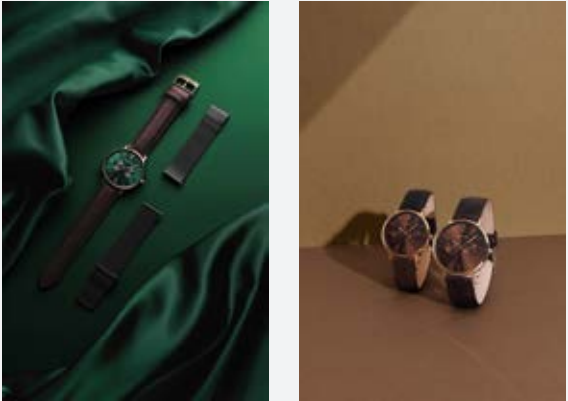


A. outer ring: 520-30-X4 | B. inner ring: 556-37-X1 | C. inner ring: 554-49-X1
D. inner ring: 552-30-X1 | E. symphony set: Red Sailing

SYMPHONY SETS



F. outer ring: 520-10-X4 | G. inner ring: 554-70-X1 | H. inner ring: 552-10-X1
I. inner ring: 551-70-X1 | J. symphony set: Arctic Sailing



AWARD JAPAN

In 2019 BERING received the japanese award as “best Scandinavian watch”.



AWARD GERMANY

In 2020 BERING received the German award in the following categories:

- collectible
- favourite suppliers watches
- favourite suppliers
- watches between 100-250€ RRP

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