



DIESEL

FALL 2021

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THIS SEASON

Diesel's bold and brave timepieces each season never disappoint and this fall is no exception. Diesel returns to their punk past and urban roots by introducing a new statement for the wrist, Clasher, and a collection to challenge the definition of the norm, Urban Punk. Using design elements inspired by the streets, the fall collection appeals to the guest that enjoys taking risks and wants a unique piece to complement their urban, street-inspired style.



URBAN PUNK

Diesel's punk past lives on as the core values of the brand; non-conformist and self-expressive, unafraid and authentic.

So in true punk fashion, we nod to our past while taking its elements to the extreme. Featuring rich black leather, metal detailing, and a no-frills-just-fashion utilitarian vibe, these watches are ready to rock the cities and people that inspired them.

DIESEL

Griffed

MENS

KEY FEATURES:

Strap or bracelet:

leather, stainless steel, denim

Available Colors:

black/silver, gunmetal

Movement:

chronograph

Case:

48 mm x 55/22 mm



Textured leather strap

Unique, recognizable clip around the dial

Three sub-eyes measure 24-hour time, minutes, and seconds

SELLING TIPS

Chronographic movement, a stopwatch feature, and date window combine with utilitarian metal detailing and textured leather in this bold, punk-meets-function watch.

DIESEL

RASP

MENS

KEY FEATURES:

Strap or Bracelet:
stainless steel, leather

Available Colors:
black

Movement:
three-hand

Case:
47 mm x 54/24 mm



Polished silver dial

Textured dial cutout with
enlarged number

Stick indexes

SELLING TIPS

The Rasp has the right amount of edge in a simple, classic design.

DIESEL

Mr. Daddy

MENS

KEY FEATURES:

Strap or bracelet:
leather, stainless steel

Available Colors:
black, gunmetal

Movement:
multifunction/chronograph

Case:
57 mm x 67/28 mm



Two-tone iridescent
crystal case

Lumed hands and indexes

Subtle textured dial

SELLING TIPS

Mr. Daddy offers the crazy ability to set four time zones on one watch. There's also a date window and stopwatch function on the dial.

DIESEL

Baby Chief

MENS

KEY FEATURES:

Strap or Bracelet:
leather, denim

Available Colors:
black

Movement:
chronograph

Case:
43 mm x 50/22 mm



Smaller size of our best-selling Chief collection

Unique, iconic clip around the dial

Three sub-eyes display 24-hour, minute and second measurements

SELLING TIPS

Baby Chief, a new take on an iconic style, features a two-toned iridescent case, lumed hands and indexes.



Diesel
TOMATO SOUP
NET WT 1.75 OZ (50g)

Diesel
Green PEAS
IN BRINE
NET WT 1.75 OZ (50g)

Diesel
Green PEAS
IN BRINE
NET WT 1.75 OZ (50g)

Diesel
TOMATO SOUP
NET WT 1.75 OZ (50g)

Diesel
Green PEAS
IN BRINE
NET WT 1.75 OZ (50g)

Diesel
Denim WASH
LAUNDRY DETERGENT
A P F W



CLASHER

A clash of movements brings together two distinct eras of timekeeping in an intense hybrid of industrial and digital. A curved contour across the wrist organically leads the eye between both interfaces despite a distinctive split running through them. A streamlined yet faceted design keeps both interfaces independent while maintaining an overall cohesion.

DIESEL

Clasher

MENS

KEY FEATURES:

Strap or Bracelet:

stainless steel

Available Colors:

gold, black, silver/black, red/
black

Movement:

chronograph/digital

Case:

58 mm x 64/22 mm



Two sub-eyes display
hour and minute time
measurement

Adjustable light mode

Analog date with day of the
week

SELLING TIPS

The curved contoured case with a distinctive split dial fuse the digital and analog movements together in a cohesive style.

CORE COLLECTION

Always stay up-to-date with our most popular platforms.

DIESEL

Mega Chief

MENS

KEY FEATURES:

Strap or Bracelet:

stainless steel

Available Colors:

black

Movement:

chronograph

Case:

51 mm x 59 mm



Iridescent crystal with unique logo plate detailing

Large stick indexes with a date window

Three sub-eyes display the minute, second, and one-tenth of a second

SELLING TIPS

Versatile and bold, Mega Chief is designed with a unique, recognizable cage around the dial.

DIESEL

Mega Chief

MENS

KEY FEATURES:

Strap or Bracelet:

stainless steel gold plating

Available Colors:

gold

Movement:

quartz/chronograph

Case:

51 mm x 59 mm



Stopwatch feature

Gold sunray dial

Lumed hands and indexes

SELLING TIPS

The all-over polished gold gives this watch an ultra ritzy feel for dressier occasions.

DIESEL

Mr. Daddy 2.0

MENS

KEY FEATURES:

Strap or Bracelet:

stainless steel

Available Colors:

black

Movement:

multifunction/chronograph

Case:

55 mm x 57 mm



Four time zone subdials

Stopwatch feature

Attention-grabbing oversized dial

SELLING TIPS

The dial is insanely detailed with multi-hued iridescent crystal case.

DIESEL

Master Chief

MENS

KEY FEATURES:

Strap or Bracelet:
leather

Available Colors:
brown

Movement:
three-hand

Case:
45 mm x 51 mm



Textured leather strap

Textured black dial

Silver-tone dial with cut-out detail

SELLING TIPS

A unique case shape, date window and genuine leather strap to complete the look make this classic watch easy to wear without skimping on the details.

DIESEL

BOLD

MANY FUNCTIONS

OVERSIZED

Bold, rebellious, and never shy, Diesel doesn't follow trends; it creates them. With a distinctive look and a unique voice, Diesel constantly moves style forward. Diesel Timeframes reflect the confident, assertive nature of the brand. Large, loud, and never afraid of color, they don't follow the rules of classic watch design, preferring instead to blaze new ground whenever possible.

WHO WE'RE FOR

- The person looking for a bold watch that has some attitude
- Someone who is interested in an oversized statement piece
- The person who wants the option of additional functionality such as chronograph and multiple movements



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