

FENDI
TIMEPIECES

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FOREWORD

Thank you for choosing a watch from Fendi Timepieces. Since 1988, Fendi Timepieces has been designing some of the world's most prestigious men's and women's watches, boldly marrying an Italian esthetic with Swiss expertise and using carefully selected materials and colors.

This user's manual contains extensive information about the warranty for your watch, along with instructions on use and maintenance. We recommend that you read this manual carefully to ensure that your watch is used under the best possible conditions and retains all of its qualities for many years.

HISTORY OF THE BRAND

In 1925, the House of FENDI was born with the establishment of the first handbag shop and fur workshop in Via del Plebiscito, Rome. The new FENDI business, led by Edoardo and Adele Fendi, immediately wins great acclaim. As the business grows, the fur workshops expanded and between the 1930s and 40s, the FENDI name, already well known in Rome, becomes famous outside the capital city. For several decades, FENDI continued to improve its now renowned craftsmanship and daring creativity in the production of leather goods, travel items and suitcases.

In 1988, FENDI branched out into the world of luxury watches, launching a collection under the creative direction of Silvia Venturini Fendi. The year 1990 saw the launch of the first men's collection in Milan, and in 2001, LVMH became FENDI's majority shareholder.

The range of watches from Fendi Timepieces appeals to sophisticated and elegant women with a keen eye on the latest trends, as well as men looking for a distinctive style, from classic quartz or automatic models, to chronographs with 2 or 3 counters.

WARRANTY CERTIFICATE & CONDITIONS

Warranty

To guarantee quality, all watches from Fendi Timepieces are produced in Switzerland and protected against impact, temperature variations, water and dust. During each phase in the creation of your watch, the strictest standards have been respected, from the design of the product to its development, including the production of the components and assembly, to the final quality check.

Your watch from Fendi Timepieces is guaranteed against all manufacturing defects for 24 months from the Date of Purchase, subject to the conditions below. The warranty is only valid if the International Warranty Card is duly completed, signed and dated by the Fendi Timepieces authorized retailer at the time the watch is purchased (the "Date of Purchase"). This International Warranty Card is valid worldwide in all Fendi Timepieces Approved Service Centers (see link to list of centers on the following page), when presented with your watch and a dated proof of purchase.

The warranty runs for 24 months from the Date of Purchase, and covers all faults that may be caused by defective parts or manufacturing defects affecting the mechanism, bracelet, crystal, battery, plating, dial, hands or case.

A Fendi Timepieces Approved Service Center will, free of charge, repair or replace any genuine component that is preventing your watch from functioning perfectly, provided this is within 24 months of the Date of Purchase, and provided that the exclusions listed below do not apply.

Exclusions

The warranty does not cover any exterior parts, maintenance, batteries, overhauls, water damage (unless the piece is marked "water resistant"), straps, bracelets, buckles, crowns, finishes or scratches. The warranty also does not cover any damage or defects arising from accidents or misuse. Any alterations, service (including but not limited to battery replacement or opening of the watch) or repairs performed by any party other than an Approved Service Center will void the warranty. In addition, the warranty does not cover:

- the battery life (if applicable),
- wear to the bracelet or strap (including but not limited to changes in color, changes to the strap material),
- the crystal (scratches),
- ageing and normal wear of the watch,
- damage caused by misuse or inappropriate handling,
- damage resulting from an accident or impact,
- any consequences due to the watch stopping or malfunctioning,
- any indirect, consequential or punitive damages,
- theft or loss of the watch,
- any force majeure events, including but not limited to acts of God,
- watches whose serial numbers have been erased, scratched or modified,
- water damage unless watch is marked "water-resistant".

Shipping and packaging guidelines

The worldwide list of Fendi Timepieces Approved Service Centers is available on the official FENDI website: **www.fendi.com/timepieces**

If your watch from Fendi Timepieces requires service, select the service center available in your region and follow the steps below for shipping:

- 1.** Pack the watch securely using packaging paper to protect it from impact.
- 2.** Only send it by courier or insured delivery. Insure it for its full replacement value.
- 3.** Indicate your name, address and phone number(s), as well as a detailed description of the problem.
- 4.** If the service required is still under warranty, include the duly completed International Warranty Card with a dated proof of purchase. Keep a copy of dated proof of purchase and International Warranty Card for your records.

Failure to meet all of the above conditions may void the warranty.

Shipping handling and insurance charges for returning the watch to a Fendi Timepieces Approved Service Center are payable by the watch's owner.

Some countries, states, or provinces do not allow the exclusion or limitation of implied warranties or the limitation of incidental or consequential damages so the above limitations and exclusions may be limited in their application to you. When implied warranties may not be excluded in their entirety, they will be limited to the duration of the applicable written warranty. This warranty gives you specific legal rights; you may have other rights that may vary depending on local law. Your statutory rights are not affected.

QUARTZ WATCHES

General information



Quartz watches from Fendi Timepieces are driven by Swiss Made quartz movements, and offer the unrivalled accuracy of quartz. They obtain their energy from a battery with a life which generally exceeds 2 years in continuous operation. They do not need to be wound.

If you do not intend to wear your watch for several weeks, or even months, we recommend pulling the crown out to position **II** (or **III** if your watch has a date indication) before storing it. The movement's electrical power supply is therefore interrupted and the battery's life substantially extended.

Setting the time



The time is set by means of the crown. To do so:

1. Pull the crown out to position **II** (or **III** if your watch has a date indication).
2. Turn it forward or backward until the correct time is shown.
3. Push the crown against the case to return it to the normal operating position **I**.

Please note: If your watch has a date indicator, make sure that the date change occurs at midnight rather than midday.



The time is set by means of the push button on the case back. To do so:

1. Set the hour by pressing continuously on the push button with the provided tool to advance the hands rapidly.
2. Set the minutes by pressing the push button repeatedly with the provided tool until the correct time is shown.

Setting the date (quick mode)



If your watch has a date indication, it will change automatically when the time indicator hands pass midnight. However, if necessary, a quick date correction function is available by means of the crown, without altering the time. To do so:

1. Pull the crown out to position **II**.
2. Turn it **forward** until the correct date is shown in the window.
Make sure that the date change occurs at midnight rather than midday.
3. Push the crown against the case to return it to the normal operating position **I**.

Please note: During the date changing phase between 21:00 and 00:00, the date must be set **to the following day**.

QUARTZ WATCHES

Fendi IShine

This watch has one push button on its case back for setting the time and one crown positioned at 3 o'clock **(1)** for rotating the gemstones on the dial.

Setting the time



The time is set by means of the push button on the case back. To do so:

1. Set the hour by pressing continuously on the push button with the provided tool to advance the hands rapidly.
2. Set the minutes by pressing the push button repeatedly with the provided tool until the correct time is shown.

Rotating the gemstones on the dial

Your watch's appearance can be altered by changing the color of the gemstones on the dial. Three combinations of gemstones are available.

The gemstones on the dial are rotated using the crown positioned at 3 o'clock **(1)**, which can be turned until the desired color appears. A click is heard as each combination changes.



QUARTZ WATCHES

Crazy Carats

This watch has 2 crowns: one positioned at 10 o'clock **(1)** for time setting, and the other positioned at 4 o'clock **(2)** for rotating the hour markers.

Setting the time



The time is set by means of the crown. To do so:

1. Pull the crown positioned at 10 o'clock **(1)** out to position **II**.
2. Turn it forward or backward until the correct time is shown.
3. Push the crown against the case to return it to the normal operating position **I**.

Rotating the hour markers

Your watch's appearance can be altered by changing the color of the hour markers. Three combinations of hour markers are available for each index from 01:00 to 11:00. Only the index positioned at 12 o'clock - a real diamond - is fixed.

The hour markers on the dial are rotated using the crown positioned at 4 o'clock **(2)**, which can be turned until the desired color appears. A click is heard as each combination changes.



QUARTZ CHRONOGRAPH WATCHES

General information



Quartz chronograph watches from Fendi Timepieces are driven by Swiss Made quartz movements, and offer the unrivalled accuracy of quartz. They obtain their energy from a battery with a life which generally exceeds 2 years in continuous operation. They do not need to be wound.

If you do not intend to wear your chronograph watch for several weeks, or even months, we recommend pulling the crown out to position **II** (or **III** if your watch has a date indication) before storing it. The movement's electrical power supply is therefore interrupted and the battery's life substantially extended.

Setting the time



The time is set by means of the crown. To do so:

1. Pull the crown out to position **III** (the seconds hand stops).
2. Turn it forward or backward until the correct time is shown, e.g. 08:45.
3. Push the crown against the case to return it to the normal operating position **I**.

Please note: To set the time "to the exact second", pull the crown out when the seconds hand is in the "60" position. After setting the time, push the crown against the case in position **I** at the exact second.

Setting the date (quick mode)



If your watch has a date indication, it will change automatically when the time indicator hands pass midnight. However, if necessary, a quick date correction function is available by means of the crown, without altering the time. To do so:

1. Pull the crown out to position **II**.
2. Turn it **forward** until the correct date is shown in the window.
Make sure that the date change occurs at midnight rather than midday.
3. Push the crown against the case to return it to the normal operating position **I**.

Please note: During the date changing phase between 21:00 and 00:00, the date must be set **to the following day**.

Chronograph displays and controls

The Fendi Timepieces range includes chronographs equipped with a quartz movement with 2 or 3 counters.

QUARTZ CHRONOGRAPH WATCHES

Basic chronograph functions

Example:



1. START: Press push button **A** to start timing.



2. STOP: Press push button **A** again interrupts timing to allow the 2 chronograph counters to be read: 4 min/7 sec/4/5 sec.



3. RESET: Press push button **B** to move the 2 (or 3) chronograph hands to zero.

Accumulated timing

Example:



1. START: Press push button **A** to start timing.



2. STOP: Press push button **A** again to interrupt timing and allow the elapsed time, e.g. 15 minutes and 5 seconds, to be read.



3. RESTART: Press push button **A** again to restart timing, and so on. In this case, the times read successively are in fact accumulated times. The last time indicated is the total timed period.



4. RESET: Press push button **B** to move the 2 (or 3) chronograph hands to zero.

Interval timing

Example:



1. START: Press push button **A** to start timing.



2. Displaying the interval time: Press push button **B** to read the elapsed time, e.g. 10 minutes and 10 seconds, without interrupting timing, which continues in the background.



3. Making up the measured time: Press push button **B** again to restart the chronograph hands, which "make up" the elapsed time, and so on.



4. STOP: Press push button **A** to stop timing. The final time is displayed.



5. RESET: Press push button **B** to move the 2 (or 3) chronograph hands to zero.

QUARTZ CHRONOGRAPH WATCHES – 2 COUNTERS

Adjusting the chronograph hands to the zero position

If one or more chronograph hands are not exactly in the zero position (e.g. following a battery change), they must be adjusted. To do so:

1. Pull the crown out to position **II**.
2. Press push button **A** 3 times to activate setting mode. The hands may begin to turn, indicating that correction mode is activated.

Setting the 30 minute counter hand



In increments: **B** 1 short press
Continuous: **B** press and hold



To set the next hand, press push button **A**.

Setting the center seconds hand



In increments: **B** 1 short press
Continuous: **B** press and hold



Push the crown against the case to return it to the normal operating position **I**. The chronograph hand setting operation is complete.

Setting the date/time following a battery change

Example:

- Date/time indicated by the watch: 17/01:25
- Current date/time: 4/20:30

1. Pull the crown out to position **II**. The hands continue to rotate.
2. Turn the crown until yesterday's date is indicated.
3. Pull the crown out to position **III**. The seconds hand will stop.
4. Turn the crown until the correct date is indicated.
5. Turn the crown until the correct time is indicated.
6. Push the crown against the case to return it to the normal operating position **I**.

To set your watch to the exact second, please refer to the section entitled "Setting the time".

QUARTZ CHRONOGRAPH WATCHES – 3 COUNTERS

Adjusting the chronograph hands to the zero position

If one or more chronograph hands are not exactly in the zero position (e.g. following a battery change), they must be adjusted. To do so:

1. Pull the crown out to position **III**. The 3 chronograph hands move to their zero position (correct or incorrect).
2. Press push button **A** 3 times to activate setting mode. The center seconds hand turns 360°, indicating that correction mode is activated.

Setting the 30 minute counter hand

 In increments: **B** 1 short press
Continuous: **B** press and hold

 To set the next hand, press push button **A**.

Setting the 1/10 second counter hand

 In increments: **B** 1 short press
Continuous: **B** press and hold

 To set the next hand, press push button **A**.

Setting the center seconds hand

 In increments: **B** 1 short press
Continuous: **B** press and hold

 Push the crown against the case to return it to the normal operating position **I**. The chronograph hand setting operation is complete.

Setting the date/time following a battery change

Example:

- Date/time indicated by the watch: 17/01:25
- Current date/time: 4/20:30

1. Pull the crown out to position **II**. The hands continue to rotate.
2. Turn the crown until yesterday's date is indicated.
3. Pull the crown out to position **III**. The seconds hand will stop.
4. Turn the crown until the correct date is indicated.
5. Turn the crown until the correct time is indicated.
6. Push the crown against the case to return it to the normal operating position **I**.

To set your watch to the exact second, please refer to the section entitled "Setting the time".

QUARTZ CHRONOGRAPH WATCHES – 3 COUNTERS

Adjusting the chronograph hands to the zero position

If one or more chronograph hands are not exactly in the zero position (e.g. following a battery change), they must be adjusted in turn. To do this, pull the crown out to position **II**. The 3 chronograph hands move to their zero position (correct or incorrect).

Setting the hour counter hand

 Press the push button **A** to activate the hour counter.

 Press the push button **B** to move the hour counter hand opposite the **10** division.

Setting the 30 minute counter hand

 Then press the push button **A** to activate the minute counter.

 Press the push button **B** to move the minute counter hand opposite the **30** division.

Setting the center seconds hand

 Then press the push button **A** to activate the chronograph second (second hand).

 Press the push button **B** to move the chronograph's second hand opposite the **0** or **12 h** division.

 Push the crown against the case to return it to the normal operating position **I**. The chronograph hand setting operation is complete.

Setting the date/time following a battery change

Example:

- Date/time indicated by the watch: 17/01:25
- Current date/time: 4/20:30

1. Pull the crown out to position **II**. The hands continue to rotate.
2. Turn the crown until yesterday's date is indicated.
3. Pull the crown out to position **III**. The seconds hand will stop.
4. Turn the crown until the correct date is indicated.
5. Turn the crown until the correct time is indicated.
6. Push the crown against the case to return it to the normal operating position **I**.

To set your watch to the exact second, please refer to the section entitled "Setting the time".

AUTOMATIC WATCHES

General information



Fendi Timepieces mechanical watches are equipped with Swiss Made automatic movements which are wound by an oscillating weight activated by the natural movements of the wearer's wrist. They generally have a power reserve of approximately 38 hours.

Manual winding

If you wear your watch, it does not need to be wound manually.

However, if it is left for approximately 38 hours without being worn, it will need to be wound manually. To do this, simply turn the crown a few revolutions (forward), or move the watch sideways a few times to restart it. The crown must be rotated approximately 32 times (forward) to give the watch its maximum power reserve.

Setting the time



The time is set by means of the crown. To do so:

1. Pull the crown out to position **II** (or **III** if your watch has a date indication).
2. Turn it forward or backward until the correct time is shown, e.g. 08:45.
3. Push the crown against the case to return it to the normal operating position **I**.

Setting the date (quick mode)



If your watch has a date indication, it will change automatically when the time indicator hands pass midnight. However, if necessary, a quick date correction function is available by means of the crown, without altering the time. To do so:

1. Pull the crown out to position **II**.
2. Turn it **forward** until the correct date is shown in the window.
Make sure that the date change occurs at midnight rather than midday.
3. Push the crown against the case to return it to the normal operating position **I**.

Please note: During the date changing phase between 21:00 and 00:00, the date must be set **to the following day**.

BRACELETS/STRAPS

General information

Depending on the model, watches from Fendi Timepieces are available with a leather strap or a metal bracelet with optional natural fur accessories made by the FENDI fur atelier. These accessories, for example a cuff or collar, add an extra dash of glamour to certain models. The leather straps on watches from Fendi Timepieces are made from the highest quality hides, using the most sophisticated traditional production techniques. The choice of iconic leathers and the painstaking work that goes into each strap are the signature of FENDI craftsmanship.

Replacing a leather strap - Adjusting a metal bracelet

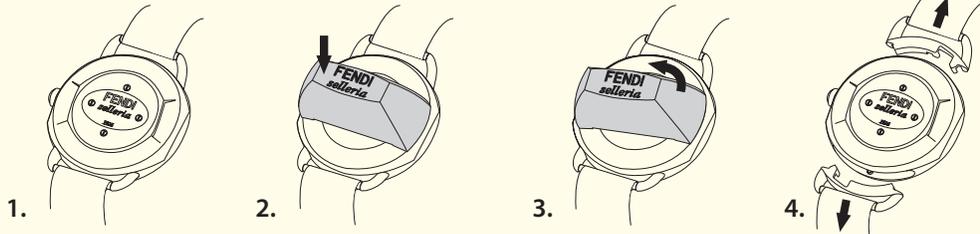
To replace the leather strap or adjust the length of the metal bracelet on your watch from Fendi Timepieces by adding or removing one or more links, we recommend that you contact your nearest Fendi Timepieces approved reseller. Only Fendi Timepieces approved resellers have the necessary tools to carry out this procedure without damaging the bracelet/strap or case.

Certain models, such as the Selleria, offer the wearer the option to easily change the strap at any time, as desired.

Replacing a Selleria Woman strap

The back of this watch must be opened in order to replace the strap. To do this, use the tool supplied with the watch, following the procedure below:

1. Turn your watch over so that the back is facing you.
2. Fit the appropriate Fendi Selleria tool in the slots on the case-back (closed position: slots aligned with the crown).
3. Turn it counterclockwise to release the strap lugs.
4. Remove the strap.



The second strap is fitted using the procedure in reverse:

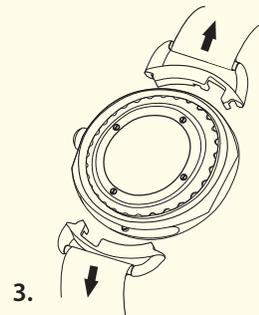
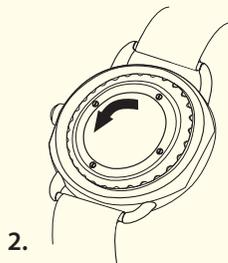
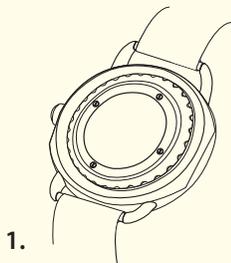
1. Insert the lugs of your second Selleria Woman strap/bracelet into the slots in the case. The short part of the strap/bracelet with the buckle must be positioned on the top of the watch (at 12 o'clock), and the longer part of the strap/bracelet on the bottom of the watch (at 6 o'clock).
2. Once the lugs are in place, use the Fendi Selleria tool to turn the case back clockwise back to the closed position.

BRACELETS/STRAPS

Replacing a Selleria Man strap

The back of this watch must be opened in order to replace the strap, following the procedure below:

1. Turn your watch over so that the back is facing you.
2. Turn counter clockwise the notched piece on the case-back until it does not turn anymore.
3. Remove the strap.



The second strap is fitted using the procedure in reverse:

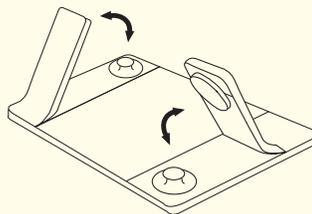
1. Insert the two lugs of your second Selleria Man strap into the slots in the case. The short part of the strap with the buckle must be positioned on the top of the watch (at 12 o'clock), and the longer part of the strap on the bottom of the watch (at 6 o'clock).
2. Once the lugs are in place, turn clockwise the notched piece on the case-back until it does not turn anymore.

FUR ACCESSORIES

Fur collars

For over fifty years, FENDI has been taking the art of fur to new heights in terms of both style and quality. Using innovative techniques and original designs, the Roman Maison has revolutionized this world by virtue of its resolutely modern and luxurious creations.

Some straps may have a fur collar. To fit it, follow the illustration and instructions below.



1. Position the fur collar on the strap.
2. Close the two tabs using the push button to hold it in place.

About the fur used by Fendi Timepieces

The fur used by FENDI comes exclusively from non-endangered farmed animal species. FENDI complies strictly with the Washington convention or international regulations governing trade in wild fauna and flora, as well as international, national and regional legislation. Farming premises are strictly and regularly checked in accordance with applicable legislation. The fur is processed in an environmentally friendly way.

DIAMONDS

The four Cs

The diamond industry has standards by which they grade and categorize diamonds. This system of grading is commonly referred to as the "four Cs".

Cut

The diamond's cut is perhaps the most important of the four Cs. A good cut gives a diamond its brilliance, which is that brightness that seems to come from the very heart of a diamond. The angles and finish of any diamond are what determine its ability to reflect light, which leads to brilliance.

Color

When jewellers speak of a diamond's color, they are usually referring to the presence or absence of color in white diamonds. Because a colorless diamond, like a clear window, allows more light to pass through it than a colored diamond, colorless diamonds have more sparkle and fire. Thus the whiter a diamond's color, the greater its value.

Clarity

A diamond's clarity refers to the presence of inclusions in the stone. Because of the pressure it takes to create a diamond, it's no surprise that most diamonds have flaws. Diamonds with no or few inclusions and blemishes are more highly valued than those with less clarity because they are rarer. Diamonds are graded for clarity under 10 times loupe magnification.

Carat weight

A carat is the unit of measurement used to weigh a diamond. One carat is equal to 200 milligrams, or 0.2 grams.

Diamond dial and diamond case certificate

Every diamond case and diamond dial includes a diamond certificate which verifies that the watch is set with genuine diamonds.

PRECAUTIONS FOR USE – MAINTENANCE

General information

We recommend that you take the following precautions to ensure that your watch from Fendi Timepieces functions perfectly for many years:

1. Avoid thermal shocks and high temperatures (sauna, Turkish bath, etc.).
2. Avoid contact with corrosive products.
3. Any impact to the case, crown or crystal may compromise water resistance and damage the mechanism. If a part breaks or comes loose, have your watch repaired immediately.
4. Avoid violent impacts and blows; even though the sapphire crystal is highly resistant, avoid bringing it into contact with objects likely to scratch it.
5. Certain cases have PVD treatment which increases their resistance to abrasion. However, contact with abrasive products should be avoided.
6. Avoid leaving your watch immobile for long periods. Wearing it regularly will prevent the oils necessary for optimum operation of the movement from coagulating.
7. The leather straps on watches from Fendi Timepieces are made using very high-quality leather. To maximize the life of the leather, avoid contact with perfumes, chemical products or salt water.

Water resistance

A watch's water resistance cannot be guaranteed indefinitely. It may be affected by ageing of the gaskets or accidental impacts to the crown. We recommend that you have your watch's water resistance checked once a year by a Fendi Timepieces Approved Service Center.

Never adjust the time-setting crown and/or push buttons when the watch is underwater, and make sure that the crown is pushed in fully against the case after each adjustment.

After immersion in salt water, rinse your watch in fresh water and dry thoroughly. Do not use corrosive products to clean your watch.

Depending on the model, your watch from Fendi Timepieces may be water resistant to 30 m (3 ATM), 50 m (5 ATM), 100 m (10 ATM) or 300 m (30 ATM), however it cannot be considered a diving watch. Please refer to the following recommendations:



Water resistance to 30 m (3 ATM) protects the watch from rain and splashes, and means it can be worn for surface swimming. However, it should not be worn in the shower.



Water resistance to 50 m (5 ATM) means the watch can be worn in the shower and during low-impact aquatic sports (e.g. not water skiing).



Water resistance to 100 m (10 ATM) means the watch can also be worn when snorkelling. However, this characteristic does not make it a diving watch.



Water resistance to 300 m (30 ATM) means the watch can be worn even when scuba diving. However, this characteristic does not make it a diving watch.

PRECAUTIONS FOR USE – MAINTENANCE

Cleaning

We recommend that you clean your watch regularly (excluding leather straps) using a soft cloth and warm, soapy water. Use a soft cloth to wipe the case and crystal.

Replacing the battery

The battery normally supplies your quartz watch with power for two years. However, it may need to be replaced before this. To prevent damage to the internal components, discharged batteries should be replaced immediately by a Fendi Timepieces Approved Service Center, which will recycle them in accordance with applicable local legislation governing environmental protection.

Collection and processing of quartz watches at end of life*



This symbol indicates that the product must not be disposed of with household waste. It must be taken to an approved collection point. This process helps safeguard the environment and human health. Recycling materials helps conserve natural resources.

* applicable in EU member countries and countries with comparable legislation.

Mechanical watches

We recommend that you have your mechanical watch checked and serviced every 3 to 4 years by a Fendi Timepieces approved reseller or agent. As in any mechanical movement, the oils and greases have a tendency to dry out, which can affect the operation and accuracy of the watch. The movement should therefore be thoroughly cleaned and re-lubricated. During this operation, the rate is reset and all of the gaskets replaced to restore the watch's original water resistance.

Service centers

The worldwide list of Fendi Timepieces Approved Service Centers is available on the official Fendi Timepieces website www.fendi.com/timepieces