



THE  
STYLE  
BOOK

BY

ALFRED SUNG

---

---





Shed labels. Befriend curiosity. Find your style.  
AND MAYBE, JUST MAYBE,  
YOU'LL KEEP THE  
HUMAN RACE  
INTERESTING AFTER ALL.

## STYLE IS UNIQUELY PERSONAL.

It's part of what makes life interesting. From Shanghai to Paris and throughout North America I've noticed that, while people express themselves differently, those with the best sense of style always put forth effort—into who they are as a person and how they present themselves to the world. It's been quite some time, but I see the pendulum swinging back to more people around the world caring about aesthetics.

It is my deep conviction that everyone should have access to quality workmanship as they refine their own sense of style. Our team has painstakingly designed in excess of a hundred different timepieces featuring automatic movements, intricate finishes, multi-functions, Swarovski crystals, top-quality mineral glass, stainless steel cases and bands and leather straps. The entire line is also water resistant from 3 to 10 ATM. It's taken us more than two years to get it just right, and I'm excited to share my ideas, passion and distinct style.

A timepiece is an extension of who you already are, or perhaps, it projects the idea of who you would like to become. For me, it's often been a little of both. I've learned a great deal from my travels and life experiences. I've channeled my journey into this collection and this Style Book. I sincerely hope you enjoy it.







ALFRED SUNG



5





IF IT'S AN OCCASION  
RATHER THAN A MERE  
GATHERING,

# PROPER HEELS

SHOULD BE WORN  
AN HOUR PAST  
THE POINT OF  
EXCRUCIATING PAIN.



## SILHOUETTE



AS2000SL-1A1

**\$94**

Ladies, 34mm, HDM case,  
genuine leather strap,  
black dial, 5 ATM,  
Japan movement



AS2001SL-5A5

**\$94**

Ladies, 34mm, HDM case,  
genuine leather strap,  
brown dial, 5 ATM,  
Japan movement



AS2002SL-2B2

**\$94**

Ladies, 34mm, HDM case,  
genuine leather strap,  
blue dial, 5 ATM,  
Japan movement



AS2003SL-4A7

**\$94**

Ladies, 34mm, HDM case,  
genuine leather strap,  
white dial red index, 5 ATM,  
Japan movement



AS2004SRL-7A

**\$96**

Ladies, 34mm, HDM case,  
genuine leather strap,  
2 tone, white dial, 5 ATM,  
Japan movement



AS2005SRL-1A

**\$96**

Ladies, 34mm, HDM case,  
genuine leather strap,  
2 tone, black dial, 5 ATM,  
Japan movement



AS2006RL-2A2

**\$105**

Ladies, 34mm, HDM case,  
genuine leather strap, IPRG,  
cool gray dial, 5 ATM,  
Japan movement



AS2007RL-8A

**\$105**

Ladies, 34mm, HDM case,  
genuine leather strap, IPRG,  
dark gray dial, 5 ATM,  
Japan movement







LET YOUR PERSONALITY  
BE THE

ULTIMATE ACCESSORY.





## SILHOUETTE



AS2020SM-1A

**\$96**

Ladies, 34mm,  
HDM case, SS mesh band,  
black dial, 5 ATM,  
Japan movement



AS2021SM-2B

**\$96**

Ladies, 34mm,  
HDM case, SS mesh band,  
blue dial, 5 ATM,  
Japan movement



AS2022SRM-7A

**\$98**

Ladies, 34mm, HDM case,  
SS mesh band, 2 tone,  
white dial, 5 ATM,  
Japan movement



AS2023RM-2A

**\$109**

Ladies, 34mm, HDM case,  
SS mesh band, IPRG,  
cool gray dial, 5 ATM,  
Japan movement



AS2024RM-8A

**\$109**

Ladies, 34mm, HDM case,  
SS mesh band, IPRG,  
dark gray dial, 5 ATM,  
Japan movement



AS2025GM-9A

**\$109**

Ladies, 34mm, HDM case  
SS mesh band, IPG,  
champagne dial, 5 ATM,  
Japan movement





THE SMALL FORK IS  
FOR APPETIZERS OR

# GENTLY NOTIFYING

YOUR SPOUSE UNDER  
THE TABLE THAT HE'S  
SAID SOMETHING FOOLISH.







## SILHOUETTE



AS2101SRT-1A

**\$125**

Ladies, 34mm, HDM case,  
SS bracelet, 2 tone,  
black dial, 5 ATM,  
Japan movement



AS2100SRT-7A

**\$125**

Ladies, 34mm, HDM case,  
SS bracelet, 2 tone,  
white dial, 5 ATM,  
Japan movement



AS2102R-8A

**\$127**

Ladies, 34mm, HDM case,  
SS bracelet, IPRG,  
cool gray dial, 5 ATM,  
Japan movement



AS2103G-9A

**\$127**

Ladies, 34mm, HDM case,  
SS bracelet, IPG,  
champagne dial, 5 ATM,  
Japan movement



## BORDEAUX



AS2200S-7A

**\$125**

Ladies, 38mm, HDM case,  
SS bracelet, white dial,  
10 ATM, Japan movement



AS2201G-7A

**\$140**

Ladies, 38mm, HDM case,  
SS bracelet, IPG, white dial,  
10 ATM, Japan movement



AS2202R-7A

**\$140**

Ladies, 38mm, HDM case,  
SS bracelet, IPRG, white dial,  
10 ATM, Japan movement



AS2204SRT-7A

**\$135**

Ladies, 38mm, HDM case,  
SS bracelet, 2 tone, white dial,  
10 ATM, Japan movement



AS2203SGT-7A

**\$135**

Ladies, 38mm, HDM case,  
SS bracelet, 2 tone, white dial,  
10 ATM, Japan movement

A LADY ONLY LEAVES  
THE TABLE TO POWDER  
HER NOSE AFTER THE  
**MAIN**  
AND BEFORE THE PUDDING.

**COURSE**



13





PEOPLE ARE COMPLEX.  
THEY SHOULD KEEP THEIR

STYLE SIMPLE.



PETRA



AS3500S-7A

**\$135**

Ladies, 40mm, brass case,  
SS bracelet, white dial,  
3 ATM, Japan movement



AS3501B-1A

**\$168**

Ladies, 40mm, brass case,  
SS bracelet, IP black,  
3 ATM, Japan movement



AS3502S-2A

**\$135**

Ladies, 40mm, brass case,  
SS bracelet, black dial,  
3 ATM, Japan movement







WHEN IT COMES TO  
**MARRIAGE,**  
PRETEND YOU'RE DATING.





## RADIANCE



AS2300RL-1A9B

**\$215**

Ladies, 34mm, IPRG SS case,  
genuine leather strap, rose dial,  
42 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2301SL-4A7

**\$198**

Ladies, 34mm, SS case,  
genuine leather strap, white dial,  
42 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2302GL-7A

**\$210**

Ladies, 34mm, IPG SS case,  
genuine leather strap,  
white dial, 42 Swarovski  
crystals, 5 ATM plus date,  
Japan movement



AS2303RL-7A

**\$215**

Ladies, 34mm, IPRG SS case,  
genuine leather strap, white dial,  
42 Swarovski crystals, 5 ATM  
plus date, Japan movement



# GOOD TASTE

IS NOT NEARLY AS  
MUCH FUN AS STYLE.







## RADIANCE



AS2400GL-2A

**\$260**

Ladies, 36mm, IPG SS case,  
genuine leather strap,  
blue ceramic dial,  
80 Swarovski crystals,  
5 ATM, Japan movement



AS2401GL-7A

**\$260**

Ladies, 36mm, IPG SS case,  
genuine leather strap,  
white ceramic dial,  
80 Swarovski crystals,  
5 ATM, Japan movement



AS2402RL-4A7

**\$268**

Ladies, 36mm, IPRG SS case,  
genuine leather strap,  
white ceramic dial,  
80 Swarovski crystals,  
5 ATM, Japan movement



AS2403SL-4B7

**\$245**

Ladies, 36mm, SS case,  
genuine leather strap,  
white ceramic dial,  
80 Swarovski crystals,  
5 ATM, Japan movement



AS2404SL-1A

**\$245**

Ladies, 36mm, SS case,  
genuine leather strap,  
black ceramic dial,  
80 Swarovski crystals,  
5 ATM, Japan movement





## RADIANCE



AS2500SL-4B

**\$245**

Ladies, 33mm, SS case,  
genuine leather strap, MOP dial,  
56 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2501SL-1B

**\$245**

Ladies, 33mm, SS case,  
genuine leather strap, MOP dial,  
56 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2502SL-4A7

**\$245**

Ladies, 33mm, SS case,  
genuine leather strap, MOP dial,  
56 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2503GL-7B

**\$265**

Ladies, 33mm, IPG SS case,  
genuine leather strap, MOP dial,  
56 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2504RL-7B

**\$270**

Ladies, 33mm, IPRG SS case,  
genuine leather strap, MOP dial,  
56 Swarovski crystals, 5 ATM  
plus date, Japan movement





ALWAYS

# EMBRACE

YOUR HEIGHT  
OR LACK THEREOF.







STOP COUNTING  
CALORIES. START ADDING  
**QUALITY** GUESTS  
FOR A LATE SUPPER.







## RADIANCE



AS2600GL-7B

**\$225**

Ladies, 34mm, IPG SS case,  
genuine leather strap, MOP dial,  
57 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2601RL-1B

**\$230**

Ladies, 34mm, IPRG SS case,  
genuine leather strap, MOP dial,  
57 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2602SL-4B7

**\$215**

Ladies, 34mm, SS case,  
genuine leather strap, MOP dial,  
57 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2603SL-1B

**\$215**

Ladies, 34mm, SS case,  
genuine leather strap, MOP dial,  
57 Swarovski crystals, 5 ATM  
plus date, Japan movement



AS2604RL-7B

**\$230**

Ladies, 34mm, IPRG SS case,  
genuine leather strap, MOP dial,  
57 Swarovski crystals, 5 ATM  
plus date, Japan movement



WHEN DISEMBARKING  
FROM A PLANE NOTHING  
WILL MAKE YOU

FEEL BETTER

THAN A FRESH  
PAIR OF SOCKS.





## OCULUS



AS1002SM-5R

**\$135**

Men, 44mm, HDM case,  
SS mesh band, brown dial,  
IPRG bezel, 10 ATM, multi-function,  
Japan movement



AS1004RM-1A

**\$150**

Men, 44mm, HDM case,  
SS mesh band, black dial,  
IPRG, 10 ATM, multi-function,  
Japan movement



AS1003SM-2R

**\$135**

Men, 44mm, HDM case,  
SS mesh band, light blue dial,  
IPRG bezel, 10 ATM, multi-function,  
Japan movement

# OCULUS



AS1000SM-1A

**\$135**

Men, 44mm, HDM case,  
SS mesh band, black dial,  
10 ATM, multi-function,  
Japan movement



AS1001SM-2B

**\$135**

Men, 44mm, HDM case,  
SS mesh band, blue dial,  
10 ATM, multi-function,  
Japan movement



AS1005BM-1A4

**\$150**

Men, 44mm, HDM case,  
SS mesh band, black dial,  
IP black, 10 ATM, multi-function,  
Japan movement



AS1006BM-1A

**\$150**

Men, 44mm, HDM case,  
SS mesh band, black dial,  
IP black, 10 ATM, multi-function,  
Japan movement





LIFE  
IS A VERB.



EVERYONE SHOULD KNOW  
THE CELL PHONE OF A

GOOD TAILOR.



## LEGACY



AS1200S-1A

**\$150**

Men, 42mm, HDM case,  
SS bracelet, black dial,  
10 ATM, multi-function,  
Japan movement



AS1201SR-5A

**\$155**

Men, 42mm, HDM case,  
SS bracelet, brown dial, IPRG bezel,  
10 ATM, multi-function,  
Japan movement





AS1202S-2B

**\$150**

Men, 42mm, HDM case,  
SS bracelet, blue dial,  
10 ATM, multi-function,  
Japan movement



AS1203SG-1A

**\$155**

Men, 42mm, HDM case,  
SS bracelet, black dial, IPG bezel,  
10 ATM, multi-function,  
Japan movement



AS1204SR-1A

**\$155**

Men, 42mm, HDM case,  
SS bracelet, black dial, IPRG bezel,  
10 ATM, multi-function,  
Japan movement



# SMART PEOPLE

DISCUSS IDEAS,  
NOT OTHER PEOPLE.





## BOONE



AS1300S-1A

**\$150**

Men, 42mm, HDM case,  
SS bracelet, black dial,  
black bezel, 10 ATM,  
multi-function,  
Japan movement



AS1301S-2B

**\$150**

Men, 42mm, HDM case,  
SS bracelet, blue dial,  
blue bezel, 10 ATM,  
multi-function,  
Japan movement



AS1302B-1A

**\$180**

Men, 42mm, HDM  
IPB case, IP black SS  
bracelet, black dial,  
10 ATM, multi-function,  
Japan movement

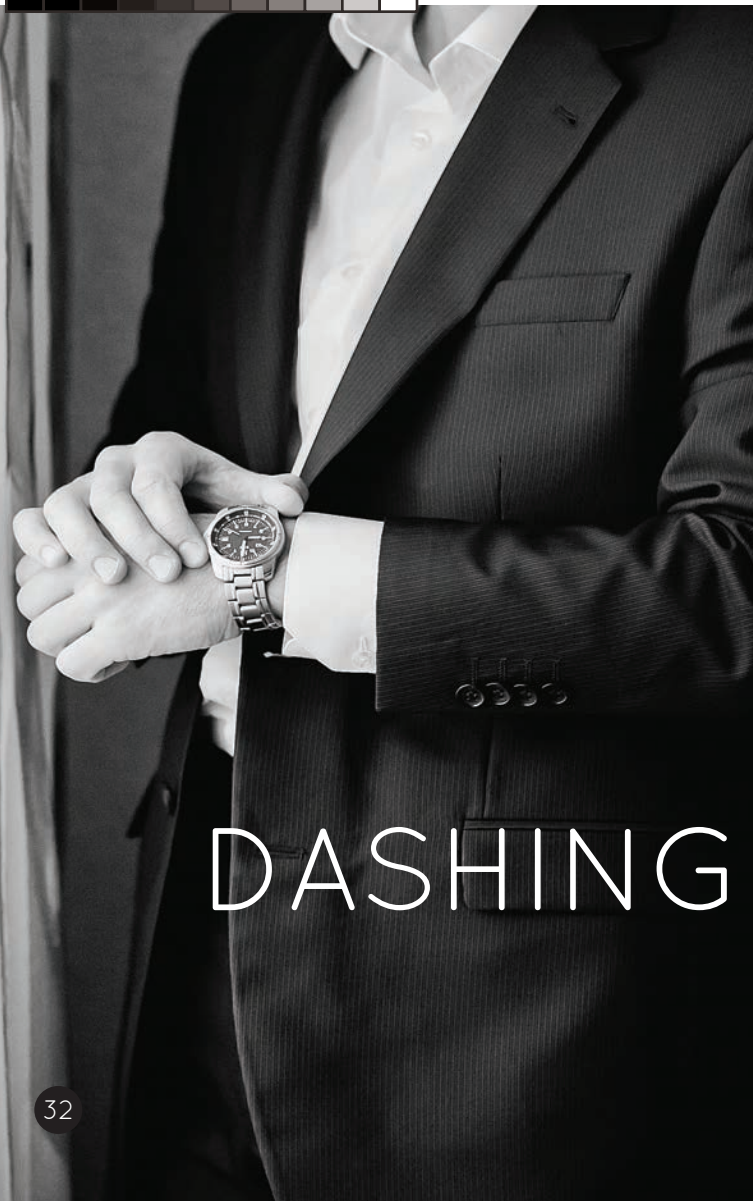


AS1303SL-1A

**\$135**

Men, 42mm, HDM case with  
black bezel and black dial,  
genuine leather strap,  
10 ATM, multi-function,  
Japan movement





NOTHING CONCEALS  
A BROKEN HEART LIKE A  
**DASHING ENSEMBLE.**

32

## LOCUS



AS1100S-7A

**\$150**

Men, 42mm, HDM case,  
SS bracelet, white dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1101S-1A

**\$150**

Men, 42mm, HDM case,  
SS bracelet, black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1102S-2B

**\$150**

Men, 42mm, HDM case,  
SS bracelet, blue dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1103R-7A

**\$168**

Men, 42mm, HDM IPRG case,  
SS IPRG bracelet, white dial,  
10 ATM, multi-function plus date,  
Japan movement







# GENTLEMEN

SHOULD ALWAYS KEEP  
SPARE COLLAR STAYS AND  
CUFFLINKS IN THEIR CAR;  
LADIES, TWEEZERS AND A  
POCKET SEWING KIT.







## MACH



AS1402B-1A

**\$200**

Men, 42mm, HDM IP black case,  
SS black bracelet, black dial,  
10 ATM, multi-function plus date,  
Japan movement



AS1403G-1A

**\$200**

Men, 42mm, HDM IPG case,  
SS IPG bracelet, black dial,  
10 ATM, multi-function plus date,  
Japan movement



AS1400S-1A

**\$173**

Men, 42mm, HDM case,  
SS bracelet, black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1401S-7A

**\$173**

Men, 42mm, HDM case,  
SS bracelet, white dial, 10 ATM,  
multi-function plus date,  
Japan movement



MACH



AS1405SGT-1A9

**\$195**

Men, 42mm, HDM case,  
IPG bezel, 2 tone SS bracelet,  
black dial, 10 ATM, multi-function  
plus date, Japan movement



AS1404R-1A

**\$200**

Men, 42mm, HDM IPRG case,  
SS IPRG bracelet, black dial,  
10 ATM, multi-function plus date,  
Japan movement



AS1406SRT-1A9B

**\$195**

Men, 42mm, HDM case IPRG bezel,  
2 tone SS bracelet, black dial,  
10 ATM, multi-function plus date,  
Japan movement



ALWAYS VALUE

# EXPERIENCES

OVER THINGS.







YOU CAN FIND MORE  
**CREATIVE** STYLE  
IDEAS AT A  
LOCAL FLEA MARKET  
THAN IN A THICK  
FASHION MAGAZINE.

38



## ULTRA



AS3600GL-2A

**\$185**

Men, 42mm, IPG SS case,  
screw back, genuine  
leather strap, blue dial,  
Domed crystal, 5 ATM, 3 hands  
plus date, Japan movement



AS3601SL-1A

**\$175**

Men, 42mm, SS case,  
screw back, genuine  
leather strap, black dial,  
Domed crystal, 5 ATM, 3 hands  
plus date, Japan movement



AS3602RL-5A7

**\$190**

Men, 42mm, IPRG SS case,  
screw back, genuine  
leather strap, white dial,  
Domed crystal, 5 ATM, 3 hands  
plus date, Japan movement



AS3603SL-1A7

**\$175**

Men, 42mm, SS case,  
screw back, genuine  
leather strap, white dial,  
Domed crystal, 5 ATM, 3 hands  
plus date, Japan movement







NEVER READ  
A NEWSPAPER WHILE

WEARING SUEDE.





## ARMSTRONG



AS1500SL-7A

**\$190**

Men, 45mm, SS case,  
genuine leather strap,  
white dial, 10 ATM,  
3 hands plus date,  
Japan movement



AS1501SL-1A

**\$190**

Men, 45mm, SS case,  
genuine leather strap,  
black dial, 10 ATM,  
3 hands plus date,  
Japan movement



AS1503RL-1A

**\$225**

Men, 45mm, SS case,  
genuine leather strap,  
black dial, IPRG case,  
10 ATM, 3 hands plus date,  
Japan movement



AS1502GL-7A

**\$205**

Men, 45mm, SS case,  
genuine leather strap,  
white dial, IPG case,  
10 ATM, 3 hands plus date,  
Japan movement



## PORTFOLIO



AS3401RL-5A7

**\$212**

Men, 33mm, SS IPRG case,  
genuine leather strap,  
white dial, 3 ATM,  
multi-function,  
Japan movement



AS3402SL-1A

**\$198**

Men, 33mm, SS case,  
genuine leather strap,  
black dial, 3 ATM,  
multi-function,  
Japan movement



AS3400RL-5A1

**\$212**

Men, 33mm, SS IPRG case,  
genuine leather strap,  
black dial, 3 ATM,  
multi-function,  
Japan movement



AS3403SL-1A7

**\$198**

Men, 33mm, SS case,  
genuine leather strap,  
white dial, 3 ATM,  
multi-function,  
Japan movement





NO ONE SHOULD EVER  
**INFLUENCE**  
YOUR TASTE IN ART.







NEVER SHOW UP EARLY OR  
**EMPTY HANDED.**

## PELORUS



AS3700SL-1A

**\$245**

Men, 44mm, SS case,  
screw back, genuine leather strap,  
black dial, 5 ATM,  
big date, small sweep,  
Japan movement



AS3701RL-1A7

**\$265**

Men, 44mm, IPRG SS case,  
screw back, genuine leather strap,  
white dial, 5 ATM,  
big date, small sweep,  
Japan movement



AS3702GL-1A7

**\$260**

Men, 44mm, IPG SS case,  
screw back, genuine leather strap,  
white dial, 5 ATM,  
big date, small sweep,  
Japan movement



AS3703SL-1A7

**\$245**

Men, 44mm, SS case,  
screw back, genuine leather strap,  
white dial, 5 ATM,  
big date, small sweep,  
Japan movement







ALWAYS OWN SOMETHING

CASHMERE.





## PELORUS



AS3720SL-1A

**\$256**

Men, 44mm, SS case,  
screw back, genuine leather strap,  
black dial, 5 ATM,  
big date plus 24H feature,  
Japan movement



AS3721RL-5A7

**\$280**

Men, 44mm, IPRG SS case,  
screw back, genuine leather strap,  
white dial, 5 ATM,  
big date plus 24H feature,  
Japan movement



AS3722GL-1A7

**\$270**

Men, 44mm, IPG SS case,  
screw back, genuine  
leather strap, white dial,  
5 ATM, big date plus 24H  
feature, Japan movement



AS3723SL-1A7

**\$256**

Men, 44mm, SS case,  
screw back, genuine leather strap,  
white dial, 5 ATM,  
big date plus 24H feature,  
Japan movement



## PATTON



AS3800RL-5A7

**\$255**

Men, 49mm, IPRG SS case,  
genuine leather strap,  
white dial, 5 ATM,  
big date, small sweep,  
Japan movement



AS3803SL-1A

**\$240**

Men, 49mm, SS case,  
genuine leather strap,  
black dial, 5 ATM,  
big date, small sweep,  
Japan movement



AS3802GL-5A7

**\$250**

Men, 49mm, IPG SS case,  
genuine leather strap,  
white dial, 5 ATM,  
big date, small sweep,  
Japan movement



AS3801SL-1A7

**\$240**

Men, 49mm, SS case,  
genuine leather strap,  
white dial, 5 ATM,  
big date, small sweep,  
Japan movement





HANDWRITTEN  
PERSONAL NOTES  
NEVER GO OUT

OF STYLE.



# FLANNEL

IS FOR PAJAMAS  
AND MILITARY BLANKETS.

## PATTON



AS3820RL-5A7

**\$270**

Men, 49mm, IPG SS case,  
genuine leather strap,  
white dial, 5 ATM,  
big date plus 24H feature,  
Japan movement



AS3821SL-1A7

**\$240**

Men, 49mm, SS case,  
genuine leather strap,  
white dial, 5 ATM,  
big date plus 24H feature,  
Japan movement



AS3822SL-1A

**\$240**

Men, 49mm, SS case,  
genuine leather strap,  
black dial, 5 ATM,  
big date plus 24H feature,  
Japan movement



AS3823RL-5A7

**\$275**

Men, 49mm, IPRG SS case,  
genuine leather strap,  
white dial, 5 ATM,  
big date plus 24H feature,  
Japan movement







ONE FINE **BESPOKE**

SUIT IS WORTH  
AT LEAST  
THREE OFF THE RACK.



## RIVIERA



AS3101SL-1A7

**\$220**

Men, 46mm, SS case,  
genuine leather strap,  
white dial, 5 ATM,  
multi-function,  
Japan movement



AS3102SL-1A

**\$220**

Men, 46mm, SS case,  
genuine leather strap,  
black dial, 5 ATM,  
multi-function,  
Japan movement



AS3103BL-1A8

**\$230**

Men, 46mm, SS IP black case,  
genuine leather strap,  
black dial, 5 ATM,  
multi-function,  
Japan movement



AS3100RL-5A7

**\$235**

Men, 46mm, SS IPRG case,  
genuine leather strap,  
white dial, 5 ATM,  
multi-function,  
Japan movement







ALWAYS KNOW ONE CLEAN  
JOKE THAT WILL MAKE A

CHILD LAUGH.



# RIVIERA



AS3003RL-5A

**\$225**

Men, 45mm, IPRG SS case,  
genuine leather strap,  
brown dial,  
5 ATM, multi-function,  
Japan movement



AS3002SL-1A

**\$210**

Men, 45mm, SS case,  
genuine leather strap,  
black dial,  
5 ATM, multi-function,  
Japan movement



AS3001SL-5A9

**\$210**

Men, 45mm, SS case,  
genuine leather strap,  
champagne dial,  
5 ATM, multi-function,  
Japan movement



AS3004GL-1A

**\$220**

Men, 45mm, IPG SS case,  
genuine leather strap,  
black dial,  
5 AMT, multi-function,  
Japan movement



AS3000SL-5A7

**\$210**

Men, 45mm, SS case,  
genuine leather strap,  
white dial,  
5 ATM, multi-function,  
Japan movement





56

## VELOX



AS1703SL-7A

**\$225**

Men, 44mm, SS case,  
genuine leather strap,  
white dial, 5 ATM,  
multi-function plus date,  
Japan movement



AS1700RL-1A

**\$250**

Men, 44mm, IPRG case,  
genuine leather strap,  
black dial, 5 ATM,  
multi-function plus date,  
Japan movement



AS1701RL-7A

**\$250**

Men, 44mm, IPRG case,  
genuine leather strap,  
white dial, 5 ATM,  
multi-function plus date,  
Japan movement



AS1702SL-1A

**\$225**

Men, 44mm, SS case,  
genuine leather strap,  
black dial, 5 ATM,  
multi-function plus date,  
Japan movement

HUMILITY  
AND  
PATIENCE  
ARE FEATS OF  
UNCOMMON STRENGTH.



57



A BOW TIE  
HAS A FAR GREATER  
EFFECT WHEN

WORN SPARINGLY  
OR  
EVERY SINGLE DAY.

## VELOX



AS1600SL-7A

**\$240**

Men, 46mm, SS case,  
genuine leather strap,  
white dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1601BL-1A

**\$265**

Men, 46mm, SS IP black case,  
genuine leather strap,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement





AS1603SL-2B2

**\$240**

Men, 46mm, SS case,  
genuine leather strap,  
blue dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1602SL-5A7

**\$240**

Men, 46mm, SS case,  
genuine leather strap,  
white dial, 10 ATM,  
multi-function plus date,  
Japan movement







A BOOK FROM A LOCAL  
STORE IS ALWAYS THE  
**PERFECT GIFT.**



## VELOX



AS1723S-7A

**\$279**

Men, 44mm,  
SS case and bracelet,  
white dial, 5 ATM,  
multi-function plus date,  
Japan movement



AS1722S-1A

**\$279**

Men, 44mm,  
SS case and bracelet,  
black dial, 5 ATM,  
multi-function plus date,  
Japan movement



AS1721R-7A

**\$325**

Men, 44mm,  
IPRG SS case and bracelet,  
white dial, 5 ATM,  
multi-function plus date,  
Japan movement



AS1720R-1A

**\$325**

Men, 44mm,  
IPRG SS case and bracelet,  
black dial, 5 ATM,  
multi-function plus date,  
Japan movement





ATTEMPT TO LEARN  
ONE INSTRUMENT IN  
**YOUR** LIFE  
AND TWO LANGUAGES.

## INTREPID



AS1803RLT-5A1

**\$256**

Men, 46mm, SS IPRG case,  
black IP bezel, genuine leather strap,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1800SL-1A

**\$235**

Men, 46mm, SS case,  
genuine leather strap,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1801SL-5A7

**\$235**

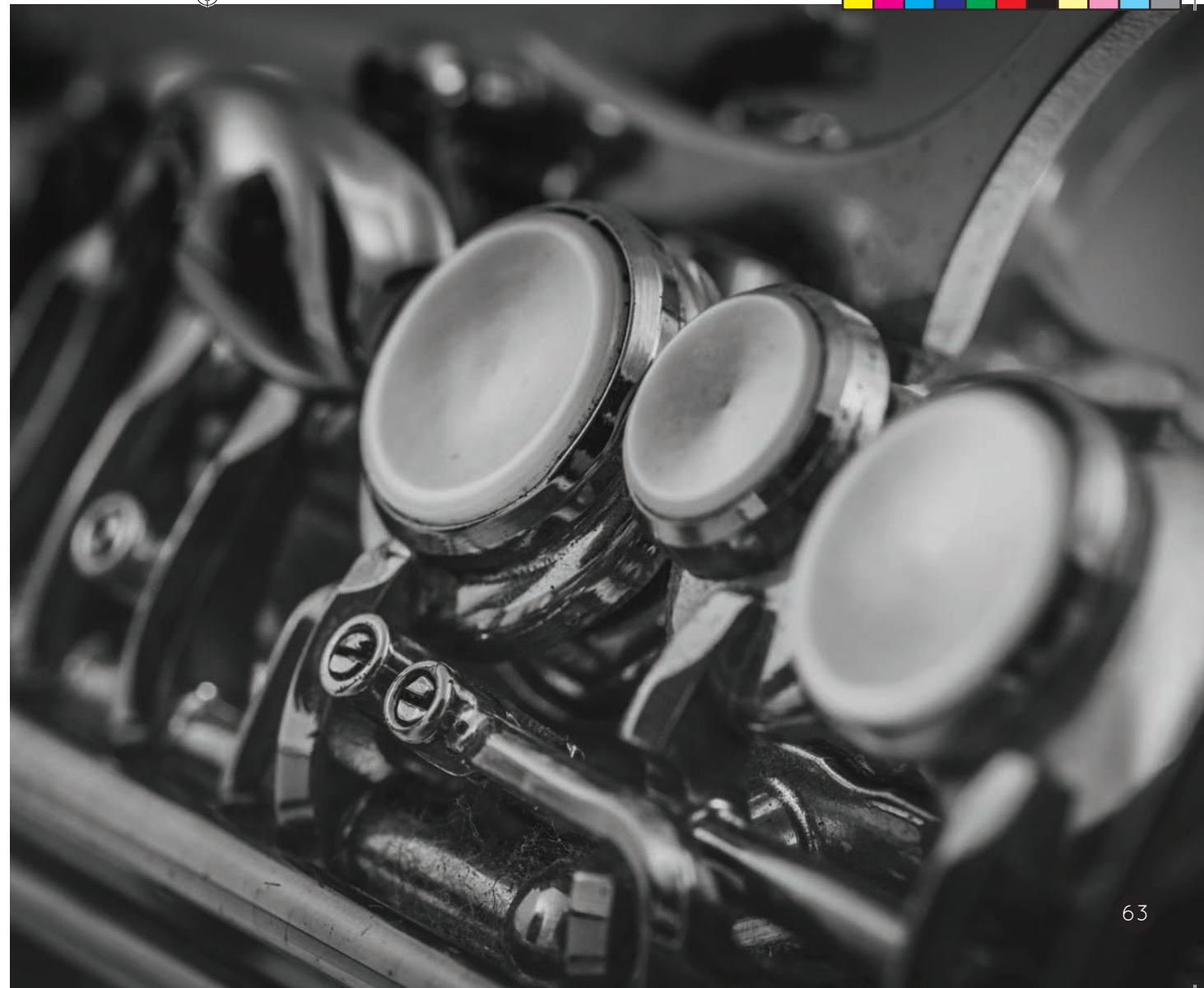
Men, 46mm, SS case,  
genuine leather strap,  
white dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1802BL-1A

**\$255**

Men, 46mm, SS IP black case,  
genuine leather strap,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement







## INTREPID



AS1821S-7A

**\$285**

Men, 46mm,  
SS case and bracelet,  
white dial 10 ATM,  
multi-function plus date,  
Japan movement



AS1820S-1A

**\$285**

Men, 46mm,  
SS case and bracelet,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1822B-1A

**\$330**

Men, 46mm, IP black SS  
case and bracelet,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS1823RT-1A

**\$333**

Men, 46mm,  
IPRG SS case and bracelet,  
black dial and bezel, 10 ATM,  
multi-function plus date,  
Japan movement





THE BEST GIFTS NEVER  
FALL ON SPECIAL OCCASIONS.







PRE-PACK A SMALL  
TRAVEL BAG AND  
USE IT OFTEN AT THE

LAST MINUTE.



# ASTRAL



AS1900BL-1A

**\$240**

Men, 46mm, IP black SS case,  
genuine leather strap,  
black dial, 10 ATM,  
multi-function with moon phase,  
Japan movement



AS1902BL-5A5

**\$240**

Men, 46mm, IP black  
SS case, genuine leather  
strap, brown dial, 10 ATM,  
multi-function with moon  
phase, Japan movement



AS1901SL-1A

**\$230**

Men, 46mm, SS case,  
genuine leather strap,  
black dial, 10ATM,  
multi-function with moon phase,  
Japan movement





## TITAN



AS3202B-1A

**\$333**

Men, 47mm,  
IP SS black case and bracelet,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS3201RST-1A

**\$299**

Men, 47mm, SS case and  
bracelet, IPRG bezel,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS3200S-1A4

**\$287**

Men, 47mm,  
SS case and bracelet,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS3203B-4B

**\$333**

Men, 47mm,  
IP black SS case and  
bracelet, red dial, 10 ATM,  
multi-function plus date,  
Japan movement



# STAND UP

FOR SOMETHING AND,  
WHILE YOU'RE AT IT,  
HOLD A DOOR FOR A LADY.





GO

GIVE YOURSELF  
PERMISSION  
TO LOOK LIKE  
YOU CARE.

AHEAD,

## THORUNG



AS3303R-1A

**\$319**

Men, 46mm,  
IPRG SS case and bracelet,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS3302B-1A

**\$315**

Men, 46mm,  
IP black SS case and bracelet,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement





AS3300S-1A

**\$285**

Men, 46mm,  
SS case and bracelet,  
black dial, 10 ATM,  
multi-function plus date,  
Japan movement



AS3301S-7A

**\$278**

Men, 46mm,  
SS case and bracelet,  
white dial, 10 ATM,  
multi-function plus date,  
Japan movement







AT A CERTAIN AGE,  
IT'S TIME TO PULL UP  
YOUR PANTS,  
COMB YOUR HAIR  
AND TUCK IN YOUR

DAMN SHIRT.



## AXIAL



AS5000SL-1A8

**\$470**

Men, 52mm, SS case,  
genuine leather strap,  
10 ATM, beige dial,  
21 jewel automatic  
Japan movement



AS5001GL-5A7

**\$480**

Men, 52mm, IPG SS case,  
genuine leather strap,  
10 ATM, white dial,  
21 jewel automatic  
Japan movement



AS5002RL-5A7

**\$485**

Men, 52mm, IPRG SS case,  
genuine leather strap,  
10 ATM, white dial,  
21 jewel automatic  
Japan movement



AS5003SL-1A

**\$470**

Men, 52mm, SS case,  
genuine leather strap,  
10 ATM, black dial, 21 jewel  
automatic Japan movement







EACH SELFIE  
SHOULD BE BALANCED  
BY A MINUTE OF

VOLUNTEERISM.



## BOND



AS5020SL-1A1

**\$450**

Men, 47mm, SS case,  
genuine leather strap,  
10 ATM, black dial,  
21 jewel with date automatic  
Japan movement



AS5021SL-1A8

**\$450**

Men, 47mm, SS case,  
genuine leather strap,  
10 ATM, beige dial,  
21 jewel with date automatic  
Japan movement



AS5022GL-5A7

**\$465**

Men, 47mm, IPG SS case,  
genuine leather strap,  
10 ATM, white dial, 21 jewel  
with date automatic  
Japan movement



AS5023RL-5A7

**\$470**

Men, 47mm, IPRG SS case,  
genuine leather strap,  
10 ATM, white dial,  
21 jewel with date automatic  
Japan movement



# ALFRED SUNG

[www.alfredsungwatches.com](http://www.alfredsungwatches.com)

**Perigee, Inc.**

935 Broadway, Fl 4, New York, NY 10010  
Telephone: 212 228 3882 • Fax: 212 777 0805  
email: [info@alfredsungwatches.com](mailto:info@alfredsungwatches.com)

\$5.00

All retail prices subject to change without notice.

100A