

# Animal Online Store Launches New Watch Range And Dedicated Microsite



Released on: December 16, 2009, 9:41 am

Author: [Animal](#)

Industry: [Apparel & Fashion](#)

Animal the freesports apparel brand is proud to announce that their new watch range has been launched on their online store.



The launch of the new watch range marks the anniversary of Animal's 22nd year in the freesports watch industry and is the largest and most diverse watch range designed by the Animal in-house team.

All [Animal watches](#) are 100% designed and built from scratch by the Animal design team. During the lifespan of every watch model, Animal reviews, improves or replaces any component that doesn't come up to scratch using information received from Animal sponsored riders and customers.

Recent key pieces have used titanium cases and bracelets, carbon fibre, laser-etching, and advanced composites. Another highlight in the range available on the [Animal E Store](#) is the RIP System model that charges by the wearer's movements, and never requires battery changes.

The new [Animal watch microsite](#) will showcase the full range of Animal [men's watches](#) and women's watches as well as including key features such as a filter system which enables customers to select their ideal watch. Team rider testimonials and added bonuses such as downloadable wallpapers will also be included.

Animal aligns itself as a lifestyle brand based around a number of core sports including surfing, windsurfing, kitesurfing, bodyboard, mountain bike, BMX, wakeboard, freeski, snowboarding and motorcross. Animal also sponsors key events across these sports and has a team of riders ranging from youth development through to professional.

### **About**

### **Animal**

Animal was established in 1987 in Poole, Dorset, by two surfers who were frustrated by continuously losing their watches in the water due to straps breaking. The next 22 years saw the company grow and Animal is now one of the UK's leading freesport brands specialising in the design, marketing and retailing of freesports influenced clothing, technical clothing, footwear, luggage, eyewear, accessories and watches.

Actively involved within the freesports of surfing, snowboarding, windsurfing, kitesurfing and mountain biking, Animal sponsors high profile riders and operate a number of academies and camps giving newcomers and experienced riders the opportunity to pursue their chosen sports further. Animal's 'rider refined' programme means all products get tried, tested and tweaked by the Animal pro team for real rider performance. This ensures that all Animal products excel in the harsh conditions found in today's active sport environments.

### **Contact Details:** Jo Gregory

PR coordinator

Animal

Animal House

Vanguard Road

Poole

Dorset

BH15 1PH

01202 441174

[www.animal.co.uk](http://www.animal.co.uk)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)