

PASCAL Announces the Timeless Classic Watch Collection as an Everyday Classic

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PASCAL today has formally designated the PASCAL Timeless Classic watch collection as a core pillar of the brand's watch portfolio, organizing the collection around clean case geometry, restrained diamond placement, and daily-wear practicality. The move gives the brand a clearer collection identity within its watch assortment and frames Timeless Classic as the reference point for customers looking for a classic silhouette rather than a seasonal fashion piece.

According to PASCAL, the Timeless Classic collection is built around lasting style, balanced proportions, and refined details rather than short-lived trends. The collection centers on refined dial layouts, balanced case dimensions, and finishes designed to remain wearable across work, formal occasions, and routine daily use.

The updated positioning also clarifies how Timeless Classic sits within the brand's broader PASCAL all watches assortment. While other collections in the catalog emphasize bolder case architecture or more directional styling, Timeless Classic is presented as the collection where long-term versatility, subtle design

details, and easy pairing take priority.

Current Timeless Classic models are offered in 31 mm and 36 mm case sizes, giving the collection a sizing range that can accommodate different wrist preferences without departing from its central design language. PASCAL states that the watches are constructed in 316L stainless steel, powered by Swiss quartz movements, and rated for 3 ATM water resistance for everyday wear.

Diamond use in the collection is deliberately limited and structured. Rather than building the watch around full-surface ornament, Timeless Classic models use diamond hour markers and controlled accent placement to preserve dial readability while maintaining the jewelry character that defines the brand's watch category.

That approach is consistent with PASCAL's broader material positioning. The brand describes its lab-grown diamonds as D-F color and VVS-VS clarity, with selection standards intended to support visual consistency across a single piece instead of treating stone count as the main decision point.

"Timeless Classic reflects our belief that a watch should feel just as relevant years from now as it does today," said by PASCAL. "The collection is designed to balance classic watch proportions with the diamond details that define our brand."

The clarified positioning also gives PASCAL a clearer way to communicate who the collection is designed for. In practical terms, the collection is being positioned for buyers who want one watch that can move between weekday wear, gifting occasions, and formal use without requiring a change in design language.

Unlike traditional fashion watches that rely primarily on case styling, Timeless Classic integrates lab-grown diamond accents into a classic watch architecture, allowing the collection to function as both a piece of jewelry and an everyday timepiece.

The collection's smaller design language is also part of the announcement. Instead of relying on oversized bezels, dense dial treatments, or aggressive contrast, Timeless Classic is positioned around polished surfaces, legible faces, and proportion choices intended to remain relevant over a longer ownership cycle.

By defining Timeless Classic in these terms, PASCAL is making the collection easier to understand at a glance and easier to compare with the rest of its catalog. The result is a more legible entry point for shoppers and a clearer statement of how the company intends to balance classic design, diamond detailing, and consistent, long-term everyday use in one cohesive watch collection.

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PASCAL

We are a California-based color diamond brand. PASCAL crafts unique diamonds to celebrate life?s brightest moments?big or small?so every memory can shine with meaning and beauty.

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