

Swatch - Yellow Case - Navigation Themed Dial - 7324-P - Swiss Made - 646 - (circa late 1980s)



WNS-MDN-5008 - Swatch - Yellow Case - Navigation Dial - Dial Close Up View



WNS-MDN-5008 - Swatch - Yellow Case - Navigation Dial - Full Front View



WNS-MDN-5008 - Swatch - Yellow Case - Navigation Dial - Full Left Front View



WNS-MDN-5008 - Swatch - Yellow Case - Navigation Dial - Full Right Front View

Case: Yellow Plastic measuring 34 mm across (36 mm including the crown) and 39 mm lug to lug. Crown at the 3 o'clock position. Case back marked 324-P, Patented Water Resistant, Swiss Made 646, Battery 11,60 x 3,10 1,55 V.
Dial: Navigation themed dial featuring Green, Gray, Red, Yellow and Blue colors. The hour and minute hands are red and the sweeping seconds hand is yellow. Signed Swatch and Swiss.
Movement: High Quality Quartz Swiss Movement.
Bracelet: 20 mm Swatch Genuine Leather Black with Black Stitching and an Aluminum Buckle.
Comments: A classic colorful 1980s Swatch wristwatch.
Item ID: WNS-MDN-5008

Brief History of Swatch:

"Swatch" began development in the early 1980, under the leadership of the then ETA SA's CEO, Ernst Thomke with a small team of enthusiastic watch engineers led by Elmar Mock and Jacques Müller. Conceived at the beginning as a standard timekeeper in plastic, Franz Sprecher, a marketing consultant hired by Thomke to give the project an outsider's consideration, soon led the project into what it has become: a trendy line of watches with a full brand identity and marketing concept—instead of developing just another watch collection, which could have soon been matched by the competition.

Swatch was originally intended to re-capture entry level market share lost by Swiss manufacturers during the quartz crisis and the subsequent growth of Japanese companies such as Seiko and Citizen in the 1960s and 1970s, and to re-popularize analog watches at a time when digital watches had achieved wide popularity. The launch of the Swatch brand in 1983 was marked by bold new styling, design and marketing that has lasted to this day.

Swatch wristwatches are highly collectible in today's watch market and parts, straps and crystals are available for most of the models.