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NOVEMBER 2008

New and Lucky >>

Lucky Brand Jeans has hired the Long Island City-based E. Gluck, makers of Armitron and other brands, for a new line of watches that have a suggested retail price of \$75 to \$200. The line will be sold worldwide in department stores, specialty shops, online retailers and in Lucky Brand stores. Many will be equipped with an automatic movement in an oversized case. The examples shown are priced between \$175 and \$195.

