

**DIESEL**  
FOR SUCCESSFUL LIVING



**#DIESELWATCH**



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## MR DADDY

SBA

The decision to take a risk on Mr. Daddy was back in Fall 2009 in the Diesel Corporate Headquarters, under a cup of coffee. Not over a cup of coffee, but actually under a cup of coffee. Mocking its size, Diesel's Creative Director sat his espresso down on the face of the watch and said, "You can't be serious..." Sure enough, we were serious, and convinced Diesel to take a chance on the coaster-sized creation. Three years later, Mr. Daddy is one of the most successful, most recognizable, most iconic case bodies the brand has ever seen.

### MOVEMENT

Multi Movement

### CASE MATERIAL

Steel, Plated Steel

### BAND MATERIAL

Leather Straps, Steel, Plated Steel Bracelets



**DZ7125**  
299,00 €  
STAINLESS STEEL  
57 mm



**DZ7221**  
349,00 €  
STAINLESS STEEL  
57 mm



**DZ7247**  
350,00 €  
GUNMETAL IP  
57 mm



**DZ7261**  
329,00 €  
ROSE IP  
57 mm



**DZ7322**  
299,00 €  
STAINLESS STEEL  
57 mm



## MR DADDY 2.0

SBA

Diesel timeframes boldly elevates its most revered collection to a new level of signature style. Introducing Mr. Daddy 2.0, an advanced version of the iconic daddy series. Featuring an intricacy-redefining multi-layer dial, four time zones and a fresh case update, Mr. Daddy 2.0 Delivers cutting-edge design elements so far ahead of the curve, there's no point in trying to catch up. Inspired by tactical gear and gauge read-outs, this groundbreaking style is fully equipped with aggressive lug shapes, unique hardware and a highly complex dial with more dimensions and graphics than ever before.

### MOVEMENT

Multi Movement

### CASE MATERIAL

Steel, Plated Steel

### BAND MATERIAL

Leather Straps, Steel, Plated Steel Bracelets



**DZ7312**  
379,00 €  
BLACK IP  
57 mm



**DZ7313**  
329,00 €  
STAINLESS STEEL  
57 mm



**DZ7314**  
349,00 €  
GUNMETAL IP  
57 mm



**DZ7315**  
379,00 €  
GUNMETAL IP  
57 mm



**DZ7331**  
429,00 €  
DENIM  
57 mm  
**NEW**



**DZ7333**  
429,00 €  
GOLD TONE IP  
57 mm  
**NEW**



## LITTLE DADDY

SBA

What about the not-so-big guys though? We started deconstructing Mr. Daddy to develop an over-the-top offspring set to satisfy "wow" and "wearable" all over the world. The result: two-time zone Little Daddy; the impact of Mr. Daddy - minus the "BIG."

### MOVEMENT

Multi Movement

### CASE MATERIAL

Steel and Plated Steel

### BAND MATERIAL

Leather Straps and Steel Bracelets



**DZ7256**  
279,00 €  
STAINLESS STEEL  
51 mm



**DZ7257**  
299,00 €  
BLACK IP  
51 mm



**DZ7258**  
299,00 €  
GUNMETAL IP  
51 mm



**DZ7259**  
329,00 €  
STAINLESS STEEL  
51 mm



**DZ7291**  
299,00 €  
BLACK IP  
51 mm



## MINI DADDY

SBA

Don't let its size fool you, this watch packs a powerful punch. The Mini Daddy captures the spirit of the Daddy collection effortlessly by taking pieces of each of its larger companions, the Mr. Daddy and Little Daddy. Its small, but mighty case measures in at 46 millimeters and comfortably fits multi-movements all on a hyper detailed dial.

### MOVEMENT

Multi Movement

### CASE MATERIAL

Steel

### BAND MATERIAL

Leather Straps



**DZ7307**  
249,00 €  
STAINLESS STEEL  
46mm



**DZ7321**  
249,00 €  
STAINLESS STEEL  
46mm



## MOTHERSHIP

SBA

### MOVEMENT

Multi Movement

### CASE MATERIAL

Plated Steel

### BAND MATERIAL

Steel Bracelets



**DZ7325**  
329,00 € / 349,00 €\*  
BLACK IP  
53mm



## DOUBLE DOWN 51 & 48

### ADVANCED

Since its inception, the Double Down has been a worldwide wonder. Through many introductions and re-introductions, the design elements on the dial and case have remained true to its original DNA. Customers around the world are buying their first Double Downe, then coming back for more. Simply translated, if you are not a part of the Double Down phenomenon, you are pazzo, loco, fou, straight up out of your mind!

### MOVEMENT

Chronograph

### CASE MATERIAL

Steel, Plated Steel

### BAND MATERIAL

Leather Straps, Steel, Plated Steel



**DZ4207**  
245,00 € / 239,00 €\*  
BLACK IP  
51 mm



**DZ4209**  
225,00 € / 229,00 €\*  
STAINLESS STEEL  
51 mm



**DZ4210**  
215,00 € / 229,00 €\*  
GUNMETAL IP  
51 mm



**DZ4215**  
229,00 € / 239,00 €\*  
GUNMETAL IP  
51 mm



**DZ4311**  
229,00€  
BLACK IP  
48mm



**DZ4312**  
229,00 €  
GUNMETAL IP  
48mm



**DZ4327**  
229,00 €  
BLACK IP  
48mm



**DZ4330**  
179,00 € / 199,00 €\*  
STAINLESS STEEL  
51 mm



**DZ4331**  
229,00 €  
STAINLESS STEEL  
48mm



**DZ4314**  
239,00 €  
GUNMETAL IP  
48mm



## DOUBLE DOWN 46

### NSBB

### MOVEMENT

3 Hand

### CASE MATERIAL

Steel and Plated Steel

### BAND MATERIAL

Leather Straps, Steel and Plated Steel



**DZ1370**  
139,00 € / 159,00 €\*  
STAINLESS STEEL  
46 mm



**DZ1371**  
179,00 € / 199,00 €\*  
BLACK IP  
46 mm



**DZ1467**  
139,00 € / 159,00 €\*  
GUNMETAL IP  
46 mm



**DZ1512**  
119,00 € / 139,00 €\*  
STAINLESS STEEL  
46 mm



## DOUBLE DOWN 46

NSBB

### MOVEMENT

3 Hand

### CASE MATERIAL

Steel and Plated Steel

### BAND MATERIAL

Leather Straps



**DZ1513**  
119,00 € / 139,00 €\*  
STAINLESS STEEL  
46 mm



**DZ1677**  
159,00 €  
STAINLESS STEEL  
46 mm



## FRANCHISE S44

DIESEL FASHION

### MOVEMENT

3 Hand

### CASE MATERIAL

Plastic

### BAND MATERIAL

Silicone



**DZ1436**  
99,00 €  
SILICONE  
44 mm



**DZ1437**  
99,00 €  
SILICONE  
44 mm



## MEGA CHIEF

ADVANCED

### MOVEMENT

Chronograph

### CASE MATERIAL

Steel and Plated Steel

### BAND MATERIAL

Leather Straps, Steel and Plated Steel



**DZ4280**  
229,00 € / 239,00 €\*  
GUNMETAL IP  
51 mm



**DZ4281**  
199,00 € / 219,00 €\*  
STAINLESS STEEL  
51 mm



**DZ4282**  
239,00 € / 259,00 €\*  
GUNMETAL IP  
51 mm



**DZ4283**  
239,00 € / 259,00 €\*  
BLACK IP  
51 mm



**DZ4290**  
199,00 € / 219,00 €\*  
STAINLESS STEEL  
51mm



**DZ4308**  
229,00 € / 239,00 €\*  
STAINLESS STEEL  
51mm



**DZ4309**  
239,00 € / 259,00 €\*  
BLACK IP  
51 mm



**DZ4318**  
239,00 € / 259,00 €\*  
BLACK IP  
51 mm





## MEGA CHIEF

ADVANCED

### MOVEMENT

Chronograph

### CASE MATERIAL

Plated Steel

### BAND MATERIAL

Leather Straps



**DZ4323**  
229,00 € / 239,00 €  
BLACK IP  
51 mm



**DZ4344**  
239,00 €  
GOLD TONE IP  
51 mm  
**NEW**



## STRONGHOLD

ADVANCED

### MOVEMENT

Chronograph

### CASE MATERIAL

Plated Steel

### BAND MATERIAL

Leather Straps, Plated Steel



**DZ4347**  
239,00 €  
ROSE GOLD IP  
51 mm  
**NEW**



**DZ4348**  
259,00 €  
GUNMETAL IP  
51 mm  
**NEW**



## MASTER CHIEF

NSBB & ADVANCED

The Master Chief is the most senior enlisted individual and is considered to be THE technical expert in their field of command. This watch commands respect like its namesake. The layered dials are reminiscent of the naval or aviation gauges and panels found on the crafts the Master Chief commands. The linear crown guard - a fighter jet heading west off of the deck of those crafts. A leading Not-So-Basic basic - Master Chief is, approachable with that perfect twist of Diesel DNA.

### MOVEMENT

3 Hand and Chronograph

### CASE MATERIAL

Steel and Plated Steel

### BAND MATERIAL

Leather Straps



**DZ1206**  
139,00 €  
STAINLESS STEEL  
45 mm



**DZ1295**  
139,00 €  
STAINLESS STEEL  
45 mm



**DZ1399**  
139,00 €  
STAINLESS STEEL  
45 mm



**DZ1617**  
139,00 €  
STAINLESS STEEL  
45 mm



**DZ1618**  
159,00 €  
GUNMETAL IP  
45 mm



## MASTER CHIEF

NSBB & ADVANCED

The Master Chief is the most senior enlisted individual and is considered to be THE technical expert in their field of command. This watch commands respect like its namesake. The layered dials are reminiscent of the naval or aviation gauges and panels found on the crafts the Master Chief commands. The linear crown guard - a fighter jet heading west off of the deck of those crafts. A leading Not-So-Basic basic - Master Chief is, approachable with that perfect twist of Diesel DNA.



**DZ1657**  
159,00 €  
BLACK IP  
45 mm



**DZ4180**  
229,00 € / 239,00 €\*  
BLACK IP  
45 mm

### MOVEMENT

3 Hand and Chronograph

### CASE MATERIAL

Plated Steel

### BAND MATERIAL

Leather Straps, Plated Steel



4 053858 239111



4 048803 933527

## OVERFLOW

ADVANCED

### MOVEMENT

Chronograph

### CASE MATERIAL

Steel and Plated Steel

### BAND MATERIAL

Leather Straps, Steel and Plated Steel



**DZ4203**  
189,00 € / 199,00 €\*  
STAINLESS STEEL  
49 mm



**DZ4204**  
169,00 € / 179,00 €\*  
STAINLESS STEEL  
49 mm



**DZ4223**  
199,00 € / 229,00 €\*  
BLACK IP  
49 mm



**DZ4296**  
159,00 € / 179,00 €\*  
STAINLESS STEEL  
49 mm



4 051432 214486



4 051432 214493



4 051432 376726



4 053858 002906



**DZ4297**  
179,00 € / 199,00 €\*  
ROSE GOLD IP  
49 mm



**DZ4316**  
199,00 € / 229,00 €\*  
BLACK IP  
49 mm



**DZ4317**  
179,00 € / 199,00 €\*  
BLACK IP  
49 mm



**DZ4340**  
179,00 €  
STAINLESS STEEL  
49 mm  
**NEW**



4 053858 002913



4 053858 185821



4 053858 185838



4 053858 414372



## OVERFLOW

ADVANCED

### MOVEMENT

Chronograph

### CASE MATERIAL

Plated Steel

### BAND MATERIAL

Plated Steel



**DZ4342**  
229,00 €  
GOLD TONE IP  
49 mm  
**NEW**



## ARGES

NSBB

### MOVEMENT

Analog

### CASE MATERIAL

Steel and Plated Steel

### BAND MATERIAL

Leather Straps



**DZ1659**  
139,00 €  
STAINLESS STEEL  
46 mm



**DZ1660**  
159,00 €  
GUNMETAL IP  
46 mm



**DZ1661**  
139,00 €  
STAINLESS STEEL  
46 mm



**DZ1689**  
159,00 €  
DENIM  
46 mm  
**NEW**



## STARSHIP

NSBB

### MOVEMENT

Analog

### CASE MATERIAL

Steel

### BAND MATERIAL

Leather Straps, Steel



**DZ1672**  
159,00 €  
STAINLESS STEEL  
44mm



**DZ1674**  
139,00 €  
STAINLESS STEEL  
44mm



**DZ1675**  
139,00 €  
STAINLESS STEEL  
44mm



## BUGOUT

ADVANCED

### MOVEMENT

3 Hand

### CASE MATERIAL

Steel and Plated Steel

### BAND MATERIAL

Leather Straps



**DZ1215**  
149,00 €  
STAINLESS STEEL  
49 mm



**DZ1216**  
149,00 €  
GUNMETAL IP  
49 mm



**DZ1273**  
149,00 €  
STAINLESS STEEL  
49 mm



**DZ4246**  
149,00 €  
STAINLESS STEEL  
49 mm



SHIFTER

NSBB

MOVEMENT

Analog

CASE MATERIAL

Steel and Plated Steel

BAND MATERIAL

Leather Straps, Plated Steel



DZ1654  
119,00 €  
STAINLESS STEEL  
42 mm

4 053858 226784



DZ1693  
179,00 €  
DENIM  
42 mm  
NEW

4 053858 414341

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