



Kevin Carroll
Author, Rules of the Red Rubber Ball

"It allows me to be more flexible."
BlackBerry

Register/Subscribe Home


The McGraw-Hill Companies

BusinessWeek

keyword or company Search

Register | Sign In

Current Issue
4 Free Issues
Subscribe Now



- APRIL 23, 2001
- SMALL BIZ - WHO'S HOT
- BW MAGAZINE
- Current BW Magazine Table of Contents
- April 23, 2001 BW Magazine Table of Contents
- April 23, 2001 Small Biz Supplement Table of Contents
- SMALL BUSINESS
- Headlines
- Columns
- Management
- Finance
- Your Money
- Technology
- Staff & Benefits
- Going Global
- Small Business Guide

Now That's Good Timing

Skagen's watches have taken off

With their austere faces and sleek metal-mesh bands, Skagen watches are among the more stylish timepieces on the market. So it's hard not to be taken aback by their prices--seldom more than 100 bucks, less than the sales tax on a Rolex. "We're creative but unpretentious," says Skagen Chief Executive Charlotte Jorst.

Delivering high style at low prices has been the mission of Skagen Designs Ltd. since it was founded a decade ago by Jorst and her husband Henrik. Last year, the Reno (Nev.) company, which has 70 employees, sold a million watches in department stores and boutiques nationwide, generating revenues of some \$30 million. Now, it's getting even more ambitious, putting the Skagen name on sunglasses, apparel, and home and office accessories.

- STORY TOOLS
- Printer-Friendly Version
 - E-Mail This Story

RELATED ITEMS

- Table: Skagen Designs Ltd.
- Online Extra: Coffin Furniture: A Business to Die for?
- Online Extra: Encore in the Loire

SMALL BIZ - WHO'S HOT

Now That's Good Timing

TODAY'S MOST POPULAR STORIES

1. Dawn of the Ultra-Mobile PC
2. Apple TV + YouTube = What's Next
3. U.S.-India Trade at Risk?
4. Don't Call It a Bubble
5. S&P Picks and Pans: Apple, EMC, Viacom, CNOOC, Polo RL

Get Free RSS Feed >>

MARKET INFO

DJIA	13027.64	-5.44
S&P 500	1530.62	+0.39
Nasdaq	2604.52	+11.93

Portfolio Service Update
Stock Lookup