



DESIGNED IN SWEDEN
MADE FOR EVERYWHERE

SPRING/SUMMER 2016

MADE FOR EVERYWHERE

At Cheapo we make watches and sunglasses that reflect who we are and the life we live. We travel to all corners of the globe, and it is through these journeys and the people we meet that we find our inspiration.

For Spring/Summer 2016 we combine our never-ending love for our hometown Stockholm with the endless summers of the islands of Indonesia. Featuring a campaign split between the hidden vintage store Dusty Deco in Hornstull and the sun soaked back roads of Bali the collection encapsulates everything we stand for, worn by the people who represent us. We are made for everywhere.

This season we present several new watch and sunglass styles. Made for sunny days and hungover afternoons we introduce the round shaped Sarah, tripped out Burn, retro classic Noway, edgy Padang and home town favorite Stockholm. As an ode to our longtime friend and ambassador Fernando Bramsmark we also launch the new watch model Nando, a bold steel watch with a metal mesh wristband and tones of attitude. Just like Malmö's finest skater himself.

Taking a social stand and giving back to our community is an integral part of Cheapo's DNA. This season we are very glad to support the Denniz Pop Awards and the Denniz Pop Foundation and their amazing work fighting cancer. For this we have created the limited edition watch Legacy from which 100 % of the proceeds are donated to their cause.



A close-up photograph of a person's arm and hand holding a black leather motorcycle helmet. The person has a tattoo on their forearm and is wearing a gold-toned watch with a blue face. They are wearing a dark t-shirt with a small "Rhythm" tag and brown leather chaps over denim jeans. The background is a blurred outdoor path.

HAROLD



14224AA HAROLD
White dial. Black leather strap.



14224BB HAROLD
Black dial. Dark brown leather strap.



14224CC HAROLD
Black dial. Black leather strap.



14224DD HAROLD
White dial. Brown leather strap.



14229AA HAROLD GOLD
White dial. Brown leather strap.



14229BB HAROLD GOLD
Black dial. Black leather strap.



14229CC HAROLD METAL
Swedish metal dial. Black leather strap.



14229EE HAROLD BLACK
White dial. Black nylon strap.



HAROLD MINI



14228AA **HAROLD MINI**
White dial. Brown leather strap.



14228BB **HAROLD MINI**
White dial. Black leather strap.



14228DD **HAROLD MINI GOLD**
White dial. Brown leather strap.



14228EE **HAROLD MINI GOLD**
Black dial. Black leather strap.



14231AA KHORSHID MINI ROSE
Rose gold dial. Black vegan leather strap.



14231BB KHORSHID MINI GOLD
White dial. Brown vegan leather strap.

KHORSHID





14230AA **KHORSHID WHITE**
White dial. Navy nylon strap.



14230BB **KHORSHID SILVER**
Silver dial. Black vegan leather strap.



14230DD **KHORSHID METAL**
Swedish metal dial. Black
vegan leather strap.



14230CC **NAWROZ**
Gold dial. Brown vegan leather strap.

Skateistan is an award-winning, international non-profit organization with projects in Afghanistan, Cambodia and South Africa. Skateistan uses "the hook" of skateboarding to connect marginalized youth with new opportunities for education, leadership and creative thinking which help break the cycles of poverty and exclusion. 100% of profits support Skateistan.



14230EE **KHORSHID DENIM**
Silver dial. Blue denim strap.



14230GG **KHORSHID CLASSIC**
White dial. Black & grey nylon strap.



14230FF **KHORSHID ZEBRA**
Black dial. Sandstone vegan leather strap.

Pro model designed by snowboarder Zebastian Landmark. The Dala horse and cocktail glass marks his spot.



14232AA **NANDO GOLD**
Black metal dial. Metal mesh wristband.



14232BB **NANDO SILVER**
White dial. Metal mesh wristband.



14233AA **NANDO MINI SILVER**
White dial. Metal mesh wristband.

As an ode to our longtime friend and ambassador Fernando Brammark we give you the new watch model Nando. A bold steel watch with a metal mesh wristband and tones of attitude. Just like Malmö's finest skater himself.



14232CC **LEGACY**
Navy metal dial. Metal Mesh Wristband.

By buying this watch you will support the Denniz Pop Awards and the Denniz Pop Foundation. Denniz Pop is one of Sweden's greatest music producers of all time and founder of the legendary Cheiron studio. He tragically passed away from cancer in 1998.

The Denniz Pop Awards is a prestigious music prize founded by former Cheiron members, established songwriter and producers, friends and family of the late Denniz Pop. The Denniz Pop Awards' goal is to help aspiring songwriters, producers and artists continue the legacy Denniz Pop once started.

The Denniz Pop Foundation main purpose is to financially support Radiumhemmet, Sweden's first cancer treatment facility. The Denniz Pop Awards is a non-profitable music award managed by the foundation, the Denniz Pop Awards Stiftelse, and is financed by donations. 100 % of the proceeds from sales of Legacy are donated to their cause.

The Legacy continues!

dennizpopawards.com



14226DD **RODGER SILVER**
White dial. Dark brown leather strap.



14226EE **RODGER METAL**
Swedish metal dial. Black leather strap.



14226BB **VINTAGE WORLD**
Dark brown leather strap.



14227EE **FISHERMAN**
Brown leather strap.



14227LL **CAT**
Black leather strap.



14227MM **SCREW IT**
Black leather strap.



14227OO **NEVER TOO LATE**
Black leather strap.



14227RR **ROSE**
Black leather strap.



14227SS **8 BALL**
Black leather strap.

