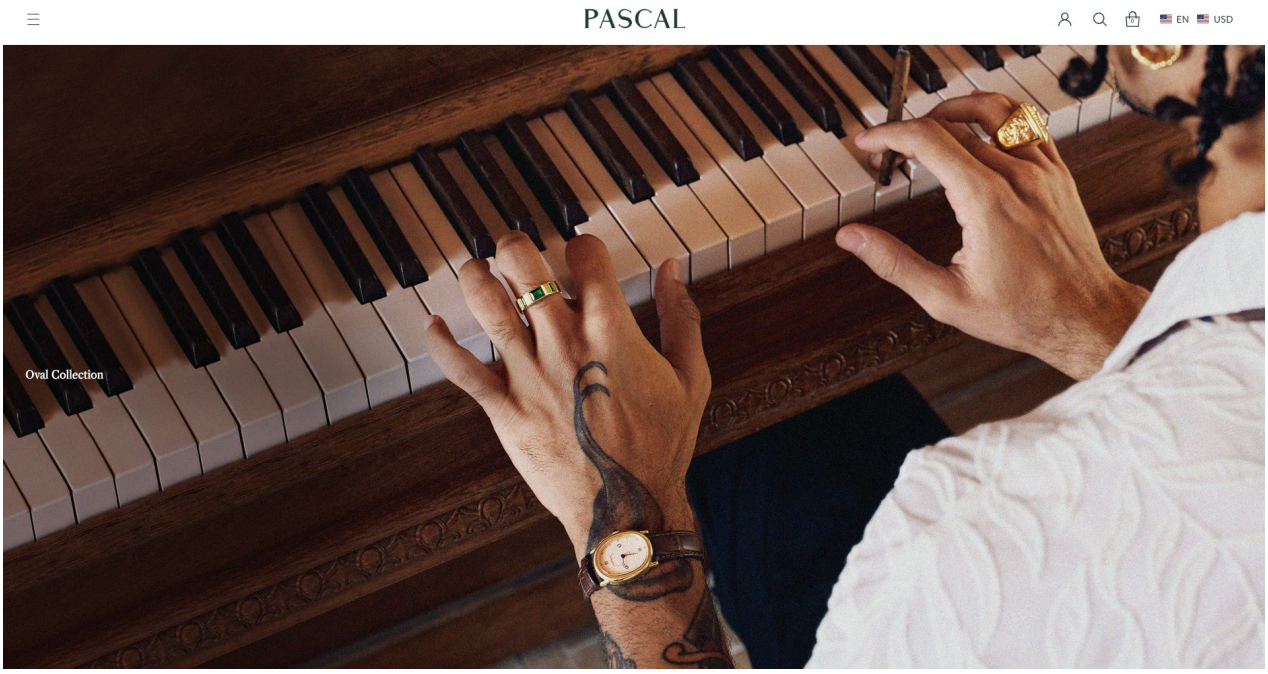

PASCAL Expands Its Watch Portfolio with New Oval Watch Collection

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Los Angeles, CA - July 07, 2026 -
PASCAL has launched a dedicated Oval Watch Collection that brings the brand's oval-shaped watch lines together under one product category. The release gives the California-based design brand a clearer watch portfolio while highlighting how oval case design, lab-grown diamonds, and interchangeable leather straps are being positioned inside its broader timepiece offering.

The new collection presents PASCAL's oval watch direction as a distinct part of the brand's watch catalog rather than a loose set of individual models. According to the brand, the oval series draws from vintage elliptical timepieces and contemporary watch design, combining an elongated case profile with diamond markers, gemstone details, and a range of strap options intended to support different styling contexts.

The collection currently organizes several sub-lines under one umbrella, including the Oval Bubble and Oval Halo collections. Across those lines, PASCAL uses the oval case as the common design language, while varying dial materials, bezel treatments, stone placement, and overall mood. The collection also frames the

oval silhouette as a softer alternative to standard round and rectangular watches, giving the brand a more defined point of differentiation in its watch assortment. Each family offers a different interpretation of the oval case, ranging from minimalist everyday styles to diamond-accented statement pieces.

According to PASCAL, growing interest in vintage-inspired watch silhouettes and jewelry-forward styling influenced the development of the Oval Watch Collection, giving customers an alternative to conventional round and rectangular case designs.

PASCAL's watch collections combine jewelry-inspired aesthetics with everyday practicality, pairing Swiss quartz movements with lab-grown diamonds and interchangeable leather straps designed for daily wear. PASCAL said the collection also reflects how customers increasingly shop watches through shape and wear context, not just through movement or material alone. In that framing, the oval case is presented as a design choice that changes how a watch sits on the wrist and how it interacts with formal, professional, and occasion dressing. This includes styling guidance for office wear, evening use, and casual outfitting, signaling that the collection is being positioned as both a product category and an editorial watch story.

"The oval watch offers a way to explore proportion, softness, and wrist presence without relying on conventional case shapes," said by PASCAL. "This collection makes that direction more legible by showing how the silhouette can support multiple expressions, from understated daily wear to more jewelry-led statement pieces."

Materials remain central to the collection's positioning. PASCAL states that its watches pair Swiss quartz movements with ethically made lab-grown diamonds, with some oval models featuring approximately 0.02 to 0.4 carats of diamonds depending on the design. The brand also emphasizes interchangeable leather straps in multiple colors and textures, a decision that expands the collection's use across formal and informal settings without changing the core watch architecture.

The release of a dedicated oval collection also marks a merchandising shift. By consolidating these watches into one destination, PASCAL creates a clearer entry point for people comparing watch shapes, gift options, and paired designs. The collection includes references to couple-watch positioning and packaged gift presentation, suggesting the series is intended to serve both personal purchase and milestone-gifting use cases.

The move arrives as design-led watch people continue to evaluate timepieces as wearable objects that carry aesthetic identity as much as timekeeping function. Instead of treating the watch purely as a technical instrument, the collection frames it as a shaped accessory whose value is tied to silhouette, light interaction, and styling flexibility. That approach places the oval watch within a wider luxury conversation around form, individuality, and modern materials.

About PASCAL:

PASCAL is a Los Angeles-born jewelry and watch brand specializing in lab-grown diamond jewelry and design-focused timepieces. The company combines contemporary styling with ethically sourced colored lab grown diamonds across collections including watch rings, couple watches, and statement jewelry watches.
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PASCAL

We are a California-based color diamond brand. PASCAL crafts unique diamonds to celebrate life?s brightest moments?big or small?so every memory can shine with meaning and beauty.

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