

SHINOLA
DETROIT



SHINOLA.COM

A HISTORICAL
LANDMARK

The Argonaut Building

We started by partnering
with a world-class watchmaker
in Switzerland to help
us build a state-of-the-art
watchmaking factory in
95,000 square feet of the
College for Creative Studies
(CCS) in Detroit, MI.

*Cover Image:
Argonite Movement 5021*



SHINOLA
DETROIT



**WE ARE AN AMERICAN
COMPANY INSPIRED BY
PERSEVERANCE
AND CREATIVITY TO BUILD
QUALITY PRODUCTS
THAT LAST A LIFETIME.**

SHINOLA.COM

STORY

WE WERE FOUNDED IN 2011 WITH THE GOAL TO BUILD QUALITY PRODUCTS AND TO BUILD THEM IN AMERICA.

Since then we have trained over 200 artisans in multiple disciplines including leather strap and small leather goods manufacturing.

Shinola watches are built in the U.S. from Swiss and imported parts. Other Shinola products are built in the U.S. from U.S. and/or imported parts, see shinola.com for details.

BUILT TO LAST



05

THE RUNWELL 47MM
\$550 ITEM: 10000010



INSIDE
THE ARGONAUT

The quartz analog movement that makes our flagship timepiece tick is made up of 40 delicate components and requires 16 steps to build. It’s called the Argonite 1069, and it’s the caliber—or tiny engine—that taught us how to be Shinola.



THE BLACK BLIZZARD 48MM
Inspired by the Dust Bowl of the 1930s and the homesteaders who weathered the storm, The Black Blizzard titanium wristwatch is an emblem of the American spirit, a willingness and determination to overcome adversity.
\$1,500 ITEM: 10000118



THE SHINOLA GUARANTEE

Shinola is proud to offer a limited lifetime guarantee on every watch.

We believe that products should be made well and built to last. To back up that claim, we have an unmatched quality standard: every Shinola watch is guaranteed for life under the terms and conditions of our warranty. For terms and limitations of our warranty, visit the address below.

[SHINOLA.COM/WARRANTY](https://shinola.com/warranty)

A CITY WITH A HISTORY IN STEEL SHOWS ITS FUTURE JUST MIGHT BE IN LEATHER



THE RUNWELL BACKPACK

Our flagship leather backpack was designed in Detroit. This backpack is a casual, refined bag with adjustable padded shoulder straps, a deluxe leather top-carry handle, and room for a 15" laptop. *Shown on the opposite page.*

\$995 AVAILABLE IN MORE COLORS ITEM: 20040630

BUILT TO LAST





THE LATEST LUXURY VEHICLE FROM DETROIT



THE RUNWELL BICYCLE

Meticulously designed to yield the best characteristics of a lugged steel frame and fork, we've perfectly engineered the Runwell bicycle for city riding, commuting and errand running. Shinola bicycles are hand assembled in Detroit using a U.S. made frame and imported parts.

\$2,950 AVAILABLE IN MORE COLORS ITEM: 10009599

BUILT TO LAST

"People immediately want to jump on it and go. If you haven't ridden a bike since you were a kid, it reminds you how easy and fun it is. It's very obvious that when you turn the pedals the bike just goes."

SKY YAEGER, BICYCLE DIRECTOR



PRECISION. FIDELITY. CRAFT.

THE RUNWELL TURNTABLE

Built inside and out for the discriminating audiophile, the Runwell Turntable features a built-in phono preamplifier and a belt-driven pulley that operates at speeds of 33 1/3 RPM and 45 RPM. *Our turntables are built in America with U.S. and imported parts.*

\$2,500 AVAILABLE IN MORE COLORS ITEM: 20068378





INSIDE
THE ARGONAUT

Shown above is a member of the watch team, which is now building 16 different calibers and assembling over 600 styles of watches.



THE CANFIELD CHRONO 43MM
A classic chronograph with a modern twist, powered by the high-accuracy Argonite 5021 quartz movement.
\$850 ITEM: 20001940

THE RUNWELL SPORT CHRONO 48MM
The Sport Chrono was obsessively engineered with premium sport features including a unidirectional turning bezel and removable black leather strap. *Shown on the opposite page.*
\$925 ITEM: 20044138

E/W MESSENGER
A classic messenger bag made of American Navigator leather that distresses beautifully with age. Fits a 15" laptop. *Shown on the opposite page.*
\$795 AVAILABLE IN MORE COLORS ITEM: 20041079





1 LARGE CARRYALL

A weekender designed to fit everything a short trip might call for, the Large Carryall features our gunmetal hardware, two interior pockets, and an adjustable shoulder strap.

\$1,295 AVAILABLE IN MORE COLORS ITEM: 20040631

2 CENTER BAR BEVELED BELT

Made to keep your pants up. Combining premium leather with durable hardware and can easily be dressed up or down.

\$95 AVAILABLE IN MORE COLORS ITEM: 20065729

3 MS3 MANHATTAN POCKET KNIFE

Built by Zieba Knives in Brooklyn, NY, this knife features a high-grade stainless steel blade and is marked with the Shinola lightning bolt on the clip.

\$295 ITEM: 20079428

4 SIX POCKET CARD CASE

Leave no card behind. Includes a fully leather-lined center cash pocket and five additional faille-lined card pockets, with room for every card.

\$150 AVAILABLE IN MORE COLORS ITEM: 20040729

5 THE RUNWELL 47MM

Built to last, and named accordingly, a classic timepiece assembled from the finest components available in the world. Features include a sapphire crystal, Super-LumiNova hands, and a gunmetal plated solid stainless steel case.

Shown on the opposite page.

\$600 ITEM: 20065287

THE RUNWELL CASEBACK

The Shinola signature
iconic caseback plate with
laser-etched serial number.



OUR SYMBOL OF QUALITY

The Shinola lightning bolt—
which appears in numerous locations on
every watch—symbolizes the beauty
of industry, our respect for craft, and
a commitment to quality.

Standard across all styles but unique to
a Shinola watch—our signature iconic
caseback plates are individually numbered,
beautifully designed, and proudly display
“Built in Detroit.”



“The term artisan really does apply when you're in this environment because no matter how much science or technology you implement, leather is still an organic material.”

JEN GUARINO, VICE PRESIDENT OF MANUFACTURING

Leather is
a labor of love



SOFT SATCHEL

Born of beauty and necessity, the Soft Satchel features a snap closure, spacious interior pockets, and silver tone hardware.

\$795 AVAILABLE IN MORE COLORS ITEM: 20065439



22

ACCORDION CROSSBODY
Simple, clean styling with American leather, the Accordion Crossbody features two front compartments, and one back zip pocket.
\$395 AVAILABLE IN MORE COLORS ITEM: 20065433

BUILT TO LAST



1



2



3

23

1 ZIP CONTINENTAL WALLET
An essential piece crafted to last a lifetime, the Zip Continental Wallet in Latigo leather epitomizes organization at its best. Designed with a zip around closure, seven interior card pockets, a currency holder, a single interior zip compartment, and two large interior open compartments.
\$295 AVAILABLE IN MORE COLORS ITEM: 20065446

2 WRISTLET
Premium leather with the flick of your wrist. The Wristlet is designed to fit an iPhone 7+ and your essential cards.
\$295 AVAILABLE IN MORE COLORS ITEM: 20065444

3 CONTINENTAL WALLET
A wallet designed to keep up with your busy life, the timeless design of the Continental Wallet in Signature leather features thirteen interior card pockets, three currency pockets, and an exterior lined zip pocket.
\$295 AVAILABLE IN MORE COLORS ITEM: 20003731



INSIDE
THE ARGONAUT

The majority of leather watch straps are made here at our headquarters in Detroit using American leather and imported hardware. We still work with American manufacturing partners to meet demand.

A new
standard of
elegance

THE MULDOWNEY 24x32MM

The Muldowney embodies elegance, versatility and timeless style within the Shinola collection. *Shown on the opposite page.*

\$700 ITEM: 20065292





“I really believe in what Shinola is doing with its domestic manufacturing efforts and creating jobs in places where they are needed.”

PAMELA LOVE, JEWELRY DESIGNER

A symbol of timeless style

COIN EDGE SIGNET RING

Our take on the classic signet ring. Available in sterling silver or 14K yellow gold, it features a coin edge detail around the convex top plate, which is ideal for personalization.

Shown on the opposite page.

\$290 AVAILABLE IN FULL SIZES ITEM: 20032441





The Birdy has the world on a string



TRIPLE DROP EARRINGS

Make a statement no matter what you wear. Features a stunning lapis inlay in sterling silver.

Shown on the opposite page.

\$520 AVAILABLE IN MORE COLORS ITEM: 20070196

THE BIRDY 34MM

This playful, yet powerful evolution of our best-selling women's watch tracks the lunar phases. Features include a white dial, gold plated case and a date indicator.

\$575 ITEM: 20008179



CANFIELD CROSSBODY

Designed for your essentials, this crossbody in Latigo leather is cotton-lined with an exterior back pocket, an interior open pocket and card pocket.

\$395 AVAILABLE IN MORE COLORS ITEM: 20065438

THE CANFIELD CHRONOGRAPH 38MM

Sophistication at its finest. A refined minute track, slim, diamond-cut hands, and the chronograph stopwatch feature punctuate the Canfield Chronograph.

\$900 ITEM: 20001930

When a timepiece becomes a piece of art





INSIDE THE ARGONAUT

A leather artisan prepares
his sewing machine in the
Detroit leather factory.



The Argonite Movement
being assembled in the
Detroit factory.



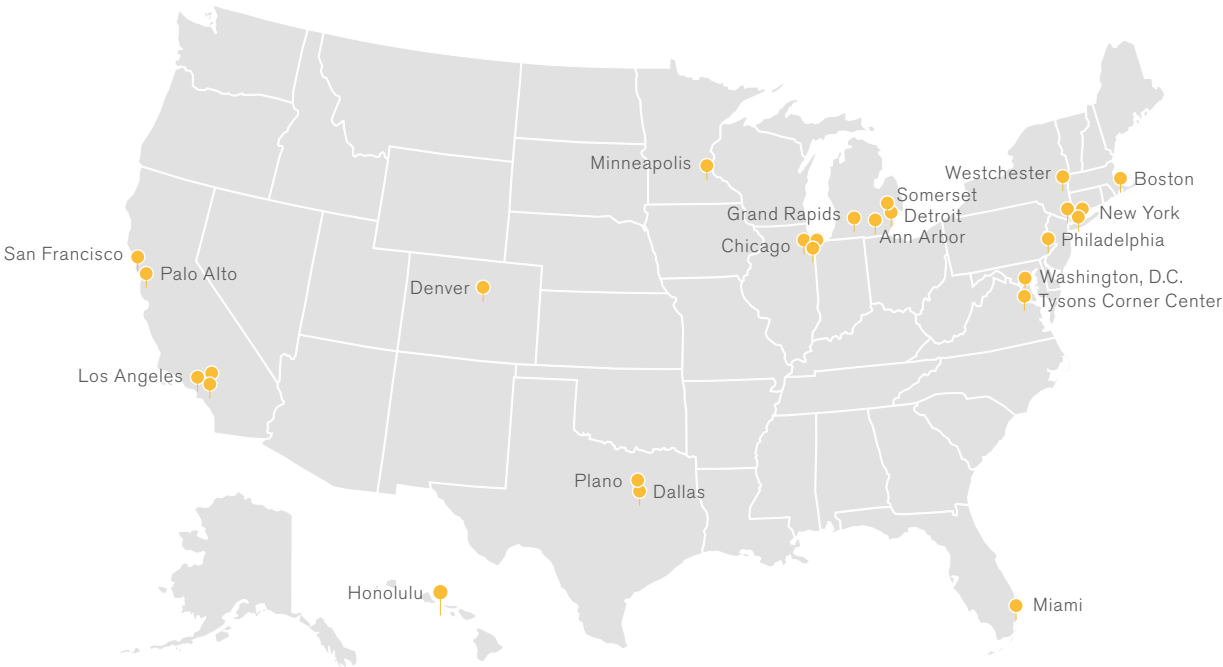
The leather team behind the
Accordion Crossbody bag.

OF ALL THE THINGS WE MAKE,
THE RETURN OF MANUFACTURING JOBS
MIGHT JUST BE THE THING WE'RE
MOST PROUD OF.



COME VISIT OUR STORES IN YOUR NEIGHBORHOOD

We believe that each store should have its own personality that instills our core brand identity with new viewpoints. From our first store in Detroit in 2013 to more than 20 stores today, we have always sought to create a shopping environment that is enjoyable and engaging.



Our International Stores

United Kingdom
28 Foubert's Place Soho
London, W1F 7PR
United Kingdom
020. 7734. 5402
shinola.co.uk

Canada
1000 Queen St. West
Toronto, Ontario
M6J 1H4
Canada
416. 531. 6600

We Are Here to Help!

If you have any questions or concerns, please don't hesitate to contact us. Give us a call or email using the contact information below. Please note that our Customer Service Department will be closed on Thanksgiving Day, November 23rd.

Call / Text

1. 844. 913. 7013
8:30am – 6pm ET

Facebook Messenger
[facebook.com/shinola](https://www.facebook.com/shinola)

Extended Hours

(Nov. 25th – Dec. 30th)
M-F: 8:30am – 7pm ET
Sat : 9am – 5pm ET
Sun: 10am – 4pm ET

Email

catalog@shinola.com

To access an electronic version of this catalog, please visit shinola.com/catalog

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THE RUNWELL 47MM
\$550 ITEM: 20044137