

Indian Watch Brand Sonata Scores Global Design Honour

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Sonata, one of India's most trusted and widely worn watch brands, has achieved international acclaim by winning the **Good Design Award 2025** for its **Gold Collection** — a significant recognition on the global design stage.

The Good Design Award is an esteemed international accolade presented annually to products that demonstrate exceptional innovation, aesthetics, and functional excellence. Founded in 1950 and jointly organised by The Chicago Athenaeum Museum of Architecture and Design and The European Centre for Architecture, Art, Design and Urban Studies, the awards highlight design leadership across industries worldwide.

Indian Design on the Global Stage

Sonata's Gold Collection stood out among numerous global entries, earning the award for blending **timeless style, craftsmanship, and modern appeal**. The accolade marks a milestone for the brand and for Indian design, underscoring how Indian fashion and accessory makers are increasingly competing on the world stage with globally recognised excellence.

The Gold Collection features timepieces that combine refined metallic finishes with contemporary aesthetics — appealing to both fashion-conscious consumers and design purists. The success at the Good Design Awards signals a growing appreciation for products that marry **strong visual language with quality and usability**.

Boost for Indian Fashion Accessories

Winning such a prestigious international award not only elevates Sonata's brand perception but also highlights the potential of India's fashion accessories segment in global markets. With sustainability and design excellence becoming central to consumer preferences, recognition like this helps Indian brands stake their claim beyond domestic boundaries.

Industry experts say accolades like the Good Design Award can boost export opportunities and inspire other Indian designers and manufacturers to pursue international benchmarks of excellence.

As the fashion and accessories industries evolve, Sonata's achievement underscores a broader trend where Indian makers are increasingly valued for design innovation and quality craftsmanship on the world stage.

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