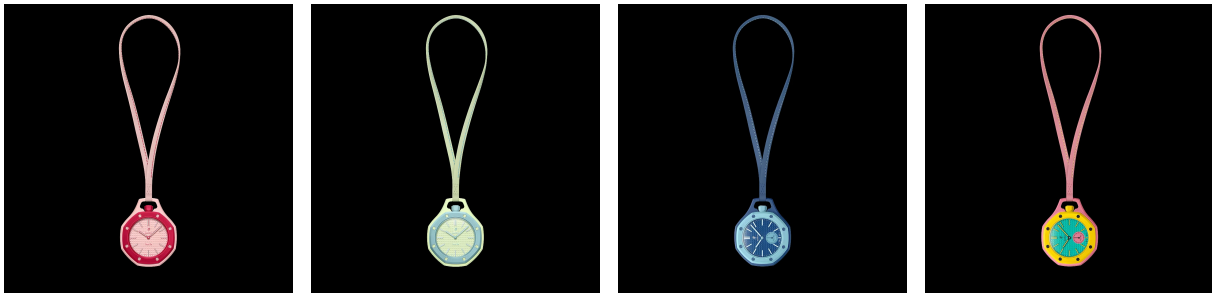


PRESS KIT · 2026

SWTCH×

The Royal Pop Collection

Limited edition AP × Swatch-style watch drops. 8 colorways. 500 numbered pieces per colorway. \$200. Never restocked.



swtchxap.com · press@swtchxap.com · @swtch

THE STORY

The AP × Swatch ‘MoonSwatch / Royal Oak Pop’ phenomenon proved one thing: collectors are starving for properly *limited* drops that don't require camping outside a boutique.

SWTCH× is the answer to that — the visual language of Royal Oak Pop, executed at small numbered scale, sold direct, archived when sold out. Swiss ETA quartz inside. \$200. 500 numbered pieces per colorway across 8 colors. Once a colorway sells through, it never comes back.

THE DROP IN NUMBERS

8	500	4,000	\$200	0×
Colorways	Per colorway	Total pieces	Per piece	Restocks. Ever.

FOUNDER QUOTE

“We’re not interested in being the next Swatch. We’re interested in proving that a properly limited drop — numbered, signed, and archived — is more honest than a ‘limited edition’ that quietly reappears in March.”

QUICK FACTS

Brand	SWTCH×
Drop	Royal Pop Collection — Spring/Summer 2026
Total run	4,000 pieces (8 colorways × 500 numbered)
Price	\$200 USD
Movement	Swiss ETA quartz, 41mm case
Warranty	2 years
Returns	30 days, unworn
Shipping	Free, tracked, worldwide
Site	swtchxap.com

Press contact

press@swtchxap.com

Instagram

[@swtch](#)

THE LINEUP

Eight colorways. 500 numbered pieces each. Hi-res shots available at swtchxap.com/press or in the included product-shots.zip.



Rose



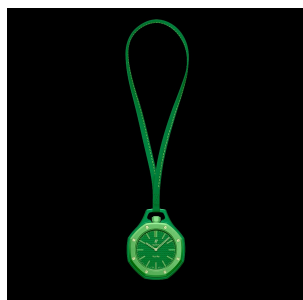
Mint



Blue



Navy



Green



Yellow



White



Black

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