



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
STATIONERY AND PRINTING
FRANK SMYTHSON LONDON



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EST 1887

SMYTHSON
OF BOND STREET

THE 2020 DIARY COLLECTION

As only those who've owned one before will know, a Smythson diary takes on a life of its own as the months go by. The leather cover slowly softens and the pale blue, gilt-edged pages seem to breathe with every plot, plan, thought and doodle.

This guide details the size, layout and special features that gives each of our diaries their unique character, so you can find a style that perfectly complements your planning personality.

Turn the page to step inside our world – your 2020 diary awaits.

SIZE



Premier Fashion diary in sea green crocodile embossed calf leather



Royal Court diary in navy goatskin



Memoranda diary in black crossgrain leather



Panama diary in Nile Blue crossgrain leather



Wafer diary in pink crossgrain leather

Our diaries come in a range of sizes designed to suit your lifestyle. Whether you slip yours inside your bag, keep it on your desk or mix it up depending on the day.



Soho diary in petrol and navy
printed crossgrain leather

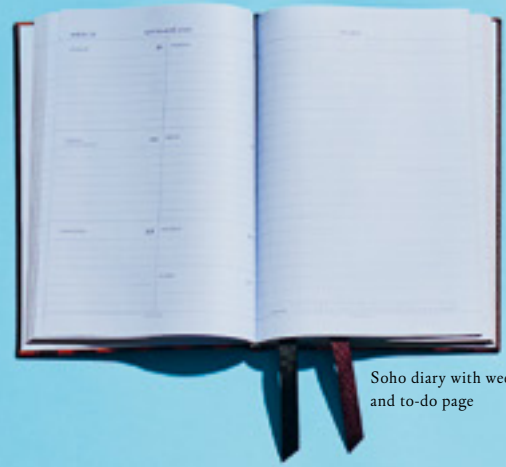


Portobello diary in bluette
crocodile embossed calf leather

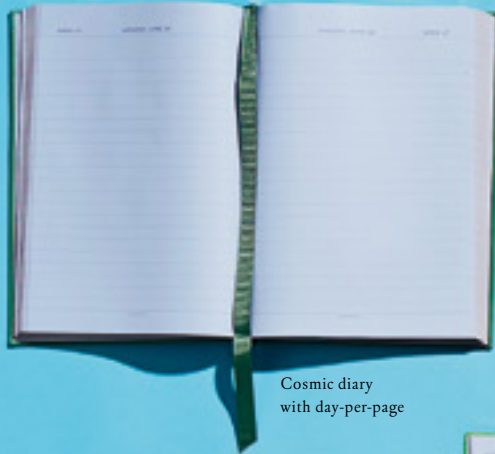


W1 diary in black
crossgrain leather

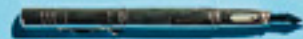
LAYOUT



Soho diary with week-to-view and to-do page



Cosmic diary with day-per-page



Memoranda diary with week-to-view and notes page



Wafer diary with week-to-view



Kings diary with week-to-view

With a host of different layouts, Smythson diaries cater to obsessive note-takers and minimal diarists alike. Week-to-view gives you a clear snapshot of your week ahead, while more prolific planners may prefer our day-per-page layout. A selection of styles also feature notes pages for those particularly thorough to-do lists.

THE 2020 DIARY COLLECTION



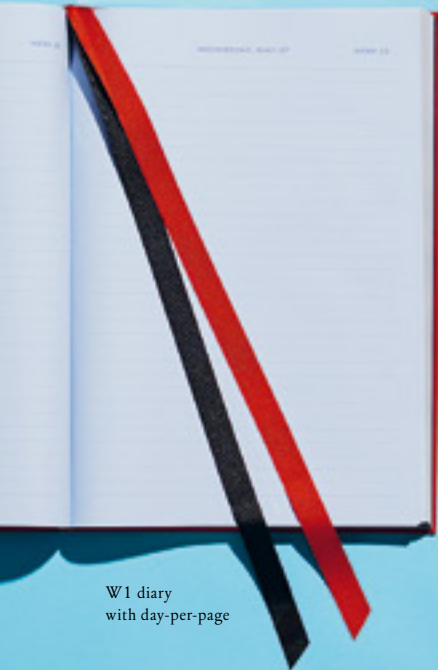
Panama diary
with week-to-view



Premier Fashion diary
with day-per-page



Premier Fashion diary with week-to-view
and notes page



W1 diary
with day-per-page



Portobello diary
with week-to-view



Royal Court diary
with day-per-page

SMYTHSON

Portobello diary
with cultural listings

'S' Monogram silk
small triangle scarf

Wafer diary with gilt pencil
in pink crossgrain leather

Premier Fashion
diary with slide

SPECIAL F

A special selection of our diaries have features that truly set them apart, from elegant hardware slides and handy slip pockets, to the Cosmic's world maps and the Sporting's key sporting dates.

THE 2020 DIARY COLLECTION



Memoranda diary
with slip pocket



Cosmic diary
with world maps



Sporting diary
with key sporting dates

FEATURES



Panama diary in bluette
crocodile embossed calf leather



Soho diary in petrol and navy
printed stripe crossgrain leather



Our suite of personalisation options allow you to make your diary your own or create a special gift, whether you choose a nickname, classic initials or something a bit more tongue-in-cheek. Our artisans will expertly emboss your diary in an array of coloured foils using traditional presses to achieve a flawless finish.

With our signature lettering styles exclusive to Smythson and a myriad of motifs and frames created by our in-house design team, there are countless ways to make your mark.



PERSONALISATION

THE 2020 DIARY COLLECTION

Soho diary with slide in sea green crocodile embossed calf leather



Soho diary in sea green crossgrain leather



Soho diary in burnt orange and mahogany printed stripe crossgrain leather



Panama diary with gilt pencil in sea green crossgrain leather



Soho diary with slide in bluette crocodile embossed calf leather



Panama diary in burnt orange and mahogany printed stripe crossgrain leather



Panama diary in petrol and navy printed stripe crossgrain leather

PANAMA



Panama diary with slide in bluette, ochre and sea green crocodile embossed calf leather

The Panama diary was first crafted in 1908 and is virtually unchanged to this day. Originally designed to sit inside a gentleman's breast pocket 'without causing the least disfigurement', it features a week-to-view layout.



Panama diary with gilt pencil in lime yellow, sea green, pink and scarlet red crossgrain leather

MIA

THE 2020 DIARY COLLECTION



Panama diary in Nile Blue
and black crossgrain leather

Panama diary in chestnut
large grain leather

Sporting diary in emerald
crossgrain leather

Chequer print
silk oblong scarf

Panama diary in burnt orange and
mahogany printed stripe crossgrain leather



Soho diary in chestnut and black printed stripe crossgrain leather

Soho diary in black large grain leather

Small and lightweight enough to carry with you wherever you go, yet big enough to hold more detailed musings, our Soho diary offers true versatility.

This season embraces a sense of whimsy, with patterns, prints and hand-painted illustrations that dance across a selection of styles. One of our best-selling styles, the Soho features a week-to-view layout with facing to-do page.

S H



Also available in Premier size, the Fashion diary includes important dates from the fashion calendar, alongside insider guides to the four fashion capitals. This style is available in both week-to-view and day-per-page layouts.

Soho diary with and without slide in bluette, ochre, sea green and mahogany crocodile embossed calf leather

O



Soho diary in pink and scarlet red crossgrain leather



Soho diary in mahogany hand painted crocodile embossed calf leather

Soho diary in petrol and navy printed stripe

Soho diary in tan large grain leather



Soho diary in sea green and emerald crossgrain leather

PORTOBELLO

Designed to be an all-encompassing companion, the Portobello's week-to-view layout provides a snapshot of your week at a glance, with ample note-taking space.

Boasting the same generous proportions as the Portobello, the Kings is set apart by its hardbound cover and White Wove pages.



Portobello diary in scarlet red crossgrain leather



Portobello diary with slide in sea green crocodile embossed calf leather



Kings diary in bluette grosvenor leather

PORTOBELLO



Portobello diary in Nile Blue
crossgrain leather

KINGS



Kings diary in ochre
crocodile embossed calf leather

FEATHER



In 1908, Frank Smythson watermarked our famous pale blue Featherweight paper with a feather symbol, which can be glimpsed within our diaries to this day. An ode to this now iconic motif, a selection of feather diaries feature fluttering fringed leather details.

This season also introduces bold graphic prints inspired by stationery designs discovered in the Smythson archive.

RS



Soho diary in bluette printed smooth leather with fringed edging



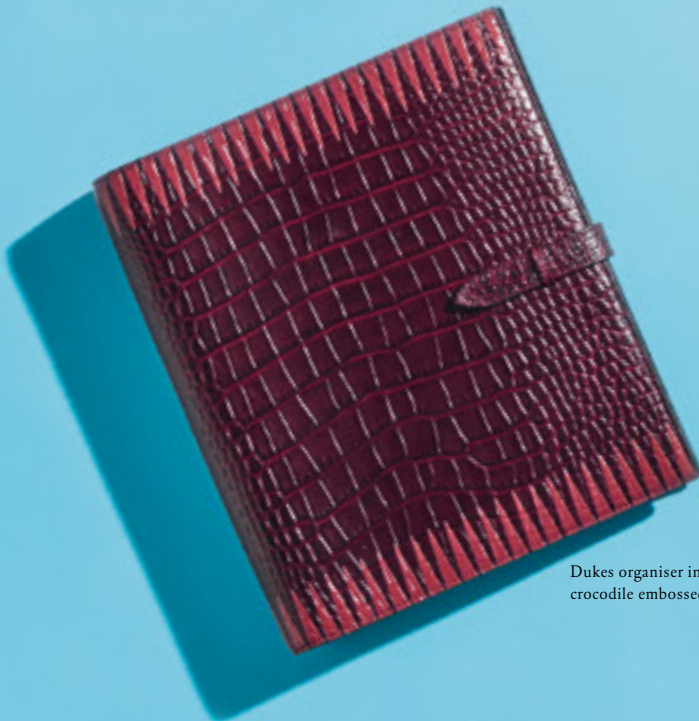
Soho diary in pink printed smooth leather with fringed edging



Bijou organiser in bluette
smooth calf leather



ORGANISE



Dukes organiser in printed, mahogany
crocodile embossed calf leather



Bijou organisers in navy
crocodile embossed calf leather



Bond organisers in navy
crocodile embossed calf leather

RS

Crafted to keep your plans in check year after year, our organisers are designed to be refreshed with our Featherweight refills. This season sees quirky printed details embellish a selection of our classic leather finishes.



Dukes organisers in navy
crocodile embossed calf leather

LEATHERS AND COLOURS

PANAMA



CROSSGRAIN



LARGE GRAIN



MARA



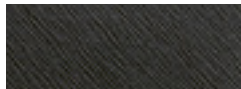
WAFER



CROSSGRAIN



SPORTING



CROSSGRAIN



MEMORANDA



CROSSGRAIN



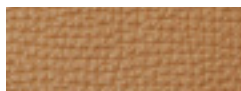
MARA



SOHO



CROSSGRAIN



LARGE GRAIN



MARA



SMOOTH CALF/LAGOON



SOHO FASHION



CROSSGRAIN



LARGE GRAIN



MARA



PREMIER FASHION



CROSSGRAIN



LARGE GRAIN



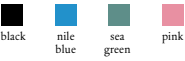
MARA



COSMIC TRAVEL



CROSSGRAIN



ROYAL COURT



GOAT SKIN



PORTOBELLO



CROSSGRAIN



LARGE GRAIN



MARA



KINGS



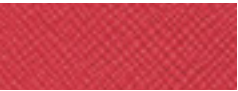
MARA



GROSVENOR



W1



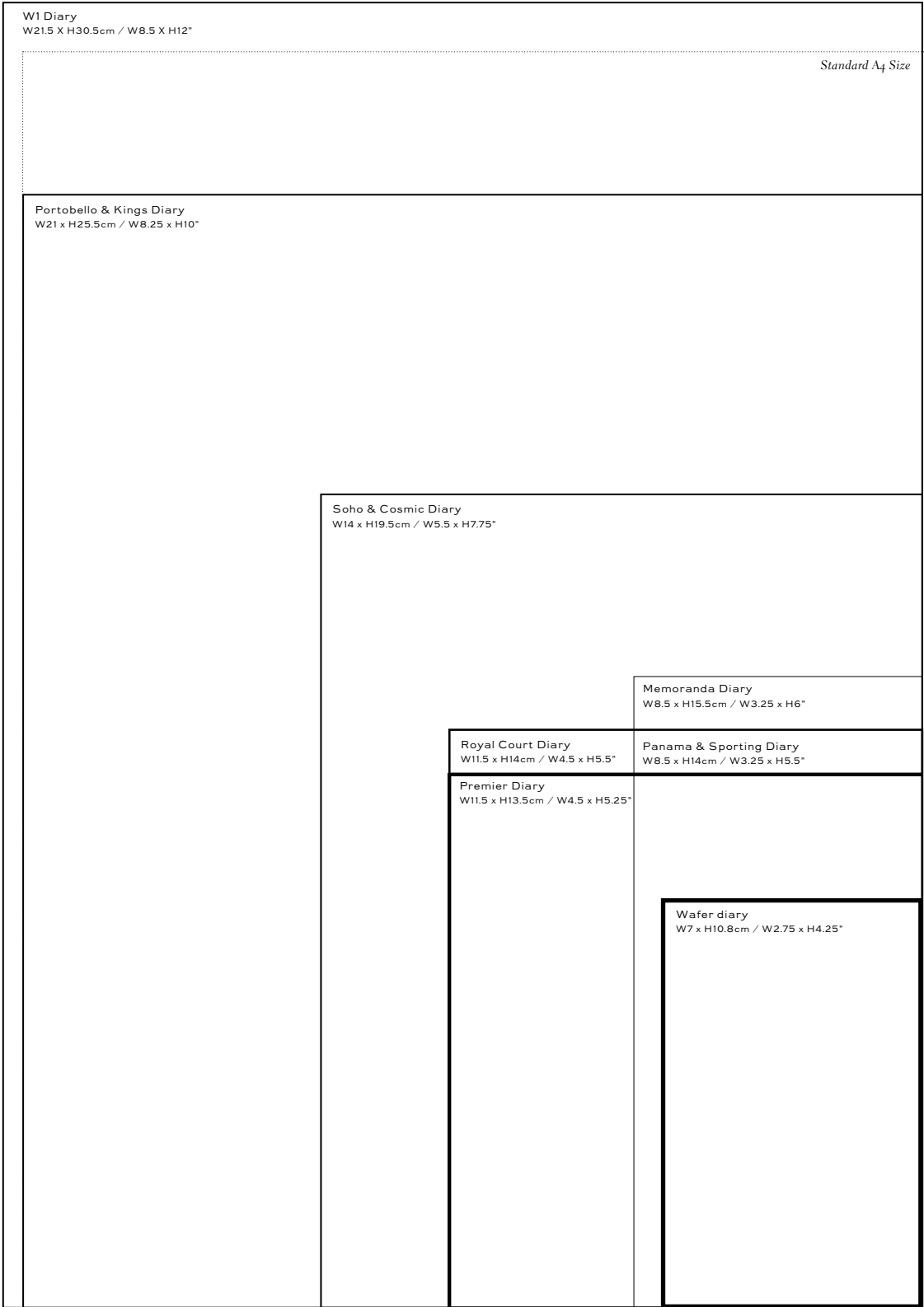
CROSSGRAIN



MARA



DIARY SIZE GUIDE



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sloanestreet@smythson.com

WESTBOURNE GROVE

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+44 (0)20 7243 3527
westbournegrove@smythson.com

ROYAL EXCHANGE

7–8 Royal Exchange London EC3V 3LL
+44 (0)20 7621 1037
royalexchange@smythson.com

SELFRIDGES

Oxford Street, London W1A 2LR
+44 (0)20 7318 3697
selfridges@smythson.com

HARRODS

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HARVEY NICHOLS

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