



EUROPE EDITION

All Europe - EEC,  
Central & Eastern Europe, Russia

N° 307 3 / 2011 June / July



CHF12 / €10 / US\$10

## BASEL EXTRAVAGANZA

*The search for the perfect watch*

# LIVE FOR GREATNESS

---

EVERY ROLEX IS MADE FOR GREATNESS. THE GMT-MASTER, INTRODUCED IN 1955, WAS DEVELOPED IN COLLABORATION WITH PAN AM TO MEET THE NEEDS OF THEIR INTERNATIONAL PILOTS. THE GMT-MASTER II HAS PROVEN TO BE EVEN MORE INVALUABLE AS IT FEATURES A ROTATABLE 24-HOUR GRADUATED BEZEL THAT ALLOWS THOSE WHO TRAVEL THE WORLD TO READ THREE DIFFERENT TIME ZONES. TWO SIMULTANEOUSLY.

---

THE GMT-MASTER II



ROLEX





PATEK PHILIPPE  
GENEVE

Begin your own tradition.

You never actually own  
a Patek Philippe.

You merely look after it for  
the next generation.



Nautilus Ref. 5712/1A, Nautilus cufflinks.  
[patek.com](http://patek.com)

# A watchmaking torn between 1000<sup>th</sup> of a second and the suspension of time

› Pierre M. Maillard Editor-in-Chief



Two very particular watches attracted a lot of attention at the grand watch fair of BaselWorld: the *Mikrotimer Flying 1000*, a mechanical chronograph measuring 1000<sup>th</sup> of a second presented by TAG Heuer; and *Le Temps Suspendu*, a watch from Hermès, which allows its wearer to temporarily forget the time. Everything was different between these two timekeepers. And yet?

Symbolically, these two watches reflect the two major and contradictory trends in contemporary timekeeping. On the one hand, with a 1000<sup>th</sup> of a second measurement, is expressed the desire to push the art of mechanical timekeeping to its very limits, to attain what was thought, up to now, to be unattainable. How, in fact, might we even imagine that an oscillator could reach a frequency of 50Hz, thus beating at the furious rate of 3,600,000 vibrations per hour, and therefore theoretically capable of measuring such a division of time—a thousandth of a second—a length of time that is not even perceptible by the human mind?

Then there is the opposite endeavour, one that does not seek to divide time into 'nano fractions', but rather to suspend it, to forget it, to let the wearer detach from it, while still being able to return to it at will.

We would not be wrong to see, in

these two opposite directions of research, the perfect metaphor of our societies, wrenched as they are between ever accelerating and taking the time to slow down. Should we run even faster, adapting to the instantaneous time that our increasingly sophisticated machines impose upon us (this has already occurred in the global financial and stock exchange transactions that are completed in milliseconds)? Or, has it also become imperative—and even urgent—to slow down, to stop, or at least to 'suspend' this frantic race of time?

In a way, these two opposite types of watches represent the debates of society, of politics, of our ecosystem that exceed, by far, the domain of watchmaking alone. This demonstrates once again that the perception of time held by these different civilizations is a central element in their basic identity. In the *Mikrotimer Flying 1000*, time is an arrow that accelerates, travelling faster and faster towards an invisible goal or running linearly towards a target that retreats as we approach it. In *Le Temps Suspendu*, time is a loop, a spiral that rises, always passing by the same points—points from which we have the leisure to move away from in order to better come back to them. Consequently, there is an intimate time, an interior time, a time that we can immobilize;

and there is an exterior time whose implacable rule is indiscriminately imposed on everyone. This timekeeper offers a time of reflection (which literally signifies returning the thought onto itself) against a time of action, which itself, on the contrary, is a use of energy.

Do we exaggerate then by using metaphors, which make the choice of a watch also a choice of society? Not really. Let's imagine quite simply a situation where two people meet. One has chosen to wear a *Mikrotimer Flying 1000* on his wrist, while the other has selected *Le Temps Suspendu* as his timepiece. It is a safe bet to assume that not only do their respective perceptions of time differ, but also their opinions on the notion of 'progress'. So, make your choice. The future depends on it.

P.S. To learn more about these two watches, please see our BaselWorld report in this issue.



*P. M. Maillard*



THERE ARE STORIES THAT DESERVE TO BE CAPTURED FOREVER.



Whether it's a transatlantic crossing on a sailboat with friends, or the birth of a child, there are precious, life-changing moments that deserve to be recorded forever. What will yours be? Let our engraving, enamelling and gemsetting artists immortalise your legend. A Reverso just for you.

GRANDE REVERSO ULTRA THIN. Jaeger-LeCoultre Calibre 822. Patent 111/398.

YOU DESERVE A REAL WATCH.

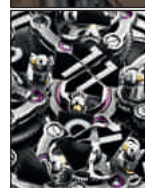
  
**JAEGER-LECOULTRE**

Jaeger-LeCoultre in partnership with UNESCO to raise awareness and protect marine World Heritage. A real commitment to a precious cause.

[www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)



4	<b>EDITORIAL</b> A watchmaking torn between 1000th of a second and the suspension of time
12	<b>COVER STORY</b> DeWitt, luxurious neo-classic niche <i>The first watches bearing the DeWitt signature appeared at the end of 2003, more than seven years ago. When we look at the road the brand has travelled in such a short time, it is hard to believe that it has only been seven years.</i>
16	<b>POST BASEL</b> In search of the perfect watch <i>If you had total freedom to choose a watch, what would you purchase? Pierre Maillard takes a look at the options.</i>
36	<b>Perpetuals, pebbles and puzzles</b> <i>A personal, and yet slightly biased, report of Malcolm Lakin's week in Basel where he not only celebrated his birthday, but his 33rd consecutive Basel fair.</i>
50	<b>Women's watch galore</b> <i>Europa Star's Sophie Furley uncovers all the latest women's watch trends for the coming year.</i>
60	<b>SPORTS SPECIAL</b> Incredible sports watches <i>Sports watches are a huge part of the watch industry. Versatile, rugged and great looking, they are a natural choice for watch buyers.</i>
68	<b>Sports gallery</b>
74	<b>RETAILER PROFILE</b> Daniel Ceballos Joyeros, Mexico
78	<b>The Europa Star Knowledge</b>
80	<b>WORLDWATCHWEB®</b> Facebook: The race is on to attract the fans
86	<b>EDITORIAL AND ADVERTISERS' INDEX</b>
88	<b>LAKIN@LARGE</b> Hello and goodbye, the end of the world is nigh!
	<b>SPOTLIGHTS</b> Fila – working hard, but playing harder



N° 307 3/2011 JUNE/JULY



## TWENTY-8-EIGHT REGULATOR A.S.W. by DeWitt

18-carat rose gold 46 mm time-piece equipped with a mechanical movement with a patented Automatic Sequential Winding (A.S.W.) devise, driven by a peripheral oscillating rotor. Hours, minutes and a dead-beat second that is directly connected to the tourbillon cage. 72-hour power reserve, round-shaped case with DeWitt's signature imperial column pattern on the flanks, tinted sapphire crystals, open-worked hands, water-resistant to 30 metres and limited to 250 pieces.

## DeWitt Montres SA

Rue du Pré-de-la-Fontaine 2  
1217 Meyrin  
Switzerland  
Tel: +41 (0)22 750 9797  
Fax: +41 (0)22 750 9799  
www.dewitt.ch

## Europa Star HBM SA

25 Route des Acacias  
P.O. Box 1355  
CH-1211 Geneva 26  
Switzerland  
Tel +41 (0)22 307 78 37  
Fax +41 (0)22 300 37 48  
www.europastar.com  
contact@europastar.com

© 2011 EUROPA STAR  
Audited REMP 2010

The statements and opinions expressed in this publication are those of the authors and not necessarily Europa Star.



THERE ARE STORIES THAT DESERVE TO BE CAPTURED FOREVER.



Whether it's a transatlantic crossing on a sailboat with friends, or the birth of a child, there are precious, life-changing moments that deserve to be recorded forever. What will yours be? Let our engraving, enamelling and gemsetting artists immortalise your legend. A Reverso just for you.

GRANDE REVERSO ULTRA THIN TRIBUTE TO 1931. Jaeger-LeCoultre Calibre 822. Patent 111/398. Limited series of 500.

YOU DESERVE A REAL WATCH.

  
**JAEGER-LECOULTRE**

Jaeger-LeCoultre in partnership with UNESCO to raise awareness and protect marine World Heritage. A real commitment to a precious cause.  
[www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)






17<sup>th</sup> of September 1755. In the offices of the solicitor Mr. Choisy, a young Master Watchmaker from Geneva named Jean-Marc Vacheron is about to hire his first apprentice. This agreement is the first known reference to the founding watchmaker of a prestigious dynasty and it represents the establishment of Vacheron Constantin, the oldest watchmaking manufacturer in the world in continuous operation.

**Ever since this agreement, and true to the history that built its reputation, Vacheron Constantin has been committed to passing on its knowledge to each of its Master Watchmakers in order to guarantee the excellence and durability of its craftsmanship and of its timepieces.**

*Patrimony Contemporaine*

 *Hallmark of Geneva, Pink gold case, Hand-wound mechanical movement*

*Ref. 81180/000R-9159*

FOUNDED IN 1755, ON AN ISLAND  
IN LAKE GENEVA. AND STILL THERE.



**VACHERON CONSTANTIN**

Manufacture Horlogère, Genève, depuis 1755.

# J 12 CHROMATIC

# CHANEL

Watch in titanium ceramic, a new highly scratch-resistant material.  
Its unique color and shine are obtained by the addition of titanium to ceramic and diamond powder polishing.  
Self-winding mechanical movement. 42-hour power reserve. Water resistant to 200 meters.



# DEWITT, LUXURIOUS NEO-CLASSIC NICHE

› Pierre Maillard

# T

The first watches bearing the DeWitt signature appeared at the end of 2003, more than seven years ago. When we look at the road the brand has travelled in such a short time, it is hard to believe that it has only been seven years. This time is even more remarkable for many reasons, especially considering that these past years have been ones of economic turmoil, combined with a rash of new brands arriving on the watch scene. Yet, during these seven years, DeWitt has stood out, above all, by its consistency, steadfastness and continuity.

Since its very first models, the essential design codes of the brand have been consistently maintained, and DeWitt has never departed from its chosen path. But how can we define this veritable 'DeWitt style' that makes its timekeepers so easily recognizable by its enlightened watch clientele, to whom it exclusively targets its pieces? In response to this question, Jérôme de Witt says that he has always wanted to create a "particular niche in the high luxury segment, composed of very high quality products that are technically different, innovative and stylistically recognizable by their neo-classic allure, by their aristocratic flavour."

To this definition can be added the objective, announced at the very beginning, of gradually mastering and "dominating" the creation of timekeepers in all aspects: technical, through mechanical construction and innovation; the art of watchmaking, through the rigorous requirements for quality and design; and by a deepening quest for a particular vision. Step by step, DeWitt has thus progressively evolved towards integrating all operations into its manufacture.

## Determination to be a trail blazer

From a mechanical point of view, as well as aesthetically, Jérôme de Witt sees himself as a trail blazer. He recalls that when he launched his first watches at the beginning of 2000, "all the watch bezels were in the shape of softened circles, generally discreet, while today, all the bezels are much more expressive," like his own bezels that have always been highly notched, mounted on structured cases decorated with columns. This also applies to the dials. DeWitt is therefore proud of having been among the first to propose stepped, three-dimensional dials in the form of technical 'layers' that are very complex to realize. And, wasn't he also "right before all the others" since today "nearly 80 per cent of dials are structured like this".

The special and highly refined work on the dials has always been one of the strong points of the brand. Who can forget the incredible shimmering and iridescent dials carved out of delicate plates of tinted silicon that were presented in 2007? This year, we can see the very fine grill on which is suspended the carriage of the brand's Twenty-8-Eight Tourbillon—a grill that everyone said was impossible to produce. Then, there is the exceptional sunburst guilloché pattern on the Twenty-8-Eight Automatic, which perfectly demonstrates the great mastery attained by the brand in this domain. In fact, it is one of only a very few watchmakers that produce this artisanal guilloché craft, in the most time-honoured manner possible, using traditional machines, some of which date back to the 18th century.



TWENTY-8-EIGHT TOURBILLON

TWENTY-8-EIGHT REGULATOR A.S.W. HORIZONS



### “Beginning at the end...”

Technically, de Witt has also wanted to innovate. He willingly describes his own approach by qualifying it as “bold”, certainly, but also as “pragmatic”. As an example, he describes how some of the mechanical advances were introduced into his various timekeepers, evoking constant force, the advanced use of differentials, and the patented mechanism of automatic sequential winding (A.S.W.) driven by a peripheral oscillating weight.

“We began at the end, if we might say that, by developing complicated movements,” explains Jérôme de Witt, “but sooner or later, we will have our own basic movement, which we are already working on. For the most complex of our own movements, we have always tried to work in a very pragmatic manner. And,

based on the choices made at the beginning, our goal is to propose something different. One example is the peripheral rotor that is used this year in the Twenty-8-Eight Regulator A.S.W. Horizons. We started with the technical challenge that we set for ourselves, and with that as our objective, we advanced step by step, gradually integrating the design and the technical.”

From this particular approach comes the impression of total consistency of this remarkable timepiece presented at BaselWorld this year. This new automatic tourbillon with a regulator display, entirely developed and produced by the DeWitt manufacture, is based on the DW 8014 calibre, presented last year. But it integrates a peripheral bi-directional oscillating weight whose interior shape is

sinusoidal (as we can see in the photograph here). By oscillating, this sinusoidal ring, equipped with two winding arms, drives the automatic sequential winding system (A.S.W.). A system of clutching and declutching disconnects the winding when 96 per cent of the power reserve is reached (the declutching works using a lever that disengages the traction arm of the winding gear). This system guarantees the constant and stable distribution of the energy to the escapement. When the power reserve decreases and reaches 92 per cent, the arm makes contact with the winding gear again, thus guaranteeing the ideal operational range. Moreover, this tourbillon movement, featuring a variable inertia balance equipped with a Straumann balance spring with a Phillips curve, contains a dead-seconds device that makes one jump per second. Its lever is driven directly by the tourbillon carriage, via the intermediary of a small pinion sliding on each tooth of the seconds gear, a device thus giving the timepiece its classification as a ‘regulator’.

### Inspired by New York and Art Déco

Emblematic of the new Twenty-8-Eight collection, the design of this watch was inspired by the 'streamline' movement of the *Art Déco* period and by New York City, to which it pays homage. The tourbillon carriage is thus mounted on a plate evoking the columns of an Art Déco building, whose base is decorated in a sunburst manner that flares out at the sides. We find this same decoration in slightly different forms in the other pieces of the collection, such as the very lovely Twenty-8-Eight Tourbillon (equipped with a movement that was entirely designed and produced in-house, including the spiral). Its semi-transparent tourbillon carriage—surmounted by a series of columns that are stylistically both futuristic and Art Déco—is mounted on a very delicate grill that lets you discern the beats of the movement. As is often the case at DeWitt,

TWENTY-8-EIGHT AUTOMATIC



ACADEMIA QUANTIÈME PERPÉTUEL SPORT



a sunburst design radiates over the dial divided into two coloured zones: anthracite and cream, grey and mysterious blue.

A similar radiating motif is found in the Twenty-8-Eight Automatic, particularly elegant and refined, divided into two zones of guilloché, tone-on-tone. One is central and evokes flames while the other radiates towards the edge. This piece, which de Witt qualifies as "urban and classic", gives the impression of lightness and subtlety—while at the same time possessing the distinct and affirmed characteristics of the brand. The case is smaller; the motif of the traditional columns decorating the sides of the case is softer; and the horns are thinner. But all the rest is definitely 'DeWittian'.

We could say the same thing about the 'DeWittian' character—this time eminently

more sporty in nature—of the new Academia Quantième Perpétuel Sport and Chronostream models. The 'retro-futuristic' inspiration, the sunburst design, the very noticeable notches on the bezel, and the cleanness of the lines are found in these models that offer a neo-classic vision that is rather rare in the domain of sports watches. This neo-classicism, in the particular case of the very red Academia Quantième Perpétuel Sport, goes hand in hand with the most contemporary materials, such as titanium in the case, bezel, crown and screws, and with the black rubber inserted between the columns on the sides of the case. The particularly advanced finishings—vertically satined finishes alternating with circular satined finishes, the movement's polished and chamfered surfaces visible through the

sapphire crystal case back, and alternating mat and brilliant surfaces—right up to the red top-stitched black alligator strap, confer upon this piece a sporty and perfectly luxurious look. [For the very remarkable ladies' watches presented by DeWitt at BaselWorld, see the article *Women's Watches Galore* by Sophie Furley.]

### At the heart of service

"We try to reach to perfect luxury" as Jérôme de Witt likes to say, since "the notion of luxury is not purely commercial and is not limited to only the object itself. Luxury is also all that surrounds the product, all that goes with it. Luxury is the sharing of common values."

The notion of service and of sharing (of 'transparency' we might say today) is at the heart of all of DeWitt's commercial activities. In this manner, starting in May 2011, each watch is accompanied with a new electronic guarantee card. Personal and containing the ID num-

ACADEMIA CHRONOSTREAM



DE WITT X WATCH

For the third DeWitt timepiece for the Only Watch Charity Auction in favour of research programmes for Duchenne Muscular Dystrophy (DMD), (to be held in Monaco on September 22), De Witt is continuing its exploration of reversible watches. After last year's Antipode, the X-Watch pushes this concept even further. The 'X'-shaped bonnet that partly covers the face of the watch is activated by four push-pieces positioned in the upper and lower part of the case. By pressing the push-pieces, the 'X' separates in the middle and smoothly opens up to disclose the face of the watch. A special mechanism has been integrated to control the speed of the opening. The rotation of the 49 mm Grade 5 Titanium case is only liberated when the 'X' is in the open position. The case can then be flipped over and locked again by closing the 'X'. Quite naturally, the 'X' is designed in such a way that all the features of the watch remain perfectly readable even when the bonnet is in the closed position. The X-Watch houses a single reversible movement displaying bi-retrograde hours and minutes on each side, a chronograph on one side and an automatic tourbillon on the other. The calibre also features a patented Automatic Sequential Winding (A.S.W.) device driven by a peripheral oscillating rotor. Built out of some 535 components, the calibre DW 8046 is the perfect illustration of the inventive audacity of DeWitt's master watchmakers.

ber of the watch, it gives the owner a password-protected access to an exclusive area that is dedicated to him. "We want to create a direct connection with our client, to deepen our relationship with him," explains Jérôme de Witt. "This relationship naturally involves the excellent service that we offer. For many brands, the notion of service has been dramatically altered: service has turned into a profit centre. We are committed to just the opposite. Using this platform of exchange and traceability, we can take back the pieces that are necessary, and provide free service to our clients, whom we consider as true partners. In addition, this new card, giving access to an exclusive and interactive area of exchange and one that will evolve, is now delivered with each watch. It will follow the watch dur-

ing its lifetime. But it is also retroactive: for those who have purchased DeWitt watches earlier, they can have their own card by merely requesting it."

This superlative service thus concerns all the DeWitt pieces in circulation, or about 10,000 watches created over the first years of the brand's aristocratic saga. In fact, this saga, in its own way, has just begun. Let's wait until the integration of the DeWitt manufacture is even more complete, when we will be able to discover, in the years to come, the Geneva brand's own in-house basic movements as well as the integrated chronographs that it intends to develop. <

For more information about DeWitt click on [Brand Index at www.europastar.com](http://www.europastar.com)



# In search of the perfect watch

› Pierre Maillard

## Which watch would you buy?

On the last day of the international show for watches and jewellery—or more simply called BaselWorld 2011—someone asked me the predictable question: “If you had total freedom to choose a watch, what would you purchase?” I have to admit that I did not have a ready answer. The mission of a watch journalist is to have all of the world’s most beautiful watches pass through his hands. Why, then, would he want to own one in particular?

It was even more difficult for me to respond immediately to this question because, during this watch week, I saw so many timepieces that were described, boasted about, even meticulously explained to me—and, believe me, some sorely needed to be explained—that a form of general confusion clouded my head. Just think about it for a moment. There were 627 watch companies exhibiting at BaselWorld. Now, multiply that number by several new collections and then again by the number of



CYCLONE TOURBILLON by Jacob & Co

references in each collection. Finally, you will arrive at a number that is beyond comprehension. And, we might add, this large number demonstrates how creative juices can express themselves in amazing ways, all in the space of just a few square centimetres—most often round but sometimes rectangular, and sometimes, although rarely, in a variety of weird shapes (although these are generally not the most successful of timepieces).

How can we sufficiently understand and appreciate this incessant flood of designs and technical ingenuity? There is no point in talking about BaselWorld in a chronological sense. This would merely be reproducing and duplicating the prevailing confusion because, in 2011 (first year of the ‘post-crisis’ for some but not all), any and everything is possible. Did you think, for example, that *bling* had definitively gone by the wayside? Well, think again. Just pay a small visit to someone like **Jacob & Co** to witness first hand the resurrection of *Bling King*, just released from American jails and immediately flaunting more than \$100 million of diamonds, arranged in the shape of watches (which is not the same thing as a watch decorated with diamonds) in the display cases at BaselWorld. The collection was completed with a more ‘watchmaking’ line (with notably—ah yes—a striking tourbillon on a rotor), restructured by the *enfant terrible* of Swiss watchmaking, Yvan Arpa.

You thought that all watches were going to be ultra-flat and minimalist? Big mistake. While sizes have become—a little—smaller, you still could find all the watches intended for thick-necked truckers that you could ever hope to see. You were sure that the mechanical follies such as the ‘tourbillon on top of a tourbillon placed on an off-centred oscillating weight driving a perpetual calendar with chime while passing by the jackpot square’ were dead and buried? Nope, wrong again. The crazy young men with their flying mechanicals are alive and well. And, in a certain way, so much the better because this baroque effervescence—

With 627 watch brands at BaselWorld, it is obviously impossible to cover all of them. To those we missed, please excuse us. Among them, we think especially about the many independent brands, about this very important—and even vital—segment, about their work in high quality watchmaking, but with affordable prices. Their role is pivotal in the global scheme of timekeeping. And, where would the Swatch Group be without Tissot, not only for its economic role but also for its educational role, or we might say, for its ‘entry point’ function? In the same way, in the realm of Swiss watchmaking, these brands bring richness to the sector, even if they might occupy a lesser important space in terms of media coverage since they are less ‘mechanically’ amazing and more ‘mainstream’ in appearance, to borrow a term from the same media.

We also think of the many brands that *Europa Star* regularly includes in its columns, and of which we will soon speak again, over the course of our next few issues. Rather than hurrying to say everything all at once, stimulated by a global event such as BaselWorld and incited by the prevailing immediacy of the media, we nonetheless prefer to take the time necessary to better analyze and understand this industry and this art in the measure of time.



THE SIMPLICITY OF INNOVATION.

LUMINOR 1950 8 DAYS GMT - 44mm  
P.2002 in-house calibre



**PANERAI**  
LABORATORIO DI IDEE.

Available exclusively at Panerai boutiques and select authorized watch specialists.

[www.panerai.com](http://www.panerai.com)

not to be confused with the ordinary timepieces (three hands or simple chronographs) that make up the bread and butter of the watch industry—is a sign that watchmaking is and remains a wonderful mirror of our world in turmoil. Just look at the number of young people who are still attracted by the pot of gold—potential gold since many will be disappointed—and you will understand that watchmaking, in a crisis or a post-crisis mode, continues to exercise an enormous power of attraction. This power of attraction is, however, out of proportion to its real weight in the global economy. As an example, let's compare Swiss watch exports totalling CHF 17 or 18 billion annually with the more than CHF 400 billion in sales generated every year by Wal-Mart. Economically, Swiss watch exports are, indeed, a drop in the bucket. But, in terms of image, they are enormously important.

### Cleansing the eyes

Confronted with this aesthetic and technical inundation, faced with so many different propositions, it was necessary—out of fear of losing our direction—to 'cleanse our eyes' in order to see more clearly. The occasion presented itself on the third day of the show when we were invited to discover the 2011 collection of **Patek Philippe**.

I might as well admit it up front. My eyes were wide open during Patek Philippe's demonstration that the family enterprise is in a class by itself, above the other prestige brands—all the others, we are tempted to say, at the risk of offending a few others. In this collection, there is true watchmaking, a level of care, attention to detail, and 'natural class' that make the brand a unique phenomenon. And yes, the watches are quite expensive. But, they are also quite beautiful.

In his way, Thierry Stern's 'first full term'—the protective shadow of his father Philippe is gradually fading—shows that the baton was passed from one generation to the next in a perfect way. The brand presented its Reference 5208P—a chronograph, minute repeater, and



Ref. 5216R by Patek Philippe

perpetual calendar with window displays—showcasing aesthetic clarity while remaining restrained, which leaves nothing to predict its complexity (on this subject, see Europa Star 2/11 Special BaselWorld). Among other timepieces, Patek Philippe also presented a Chronograph Perpetual Calendar (Ref. 5270G), a new version of the Ref. 5216R, a Minute Repeater, Tourbillon (hidden as always), a Perpetual Calendar with retrograde date and lunar phases, an ultra-flat

Perpetual Calendar with a black lacquered dial and bezel beautifully decorated with the *Clou de Paris* pattern (Ref. 5139 G), and a Perpetual Calendar with a retrograde display in a Calatrava style case (Ref. 5496 P). Added to these was a lovely and simple automatic Ladies' First Repetition Minutes (Ref. 7000 R), which is in no way a mere reduction of a masculine model (on this subject, see the article in this issue by Sophie Furley). In the same collection, the brand introduced a single push-piece Ladies' First Flyback Chronograph (Ref. 7059 R). We also cannot forget the whole new series of Calatrava models with their absolute styling. Along with the other journalists present, we were all nearly speechless before such examples of fine timekeeping. In a few words, it was 'grand class'. Styles come and go, trends rise and fall. None of this seems to matter to Patek Philippe. The company is content to follow its own road, without false pride but with a clear awareness of its own exceptional nature.

# LOUIS VUITTON



## Tambour Regatta

Automatic chronograph LV Cup manufactured in Louis Vuitton's watchmaking workshops in Switzerland  
Sold exclusively in Louis Vuitton stores and on [louisvuitton.com](http://louisvuitton.com).

44-MM YACHT-MASTER II by Rolex



### King Rolex

Alone with Patek Philippe, but in an entirely different style, **Rolex** also simply follows its own path without deviation. As it does each year, the brand brought a few small changes to its anthological models. It is a unique strategy, one that unceasingly improves its offer, touch after touch, in small steps. So, this year, the accent was placed on two axes: the 'professional' watches and the feminine timepieces (for the ladies' models, see the article by Sophie Furley in this issue).

On the 'professional' level, Rolex presented: a new version of 'Everose Rolesor' (exclusive combination of 904L steel and rose gold, for the first time used in the Oyster collection) of its 44-mm Yacht-Master II, launched initially in 2007, with its system of mechanical memory (10 min) programmable by the bezel and equipped with a 4160 movement with a Parachrome balance spring. There was also a new and larger 42-mm version of its famous Explorer II, launched 40 years ago, which again has its characteristic orange hand and is

equipped with the latest generation of movements, the calibre 3187, a Parachrome balance spring, and Paraflex shock absorbers; and even a new version of its legendary 1963 Cosmograph Daytona, equipped with a new bezel made from a single block of black Cerachrom ceramic mounted on an Everose gold case, offered with a chocolate or ivory dial. These are all Rolex and nothing but Rolex in the quality sense of the term. It is a 'world unto itself', or perhaps even a tranquil and autonomous 'continent' in the midst of a global watch planet in turmoil.

### A revealing 'micro-trend'

Now, let's enter the arena and move a bit closer to the activity as we try to ascertain—when looking at the most powerful and the more modest brands, while observing the independent designers and the 'watch dealers'—the most important features of this year's show. In this great mixture of the most diverse and even contradictory trends, a few general movements and a few precursory signs emerge, which are

COSMOGRAPH DAYTONA by Rolex



above and beyond the simple (relative) back-surge of gratuitous extravagance.

We can therefore distinguish a 'micro-trend', limited obviously to a few watches, but nonetheless interesting in that it tells us about our 'civilizational' relationship to the measure of time, even to the 'decrement...'. This 'trend' is best—and most poetically—represented by the already famous watch by **Hermès** called Le Temps Suspendu (see our editorial in this issue). This timekeeper allows its wearer to 'suspend' the display of time and then to return to it when he wants. It was not born by mere chance at Hermès. As Luc Perramond, CEO of Montres

LE TEMPS SUSPENDU by Hermès



Hermès explains, “this nearly philosophical—or at least poetic—expression of the suspension of time is particularly appropriate for Hermès, whose own watch territory is that of ‘imaginary time’. A strategic timepiece in the expression of this territory, Le Temps Suspendu—whose mechanism is the brain child of Jean-Marc Wiederrecht, manager of the creative watch ‘laboratory’ Agenhor in Geneva—is a watch born out of an affirmation: ‘time is a friend; time is a resource; Hermès has all the time.’”

(This affirmation takes on even more significance in the context of the battle currently being waged by Hermès against LVMH.) At BaselWorld this year, however, this timepiece was not the only one of its kind. **Hublot** also presented a watch indicating ‘your time according to your choice’—the MP 02 Key of Time by Hublot (invented by Mathias Butet, ex-BNB). This timekeeper proposes to either accelerate time by four times or to slow it down by one-quarter, or of course to let it run correctly. But where the solution proposed by Hermès is perfectly simple in close correlation with the targeted goal (to truly suspend the measure of time that passes in favour of the subjective perception), Hublot’s Key of Time has the appearance of a highly complex and ultra-contemporary mechanical machine in black DLC, created more for its performance than for meditation. In addition, because it is equipped with a flying tourbillon



is vertically positioned to tick off the seconds on the edge of the watch, the seconds follow their route regardless of the speed (accelerated or slowed) chosen by the wearer. Thus, it contradicts itself, we might say, and does not really allow the wearer to ‘forget’ the time.

An entire other proposition of managing one’s own time comes from the new brand **Borgeaud** (see the article, ‘The Septagraph by

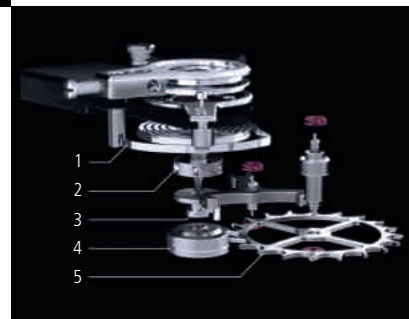
Borgeaud’, on [europastar.com](http://europastar.com)). The Septagraph watch mechanically transcribes the principle of the Indian calendar Rahu-Kaal, and allows the wearer to reserve a 90-minute period of personal time each day. This lapse of ‘different’ time, whose occurrences vary each day of the week, is indicated by an arrow cut in the dial, which becomes instantaneously coloured before slowly receding during the daily 90 minutes of ‘strategic time’ that the wearer devotes to himself, to the exclusion of all other worries. Another and different way of ‘suspending’ the socially accepted rules of time. A premonition?

### In the fast lane

These three watches express in their own way the subconscious of our era where everyone fears the dangerous and inexorable race ahead, a race that threatens the very survival of humanity over time. But, while some want to escape the tyranny of the instantaneous and the performance, others (and sometimes even the same ones) chase after time to better divide it into tenths, hundredths, or even thousands of a second.



MIKROTIMER FLYING 1000 CONCEPT WATCH by TAG Heuer



1. Ultra-high frequency spiral
2. Aluminum perforated plate
3. Anchor
4. Aluminum Launcher-Hub-Brake system
5. Escapement wheel

demonstrates the efficiency and relevance of how engineering, mathematics, materials, tribology, vibratory calculations, and, yes, traditional watchmaking can come together. We might call it the 'fusion' of the future, if the word 'fusion' had not already been entirely monopolized by Jean-Claude Biver. But in this 'fusion' that outlines the time measurement of tomorrow, TAG Heuer has taken a great lead with its 'concept watches' that are arriving at great speed.

### The 'concepts' that are taking off

The economic crisis has not killed the need for the 'concept watch', in fact, perhaps, just the contrary. Research is and remains more than ever the domain where new roads are solidly established—roads that will not all end at an oasis, as some will simply wander among the sand dunes.

One 'concept' that should 'fly' above the sands is that designed by Denis Giguet for the Opus 11 ('Eleven', excuse me) by **Harry Winston**. Think of a merry-go-round or roundabout, for example, one that is composed of the famous teacups. The cups are arranged on a platform that turns, and they in turn rotate on their saucers. Then imagine this transposed to the world of watches: a large gear supports four hour mobiles that each support, in turn, six reversible palettes (more precisely, three pairs of palettes), giving 24 palettes in all. On these brass palettes are etched graphic lines

In this 'fast lane' of the watchmaking highway, **TAG Heuer** is way out in front. Already in the starting block with its Carrera Mikrograph 1/100th Second Chronograph, introduced at the end of January 2011 (a motor turning at 50 Hz, or 360,000 vibrations per hour and mechanically measuring a hundredth of a second), the brand has now come out with a high-powered vehicle whose engine races at 500 Hz, or 3,600,000 vibrations per hour, enough to measure a thousandth of a second (with a chronographic power reserve proportional to this speed, this means about 2 minutes and 30 seconds). And, at this speed, just imagine that the escapement can manage without a balance!

So, you might ask, what purpose does this infernal mechanical machine serve anyway, knowing that you need between 0.4 and 0.6 of a second for the human nervous system to

mobilize its nerves and muscles used in engaging a movement? But, then, as we all know, the majority of even the most common chronographs have never really been used for counting down short times, not even for timing a soft-boiled egg.

But, more seriously, the veritable breakthrough by TAG Heuer with its Mikrotimer Flying 1000 concept watch, with a dozen patents pending, opens new horizons in mechanical timekeeping. TAG Heuer is an *in vivo* laboratory in mechanical watchmaking, following, as we recall, its Magnetic Pendulum of last year, the first mechanical movement without a balance spring (still in the testing stages).

We will return in more detail in our next issue to this very important innovation, in the company of Guy Semon, Vice President of the science and engineering department at TAG Heuer. Already, however, this completely original device



TISSOT, LEADER IN THE TACTILE WATCH TECHNOLOGY SINCE 1999



**T TOUCH EXPERT™**

**TACTILE TECHNOLOGY**

Touch the screen to get the ultimate sports watch experience with **15 functions** including **meteo**, **altitude difference meter** and **compass**.

**IN TOUCH WITH YOUR TIME**



**T+**  
**TISSOT**

SWISS WATCHES SINCE 1853

INNOVATORS BY TRADITION

Experience more at [www.tissot.ch](http://www.tissot.ch)

representing fragments of numbers. Arranged four by four at the centre of the watch, these palettes together form the variable number of the hour. Every 60 minutes, this number literally 'explodes', and the palettes rise up vertically, pivot, and turn during three seconds before recomposing, at the centre, the new number of the current hour. This absolutely original kinetic spectacle is produced by a machine composed of 566 elements, elliptical gears producing vertical impulsions, spirals, rockers, a triangular gear, conic pinions, and much more. The ensemble is protected by a transparent sapphire crystal in the shape of a shell. This was certainly the most amazing and playful watch at BaselWorld, even if we might feel some hesitation at the addition of two lateral 'pavilions' encompassing the minutes and the balance. Why not dare to just show the hour, as that would have been more radical? (The entertaining video, *Opus 11 by Harry Winston*, can be seen on [www.europastar.com](http://www.europastar.com).)



This Opus 11 is the most emblematic example of a real trend. Although certainly a niche trend, it is one that encompasses a type of whimsical and three-dimensional timekeep-

ing accumulating kinetic plays. It is the product of a second generation of independent niche brands that concentrate their research on the display of time. Among them, we can mention: **Hautlence**, which finally presented its remarkable HL2.0, with its in-line regulator organ rotating on itself; **Urwerk** and its new UR-110 with its counter-rotation modules (*à propos* to these two brands, see our preceding issue ES 2/11); **MB&F** and its 'frogs' at the crossroads of a machine and the batrachians; and even **Ladoire**, and its sculptural Black Widow timepiece.

OPUS 11 by Harry Winston and Denis Guiguet



### Orthodoxies

Yet, we did have the crisis and, as a result, we are witnessing a clear return to a much more orthodox form of timekeeping—at least in its appearance. The immense and rapid success of the ultra-classic **Laurent Ferrier** is a good example (for more on this brand, see the article in this issue by Malcolm Lakin or read our next issue). **Kari Voutilainen**, always in search of absolute chronometry, pushes even further his classic expression with a very interesting new timepiece called the 'Vingt-8', equipped with a very large balance and two direct impulsion escapements (we will return in more detail to this watch in our next issue, ES 4/11).

MOSER PERPÉTUELLE by Moser &amp; Cie



On another level (in terms of volume, with 1,500 watches planned this year), the good health enjoyed by **H. Moser & Cie**, epitomizing a rare and pure type of watchmaking, is due to the brand's incredible consistency in its endeavours. It never races to create new items but rather works towards deepening its design and technology in subtle terms, carried out step by step, as seen in the new brown dial—a magnificent 'chestnut'—brought this year to the Monard. The inroads by H. Moser & Cie (now with more than 80 points of sale in 21 nations, of which half are in Asia), has also been made possible because the famous Moser Perpétuelle (the most elegant and simple perpetual calendar in timekeeping) has finally started deliveries in 2010, at the rate of 20 pieces per month. Another reason, undoubtedly, for this success is the 'truth in pricing' policy practiced by H. Moser & Cie. The brand was strongly criticized for its policy of measured prices before the crisis (some people even accused it of trying to "sabotage the

market" with a fine perpetual calendar selling for 50,000 CHF) but it held firm. Today, what was considered by some to be a strategic error is now thought to be a great advantage.

SM2 CALIBRE and MARIN 2 by Peter Speake-Marin



### Speake-Marin on the launching pad

Also raised on classic timekeeping (he began in London by restoring antique horological masterpieces), **Peter Speake-Marin**, after having worked for so long for others, has decided this time to "go fully into his own brand," as he says himself.

Since 2008, Speake-Marin has been developing his own calibre, the SM2, which has finally reached maturity and which will be the launching pad for his brand. It is an entirely exclusive calibre, for which all, right to the last screw, has been specifically designed, and constructed by Laurent Besse. It is intended to be a 'foundation', a base equipped with a 'great energy force' composed of a large barrel providing 72 hours of power reserve that can later drive all sorts of possible complications, whether integrated or on additional plates. It is a very lovely automatic movement (a manual version is also available), displaying hours, minutes, and central seconds. Magnificently structured, it has large bridges placed side by side, whose forms are both soft and pointed (Celtic influence?), and a remarkable rotor wheel in the same vein. The finishing is clear, perfect, evoking a rare fineness and elegance.



Ö  
**MILUS**

SWISS MADE SINCE 1919

TRI 3 REPETITION MINUTES  
RETROGRADE  
TIRION

THE PLAYFUL SPIRIT OF TIME



[WWW.MILUS.COM](http://WWW.MILUS.COM)

LA GRANDE DATE by Cecil Purnell



This movement crowns the new Peter Speake-Marin collection that will gradually be divided into three lines: the Marin line, composed of watches all equipped with the SM2; the Classic line, ranging from a steel automatic watch to a minute repeater tourbillon timepiece, but composed of existing calibres modified for the occasion; and a third line, whose name will soon be revealed, that will be the brand's 'research division', and that will offer innovative concept watches, available in different cases.

Let's talk a bit about the case, since this is precisely one of the most important signs of recognition of Speake-Marin timekeepers. Its stylistic codes were established right from the beginning, in 2000, with what he calls the 'Foundation Watch', where all of the most striking design elements can be found. They have been directly influenced by classic timekeeping and its tools. For example, the particular shape of the tourbillon carriage is identical to that of the SM2 rotor, and both were inspired by a topping tool. There are the characteristic large crown, the hands in the shape of a heart, the horns with screws, etc.

### The Tourbillons of Cecil Purnell

In a much more flamboyant style, **Cecil Purnell**—a brand that proposes only tourbillons—also intends to pass to a higher speed. After several technical difficulties, Cecil Purnell has joined Magma Concept and the constructor,

Cédric Grandperret. Starting again from zero, they designed a new in-house basic movement, the CP 3800, featuring 3 Hz or 21,600 vibrations per hour, 60 hours of power reserve, an MHVJ escapement, and an escape wheel with 15 teeth (compared to the traditional 20) to easily be able to switch to 2.5 Hz, or 18,000 vibrations per hour, a gauge of precision. An automatic watch with a micro rotor is also being planned.

Starting from scratch, this work is well presented in the Classique 43 model in pink or white gold that offers great visual depth, thanks especially to its curved dial that supports a sapphire crystal plate on which the hour markers are directly placed. The large bezel also lends itself to being set with diamonds, particularly the very visible baguettes. More contemporary and with a greater 'bite', the CP 47 version is available in steel treated with black PVD, or in pink 5N18 gold, or in palladium. A large date model is available this year in a CP 47 case, with sufficiently large dimensions to allow

for an optimal display of the date (the circles carrying the date numbers remain visible).

To mark its return, Cecil Purnell decided to propose an 'iconic' piece. This is La Croix, a bold and very segmented design. (We know that the cross design has been tried in the past, especially by Roger Dubuis during the Dias period with more or less success.) In pink or white gold, mounted on a rubber or crocodile strap (the strap is nicely integrated into the case), La Croix has been very complex to realize, particularly its case (whose underneath side is composed of a flat window on a curved base so that the piece does not twist around on the wrist).

"The crisis has taught us a lot," explains Jonathan Purnell, "and forces us to finally think of the final client, with the greatest transparency—we are 100 per cent Swiss Made and can prove it—by being irreproachable from the standpoint of quality, finishing, and by setting prices that are totally justified." So, just what are these "justified" prices? At Cecil Purnell, they range from 90,000 to 130,000 CHF.



CREDOR SPRING DRIVE MINUTE REPEATER by Seiko



### The dignity of Seiko

At BaselWorld, **Seiko** gave its ritual press conference under a double and contradictory sign: the brand is celebrating its 130th anniversary this year and had therefore designed a program of products for the occasion, but the tsunami and nuclear catastrophe that followed were on everyone's mind. It was a very dignified and very subdued Shinji Hattori who opened the conference. He stated that Seiko had not suffered human losses and he expressed thanks for the enormous gesture of support and solidarity offered by the watch community for the Japanese.

As a reminder, Hattori is the descendant of Kintaro Hattori, his great grandfather who, in 1881, opened the workshop that would become the base of the current Seiko empire. (Besides Seiko Watches and its other brands, Seiko also includes Seiko Epson, Seiko Instruments, Seiko Optical Products, Seiko Precision, and Wako, the famous department store in Tokyo, destined to become the immense flagship of the corporation.)

We certainly would have preferred to see our Japanese friends celebrate their 130th anniversary under better conditions. Even though the material losses were relative, the earthquake and the catastrophe are weighing heavily on the Japanese economic environment as a whole, on an industrial fabric where the 'just in time' concept was born. Problems of deliveries and logistics are compounded with an expected weakness in the domestic market for luxury products. But Seiko has huge resources. And just as a reminder, it is a fully, 100 per cent, integrated global manufacture. In fact, Seiko makes everything in house.

To give you an idea, Seiko prepared, for its 130th anniversary, a complete collection representing the ensemble of the technologies that it masters: mechanical, Spring Drive, Kinetic, and quartz.

Let's begin then with the jewel of the season, the Credor Spring Drive Minute Repeater, produced in only three pieces this year, with a price tag of around US\$ 400,000. This has been anticipated since one of the great quali-

ANANTA AUTOMATIC DIVER'S CHRONOGRAPH by Seiko



GRANDE SEIKO by Seiko

ties of the Spring Drive technology is its very particular silence—a silence conducive therefore to welcome the subtle chime inspired by the traditional wind bells of the esteemed company, Myochin, created 850 years ago: 'The authentic chime of Japan'. The 'governor' that drives the activation of the repeater is also silent, functioning thanks to the viscosity of the air (as Seiko had already experimented with the Spring Drive Sonnerie of 2006). The hammers act on two gongs, producing three distinct sounds. The movement itself is well protected by an interior case. The bells are fixed to the exterior of this interior case, thus producing a better sound. But how, you ask, can the interior hammers strike the exterior bells? They do not directly strike the bell but act via the intermediary of a small mobile



piece that, pushed by the hammer, moves to strike the bell itself.

The realization of this piece, with its affirmed 'Japanese' character, was entrusted to Micro Artist Studio, an 'elite unit' composed of a handful of highly talented watchmakers (who work under the imposing protection of Philippe Dufour, whose photograph looks down upon them: he trained them in the most advanced subtleties of chamfering). This 'Japaneseness' is expressed quite differently in the Ananta collection, whose forms, especially the horns, are crafted according to Katana, the traditional art of forging and polishing steel blades. Seiko has introduced its first automatic diver's chronograph, equipped with the Calibre 8R39. (Seiko was the first brand to launch, in 1969, an automatic column-wheel chronograph with vertical clutch, followed closely by the Swiss). Specially developed for diving, it is solid, anti-magnetic, protected by three clamps rather than two, and operated thanks to a new balance spring laminated by Seiko in a proprietary alloy, the SPRON 610.

Another sign of 'Japaneseness', with a concern to maximally increasing readability, is that each dial of this diver's watch is individually hand made by a renowned master lacquer craftsman, capable of attaining a particular deep black, called 'Shikaku', which is a totally pure black. This Ananta automatic diver's chronograph will be issued in only 600 pieces for the entire world.

Another piece of note, a directly commemorative piece, is the re-edition of the first Grande Seiko of 1960, equipped with a splendid new manual-winding movement, the Calibre 9S64,

also equipped with an anti-magnetic and resistant balance spring in the SPRON610 alloy. With a precision of -3 to +5 seconds per day, this movement features a power reserve of three days thanks to a new and finer spring, also made in a proprietary alloy (SPRON510). This vintage 'collector' is available in a limited edition of 130 pieces in a gold or platinum case, and a series of 1300 watches in a steel case.

### Swatch Plaza

It is impossible, totally impossible, to balance the mass of brands and activities that proliferated in every direction at BaselWorld. Large and small were mixed up together, so why make a distinction? We are sometimes therefore forced to pass quickly over some large brands to spend more time talking about rather small ones. Whatever the case, there is, among the very large, however, the inescapable Swatch Group. (Inescapable in both figurative and literal terms since the Swatch Plaza occupies an enormous space in Hall 1.0.) This is



the first BaselWorld that the familiar and recognizable figure of Nicholas Hayek was not seen at the Plaza. Yet, while he was absent physically, his heritage was certainly present and even very symbolically nearby at **Breguet**, his favourite brand.

This year, Breguet presented the most interesting new models of the group in the *Haute Horlogerie* sector. In top position was the *Classique Hora Mundi*. Three versions of the dials each represented one part of the world, one 'share of the market'—the American continent, the European and African continents combined, and Asia and Oceania. The innovation of the *Hora Mundi* lies in the display of the two time zones with an instantaneous jump from one to the other. It additionally features the synchronization of the date, displayed by a moving disc (letting appear the day, its night before, and its tomorrow), operated by an original system called 'date follower'. A small retrograde hand ending in a circle encloses the day, follows it, and jumps instantaneously to the following at midnight.

# RAYMOND WEIL

## GENEVE



INDEPENDENCE  
IS A STATE OF MIND

SPEEDMASTER by Omega



CALIBRE 9301 by Omega



ceramic watch composed of titanium and other materials (read our Special edition on Chanel, distributed with issue 2/11)), **Rado**, the historic leader in this domain since 1986, presented its Ceramos® at BaselWorld, a similar combination of ceramic and titanium carbide. This illustrates a technical breakthrough with the Rado D-Star line, a descendant of the famous Rado DiaStar that was launched in 1962. The brand's goal is to show that this new material, harder even than the traditional high-tech ceramic, is perfectly adapted to a design with severe lines and sharp edges. Between the Swatch Group brand, Rado, and Chanel, the 'war' of the titanium ceramic is on.

The Hora Mundi function allows the wearer to pre-select two cities among the 24 shown and to then pass, at will, from one time zone to another. The base of this movement 5717 is the calibre 777, with a silicon escapement, to which another plate has been added. At the centre of the dial, a globe of the earth has been stamped, hand-guilloché, and hand-lacquered, with a day/night indication in lapis lazuli dotted with pyrite stars, a sun in yellow gold, and a moon in rhodium-plated yellow gold.

### Ceramic wars

At the moment when **Chanel** made its global launch with its strong ambitions (here we mean the brand's strategy to finally attract the masculine following) with its 'Chromatic'

At **Omega**, the major attraction was the launch of the new Co-Axial 9300/9301 calibre, the first of this type of escapement to incorporate a column-wheel chronograph function. Equipped with a silicon balance spring, it allows the display, on the same counter at 3 o'clock, of the chronographic 12-hour and 60-minute functions, thus providing a very intuitive reading of the timings. For its launch, this interesting movement is found in the new Speedmaster.

D-STAR by Rado





GENEVA: T +41 22 703 4020  
LONDON: T +44 207 602 4422  
Enquiries: [info@jean-mairetgillman.com](mailto:info@jean-mairetgillman.com)

**JMG**  
**JEAN-MAIRET & GILLMAN**  
[www.jean-mairetgillman.com](http://www.jean-mairetgillman.com)

But these two brands address a very different audience—more masculine and more sensitive to the technical aspects for Rado, more sophisticated for Chanel. In this dual technical advance, we can see the possibilities of new territories emerging.

### Grand manoeuvres

In regard to conquering new territories, one group dominated the 'fusion-acquisition/grand manoeuvres' side of watchmaking. Of course, we are speaking of LVMH. Present on several fronts, LVMH seemed to pressure the management of BaselWorld with the placement of a Vuitton ship moored at the foot of the most beautiful hotel in the city, while at the same time avoiding to talk too much about the hostile bid for Hermès. The size of its empire suddenly increased with the takeover of Bulgari.

With these brands, while waiting for the inevitable transitional audits and the future strategic decisions (notably concerning the increasingly crucial questions of industrial integration and movements), the general façade seemed to be business as usual.

We can already imagine the exchanges among the hierarchies of the brand—the Babins, Bivers, and Dufours all basking in their respective successes, TAG Heuer working at full capacity, Hublot moving in all directions, and Zenith in full renaissance. In passing, we might add that Zenith is now under the tutelage of Francesco Trapani who, with his personal shares in the brand, allowed LVMH to obtain 51 per cent, and thus was able to negotiate his desired role in the new organization. We also applaud Philippe Pascal, now appointed to other functions, who had up to then directed the group's flagship of time. While waiting for things to necessarily change (Will Genta and Roth regain their autonomy? What will happen to the planned industrialization? And, in the domain of distribution, what new synergies will be produced in the boutiques?) **Bulgari** showed its new brood of Serpenti timekeepers (a model that is doing



brilliantly, it seems,) in yellow or pink gold or in high jewellery pieces, while in the men's category, the brand displayed its new Diagono Cal 303. Bulgari also showcased its amazing *haut de gamme* All Blacks (at 15,900 CHF). Tattooed with Maori symbols evoking strength, courage, and rebirth, the form of its black case recalls the face of a warrior. It is a lovely piece, beyond just simple marketing hype. Undoubtedly, it is the fruit of a veritable 'acquisition of knowledge' of the culture—or cult, we should say—of the Akka, a ritual of intimidation and exhibition of strength practiced notably by the All Blacks. A singular

force emanates from this piece, which has been duly approved by the authorities of Akka. We would not really have thought of finding 'spirituality' at Bulgari (even less at LVMH), and yet, at this small detour, it fell upon us without warning. At last.

*Discover more BaselWorld reports from our editors, Malcolm D. Lakin (A personal report), Sophie Furley (Ladies watches) and Keith W. Strandberg (Sports special) in this issue and join us in coming issues for a look at various brands and the new developments, some as varied as BlackSand (the new brand launched by Alain Mouawad), Bulova, Tudor, Maurice Lacroix, Raymond Weil, Armin Strom, Fortis (which celebrates its 100th anniversary in 2012), Eterna & Porsche Design, Chronoswiss, Linde Werdelin, Pequignet, and a great many others... <*



*Cecil Purnell*

LA CROIX



ONLY TOURBILLON

KNOW-HOW, INDEPENDENCE, COMMITMENT TO TRUE VALUES OF HAUTE HORLOGERIE.

WE LOOK FORWARD TO SEEING YOU AT :  
[WWW.CECILPURNEILL.COM](http://WWW.CECILPURNEILL.COM)

# Perpetuals, pebbles and puzzles

*A personal, and slightly biased, view of a week in March 2011 when I quietly celebrated my birthday along with my 33rd consecutive Basel fair and watch companies enthusiastically celebrated the launch of their latest creations at BaselWorld.*

## ›D. Malcolm Lakin

# M

Most years after our annual pilgrimage to BaselWorld, we look back at the watches we have seen, admired, laughed at or simply ignored and try to make head or tail of the effect these thousands of timepieces will have when they suddenly appear in retailers' display windows, illustrated in the various specialized magazines or splashed across the pages of our local and national papers as eye-catching advertisements.

Also, we invariably underline the 'optimism' that we were informed reigned throughout the Swiss exhibitors and that there were 'excellent results' and 'the order books are full'. Confirmation this year was underlined by François Thiébaud, the President of the Swiss Exhibitors Committee and member of the Swatch Group Executive Group Management Board responsible for Tissot, Mido, Certina, Swatch Group Brazil and the Swiss market: "2011 appears to be following in the footsteps of 2008, the industry's benchmark year for its remarkable results. The question no longer seems to be one of sales, but of keeping up with production over the year." He concluded with, "This was an excellent show for us. We achieved splendid sales, and we feel a great sense of satisfaction. BaselWorld's global reach has played a key role in this over the past few days."

This year there were 627 watch brands exhibiting, 307 of them Swiss. These figures not only underline the international status and importance of BaselWorld but also emphasize the competition the Swiss brands are confronted

with by 320 non-Swiss brands mainly in the lower and mid-price ranges. It also explains why, even with the best of intentions, it is impossible to write about each and every exhibitor.

Sifting through this year's offering I tried to be selectively objective but quickly discovered that in the final analysis my selection is purely subjective: they were watches that I liked or admired for either their beauty, simplicity or their mechanical complications that I found meaningful and, importantly, could comprehend – not technically, but their *raison d'être*. Moreover, the people associated with the timepieces are inextricably a part of my selection. Consequently, I haven't been scathing about any of the myriad timepieces that I didn't like or appreciate – why waste time and words. Having said that, I will admit to an horological aversion: I am not usually enamoured with skeleton watches no matter how clever or technically brilliant they are, especially anything that appears to have been assembled from a re-usable Meccano set. I can handle models with a small aperture that shows the 'heart' of the watch as it has been dubbed and I love the sight of a tourbillon toiling to tranquilize the effects of gravity, but when it comes to trying to discern the hour, minute and seconds hands through a mass of nuts, bolts, trains and bridges instead of on, for example, a beautiful white enamel dial, there's a stumbling block.

I probably need psychoanalysis.

## Press Day

After the usual cup of coffee, croissant and innumerable handshakes at the BaselWorld Press Conference, the speeches began. Mainly self-congratulatory and heavily sprinkled with so-called meaningful statistics with more percentages and numbers than Fermat's Last

Theorem, journalists from around the world either began to nod, mumble amongst themselves or fiddle nervously with their headphones in the hope that one of the simultaneous language translation channels would tune in to a local FM music station.

Jacques Duchêne, Chairman of the Exhibitors' Committee, rightly extolled the benefits of BaselWorld (more of that later) and Gaetano Cavaliere, the President of CIBJO, The World Jewellery Confederation, summed the industry's situation up with the pertinent phrase, "... the only constant in our business is change."

## Antoine Martin

My first visit of the day was to the newly formed company Antoine Martin. Founded only in the autumn of last year it unites Martin Braun, a brilliant watchmaker who needs little or no introduction, Antoine Meier an entrepreneur who also provided the other part of the brand name and Bruno Jufer as CEO.

Jufer, who possesses an impressive curriculum vitae – Maurice Lacroix, Jaquet Droz, Zenith and



Bruno Jufer

Carl F. Bucherer – explained the company's objectives. "Our watches are a distillation of all our expertise, the desire to create technically

innovative movements and a passion for unique design. There was no question of purchasing a name from the past and renovating it since we have the know-how and talent to develop and create watches that are the products of our own watchmakers and we are not obliged to follow a pre-defined path. Our independence can already be seen in our first collection and will continue to be seen with all of our future products."

Martin Braun was not around when I was visiting, but in a recent communiqué he stated, "We set out every day in search of new ideas

Quantième Perpetual by Antoine Martin

BR 01 Tourbillon Airborne by Bell &amp; Ross

and ways of incorporating them in watch movement design: we aim to go beyond existing boundaries and to give unconventional ideas a chance."

The first offering, a Perpetual Calendar, is in either 18-carat rose or white gold, or in a black DLC-coated stainless steel. The powerful looking case fits very snugly on to the wrist and comprises 84 components and the dial combines a modern guilloché with applied numerals and day, month and leap year indications, all of which contribute to the watch having a three-dimensional appearance. The movement designed and produced entirely in-house, is a manual winding Calibre AM 30.001 with twin mainsprings to ensure a 6-day power reserve, with innovations such as aerodynamic amplitude stabilization, a newly developed silicium Swiss lever escapement and an eye-catching titanium balance measuring a full 17.5 mm in diameter.

With prices ranging from 48,000 Swiss francs for the stainless steel version and 72,000 for the 18-carat gold versions, Antoine Martin watches have daringly been launched directly into the upper echelons of Swiss timepieces. Although the price may be justified, one can't help wondering whether or not the economic environment will be friendly enough, soon enough to ensure that the brand enjoys the success it merits. One can only hope.

## Bell & Ross

I like Bell & Ross watches. I liked the Space 1 and 3 models, the Bomb Disposal Type and the Vintage 123 Heure, but I must admit having had doubts in 2005 when they first introduced the BR 01 model, not because of its audacious military-style design that was in keeping with the brand's DNA, but because I wasn't convinced that the watch public were ready for its imposing dimensions. How wrong can you be? Not only were they ready, but also it has taken on an iconic status within the industry to the point where the idiom 'imitation is the sincerest form of flattery' can be applied.

This year I bumped into Carlos Rosillo going to his stand dressed in an elegant light grey flan-



nel suit with a pocket watch in his top pocket attached to a chain running through the buttonhole of the lapel of his jacket. With a smile he lifted the Vintage PW1 (49 mm) from the pocket, as he proffered his wrist for me to see the Vintage WW1 Réserve de Marche (45 mm) wristwatch proclaiming, " From the pocket to the wrist."

The Vintage PW1 pocket or fob watch is in polished steel with a black dial and photoluminescent hands, indices and numerals and is equipped with a manual-winding mechanical ETA 6497 movement. The Vintage WW1 wristwatch has the same features with a power reserve indicator at 7 o'clock. Both timepieces are in keeping with the Bell & Ross styling and philosophy representing in this case military neo-classicism.

Later on I met up with Christel Kadian, Bell & Ross's press relations lady, and was a little surprised by the innovative BR 01 Red Radar, a Limited Edition timepiece that was inspired by air traffic control radar screens. Using three independent concentric discs instead of hands, the time is read via luminous beams that indicate hours, minutes and seconds. With its mat-black dial and red discs it is reminiscent of a radar screen and is a technically interesting addition to the brand's collections. Surprisingly, the time is easy to decipher.

Next came the BR 01 Tourbillon Airborne, an

impressive timepiece that combines the expected military symbolism associated with the brand and genuine watchmaking prowess since it has a tourbillon set beneath the skull and crossbones, a precision indicator, a regulator and a power reserve indicator. The case is in 'phantom black' titanium and is equipped with a self-winding mechanical ETA 2892 movement visible through the sapphire case-back. It measures that characteristic 46 mm but is easy on the wrist.

The new Aviation BR S Heritage and BR S Steel are two new models that I predict will be a commercial success. The S in the reference refers to 'smaller, sleeker and smarter', and will appeal to a whole new generation of watch aficionados since the watches measure 39 mm but look deceptively larger. The Heritage model is in mat black ceramic inspired by the instrument panels in the cockpit, has sand-coloured hands, indices and numerals and a sand-coloured natural leather strap to maintain that desired military look.

The BR S Steel on the other hand is pure elegance: polished satin-finish, black dial with photoluminescent white hands, indices and numerals and small seconds at 6 o'clock. The models I saw are equipped with a quartz ETA movement making them much slimmer and lighter for the wearer. It should be a very good year for the brand.

Slyde in 18-carat rose gold by HD3



## Official Opening Day

**HD3** launched its Slyde claiming that the timepiece 'was a revolution in universal time.' So it was with a certain eagerness that I met up with Jorg Hysek who had already presented Slyde in Geneva in January and Pierre Maillard had mentioned it in his report on the week's revelations in *Europa Star* 1/2011.



Jorg Hysek

Slyde is a fascinating concept that brings all styles and mechanical complications to a single case using brilliant and very sophisticated technology that allows the user to surf through various watch applications by sliding one's finger across the tactile screen either vertically or horizontally, much like you would do on an iPhone or the various smartphones.

Basically what this means is that you can have a 'watch computer' on your wrist and change its appearance to suit your whim or the occasion. Additionally, via Internet you can recharge and download customized models.

I like Jorg Hysek. He is an original in the watch world and he has had to overcome many difficulties and disappointments over the last few years that would have destroyed a lesser man. Having re-built his business and then faced yet another crisis when his movement manufacturer went bankrupt, Hysek turned to the avant-garde, the creation of a virtual watch –

Startimer Pilot Regulator by Alpina



'whose only limits are the boundaries of the imagination.'

The illustrations here show the creative concept and the finished timepiece and I sincerely hope that it is successful – there's certainly been great interest in Slyde. However, I can't help feeling that watch aficionados want something mechanical rather than computerized. If the target audience is the younger generation of computer whiz kids, then I'm not sure that they will be prepared to spend the type of money that HD3 is asking for Slyde when they have a similar styled tool that not only gives a visual reading of the time, but also acts as a telephone, a Global Positioning System (GPS) and encyclopaedia. So who's left – overpaid bankers, millionaires, the man that already has everything? I can certainly see it being used at Wostep or other horological schools where it would have obvious educational advantages in training young watchmakers. But what worries me most of all is that by this time next year, someone in China will have come up with a clone that will be priced low enough to attract the kid next door.

## Champagne and a sarnie

Lunchtime on the opening day means the annual press conference at the stands of **Frédérique Constant** and **Alpina** with champagne (orange juice for the abstemious)

and canapés during the presentation by Peter Stas, the brands' CEO.

Frédérique Constant is very much involved in various classic car events such as the Peking to Paris Motor Challenge, consequently it came as no real surprise that the brand introduced a Vintage Racing Chronograph (43 mm) in stainless steel with different dial options. Equipped with a Calibre FC-396 movement which is visible through the caseback, it has the Peking to Paris logo engraved on the watch's rotor. A Junior Ladies Collection was also presented with very elegant 26 mm stainless steel watches with guilloché and mother-of-pearl dials, or even one with diamond-set indices.

The new Alpina Startimer Pilot Collection however, was what I personally found the most interesting. Inspired by the original Alpina designs from the 20s and 30s of the last century, the first model in the collection is a basic three-hand date with an automatic Calibre AL-525 movement; then there is a model with an off-centre date hand using an in-house Calibre AL-710 automatic movement; there's an automatic chronograph model with a Calibre AL-860 movement and finally the watch that caught my eye, the Startimer Pilot Regulator (44 mm) with a circular date counter situated at 6 o'clock and the hour indicator between 9 and 11 o'clock. Equipped with an automatic Calibre AL-950 movement with a 42-hour power reserve, this handsome timepiece is destined to a great future – well at least to the 8,888 pieces of the Limited Edition.

## Ebel

Breakfast at Ebel, sounds like a movie but in fact it was a press conference, five or six tables, each with an Ebel representative: coffee, croissants and watches. The croissants tasted fine, the chronographs gave me heartburn!

Marc Michel-Amadry, Ebel's former amiable President and Creative Director made the presentation of the new models at my table, two of which made a very strong impression on me, the new Chronograph in the Classic Sport Collection and a sumptuous pendant watch called 'L'.

'L' for Elle by Ebel



The Chronograph has a more modern look than its predecessors, but it remains clearly in the Ebel mould – elegant, easy-to-read - with the added bonus of colourful rubber straps – khaki, beige, brown, coral pink and navy blue. The first in the series has a khaki green strap with a distinctive design with a matching central seconds hand and a striped central dial pattern evocative of that of the strap. Equipped with a Swiss quartz movement (Ebel 503) the case is in stainless steel (41 mm) with a silver-toned dial and three different sized counters for hours, minutes and seconds, a date aperture at 4 o'clock and faceted hands coated with SuperLumiNova complete its appearance. For me though, it is the stylish 'L' for Elle as Ebel refers to it, that won the day. This oval pendant watch (30.8 x 33 mm), with anthracite or camel-coloured dial and matching leather cord, has a pebbly touch about it with its brushed and polished surface. Water-resistant to 30 metres, the 'L' is fitted with a Swiss quartz movement.

It was a very understated celebration of Ebel's 100 years of existence.

Skeleton Heartbeat by Gc

## Gc, Smart Luxury and Sequel

The rest of the day and evening was taken up with Gc. There are a few stands at BaselWorld that are busy, but none in comparison to the hustle and bustle of the combined Guess and Gc stand where literally dozens of buyers queue up for attention, scores of visitors stroll around the showcases admiring the latest watch collections and numerous vivacious young ladies try to keep things organized. I was lucky my appointment was with Cindy Livingston, the President and CEO of Sequel AG, and this lady is a consummate professional who keeps to her schedule of dozens of daily appointments.

For those readers still unsure about Sequel, the company is a member of the Swiss Watch Federation FH, with its headquarters in Zug and offices in London, Paris, Hong Kong, Toronto and Norwalk in the USA. The company is a part of the Timex Group and is responsible for the production and distribution of Gc watches with a 15-year licensing agreement giving it the exclusive distribution rights for Gc watches worldwide (70 countries and counting) through a network of 60 distributors and 5,000 retail outlets including Gc boutiques. Sequel AG also holds the license and distribution for Guess watches.

After we'd caught up on who'd been where since last year and that business is genuinely booming, we made a tour of the latest collections. In the Gc men's collection there's now a Gc-4 Executive chronograph (44 mm) aimed at the young executive that requires class, elegance, precision and is looking to make a statement. There are several models ranging from the stainless steel model to the PVD rose-gold model which sports a carbon fibre dial. The model that I found the most tempting has a slate-grey dial with a central sun-ray textured dial and a matching grey leather strap, three counters – 30-minutes, stop-second and 1/10th of a second – a date aperture between 4 and 5 o'clock and hands coated with SuperLumiNova. Equipped with a Swiss Ronda quartz movement, the watch has a screw-down crown and it is water-resistant to 100 metres. The prices are very reasonable: 590 to 790 euros.

If skeleton watches are your thing, the Gc Skeleton Heartbeat (44 mm) is for you. Equipped with an ETA 2801 mechanical movement it comes either with or without diamonds (48 diamonds weighing 0.384 carats), Roman numerals, alligator strap and a million dollar look. The unadorned stainless steel model (Limited Edition of 150 pieces) is priced at 1,990 euros and the Limited Edition of 25 of the diamond-set version is competitively priced at 3,890 euros.

The other eye-catcher is the Gc Slim Class (42 mm) in stainless steel with a seconds counter set at 7 o'clock and the crown unusually positioned at 4 o'clock. It has blue hands and is equipped with a Swiss Ronda quartz movement and priced at 380 to 450 euros depending on the model.

Finally there is the Gc XXL Phantom Set. A box set of two chronographs that includes an all-black Gc Sport Class and an all-white ceramic version equipped with Swiss quartz movements featuring three counters – 30-minutes, 60 seconds and 1/10th of a second – screw-down crown and screw-down caseback offering water-resistance to 100 metres. These two timepieces are accompanied by two matching lacquered Gc pens from the new accessory collection that were manufactured in Germany. The recommended retail price of the set is 1,990 euros.

The very attractive ladies' watches are to be seen in the article by Sophie Furley in this edition.

A little later I met up with Paul Marciano, the founder of the Guess fashion and lifestyle empire and creator and spokesperson for Gc, who was chaperoned by Cindy Livingston and Virginie Riot-Billet, Gc's Vice President, to ensure he gave away no state secrets.

"I love watches," he told me, "and the Gc brand came about because I had many ideas about creating a brand for people like myself who want something modern and elegant, a watch that is of Swiss quality which implies precision and value for money."

I asked Paul if he was satisfied so far with the results of Gc versus Guess. With a very knowing smile, he countered with, "We sold seven million Guess watches in 2010 [Guess watches were launched in 1984] and last year, after just a few years of existence, we sold several hundred thousand Gc watches so I think we're heading in the right direction. [Gc watches were introduced in 2007 and in terms of unit sales they are ranked in the top ten Swiss brands]. Our concept for Gc is to offer designer-style, sophisticated Swiss watches, both quartz and mechanical, many of which are Limited Editions sold through our own network of Gc boutiques. Smart Luxury is the essence of the brand – an intelligent way to embody luxury. Gc offers a unique blend of colour, workmanship and contemporary designs at competitive prices and I feel that the value is there."

"My own personal luxury comes from doing what I love every day, constantly creating new things and pushing the boundary of what is possible. Watches are one of my great passions and I wanted to create a statement of luxury that would be an extension of who I am. As such, the creation of Gc was one of my moments of Smart Luxury. Gc timepieces embody the Smart Luxury concept – fabulous design, excellent quality, attention to detail and all at a remarkable price point – that makes me feel good when I wear them. Gc expresses a part of me and makes a statement of my personality."

The smiles in the photograph say it all!



Paul Marciano & Cindy Livingston

Selenity by Franc Vila



### Franc Vila

Having already read about Franc Vila's SuperSonico 5-minute Repeater in *Europa Star*, the first thing I wanted to see on his stand was the watch itself ... and it didn't disappoint. As Franc Vila says, "It is one of my favourite complications because of its complexity. It is the most poetic anyway. I have been working for a long time on a collection of minute repeaters and this is the first one. I think that people who are passionate about minute repeaters will like this modernized version because you can see the complexity of the mechanical movement and enjoy the fine tuning of the sound."



Franc Vila

However I was genuinely surprised to see his watches for the ladies – the Selenity, a delicious, colourful collection that combines Vila's uniquely shaped case in a smaller version with a harmonious and subtle touch of femininity. The case is in DieHard Extreme steel with an elliptical and circular bezel and the watch uses a self-winding Calibre FV7 movement with a power reserve of 120 hours. The dial is either pink or white mother-of-pearl with the month and day apertures below the 12 o'clock index with the date and moon phases displayed at six o'clock. The white mother-of-pearl model has a diamond set into the bezel at 5 and 7 o'clock. Another version has 91 diamonds

Persepolis by Ritmo Mundo



(0.70 carats) set into the bezel giving it an ultra-chic appearance.

### A Puzzling meeting

Based in Beverly Hills, California, **Ritmo Mundo** is one of those brands that seems to be inextricably linked to Hollywood's actors and their movies such as *Ocean's Twelve*, *Sex and the City* to name just a couple. However, the timepieces use Swiss and Italian craftsmanship and are equipped with movements from ETA, Sellita and Ronda.

Founded in 2002 by Ali Soltani, an attorney who turned his passion into a highly successful business, Ritmo Mundo breaks with convention by blending and harmonizing designs of yesteryear with eye-catching innovations. Take the Dual Time Automatic Persepolis for example. The watch spins on an axis set in the outer gem-set bezel and offers two dials for the price of one – pricing is a very important factor in Soltani's judgement of his timepieces. "If a watch doesn't sell," he explains, "there's no profit. If it sells it's beautiful. If not, it's ugly!" But back to the Persepolis, the case in the model illustrated is in stainless steel and measures a majestic 52.5 mm featuring dual time and dual date. The dial is off-centre so that the movement can be admired. The watch has two Swiss Sellita SW 200 automatic movements and the watch is set with a panoply of 315 coloured sapphires

and diamonds weighing 11.90 carats. It's also water-resistant to 50 metres and comes with a choice of rubber or various leather straps. Although the watch appears bulky, it sits well on the wrist and is anything but dull.

In a completely different category, Ritmo Mundo has recently signed an agreement with Phillips-Van Heusen, one of the world's largest apparel companies that owns such iconic brands as Calvin Klein, Tommy Hilfiger, Van Heusen, Arrow and IZOD, to design, produce and market IZOD watches. These watches are of a sporty nature in keeping with the IZOD brand name and will certainly appeal to the younger generation and perhaps a few oldies too because of their bold, colourful appearance and inexpensive pricing – US\$75 to \$200 depending on the model.

Now for something really different, a watch that is not only unique, but also ingenious: Puzzle. I'm sure you remember the toy that came in a small plastic or wooden frame with small moveable sections numbered 1 to 15 and one space free, whereby you had to shuffle them around the frame until you placed them in the right order, well the Puzzle is based on that. With eight square sections, III, VI, IX, XII and four plain squares plus a single gap, you shuffle the pieces around until you leave the central square blank so that you can get an notion of the time – or any other section of your choice – thus revealing a very small section of the dial beneath. But if you want to see the time and the dial in its entirety and beauty, you simply slide the 'game' section to the right and, hey presto, there it is beneath a sapphire crystal.

I saw two models, one in stainless steel and rose gold measuring a modest 34 mm and equipped with a Swiss ETA 2671 SM automatic movement with a date window at 4 o'clock with a black and rose gold sunray dial. The other model measures 40 mm and is the one I found most appealing. It is in stainless steel and Black PVD with the same features, but is equipped with a Swiss Sellita SW 200 automatic movement and it has a black sunray dial. The watch is water-resistant to 100 metres and it has a sapphire caseback.

# BEDAT & C<sup>o</sup>

## GENEVE

*feminine, intelligent...*



BAHAMAS • BAHRAIN • CANADA • CARRIBEANS • CHINA • FRANCE • GERMANY • HONG KONG  
JAMAICA • JAPAN • MACAU • MALAYSIA • MEXICO • PANAMA • PHILIPPINES • QATAR  
SAUDI ARABIA • SINGAPORE • SOUTH AFRICA • SPAIN • SWITZERLAND • THAILAND • UNITED KINGDOM • UNITED STATES • VENEZUELA

[www.bedat.com](http://www.bedat.com)

Skymaster by Ellicott 1738



Primus Racer by Hanhart



Fantasia by Peter Tanisman



For anyone suffering from fidgety fingers, or simply wants a timepiece that will be the centre of attention during the evening, then the Puzzle is for you. A great idea, a fun timepiece and a good looking watch.

### Ellicott 1738

If you're into aviation, you will know that although no aircraft is totally invisible to radar, Stealth aircraft prevent conventional radar from effectively detecting or tracking THEM. Stealth technology is not a single technology, but a combination of technologies that attempt to greatly reduce the distances at which a person or vehicle can be detected.

If you're worried about being tracked or shot down due to your easily detected normal wristwatch, then you should take a look at the Mach One Skymaster Aviator watch from Ellicott 1738. It is the first wristwatch of hybrid-conception using 'Stealth' carbon and is created from blocks of monolithic carbon epoxy and scratch-resistant steel. Comparatively light, the cushion-shaped watch (44 x 53 mm including lugs) has a self-winding movement with a 50-hour power reserve. The dial is in carbon fibre and the hands have a luminescent coating. There is a sapphire crystal caseback and the watch is water-resistant to 50 metres. Of course if you're using GPS in the car or you are the proud owner of an iPhone then the

watch won't keep you from being monitored by satellite.

The other watch of note in the Ellicott 1738 collection is the Lady Tuxedo Chronotimer Sparkling Edition. A very feminine design in black highlighted with diamonds set on to the upper and lower bezel and in the numerals and indices on the dial, this DLC (diamond-like carbon) treated chronograph is equipped with a Calibre LTC.1 self-winding mechanical movement. The dial is available in black, white or pink mother-of-pearl and is water-resistant to 30 metres. A striking addition to any ladies' collection (see Sophie Furley's article *Women's watches galore* in this issue).

### Hautlence

I'd read about the new HL2.0 by Hautlence in the BaselWorld issue of *Europa Star* so clearly I wasn't going to write about it.



Guillaume Tetu

Nonetheless, I had to go and take a peek at this remarkable timepiece. Guillaume Tetu being the gentleman he is took a few minutes off his busy schedule to show it to me, let me try it on and finally pose for a photograph.

As I have already mentioned before, I'm not enamoured with skeleton-type watches, however the HL2.0 left me open-mouthed. It's an amazing piece of mechanical watchmaking

and it's only fault is the romantic name it has been given. Still, you can't have everything.

### Hanhart

When Thomas Morf was appointed CEO of Hanhart last year, I decided then that I would take a look at the brand's collections this year at BaselWorld – I wasn't disappointed.

The company has a long history of manufacturing chronographs, consequently it came as no surprise that the current collection is based on this forte. Gabriela von Malaisé, Head of Marketing, showed me quite a few different watches including the Primus Pilot, Primus Racer and Primus Diver. Quality chronographs all of them, but the one that I found the most striking and therefore the most wearable was the Primus Racer, a 44 mm black-coated stainless steel model with a red starter pusher, screw-in crown, flexible lugs and fluted bezel. It is equipped with a HAN38 modified automatic chronograph bi-compax movement based on the Valjoux 7750 Calibre. The dial is black with red and white tracking indices, date at 6 o'clock with small seconds at 9 o'clock and a 30-minute counter at 3 o'clock. A very satisfying chronograph.

### Peter Tanisman

Two delightful additions to the Carrousel collection by Peter Tanisman are Nicea and Fantasia, similar in shape and concept but

Prime Time by Century



completely different in appearance. Nicea's colourful origins come from the Iznik ceramic heritage (Chinese, Armenian, Persian and Ottoman) and the case and spinning cylinder below the dial are embellished with floral enamelling. The watch's case is in 18-carat white gold (41 x 30 x 8 mm) and the extended bezel is decorated with 62 diamonds (0.93 carats). The strap is in white satin with a red leather inner lining.

Fantasia has the same shape and spinning cylinder except on this model there is a wonderful kaleidoscope of colour from the mobile 14 emeralds, 20 rubies and 14 blue sapphires set into the channels on the dial and the 161 baguette diamonds set around the bezel and case. A red leather or white satin strap completes the watch's electrifying appearance.

### Century

This year, my favourite watch *chez* Century was the Ballerina. A pear-cut sapphire case with 50 facets adorned with two diamond-set flowing extensions above and below the dial, the watch is evocative of the poetic movement associated with a ballerina. The case is in 18-carat white gold set with 86 diamonds weighing 0.280 carats. This elegant timepiece is equipped with a quartz movement and a satin strap (See Sophie

T1 Tourbillon by David Van Heim



Furley's article in this issue for photos). For the male of the species, Century have introduced a new model in the Esquire Collection, a Prime Time Egos Chronograph Day & Date. Available with a white, slate or black dial, this dodecagonal 12-faceted sapphire watch houses a self-winding mechanical movement, a COSC-certified chronometer, and a luxurious stainless steel Milanese bracelet. The watch is water-resistant to 100 metres.

### David Van Heim Timewear

If you are looking for a modern watch with a tourbillon that doesn't require you taking out a mortgage to pay for it, then you need go no further than the latest watch from David Van Heim Timewear. This imposing and well-designed 48 mm watch shows the moon phases, has a circular date counter with a small hand at 6 o'clock and a tourbillon at 12 o'clock. The watch carries the unusual label 'Made in Holland' and comes in four versions, black PVD with a black dial, pink and black PVD with a black dial, stainless steel with a blue dial and pink PVD with a grey dial. I know that the purists will moan and groan about there being an inexpensive tourbillon, but it wasn't so long ago that the watch world was up in arms because of the low-priced plastic Swatch. And look where that led us – a whole new and exciting horological vista of colour and fashion that changed the face of the industry. So

Record Chronograph by Longines



is it such a crime that our adventurous comrade in horology, Amarildo Pilo, is prepared to stick his neck out and show the world that you can purchase a tourbillon for less than the fifty thousand and above that the big boys ask for? And when I say less than 50,000 Swiss francs, I'm talking a lot less ... 1,860 to be exact!

Believe me when I say that it's a super watch, with a remarkable price and there's a tourbillon thrown in for almost free.

### Longines

Something that always surprises me during my annual rendezvous with Walter von Känel, the Longines President, is that he seems to have every possible statistic concerning the brand etched into his brain – whether it is percentage increases in sales figures or past and potential growth in the price range Longines dominate – 800 to 3,000 Swiss francs.

But it was the new timepieces the brand introduced that took centre stage this year. We began with the new Master Collection Retrograde Moon Phases which gives hour, day, night and moon phases with its four retrograde functions: weekday at 12 o'clock, date between 1 and 5 o'clock, 24-hour time zone between 7 and 11 o'clock and small seconds at 6 o'clock. Next came the Longines Twenty-Four Hours, an updated version of the timepiece that was used by Swissair pilots in the 1950s.

Melchior Regulator by Marvin



The Black Piste by Aspen



Pulp Colour Chronograph by Steelcraft



My personal favourite is the new Column-Wheel Chronograph Record (41 mm), a self-winding watch with a column wheel with chronographic functions plus a date aperture at 4 o'clock. Difficult to compete with both Longines' remarkable range and pricing structure.

### Marvin

Remember Melchior, Balthazar and Caspar and gold, frankincense, and myrrh? Well to commemorate the 160th anniversary of Marvin – with intermissions – Cecile Maye, the CEO of the brand, has introduced four new Malton 160 timepieces in a Limited Edition of 8 boxed editions with prices from 8,500 to 8,900 Swiss francs, named after the Magi, the Three Wise Men or the Three Kings, whichever nomenclature you prefer. Forget the gold, frankincense, and myrrh though, they're in stainless steel but nonetheless still splendidly handsome timepieces.

The four watches in the collection are a regulator, a power-reserve model, an uncomplicated but elegant three-hand model and one with large date and small seconds. Impossible to illustrate all four here, so I've chosen the Regulator from the Melchior set with its white dial, *Clou de Paris* dial and blued hands. Each set has its own personality: Balthazar has black dials in carbon fibre and Caspar has black carbon dials with vibrant yellow accents.

For those not lucky enough to be able to obtain one of the boxed sets, the watches are also available as individual pieces, all handsome pieces and seriously under-priced!

### Aspen

Walking through the Hall of Inspirations (Hall 4.1) I discovered a small stand resembling the inside of a mountain chalet. Intrigued and expecting to be badgered by a cheese salesman, I was warmly greeted by the founder and CEO of Aspen, René van Ass.

The Aspen watches have unique features relevant to Aspen in Colorado although the timepieces are Swiss made. As the CEO explains, "The watch tells you when it is time to change your ski-strap for your après-ski strap (in just a few seconds using an ingenious technique similar to removing a boot from a ski) and a specially designed compass to indicate where you are," presumably in case you banged your head in a fall and have forgotten.

The original Aspen One comes in four-colour combinations of 18-carat white or rose gold. The latest addition to the family is The Black Piste, a deceptively valuable watch since it is in 18-carat white or red gold coated with a scratch-resistant black DLC coating.

Claimed by van Ass to be 'the understatement watch' that states in a time of both danger and austerity, 'I know, but I don't show.' Each Aspen

timepiece (44 mm) is inscribed with the owner's name and is equipped with an ETA 2894-2 chronograph movement with a 42-hour power reserve and a compass with a Swiss Trek floating disc. The ski strap is in calfskin and the après ski strap is in alligator with prices ranging from 32,500 to 49,000 euros depending on the model. The robust Black Piste doesn't have to be treated with kid gloves because the watch comes with a specially designed pair of deerskin gloves with a cut-away section to permit you to see the time without removing the glove or pushing up the sleeve of your ski jacket. That's handy.

### Steelcraft

I must admit that I hadn't heard of the Steelcraft brand until Cedric Johner, a friend and watchmaker of renown from way back, dragged me over the road to the BaselWorld Palace Hall of Sensations to meet Michael Feldbausch the President/CEO and Julien Mottaz, the brand's designer. The introduction to Steelcraft in their Press Kit sums them up brilliantly: *'Solid but not stolid, Steelcraft was born in 2009 and is resolutely and naturally elegant rather than sophisticated. On the pop side of life rather than elitist intelligensia. More real life than rodeo than 'dressage'. It's not a motto – just the way we are.'*



Michael Feldbausch

Art Dir. Paul Marciano Gc is a registered trademark of GUESS?, Inc.

# Gc

SMART LUXURY™



**Sport Class XXL Blackout**

Chronograph

Matte black ceramic

Sapphire crystal

Swiss Made

Gcwatches.com

Quantième Perpetual Calendar by Ateliers DeMonaco

'7' by Misaki



Julien Mottaz

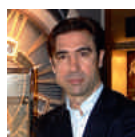
The watches are relatively inexpensive with wonderful splashes of colour on the dials, reminiscent of sections of abstract expressionist painters like Jackson Pollock or Clyfford Still. The collection names are suggestive: Splash, Pulp, Velvet, Colour Concept and the watches come in various sizes and finishes - stainless steel, gold, PVD coatings.

How can you not enjoy a timepiece when its designers describe their watches in the Velvet Collection like this: 'bathes in subdued and colourful feelings and flirts with the depth of contentment and satisfaction.' Check them out, they are a revelation in modern design and technology and are correctly priced between 400 and 750 Swiss francs depending on the model.

### Ateliers deMonaco

If it's a perpetual calendar you're looking for, you might like to check out the new model from Ateliers deMonaco. Making a change or correction to a perpetual calendar shouldn't be necessary if that's the only timepiece you wear. However, watch aficionados have more than one watch and there's a strong possibility that it will have to be re-set after leaving it in the drawer for a couple of months without an automatic winder.

I was shown how to simplify this sometimes arduous task by Manuel Da Silva Matos, the Research and Development Manager, who explained how DeMonaco have come up with an innovative system whereby you do it all from the crown with a simple push and turn. Using its patented Perpetual Calendar with EaZy-adjust system, you can change the function between time, date, day, week, month and leap year with a simple turn of the crown and adjust it. There is also a special safety system that ensures you do not damage the calendar mechanism even when changing the date at midnight or when turning the hands anti-clockwise. All of the functions change instantaneously at the same time.



M. Da Silva Matos

This Limited Edition (88 pieces) Quantième Perpetual Calendar – QP-EZ (43 mm) has an automatic bi-directional winding movement with an 18-carat bi-coloured gold rotor and a silicium escapement wheel. There is a multi-layer titanium-tinted dial with a deep sunray pattern engraved on the base and 18-carat white gold hands. A great looking watch that makes the onerous task of re-setting functions as easy as changing the hour on a normal wristwatch.

### Misaki

Better known for its creative pearl jewellery, Misaki, a Monaco-based company, launched three men's watch collections this year that will certainly whet the appetites of consumers looking for good looking, modern and inexpensive watches.

The collections, shown to me by Karine Arneodo, the brand's Head of Marketing and Communication, have names such as 7, MC98, Adrenalin and Orbit.

'7' is a rectangular black chronograph designed to attract what they call the 'Urban confident'. It has a black mat dial with orange-coloured hands for the chronographic timing with matching stitching on the black leather strap. The MC98 in stainless steel is a tribute to Monte



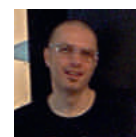
Karine Arneodo

Carlo and its association with motor racing. Adrenalin combines stainless steel with a black dial, date aperture between 4 and 5 o'clock, chronograph counters at 3 and 9 o'clock and small seconds at 6 o'clock with a handsome sea-blue stripe evocative of colouring on racing cars. There are twenty-two variations of these models, all of which have Miyota quartz movements, and the prices range from 199 euros for some of the MC98 watches to 439 for the most expensive models. They could be this year's dark horse in the low-priced category.

### Ladoire

Intrigued by the name of the latest watch by Ladoire, The Black Widow, I spoke with Lionel Ladoire the Chairman and founder of the brand and Joanna Budzik, the Marketing Manager. They explained that the name stems from the symbolism of the venomous Black Widow spider, that arachnidian beastie that more often than not kills its partner after mating.

The concept of this timepiece is revolutionary in that it has only one hand for the GMT and a patented mechanism using 3 silicium discs mounted on micro ceramic ball bearings that display the hours, minutes and seconds.

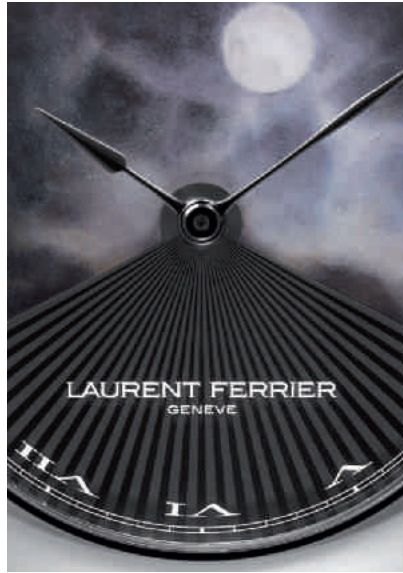


Lionel Ladoire

Black Widow by Ladoire



Galet Secret by Laurent Ferrier



Crystalball Chronograph by Badollet



Joanna Budzik

The case is asymmetrical and has a titanium bezel, middle case and caseback with a black PVD coating. The black titanium crown is at 8 o'clock and there is a GMT corrector also in black titanium. The sapphire crystal over the dial is cambered and the display caseback is a flat sapphire crystal and the strap uses a unique single-lug attachment system. Water-resistant to 50 metres, the ultra-modern Limited Edition of The Black Widow is entirely manufactured in Switzerland and comes with its own sting in the tail, it is priced at a hefty 65,800 Swiss francs.

### Laurent Ferrier

In complete contrast to an avant-garde creation comes the traditional expertise and purity of a marvellous timepiece by Laurent Ferrier: the *Galet Classic* (Classic Pebble). An 18-carat yellow gold case with a white *Grand Feu* enamel dial and black Roman numerals, this timepiece has an exclusive movement - a tourbillon double balance spring featuring two inversed balance springs. This masterpiece is what I would call a watchmaker's watch, a timepiece that goes beyond its technical characteristics, a watch that highlights the purity of simplicity and understatement, a watch that is so perfectly pebble-like, so tac-

tile that you want to simply keep it in your hand rather than on the wrist. The superb tourbillon is only to be seen when the watch is not on the wrist.



Laurent Ferrier

Ferrier's *Galet Secret* (Secret pebble) is a complete contrast. At first sight it has a fluted dial but by pressing a pushbutton two sections of the dial swivel on a pivot to expose a 240° opening that reveals its *secret* - a moon-filled sky created in *Grand Feu* enamel by Anita Porchet, a specialized modern enameller.

The watch is equipped with a hand wound movement with an 80-hour power reserve, which is equivalent to 3 days running time without winding. It can be seen through the sapphire caseback and the mechanism is conceived to ensure accuracy by keeping the oils from clotting during sunshine within the Tourbillon's escapement and pivots. The case is in 18-carat white gold with the soft features of a well-worn pebble.

The potential owner of a *Galet Secret* can define his own enamelling and, additionally, during the watch's assembly can pre-set a time for the opening of the dial if they wish - a manoeuvre that takes 60 minutes to complete. It was a privilege to meet the softly spoken and bearded Laurent Ferrier. Like his creations, he is a master of discretion.

### An acceptable reason for lateness?

One of the problems with BaselWorld is that being on time for an appointment is not always easy. It can be that the previous meeting was delayed for some reason such as a buyer encroaching into your time, or because whilst walking from A to B you stopped N times to greet a long lost acquaintance or merely add another appointment to your already crowded schedule.



Philippe Dubois

One particular day I had an accumulation of delays to the point whereby I missed completely an appointment with **Badollet** in the afternoon. Naturally I went to the stand the next day, apologised profusely and arranged another rendezvous, but the damage had been done and I had the impression that I was now considered *persona non grata*.

When I finally got to meet Philippe Dubois the CEO, he brushed aside my apology and began by showing me their Observatoire 1872 Minute Repeater. Named after the year the brand won the first three places in Geneva's *Concours de l'Observatoire*, this eye-catching timepiece has a 44 mm 18-carat white gold case which is equipped with a hand-wound BAD1655 movement with an 80-hour power reserve, a flying tourbillon and a minute repeater activated by

Chronomat GMT Calibre 04 by Breitling



the sliding bolt situated at 9 o'clock on the side of the case. The very audible chimes are on the low-pitched gong for the hours, the quarters are sounded by alternating between the low- and high-pitched gongs and the minutes are counted out on the high-pitched gong. There is an opaline silver-coloured dial set with 72 baguette diamonds and 12 sapphires.

Very much in keeping with the on-going black trend, Badollet have a 44 mm Crystalball Chronograph that uses a manual winding BAD 1602 movement with a 120-hour power reserve and a tourbillon at 6 o'clock. It is a mono-pusher minute and seconds chronograph with the clutch on the tourbillon carriage and a semi-skeleton dial offering the wearer a chance to appreciate the chronograph's inner workings.

Two very different and desirable complications with a tourbillon, two very worthy timepieces and an interesting meeting – the second time around.

## Breitling

Using their own Calibre 04 movement, Breitling launched its 47 mm Chronomat GMT at BaselWorld. Derived from the recently developed Calibre 01 chronograph movement, this timepiece is as close as you'll get to the perfect traveller's watch with its beautiful styling, a very readable dial and red-arrow

Tiger Krono by Alain Silberstein



hand for the home time. Jean-Paul Girardin, the Vice-President of Breitling carefully explained to me over an excellent coffee that to ensure user-friendliness, the watch uses a differential system that serves to disconnect the local hour from the gear train when changing time zones, thus ensuring that there is no effect on the watch's precision or its chronograph. To adjust the 12-hour hand to local time, you simply pull out the crown to the second position and change the time by moving the hand in either direction. The date display is indexed to this hand and changes automatically. The red-tipped hand maintains the home time on a twenty-four hour basis.



Jean-Paul Girardin

As one of the few remaining truly independent watch manufacturers, Breitling is clearly doing everything right to ensure that it remains a leader in aviation and sports watches. The other newsworthy Breitling timepiece is the Bentley Barnato, named after the driver that won the Le Mans 24 Hours three consecutive times from 1928. A very sporty looking watch with its Bentley bezel and counters resembling a steering wheel, the watch is equipped with a Calibre 258 self-winding chronograph movement with 1/8th of a second, 30-second, 15-minute and 6-hour totalizers and a date aperture.

## Alain Silberstein

I don't recall the first time that I met Alain Silberstein, but he's the same today as he was way back when: cheerful with a sweeping bristling moustache which is sometimes incorporated into a goatee beard, enthusiastic about his metier and always happy to talk about his latest weird and wonderful creations.

A Silberstein timepiece is never boring. Instantly recognizable, it is a tribute to one man's fertile imagination and his talent as a



Alain Silberstein

master craftsman. He dares to produce timepieces that are not merely brilliantly executed mechanical marvels, but watches that are eye-catchingly fun and in your face. Just look at the 45 mm Tiger Krono: titanium case with a mat black PVD finish and anti-stain silicium treatment, polished titanium bars, equipped with a Concepto C2022 automatic mono-pusher chronograph with a 60-minute counter and a crown at 6 o'clock. The colouring of the dial and hands (red, yellow, white and black) were inspired by a Henri Matisse painting 'The Dessert – Harmony in Red (the Red Room)' 1908 that can be seen in the Hermitage Museum in St Petersburg.

For something completely different there is Silberstein's Rock Art based on petroglyphs. A tribute to the manner in which early man illustrated the passing of time, the carving of their history on cave walls and on sacred rocks, here we see the petroglyphs engraved on the side of the watch case by laser and stamped into the powerful strap.

Alain Silberstein creates exceptional timepieces such as a tourbillon, perpetual calendar, chronograph and even gem-set watches with cloisonné dials, often with a transparent caseback that are destined for everyday wear. They are unique in appearance and as close as one can get to a colourful work of art that is designed for the wrist.

Love the man, love the watches and love the exuberance that they portray.

Dentelle by Claude Meylan

## Belais is back

It was good to see Philippe Belais back where he belongs in the watch world. This time, as they say on the sceptred isle, he's gone the whole hog: he is the new CEO, director and owner of **Claude Meylan**. In short, he does everything except make the watches himself.

"What I want to do," Belais explained, "is capitalize on the fact that Claude Meylan is the 'Sculpteur du Temps' [Sculptor of Time] a family owned business. I want to take it back to its roots of quality and trust, a brand that keeps its feet on the ground. The Claude Meylan brand was one of the four founding families that developed *haute horlogerie*. For the moment I want to specialize in watches with skeleton movements, but we're not a manufacturer of movements we simply use the best ones available. Perhaps in a few years time we'll produce our own contemporary skeleton movement as well as other large pieces, sports models and timepieces with complications."



Philippe Belais

Today, the brand has introduced several new models including a 48 mm watch with moon phases called Rive du Lac (Lake Bank) and Dentelle (Lace) and Eclipse, which capitalize on the brand's in-house expertise to perfect and embellish skeleton movements until the bridges are decorated and gear trains look like mechanical sculptures. The new elegant 35 mm Dentelle or Lace watch is the epitome of what Belais wants to achieve: it is refined, polished, engraved and ennobled with the setting of 200 diamonds on the inner bezel. The movement is an ETA 2892 with a 42-hour power reserve, the case is in stainless steel and the watch is completed by the simplicity of a white satin strap.

The Eclipse is a complete contrast to the Dentelle since black dominates, with white and gold movement parts emphasizing its sobriety. A particularly discreet 43 mm timepiece, the intricately decorated black ruthenium-treated movement is contrasted and therefore highlighted by the white rhodium-plated hour and minute wheels and the gold gear train. The blackened

stainless steel case is equipped with a Unitas 6497 movement which has a 42-hour power reserve and is completed by a transparent case-back. Water-resistant to 30 metres, the watch comes with a black Barenia calf strap.

The prices for these timepieces represent genuine value for money since the Eclipse retails at 2,850 Swiss francs and the ladies' diamond-set Dentelle retails at 7,900 Swiss francs. For the connoisseurs there is also a 5-minute repeater in stainless steel that is water-resistant to 50 metres and retails at a very reasonable 15,900 Swiss francs.

Philippe Belais is back doing what he knows best: masterminding the creation of timepieces that not only grab your attention, but also are examples of the finesse of watchmaking.

## Reassessment time?

As another BaselWorld begins to slowly fade into recent history, I can't help re-iterating the inevitable controversy of Basel v. Geneva's 'Wonder Week', which now includes the twenty-year-old SIHH, the Geneva Time Exhibition, François-Paul Journe, Antoine Preziuso, the Franck Muller Group and all the other 'parasites' as one rather unsympathetic and unfair CEO has labelled them. In the speech by Jacques Duchêne, Chairman of the Exhibitors' Committee, on Press Day, he said in reference to BaselWorld, "There is a reason that success does not tail off from year to year, this unique show covers the whole range of what the sector has to offer and does not content itself with exhibiting only large luxury products. There can be no doubt that this is the secret that makes BaselWorld so attractive. ... the unchallenged gathering of the economic segments [watch and jewellery] because it gives each of them optimum visibility and a strong identity ... and [exhibitors] have the opportunity of meeting the whole of their clientele in a single week at BaselWorld."

There's much truth in what Duchêne says and there have been rumours for a while that some of the SIHH exhibitors feel that BaselWorld would be better suited for their purposes, would be less of a financial burden on them and would



help to increase both their visibility and profitability. One can't help wondering what effect the enormous cost of the obligatory participation at SIHH has on the bottom line of the brands that participate: flights and accommodation for many hundreds of journalists from around the world, free food and drinks for anyone attending the SIHH all day and every day ... With BaselWorld constantly upgrading its facilities that will culminate with the superb new Halls in 2014, perhaps it really is time for Geneva's 'Wonder Week' to re-assess its *raison d'être*. The original problem that brought about the creation of the SIHH, smells and the lack of luxurious booths and ambience at BaselWorld, has long been resolved. What appears to remain is, in the eyes of the Richemont Group, the insolvable stumbling block of hotel availability, restaurants and other external entertainment facilities – or rather their non-availability. Is that sufficient reason today for the exhibitors at SIHH to remain in Geneva when the majority of buyers from around the world attend BaselWorld anyway? Visitors have usually pre-booked their hotel rooms from one year to the next and they certainly don't look anorexic because of a lack of restaurants, bistros and cafés. There's even a McDonalds within walking distance of the Show and I understand they have an inexhaustible supply of Big Macs. I'll bet they hadn't thought of that! <



Alessia Lenders, Frédérique Constant Ambassador

## Women's watches galore

*One of the best places on earth for seeking out fabulous new women's watches is BaselWorld in springtime. It is the Mecca for watch professionals the world over, and the beauty of this annual event is that there is something for everyone. From the most discerning collector to the teenage fashionista, there are timepieces for every taste, budget, style and occasion. Europa Star takes a look at some of the hottest products and the most important trends for the coming year.*

### ›Sophie Furley

#### A question of size

Watch sizes have been on the constant climb for over a decade with women's timepieces reaching 40 mm and more. These are great sizes for women with larger wrists or those wishing to make a big, bold statement, but they aren't for everyone, so it was a real pleasure to see several brands coming back down to a more sedate 38 mm. Many brands were also dropping to even smaller diameters of 26 mm and below. These mini sizes were really popular among the jeweller/watchmakers such as **Chanel**, **Boucheron** and **Graff**, who all had stunning mini sizes in their jewellery watch collections, as did some of the fashion brands such as **Storm** and **Fossil**.



BABYGRAFF by Graff



SININ BLUE by Storm

Don't be mistaken, big isn't on the way out, but watch brands are now conscious of the fact that they need to provide different sizes to accommodate the wrists and tastes of all women, something that has been commonplace in other accessory industries such as jewellery and handbags. It only makes sense that women's timepieces should also be available in different sizes.

#### The little steel bracelet watch

Most of us have heard of that essential women's wardrobe item, the 'little black dress', well in timepieces, this translates into the 'little steel bracelet watch'. For women who want a

timepiece that matches everything and can do anything, the little steel bracelet watch is a must-have. It can be worn to work, to the gym, out with the girls, with that 'little black dress', and can even cope with the messier activities of cooking or painting! These timepieces are typically equipped with a quartz movement (due to the practicality of having a timepiece that will keep time for three years or more), however mechanical versions are also seeing the light of day and are becoming popular with women who appreciate the magic of a mechanical movement. The most prominent timepieces in this category are **Patek Philippe's** Twenty-Four, **Cartier's** Tank and **Baume & Mercier's** Hampton, but many other brand's also have beautiful variations in this growing segment.

This BaselWorld saw the introduction of **Ebel's** newly revised Beluga and Brasilia Collections. Both models have alternating satin-brushed and highly-polished finishes on the bracelet and a double 'E' for Ebel on the dial at 3 o'clock, creating a pure and unique look for Ebel's steel watch offering. "The level of innovation in the men's watch business is so important and the dedication to men is huge, but little has been done for women," explains Marc-Michel Amadry, Ebel's former CEO and Creative Director. "Ebel has to play a major role here," he says. From the look of all the new Ebel timepieces (See more in Malcolm Lakin's article in this issue) Ebel is working



**TITONI**  
OF SWITZERLAND



Master Series

*Shaping*  
masterpieces

Treasure the past, embrace the future

TITONI LTD.  
Schützengasse 18 | 2540 Grenchen | Switzerland | Phone +41 32 654 57 00 | [www.titoni.ch](http://www.titoni.ch)



BELUGA by Ebel

hard at providing great products for both men and women. The prices are really attractive too, with the Beluga and the Brasília collections at between 2,000 and 3,000 CHF.

**Frédérique Constant** has decided to target a younger generation of ladies with its stainless steel timepieces. The brand has introduced a Junior Ladies Collection, which follows the success of the boy's Frédérique Constant Junior© line, launched in 2010. The Junior Ladies timepiece comes in a 26 mm case and is fitted with a white dial with mother-of-pearl and guilloché details – a great Swiss Made timepiece for young ladies looking for that first elegant 'do it all' watch.

**Tissot** also has a large selection of stainless steel watches for ladies, including a contemporary new model called the T-Evocation, which

has two original diamond-set 'T's at 12 and 6 o'clock and a Swiss quartz movement, resulting in a new take on this classic timepiece.

### Beating the blues

Big and bold colours are one of the major trends for this year. From the fashion industry, to jewellery, shoes and watches, there is no better way to bring a little cheer than with a fuchsia pink, a key-lime green or a vitamin orange timepiece, for example. The Belgium based **Ice-Watch** has really capitalised on this colour trend with its extensive choice of coloured watches. The brand sold two million timepieces in 2010 and expects to sell three million this year. "The colours people buy depend on fashion trends and also the sea-

son," shares Jean-Pierre Lutgen, CEO Ice-Watch. "Ice-Watch has been so successful because it isn't just about a watch; it is a global concept. The watch is always presented in the same way in all the stores. We want to ensure that the line always looks the same so that the brand is recognisable wherever it is sold in the world," he says.

On US soil, the **Nixon** brand has also been extremely successful with its highly colourful timepieces that go so well with the sunny beach lifestyle of Californian surfers.

In the mid-range, **Bertolucci** has added a strong splash of colour to its new Forza line, which comes with red, yellow, blue, green, orange or purple touches on a strong black case and strap that bring a dynamic touch to this resolutely sporty chronograph. Although originally designed for men, the Forza also looks great on a female wrist and will surely be popular with both sexes.

For women who like to change the colour of their watch, **GlamRock** has a fun new collection called Sobe which allows its owners to change the colour of the bezel, or add a diamond bezel, with a 'Just Click' system that is simple and easy to use and a great choice for women who like to change colours without necessarily changing their watch.



JUNIOR LADIES COLLECTION by Frédérique Constant



T-EVOCATION by Tissot



FORZA by Bertolucci

Issey Miyake 'O' WATCH by Tokujin Yoshioka



SWEETS by Appetime



HAPPY BALL COLLECTION by Tsumori Chisato

## An element of fun

**Seiko Instruments** is one of the leading manufacturers of electronic components covering a vast number of different business sectors from liquid crystal displays to quartz crystals, micro batteries, semi conductors, nano technology and printers. In addition, the company also has a number of licensing agreements for watch collections with names such as the running shoe experts **Asics**, the fashion brands of **Issey Miyake**, **Cacharel**, and **J. Springs**, and the famous Italian designer **Alessi**. Two of Seiko Instrument's brands that really stood out for their fun and daring design were **Appetime** and **Tsumori Chisato**.

We featured **Appetime** in our 5/2010 issue *Over the rainbow with fashion watches* with its fruits and elevator buttons. The Appetime designers continue to innovate with a new cake collection this year which is fun, colourful and will have the ladies licking their lips. Perhaps

they should infuse vanilla and chocolate perfumes into the straps too – now there's an idea!

**Tsumori Chisato** is a famous Japanese fashion designer who has been bringing her magic to watches since 2006. The designs are "simple yet a little quirky" as she says herself, and she has found inspiration in turtles, candy, bows and cats in her previous collections. Chisato's latest collection, however, breaks from a more traditional watch design by incorporating a timepiece into a large beaded bracelet that is both fun and original.

## Ladies mechanicals – hot or not?

American and European retailers often share that the majority of their female watch clients aren't really that bothered about the movement inside their timepieces. They claim that design and price are far more important factors in the decision making process than the choice of movement. Listen to the brands, however, and it is a whole different story. They are all singing the "ladies love mechanicals" mantra. At BaselWorld everyone seemed to be repeating the same message as they presented their ladies mechanicals. So what is going on?

A visit to the stand at Omega threw some light on the situation. The team at **Omega** shared that the growth of the Chinese market and the preference of Chinese women for mechanical timepieces over quartz was largely responsible for the current demand. "Asian and Chinese women have far more confidence in mechanical

timepieces," shared Omega's Vice-President and Head of Production Development, Jean-Claude Monachon. "For the Ladymatic, which was launched in October in Beijing, we can't produce enough," he explained.

The Ladymatic is not a new timepiece, it was first launched in 1955 and was one of the first Omega watches to be designed especially for women and featured the smallest automatic movement Omega had ever made. Today, the Ladymatic is equipped with Omega's Co-Axial technology and is housed in a 34 mm case with a distinctive ceramic ring between an outer decorative wave and the inner case body. The cases are crafted in 18-carat red or yellow gold or in stainless steel.

The Chinese market has certainly been a saviour for many watch brands during the recession, and now this huge market seems to be having an important impact on watch production. As the American market drove the production of big and bold ladies' timepieces a few years ago, maybe the Chinese's love of more feminine timepieces is the reason behind the new trend for smaller sizes too? It makes sense that the strongest market dictates the trends - a sort of Charles Darwin approach to the evolution of consumerism.

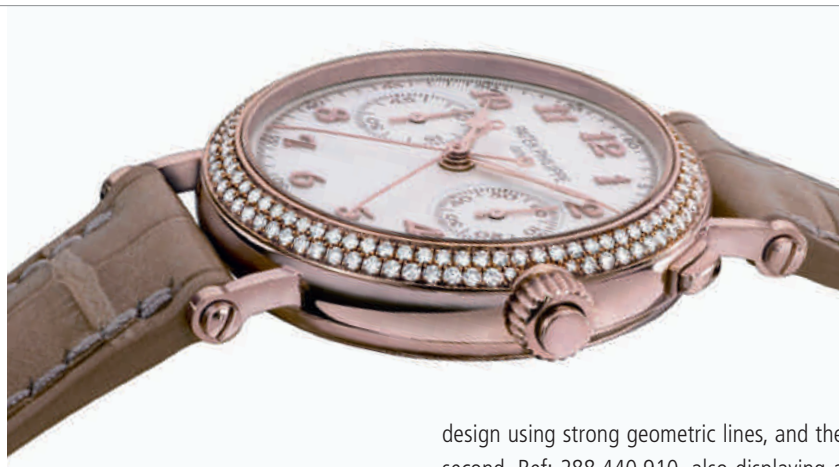


LADYMATIC by Omega

## New mechanicals

Whatever the reasons behind the profusion of new ladies mechanical movements, the resulting timepieces are sensational looking, and once the mechanics are revealed beneath the dial, it will be difficult for new female clients not to be amazed.

Some of the most impressive new ladies mechanical timepieces this year were to be found at **Patek Philippe** who is renowned for its ladies' mechanical wristwatches, whichever geographical market is leading the charge. This year, the brand surpassed itself with a selection of women's timepieces that were on par with the new men's collections. Starting at the top was a brand new ladies minute repeater in a beautiful rose gold case that uses the brand's self-winding calibre R 27 PS, one of the thinnest movements with a striking mechanism. It may not be the first ever minute repeater for women, but it was definitely the first one to appear in such a feminine-size. The height of the movement is a discreet 5.05 mm thanks to a mini, off-centred, 18-carat gold rotor and it is housed in a case that measures a mere 33.70 mm in diameter, keeping this timepiece resolutely feminine. Also highly admired during BaselWorld was a women's split second chronograph that follows the



Ref. 7059R by Patek Philippe

brand's Ladies First Chronograph (Ref: 7071R) collection launched last year with Patek Philippe's in-house calibre.

**Bédat & Co.** presented all its new timepieces this year with a mechanical movement, from its square-shaped reference No. 1, to the No. 8 chronograph with simple calendar and the tonneau-shaped No. 3 collection. The star of the show had to be the Extravaganza *Haute Joaillerie* collection that showcases the brand's *savoir-faire* in both watchmaking and jewellery. Two timepieces were presented in the Extravaganza collection, the first, Ref: 188.500.910, featuring a dial made up of 12 mother-of-pearl segments, with an art deco

design using strong geometric lines, and the second, Ref: 288.440.910, also displaying a complicated mother-of-pearl dial, but with softer lines.

**Ellicott** revealed a new Lady Tuxedo model this year called the Chronotimer. This stylish chronograph is designed in the most feminine way and its movement has some beautiful and original details that make it stand out from the crowd. The Chronotimer follows the brand's Midnight collection that was launched last year and sounded the hours and the quarters on request.

**Fabergé** was concentrating on women's mechanicals too, with the majority of its new timepieces being equipped with Frédéric Piguet automatic movements. Fabergé's new timepiece offering is divided into three collections:



EXTRAVAGANZA COLLECTION by Bédat & Co.



LADY TUXEDO by Ellicott



ALEXI by Fabergé

*I feel balanced thanks  
to the natural frequencies*



**PHILIP STEIN**

Natural Frequencies Inside

1DD-MB-SS

Every day our customers share their experiences of better sleep, less stress and overall improved well being thanks to the Natural Frequency Technology inside every Philip Stein watch.

Tell us your story at [www.philipstein.com](http://www.philipstein.com)



GOLDEN AFTERNOON COLLECTION by DeWitt

OYSTER PERPETUAL LADY-DATEJUST by Rolex



the Alexei, Agathon and Anastasia. Each piece brings together elements of Fabergé’s immense artistic history, such as enamelling and guilloché work, with contemporary forms and designs. The brand also has some unique jewellery creations that you can discover in our sister magazine CIJ Trends & Colours, or on the web site [www.cijintl.com](http://www.cijintl.com).

### The artistic watch movement

After the foray of artistic activity at the SIHH in January, expectations were high during BaselWorld for even more enamel, engraving, lacquer work, high-jewellery settings, mosaic and the like, but this trend appeared to be largely a Richemont affair. However, there were a number of artistic timepieces that are definitely worth more than a mention.

**Chopard** presented a small collection of three *maki-e* lacquer pieces created under the direction of the Japanese artist Kiichiro Masumura, who has been awarded with the title “Living National Treasure” by the Japanese government. The dials are crafted using the *urushi* and *maki-e* techniques and are accentuated by the ultra-thin L.U.C XP movements that power them.

**DeWitt** used a delicate mix of different dimensions and tones of mother-of-pearl to decorate the dials of its new Golden Afternoon Collection.

Each dial portrays a garden full of colourful flowers in front of a sky dotted with puffy clouds. The inspiration for the collection came from the Pre-Raphaelite artistic movement which is renowned for its celebration of women, romanticism and the study of nature. (See our cover story in this issue for more on DeWitt, and [www.europastar.com](http://www.europastar.com) for more photographs of the Golden Afternoon collection).

**Rolex** created some amazing effects on the dial of its Oyster Perpetual Lady-DateJust. The technique, called ‘Gold Crystals’, magnifies

the natural crystal structure of the gold to give a radiant, yellow and grey mottled effect that the brand has named a “Jubilé” motif. There is also an ivory-coloured dial version which has the addition of a sunbeam guilloché pattern.

On the jewellery side, there was a stunning secret watch at **Graff** in the form of a swan whose wing covered the dial, an incredible peacock timepiece at **Boucheron**, and a dazzling piece from **Breguet**, but these highly decorative artistic and jewellery pieces were certainly not as prolific as they had been at the January fairs.



PEACOCK by Boucheron



PETITE FLEUR by Breguet

1921 COLLECTION by Gucci



### Unusual materials

After the recent frenzy of PVD coatings, alloys and in-house gold colours, things had certainly calmed down in the case colouring department this year. Although, there was a selection of fascinating material innovations to be found that were drawing the crowds to the booth windows.

The most interesting was **Chanel's** new ceramic colour called Chromatic. Until now Chanel had produced its ceramic timepieces in the brand's signature colours of black and white. This year, however, there was a new ceramic colour that magically changes tone with the light. Sometimes it looked black, and then under another light it shone like stainless steel. What's the big deal, you may ask. Well, the real revelation occurred when it was held up to a stainless steel watch. There was no comparison, the Chromatic ceramic looked more like liquid than metal, and yet more like metal than ceramic, if that makes any sense! Lightweight and scratch-resistant, this is a fascinating new development for the watch industry. If you missed our last Special Edition on the Chromatic, take a look on [www.europastar.com](http://www.europastar.com) to find out more.

**Gucci** presented many stylish pieces in celebration of its 90th anniversary this year. One of our favourites was the 1921 Collection which was named after the year that Guccio Gucci

founded the Florentine company. Each watch in the 1921 collection, and there are four female styles and two male models, is distinguished by a unique leather-clad case in a choice of black, dark brown, camel or white calfskin. The straps are either matching or use a complementary colour and feature the iconic Gucci horse bit. The brand's new Twirl model also has a leather embossed band incorporated into the bracelet that brings a sophisticated and trendy touch to the collection.

At **Century**, an exciting new collection called the Ballerina was presented by the brand, featuring a new pear-shaped case. Like all of Century's timepieces, the Ballerina presents a case in sapphire crystal that is cut and polished by Century in-house (see *Europa Star's*

film entitled *Century – a sapphire crystal apart* on [www.europastar.com](http://www.europastar.com)). This new collection comes in 18 carat gold, with the new pear-shaped crystal which is cut with 50 facets, and includes 86 snow-set diamonds. The result is resolutely feminine, just like its name.

### Feeling good

It seems that everyone is talking about how much stress they are under. But is stress related to a changing, more demanding society, or is it just a 'word' trend? Weren't we only just 'worried' or maybe a little 'anxious' about things before? Stress was something that happened in machinery, not in humans. Today everyone seems to be fighting against stress, whether it is with the help of massage, spa treatments, sport, therapy or a large gin and tonic at the end of the day! Let's face it the more we can do to combat the stress of daily life, the happier we can be. So why not let your watch help a little bit too? BaselWorld had a number of solutions this year. Firstly, there was **Hermès's** Temps Suspendu (Suspended Time) where you can stop the time by pressing a button at 9 o'clock. The hands go to 12 o'clock and the retrograde date disappears. So when feeling stressed, it is possible to stop the time for a moment until things return to order. Then another press and the time returns to normal. For more about the amazing mechanics behind this timepiece see Pierre Maillard's article in this issue.



BALLERINA by Century



OPRAH by Philip Stein

Another solution could be one of **Philip Stein's** Natural Frequency Technology timepieces that provide many health benefits including better overall well-being, increased focus, and improved sleep, or **Voilà's** No. 9 Collection which incorporates elements of Feng Shui, bringing positive energy into the timepiece. The collection has also been designed using the balance of yin & yang and the brand's signature eight shape design – all supposed to help us keep our inner calm.

### Sporty chic for girls

For those who prefer to blow off steam by running around, sporty watches remained popular for ladies this year and one of the most daring was Chopard's Mille Miglia Racing in bright pink. For over twenty years, **Chopard** has been celebrating this legendary car race from Brescia to Rome and back again with a new timepiece every year, reinforcing the Geneva brand's sporting spirit. Each piece is immediately recognisable by its rubber strap featuring the 1960s Dunlop Racing tyre-tread motif. This year Chopard has produced a feminine version, which comes in a daring shade of pink to celebrate all the female racing drivers over time. Produced in a limited

edition of 1,000 pieces for the non-set version and 250 pieces for the diamond version, the Mille Miglia is equipped with an automatic movement that drives the central hour, minute and second hands and a date at 3 o'clock.

Sporty chic was also the theme for the women's timepieces launched by the new **Codex** brand. Founded in 2009, the brand has chosen a strong design identity with the X chromosome, which is present in all of us, thus the name Code - X. The 'X' can be found in different places such as on the dial, case, crown and oscillating weight. Photographed here is the 38mm Identity Lady Moonphase in steel with diamonds and an automatic Dubois-Depraz 9041 movement with a 42-hour power reserve.

**Swarovski** is one of the brands that manages to mix sport and elegance with what seems like such ease. The brand presented a new Octea Chrono Purple and new Octea Sport versions this year with first class finishings (uni-directional bezel, faceted hands, Swiss made movements, etc.) and the finest crystals. "There are new colours for the Octea this year, that use semi-metallic effects," shares Swarovski's Head of Design and Development Watches Patrice Reynaud, "The effect is called Diamond Touch



OCTEA CHRONO PURPLE by Swarovski

light and is very mysterious: it allows the colour to shine through but also to sparkle intensely due to the light metallic effect on the top," he explains. At prices around the 300 Euro mark, the price/quality ration is very impressive and will surely see Swarovski's watch business increase over the coming years.

### Women rock the AHCI

There are always some fun surprises during BaselWorld and this year was no exception. The first was in the form of **Eva Leuba**, a new female watchmaker who is the latest recruit



MILLE MIGLIA RACING by Chopard



IDENTITY LADY MOONPHASE by Codex



Guess

to the *Academie Horlogère des Créateurs Indépendants*, AHCI. Her timepiece took her four years to create due to the complexity of the amazing 'curved' movement that fills the 56 mm long curved case. *Europa Star* will be looking closer at this incredible feat of watchmaking in an upcoming issue, so stay tuned. Also at the AHCI, we were delighted to see **Saskia Maaïke Bouvier**, who we presented last year with her Summer Time / Winter Time wristwatch. This year she presented a delightful moon phase timepiece which shows the changing face of the moon over a two week period. The watch's owner can follow the waxing and waning of the moon even when the skies are hidden from view.

### Lasting impressions

There were so many fascinating ladies watches during BaselWorld that we could fill the entire magazine with their names and photos. There were several that didn't necessarily fit into any new trend category, but stood out by themselves for being great, attractive watches. The first has to be absolutely everything by **Guess**. With over 20 full time designers, they can afford to have their finger on every trend as it happens, and they do. The selection, as always, was astounding, from colourful crystals to ceramic, tortoise shell looks, logos that cross the dial and bracelet, quilted straps and three

dimensional dials, they have it all. And the prices are so competitive, the brand really should incorporate a shop on its BaselWorld stand so that visitors can buy the watches directly at the show!

A relative newcomer to the world of watches, the lifestyle brand **Davidoff** has been working hard over the last 12 months with a brand new collection. The inspiration remains from the area of sailing and travelling, both passions of the brand's founder. For the ladies, one of the highlights was a new 36 mm stainless steel timepiece with a black mother-of-pearl dial



VELERO LADY by Davidoff

and black spinels. On the distribution side, the brand has just opened India and Russia and will be starting in Switzerland this year.

**Perrelet** was spoiling the ladies again this year. After the original Diamond Flower and its oscillating rotor, the brand is back with a new animated timepiece, the Turbine XS. This new collection has a propeller or turbine on the dial that turns revealing diamonds or a secondary dial beneath. The effect is stunning. The turbine could be used as an automatic rotor, but the brand has decided to keep it as a decorative element this time round. The price of the Turbine XS is also much less than the Diamond Flower which should attract new female clients to the brand who are looking for an original and fun ladies automatic.

### Accessorizing with time

As an increasing number of women start to accessorize with watches as well as jewellery, the women's watch business is just booming. Rare are the brands that don't cater to the ladies these days, and most are investing in design and development to create exceptional products for women. New trends, colours, materials and complications are abounding, which is great news for women and their watch retailers worldwide. ◀



TURBINE XS by Perrelet

# Incredible sports watches

› Keith W. Strandberg

# S

Sports watches are a huge part of the watch industry. Versatile, rugged and great looking, sports watches are a natural choice for watch buyers – sometimes in addition to other watches (e.g. dress watches, classical timepieces, etc.) and sometimes as a primary timepiece.

For this wrap up of BaselWorld sports watches, we at *Europa Star* decided to focus on several key brands and what they are doing in sports watches, rather than give you an exhaustive list of all the sports watches presented.

Check out the gallery following this story to see the other new sports watches introduced during the show.

## TAG Heuer

One of the highlights of the BaselWorld show, sports watches or otherwise, was the introduction by TAG Heuer of its outstanding Mikrotimer Flying 1000. The first mechanical wrist chronograph to time to 1/100th of a second, the Mikrotimer Flying 1000 was presented as a concept watch. TAG Heuer's history, however, is to be determined to take the concept watches to market, like the V4.

The Mikrotimer accomplishes this amazing timing feat by using two escapements, one turning at four Herz and the other at 500 Herz. Each of these escapements has its own power source, and the chronograph even eliminates the balance wheel!

The Mikrograph from TAG Heuer, introduced in January of this year, was already beating at 50 Herz, so how much harder could going to 500 Herz be?

"It's not just 10 times more precise, it's exponential in terms of difficulty," says Jean-Christophe Babin, CEO, TAG Heuer. "We came to the conclusion that the best way to guaran-



MIKROTIMER FLYING 1000  
by TAG Heuer



tee the chronometry was to go dual frequency. It's power on demand. When you don't need it, you go with the reliable, long lasting movement, and when you need it, you can use the movement moving 125 times faster. It won't downgrade the performance of the regular timing, which is the case in normal chronographs." The result is a chronograph hand that whips around the dial ten times in a second, which

is astounding to see. Reading the result in thousands of a second is simple, once you know how to read the dial. The biggest challenge moving forward will be the power reserve – the Mikrograph, at 50 Herz and the chronograph hand going once around the dial in a second, has a power reserve of 90 minutes. With the current working prototype of the Mikrotimer Flying 1000, the power reserve is a few minutes. The goal, in order for it to be a commercial product, is to have the power reserve be around 20 minutes.

"For a watch company, success is earned every day, and we feel we can be successful in the future by capitalizing on our past," Babin explains. "Our history has allowed us to come

up with the new movements easier and faster than others. It has taken close to one century to manage to step up from 50 Herz to 500 Herz and it is a major milestone for the brand. It's the mission of each generation of management to lay the foundation for the future. We have a very rich history and it's my repayment to build for the next generation. This is a founding stone. There will be watchmaking after us, so we have to build for them as well. "We have managed to be the first with 100th of a second, and we are the first with the 1000th of a second," he continues. "The only two concepts we have not brought to market are the Pendulum and the Mikrotimer Flying 1000, and we are working on both of them now and expect to take them to market. We are working on the solutions, now -- it's more about the materials than the watchmaking."

## Tissot

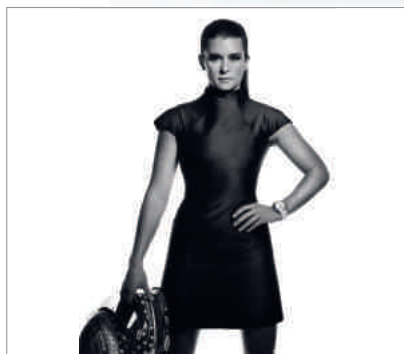
Tissot has made an incredible transformation over the last decade, going from a relatively traditional watch company to a cutting edge sports watch brand, one that still has a wide collection of traditional watches.

"It is true that Tissot has placed a focus on sports in recent years with our partnerships in MotoGP, Cycling, Basketball, Ice Hockey and Fencing and this continues with the recent addition of the FIM Superbike World Championship to further our association with motorcycle racing," says François Thiébaud, Worldwide President, Tissot Watches. "The reason why is really threefold: first, the huge popularity of sport around the world, there are very few events that can bring so many people together regardless of their background as sports. Sports is a unifying force that brings people together both socially and emotionally and we are proud to play a key role in that.

"Secondly, the partnerships that we have in sport are just that, partnerships, we are not a sponsor that simply helps to fund a club or an event, rather, at each of the events we are involved in, we provide a vital service that allows that public to enjoy the show to the



Danica Patrick



full," he continues. "As the Official Timekeeper of over 600 events worldwide in 2011, we are not only a partner in the sports that we work with, we are a vital part of the machinery providing a valued service to the sport, the athletes and the fans."

And, finally, the values of the sports that Tissot is involved with mirror the values of the company -- precision, performance, innovation and a will to succeed. Being involved in these sports allows Tissot to reinforce this message to sports fans around the world.

In addition, Tissot uses its partnerships and ambassadors to determine exactly what users need. "Through our sports brand ambassadors such as footballer Michael Owen, MotoGP

racer Nicky Hayden, racing driver Danica Patrick or basketball player Tony Parker, as a brand we are in permanent contact with sports professionals from the very top echelon of their various sports," Thiébaud details. "Often their direct feedback is taken into consideration when developing new products, particularly their own signature products. In the world of sports, we are also in permanent communication with professionals from within the sport itself about development and innovation in the sport. This allows us to be innovative in the development of new products for both our timekeeping services and our consumer products and to include new materials and new technologies in our new watches." The biggest sports watch introduction for Tissot this year was the Seastar 1000, a professional dive watch water resistant to 1,000 metres. "We expect the watch to be bought and used by diving enthusiasts and professionals," says Thiébaud. "The Seastar 1000 was in development for around 18 months. The critical parts were the screw-down parts like pushers, crown and caseback but also the implementation of an automatic Helium Escape Valve."

SCUBAGRAFF by Graff Luxury Watches

### Graff Luxury Watches

On the other end of the spectrum from Tissot is Graff, which specializes in high-end diamond watches, given the brand's background in gemstones. This year, Graff introduced the ScubaGraff, a serious dive watch.

"Sport watches have always been one of the key concentrations for Graff," says Michel Pitteloud, CEO of Graff Luxury Watches. "When the watch division was unveiled three years ago it launched with four categories: Complications, Sport, Dress and Jewelled watches. Sports watches will always be an important component to the watch division. The ScubaGraff was a new challenge in creating an original and limited watch combining a subtle blend of sport and high-tech watch making expertise. "The strength of the ScubaGraff is that the undeniable aesthetic charm does not detract from the authentically sporting nature of a model designed to do far more than just look good on the wrist," he continues. "Therefore, the watch will attract both men who will use the diving functions of the watch as well as those looking for a more casual yet technical timepiece to wear."



BALL ENGINEER MASTER II by Ball Watches



### Ball Watches

Ball has always been associated with rugged precision, ever since Webb C. Ball developed railroad watches. Today's Ball watches are rugged to the extreme, including watches that accompany explorers to the ends of the earth. "Webb C. Ball was quoted as saying his company was based on 'Accuracy under Adverse Conditions,' a motto we live by today," says Jeff Hess, President, Ball Watch USA. "Our watches are not design exercises. Many professionals use our watches for their work. Our watches are used by first responders, divers, explorers and doctors all over the globe.

"Our diver's watches are a cult hit and almost legendary among some, due to Guillaume Nery and his diving. Our most popular watch is a toss up between Engineer diver watches and Engineer Hydrocarbon," Hess concludes. New for Basel was the Ball Engineer Master II Dive Freefall (pictured here).

# CITIZEN®

## Innovation in every part. Accuracy in every city.



### LIGHT FOREVER



Designed to receive standard time radio-waves from 5 stations including Germany, the U.S.A., Japan (east and west), and China. As a result, it offers accurate time in these major regions and countries: Europe, the U.S.A, Japan and China. For world time, users can choose from 26 cities and UTC (Coordinated Universal Time). Simply turn the dial disk using the crown to switch the city. Doing this allows you to easily adjust the hour and second hands to the time zone of the city selected.

- Eco-Drive, Powered by light - Power reserve indicator - 1/5 sec. chronograph - Alarm - Water resistant to 20 bar



## Eco-Drive®

Citizen and Eco-Drive are registered trademarks of Citizen Holdings Co., Ltd., Japan.

## Bremont

Bremont was born from a passion for aviation, so every watch has a pilot's touch to it, including the MB I and MB II, which are associated with the Martin Baker ejection seat company. The MB I is a limited edition that is only available for purchase by survivors of a Martin Baker ejection, while the MB II is the commercial version. All MB watches are actually subjected to the same tests as the seats themselves.

"This all started a number of years ago when Martin-Baker approached us to design a watch for those who have survived an ejection from a MB seat - over 7,300 to date," says Nick English, co-owner of Bremont with his brother Nigel. "They wanted to be able to give the ejectees a chance to obtain a watch that had been through the same testing as the seats themselves. These seats can never afford to fail, obviously, and they have to go through a series of tests to ensure they still can operate after many years worth of vibration (40 years worth of testing), shock, salt-fog, altitude and climatic tests."

As a result, the watches have therefore been through the following tests:

\*\*They are the only watches to have gone through the ejection testing program and multiple live ejections at up to 700 mph and over 30 G.

\*\*Vibration tests - the watches were attached to mannequins and seats and put through 40 years worth of vibration testing on a large vibrating rig, over multiple tests

\*\*Shock - the watches were put through crash tests attached to mannequins (similar to high speed car crash tests)

\*\*Salt/fog tests - the ejection seats have to be able to sit on an aircraft carrier for years on end while being exposed to sea spray, sulphur dioxide gases from exhausts etc, and they cannot afford to corrode. The same anti-corrosion treatment had to be applied to the Trip-Tick aluminum middle barrel of the watches. The watches were submersed in a salt-fog chamber for several weeks which mimics the corrosive effect of the salt-fog spray over a protracted period of time.

\*\*Temperature. The seats may find themselves sitting in aircraft in Alaska or Nevada. This 'freeze-thaw' and temperature variation can have a structural affect on metal as it expands and contracts. The watches had to be tested in MB's climatic chambers from -50 degrees C to +70 degrees C over a period of weeks.

\*\*The watches had to work at altitude - up to 100,000 ft (pressure issues) - so this was tested in Martin Baker's climatic chamber and in active service with the U2 Squadrons.

Bremont faced a host of issues as the watches went through the testing. "Watch movements were destroying themselves, so the movements had to be suspended in a rubberized movement mount which absorbed up to 85% of the vibrations," English says. "This rubber took a long time to get the right consistency and flexibility. The case had to be modified to be able to house such a mount, and it meant that the movement is never directly in contact

with the case, but instead has this rubber suspension mechanism protecting it.

"In addition, the case and crystal design had to be altered to ensure crystals did not 'pop-out' at altitude," English continues. The movement is encased in a soft iron Faraday cage to protect it from all electrostatic and magnetic forces. Also, the case has been hardened to make it six times more scratch resistant than normal watch grade steel."

Bremont works with a number of Air Force, Army and Navy squadrons around the world (C-17, U2, Apache, US Navy Test Pilot School, Eurofighter, etc.). "Many of these have chosen to wear the MBII," English says. "We have sold many watches to ejectees from MB seats who are entitled to wear a red barreled MB. These guys form part of a very exclusive club (traditionally called the 'Red Tie Club'). More commonly now, those people interested in over engineered, beautifully finished mechanics have a definite



P-51 by Bremont



interest in what we are doing with the MB and our other watch lines. It is a real compliment to be attracting this type of client base to Bremont."

This year at BaselWorld, Bremont introduced the P-51, which is a limited edition watch that incorporates actual material from a real World War II fighter plane, the P-51-10 Mustang, a Pacific War veteran known by the moniker 'Fragile but Agile'.

### Hanhart

Helmed by watch industry veteran Thomas Morf, Hanhart has chosen instrument watches as its target. "Many brands build some instrument watches out of nothing just because it's trendy, but Hanhart has the history and the legitimacy of making these kind of watches," Morf explains. "We follow clearly the route of form follows function. Purpose built watches need to withstand and work under the toughest condi-

tions. I give you an example: a pilot once said: 'Where our spit froze in flight, the Hanhart never failed.' Purpose built = simplicity in design, rugged, reliable, easy to operate, every detail has a function. This is purpose built."

Under Morf, Hanhart is making key changes to bring the brand in line with its stated goals. The customer Hanhart wants to attract is those "who can differentiate the real instrument watch maker from the wannabes," he adds. "Hanhart is for those who like air, land and sea activities. Hanhart is for those who like instrument watches. Hanhart is for those who like it cool, not chic."

Hanhart has a legitimate history in pilot's watches. "All our pilot's watches are offsprings of our legendary pilots chronograph caliber 40 and caliber 41 in the 1930's," Morf explains. "These watches belonged to the first pilots chronographs ever and were specially made for pilot's needs. Hanhart is a reference when it comes to these kind of watches. Who came up with the fluted bezel, the red push button, the bi-compax indication, the asymmetric push buttons and more? Hanhart!" As part of Morf's effort, Hanhart introduced the Pioneer collection, which is based on vintage models with modern features. For this



PIONEER TWININDICATOR by Hanhart



PIONEER MONOCONTROL by Hanhart



PIONEER TWINCONTROL by Hanhart



collection, Hanhart moved its signature red push button back to its original place, on the reset button to prevent accidental reset of the chronograph totalizer.

## Graham

Graham has been involved with sports for quite some time, aligning its uniquely designed oversize watches with rugged, manly pursuits. Perhaps the most manly is the world's most dangerous motorcycle race, the Isle of Man Tourist Trophy (TT). As the official timekeeper and official watch of the Isle of Man TT, Graham has introduced a great new watch to commemorate this activity.

"There is no doubt that the Tourist Trophy is a mad race," admits Olivier Degen, International Marketing Director. "It's about going very fast on very narrow lanes flanked by stone walls and through small Manx villages. The race transforms the sleepy little island into a petrol head nirvana. Unlike other racetracks which feel a bit manicured, this one is the real thing, held on public roads of the Isle of Man. We wanted to be part of this, the most exciting British motorsport race.

"Spontaneity, passion for racing and definitely daring are common values that we share with the race," he adds. "Genius TT riders, Guy Martin

and Ian Hutchinson, embody the spirit of our watches. Talk to one of those mad riders and they will tell you about the stresses on the bike, the shaking and near wipe-outs on the 37  $\frac{3}{4}$  miles (60.7 km) and its 200 bends, going from sea level to 1,300 ft (396m) and back. Again, it is the real thing and that's why we like it."

The new TT watch is in the Silverstone range, which has always been designed for racing and racers. "We have dreamed about a watch that could represent the spirit of this amazing race," Degen says. "We wanted people to feel the thrill of the race. When you are on the track behind the fences, you can feel the tension, the riders' concentration. You can smell the tyres' rubber and the smoke when they take off like a shot. These are the kind of emotions the Silverstone TT is full of. It was a hard work, selecting high-technical material such as carbon fibre for the dial, leather sewed with red thread for the strap, and also decoration, with *Clous de Paris* for the bezel, the TT

Isle of Man coat of arms included in the seconds' counter and the 100 years inscription on the dial which celebrates the anniversary of the Mountain course.

"The result is a watch about speed and daring," Degen continues. "It also pays tribute to the Isle of Man which is an incredible site to run the race. Our partnership is an ongoing project which is fully integrated into our daily operations. We live the race like if we were on a bike, we feel part of it. And we would like our customers and fans who have a Silverstone TT to feel part of it as well.

As official timekeeper, Graham also offers a watch to all the winners of the Tourist Trophy races. Besides the winners' watches, this watch is available as a very limited edition that's hugely popular with the fans around the world."

These are just some of the great sports watches introduced during BaselWorld 2011. For more, see the following gallery. <





**ORIENT**

*Automatic*

**M-FORCE** is back



EL03001B

**M-FORCE**

[www.orient-watch.com](http://www.orient-watch.com)

**Specifications** / Mechanical Movement : ORIENT caliber 40N5A Made in Japan, Self-winding & Hand-winding movement  
Power reserve indicator, Date indicator, Second hand halt mechanism, All-stainless steel case and bracelet, Sapphire crystal  
Screw caseback, Screwed-down crown, Enhanced shock proof, One-way rotating bezel, Water resistant to 200m, Diameter 46.00mm  
Certificated by ISO 6425 diver's watches, ISO 764 antimagnetic watches and ISO 1413 shock-resistant watches

**TAMBOUR AUTOMATIC REGATTA NAVY CHRONOGRAPH by Louis Vuitton**

The Louis Vuitton Tambour Automatic Regatta Navy chronograph is equipped with the LV171 calibre (from Dubois Dépraz) offering water sports enthusiasts count-down and fly-back functions, both of which are indispensable for measuring boating performance. The intense blue of the dial is marked with a red 'V', Vuitton's traditional symbol, which is also discreetly featured on the strap. This limited edition of 250 watches will be available in Louis Vuitton stores as of November 2010.



**BLACK SEA MARINE DIVER CHRONOMETER by Ulysse Nardin**

Ulysse Nardin's Black Sea Marine Diver Chronometer is a fully-fledged diving watch, water resistant to 200 metres. Its 45.8 mm stainless steel case is covered in vulcanized mat-black rubber, while its exhibition case-back reveals the automatic Ulysse Nardin movement. The dial is finished with an intricate wave pattern and the hour markers and hour and minute hands are coated with red SuperLumiNova.



**GEARBOX by Oakley**

Oakley's Gearbox has been introduced in new colour combinations, including this striking black and white split dial, with a unique split seconds hand. This quartz timepiece also comes in a red and black dial treatment, as well as monochromatic white and black. The Gearbox is water-resistant to 100 metres and features a screw-down crown and case back.



**CLASS-1 CHRONOFFSHORE AUTOMATIC by Edox**

Edox is the official timekeeper to the Powerboat Class-1 World Champions and to celebrate this partnership, Edox introduces the Class-1 Chronooffshore Automatic. This timepiece features a sturdy and sharply contoured case middle along with a new bezel in scratch-resistant black ceramic, a high-tech material used in the world of ocean racing. The black carbon fibre dial has a giant-sized '1', for the Class-1 collection, and the case back is embossed with the profile of the propeller that powers these super-boats. The new Class-1 Chronooffshore Automatic has an automatic helium valve and screwed-in crowns and push-pieces, which allows water-resistance to 500 metres.



**PACIFIC BLACK by Tutima**

The new Pacific Black from Tutima is a diver's timepiece water-resistant to 200 metres. The Pacific Black features a 43 mm case, powered by an ETA 2836-2 self-winding movement with day/date. The case and bracelet are made in specially hardened stainless steel that is then PVD coated. The timepiece has an unidirectional rotating bezel with a 60-minute diving scale.

**ADMIRAL'S CUP LEGEND 42 by Corum**

The Corum Admiral's Cup Legend 42 is an elegant version of the iconic and very sporting Admiral's Cup. The signature 12-sided 42mm case is in 18-carat 52N red gold and features a charcoal-grey dial with a Barleycorn finish. The automatic movement (CO395) features hours, minutes, small seconds and date. The timepiece comes on a black crocodile leather strap and is water-resistant to 50 metres.



**OYSTER PERPETUAL EXPLORER II by Rolex**

The Rolex Oyster Perpetual Explorer II is an update of the original watch, launched 40 years ago, that has climbed mountains, descended into volcanoes and reached the ends of the earth. The new Explorer II has been enlarged to 42 mm and has bigger hands for increased legibility. Water resistant to 100 metres, this watch can go everywhere and do just about anything.



**ENDURER CHRONOSPRINT ALL BLACKS by Bulgari**

The new Bulgari Endurer Chronosprint All Blacks celebrates the partnership between Bulgari and the New Zealand All Blacks rugby team. Surprisingly, both share the same date of origin – 1884. Powered by the self-winding movement, Calibre DRI306, with a unique display, two hands of different lengths mounted on a single axis that display hours and minutes. This function runs continuously and can only be reset, like a flyback chronograph, by pressing the pushbutton at 7:30. The dial features a Maori tattoo, the Koru, which is a symbol of life, growth, strength, peace and renaissance.

**TYPE XXI by Breguet**

The Breguet Type XXI watch was inspired by the Type XX chronograph designed by Breguet for the *Aéronavale Française* (the French naval air arm) during the 1950s. Its technical distinctiveness lies in a chronograph minutes counter positioned in the centre, like the seconds counter. The self-winding mechanical calibre also has a flyback function, which is specific to aeronautics and allows the chronograph counter to be reset to zero and restarted instantly with a single operation. The new Type XXI is produced for the first time in a grade 2 titanium case (42mm) with a black lacquered rotating bezel sporting numerals in relief. The Type XXI is water-resistant to 100 metres.



**CARLOS COSTE LIMITED EDITION CENOTE SERIES by Oris**

In 2010, Carlos Coste established a new Guinness World Record for freediving, by completing a 150 metre underwater swim using no apparatus through Dos Ojos, a colossal cenote (cave network) that twists for 31 miles under Yucatan, Mexico. The new Oris Carlos Coste Limited Edition Cenote Series (2,000 pieces) boasts a number of original features to highlight Coste's incredible feat. The essential minute counter glows in the dark for ease of reading under water; a triangle on the 2 minute position symbolises that Carlos would be reaching his own breath record of 2:30 minutes for a dynamic dive at this point, whilst a second triangle at the seven minute position highlights Carlos's record of 7:30 minutes for holding his breath during a static dive.

# FILA **working hard,** but playing harder

This year will be the 100th Anniversary of the famous sports apparel brand FILA, that started life in Italy in 1911. Internationally known for its footwear, watches and accessories, FILA has become a fashion icon over the years thanks to its pioneering design and Italian craftsmanship.

The brand started out in the realm of sport but now lives hand in hand with the world of fashion. This merging of sport and fashion can be seen clearly in FILA's new watch offering that comprises five new categories in celebration of this centenary year: '100th Anniversary', 'Fintage', 'FILActive', 'FILAcasual' and 'FILAshion'. Like each and every FILA product, the timepieces are designed to be strikingly simple, sensual and body-conscious.

One of the highlights for this year is the FCD001 series, which is both a digital timepiece and a desk clock. With the innovative 360° sensor, the digits rotate depending on the placement of the watch. When the watch is worn on the wrist, the digits are displayed in portrait mode and when the watch is placed on a desk, they rotate to landscape mode, turning this

stylish looking timepiece into a clock. The FCD001 series comes in four different colours – white, cool black and the iconic FILA red and FILA blue. The watch features some additional functions such as an alarm, backlight and water resistance of 3 ATM.

For lovers of the simple and clean FILA design, the brand has launched its FFA002 series which emphasizes the beauty of simplicity by using a vibrant contrast of colours and materials. Inspired by the stylish design of FILA apparel and accessories, the FFA002 series sports a pair of exquisite hands that are taken from the brand's iconic logo. There are six different versions with contrasting colour combinations that fuse the most popular trends into one iconically simple design, something that has proven extremely successful for the FILA brand over the last one hundred years.

100  
anniversary  
19112011 

[www.fila.com/watch](http://www.fila.com/watch)





*sport. style. life. passion*  
our story for 100 years

www.fila.com/watch

**EVERLAST**



**I FIGHT FOR  
MY WATCH.**

**WHAT  
DO YOU  
FIGHT  
FOR?**

WWW.EVERLASTWATCH.COM

EVERLAST™ and the Ever device™, CHOICE OF CHAMPIONS™ and GREATNESS IS WRITTEN™ are trade marks of Everlast World's Boxing Headquarters Corporation and used under license by LONGITUDE (LIMITED).



# Make Connections at the World's Top Timepiece Showcase

*There is nothing quite like face-to-face contact to oil the wheels of business. As the world's largest timepiece event, the **HKTDC Hong Kong Watch & Clock Fair** has long been known as the perfect platform to drive business, spot the latest trends and gather market information.*



The fair yields value in both quality and quantity. The 2010 edition attracted a total of 16,521 buyers from 97 countries & regions who sourced timepieces, ranging from trendy to classical styles, to create their new-season inventories with broad consumer appeal.

## Artistic masterpiece

Having been established for more than a decade, the Brand Name Gallery has a proven track record in bringing together a variety of brands with popular appeal. Incorporated into the Gallery is World Brand Piazza, which made its well-received debut in 2010, and which returns to showcase the exquisite art and craftsmanship

of "haute horlogerie". Some of the world's most acclaimed global brands that participated in the 2010 edition included Audemars Piguet, Breguet, Cartier, Omega, Piaget and Vacheron Constantin.

## Places and people of interest

A focal point of the Gallery is the Wine Cellar, scene of social and networking activities as well as venue for the mini watch parades which give buyers a close and informal look at exhibitors' products worn by models.

## Watch-making classic

There are watches destined to be the heirlooms of the future and these can be

seen in the Pageant of Eternity. This is the perfect zone for buyers who are seeking complete watches with timeless good looks and a high level of workmanship.

## Watchmakers' source

Manufacturers of timepieces of all kinds are well served by exhibitors at the fair. In the Parts & Components zone, international suppliers exhibit of a wide range of quality products.

## Industry insights

Influential voices in the watch and clock industry are heard at the Asian Watch Conference and Hong Kong International Watch Forum. Don't miss out on the opportunity to be a part of the largest watch & clock show in the world. The fair takes place at the downtown location of the Hong Kong Convention and Exhibition Centre and will run from September 7-11.

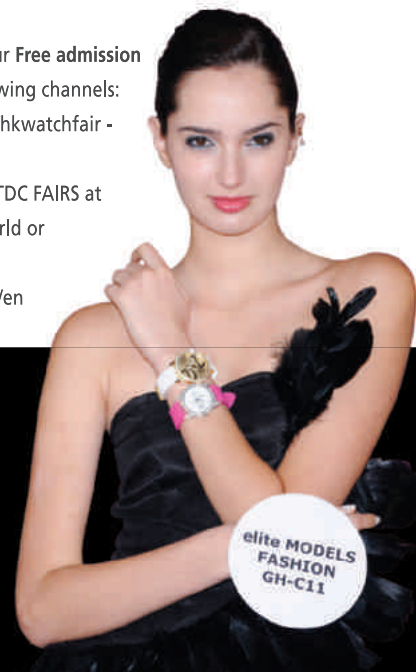
## It's just a click away

For trade visitors, register now for your **Free admission badge** through one of the three following channels:

**Website** – register at [www.hktdc.com/hkwatchfair](http://www.hktdc.com/hkwatchfair) - on or before August 16;

**Smartphone Info Site** – download HKTDC FAIRS at iPhone App Store, BlackBerry App World or Android Market; or

**Mobile Info Site** - visit [hktdc.com/wap/en](http://hktdc.com/wap/en)



# The world's biggest timepiece event



## Hong Kong Watch & Clock Fair

7-11 September 2011

Hong Kong Convention and Exhibition Centre

- Prime downtown location
- 700 quality exhibitors from 14 countries and regions
- Themed zone highlight: Brand Name Gallery

[www.hktdc.com/ex/hkwatchfair/07](http://www.hktdc.com/ex/hkwatchfair/07)

Hotel sponsorship of up to HK\$2,100 (approx. 185EUR) for first-time buyers – please contact the HKTDC office at:  
Tel: (852) 2584 4333 • Fax: (852) 2824 0249 • Email: [exhibitions@hktdc.org](mailto:exhibitions@hktdc.org)

Official Carrier:



Official Air Express Co.:



Your business · Our mission |





## Daniel Ceballos Joyeros, Mexico

› Keith W. Strandberg

# T

The Ceballos family has been in watches and jewellery for three generations. Located in Hermosillo, Mexico, which is south of Arizona, Daniel Ceballos Joyeros is now under the direction of Daniel Ceballos the third, carrying on the family tradition. One of Daniel's main initiatives has been to increase the number of watch brands his store carries. *Europa Star* caught up with Daniel Ceballos in his store in Hermosillo.

**Europa Star:** How's business?

**Daniel Ceballos:** As we say here in Mexico: "Business is good, thank God!" We have to pay our respects to the guy above, as we really can't complain about business.

**ES:** What is the history of your store?

**DC:** My grandfather, Daniel Ceballos (the 1st) was the one who started in the jewellery business very humbly as a watch repairman. He had no money, but he was very honest and



Daniel Ceballos

hard working; to me the key values to a successful jeweller. Being very skilful with his hands and committed to his work, and with time he raised enough money to open his own jewellery repair shop, and soon his own jewellery store (1956). His son Daniel Ceballos (the second, my father) started in his father's business. The oldest of 11 brothers and sisters, my father moved to the capital of Sonora, Hermosillo in 1977, and by 1982 purchased the first and most respected jewellery store in Hermosillo, 'La Violeta' (founded in 1917) and renamed it 'La Nueva Violeta'. This store, located in the heart of downtown Hermosillo, still stands as a symbol of trust and tradition. For many years the business grew, and my father, a very active man, was also very much

in the wholesale business, supplying gold jewellery to many retailers across Mexico.

In 2006, my father was attending a Meteoritics convention in Berlin, Germany, and he suffered a fatal accident. My mother, Lourdes Ramirez, was always by my father's side in the business, so she was able to take strong control of the business.

Before I finished college, I had already started working at the store. As soon as I received my degree in finance, I started full time in the business. My vision was clear regarding where we had to go in this business -- it was 2005 and the watch boom was ever rising. I knew that for the family business that had its foundations in trust and tradition, we needed to be identified as the leading retailer in watches and jewellery. Now, I work with my sister, Lourdes, in the business.

**ES:** Has business changed over the past years?

**DC:** Business has changed in that customers are more informed than before. They have more access to information and come more prepared than in the past, which means we have to have better knowledge of the products we carry and the products we sell against.



ANTOPI SA

Rue Jérusalem, 9 ● CP 3017 ● 2303 EA CHAUX DE FONDS ● SWITZERLAND  
Tél: (41) 32 967 94 40 ● Fax: (41) 32 967 94 41  
E-mail: [reception@antopi.ch](mailto:reception@antopi.ch)

**FACTS AND FIGURES:****How long:** Since 1965**Employees:** 10**Size of store:** 320 square metres**Average sale:** US\$10,000**Range of price:** US\$200 and above**Best Selling Watch:** Rolex GMT Master II in Stainless Steel**Brands Carried:** Rolex, Cartier, Omega, Montblanc, Tudor, Chanel, Longines, Tissot, Damiani, Hearts on Fire, Roberto Coin, Chimento, Rebecca, Swarovski**ES:** What is the secret of your success?

**DC:** Our success has been based on building an experience that exceeds our customer's expectation when visiting our store. Our formula for creating this experience is centred on two key factors:

1. Treating our customers as part of our extended family
2. Creating a luxury atmosphere

We have found that customers tell us time and time again that although our store is very high-end in terms of the brands, the ambience and interior design, there is something about our store that makes them feel very comfortable. Many of them mention that they have never felt the warmth and hominess that they get when visiting our store.

**ES:** What is your relationship like with other retailers?

**DC:** We have made some valuable friendships with several retailers from across Mexico through the various brand events. Most of the brands we carry have given us exclusivity for the territory we represent for them. This has permitted us retailers to talk openly and honestly about our concerns and experience with

the different brands we all carry, without worrying about local competition.

**ES:** What is the biggest challenge facing your store right now?

**DC:** Unfair competition -- competing retailers who discount heavily and non-authorized dealers. Being an authorized dealer for high-end brands requires a great deal of investment in terms of brand furniture, publicity, as well as sales training. Discounting harms everyone.

**ES:** What is the biggest challenge facing the watch industry right now?

**DC:** A weak dollar and the copying of designs between different watch brands. Also misguided messages from certain brands in terms of manufacture authenticity or any other 'self-developed' claim that isn't true. It is also going to be important for the industry to really focus on Swiss Made.

**ES:** How is your market different from others around the world?

**DC:** We find that the Latin American market in general is looking out for high quality

products and the newest trends. Our market tends to be very inclined to receiving extra special treatment -- they want to feel like VIPs, whether its special attention, special pricing or they get invited to an exclusive cocktail party.

**ES:** How do you market your store?

**DC:** We develop an annual marketing plan made up of:

- Local monthly magazines
- Local newspapers
- Social and cultural events
- Charity events
- Billboards
- Website
- Facebook
- Twitter

**ES:** How important is customer service?

**DC:** Many retailers are centred solely on making the sale. Customer service is very important; it is the basis of the long term relationship with our customers. A person, who comes into your store in a hurry, only interested in a repair job, could become your best customer. When a customer is given the service

*Establish aesthetic Wonder  
through Clarity of  
functional Logic.*

Chad Oppenheim



10½ x 11½'''



**Cal. 3540.D**

Swiss Made – 5 Jewels/Gilt

**12**  
*First Quartz  
Chrono  
Swiss Made*  
**9**  
**6**



The creativity of your design – the technology of our movements. Together we create outstanding timepieces.

[ronda-startech.com](http://ronda-startech.com)

 **RONDA**



he expects, or better yet if the quality of service exceeds his expectations, this builds customer loyalty. The opposite creates a negative domino effect so strong you might never get it back.

**ES:** How important is security?

**DC:** Security is at the top of our list. The point is to make the customer never realize security is an issue. A well guarded perimeter (inside and outside), a private area for making an important purchase or transaction, and a dis-

crete staff are all factors that must be considered for a customer to feel secure.

**ES:** Are you optimistic about the future?

**DC:** Yes, always. The future is what we make of it. It is easy to make excuses, complain about how times are hard and lose hope for the future. The reality is that there is always room for opportunity. We must however have the flexibility to adapt to current situations, keep creativity at a maximum and to keep a keen eye open for new business possibilities.

**ES:** What is your favourite watch?

**DC:** My Rolex GMT Master in stainless steel with blue and red, bezel circa 1991. Personally, I find it a very nice looking vintage watch. But more importantly, it holds great sentimental value for me as it belonged to my father, and after he passed away I received it as a graduation gift from my mother. This heirloom really impacts the way I look at watches. It gets me excited to talk about watches and convince our customers to start their own family tradition with a fine watch. <

## SOLVING THE TRAINING DILEMMA WITH EUROPA STAR'S KNOWLEDGE



Daniel Ceballos Joyeros was the first retailer to take advantage of the *Europa Star Knowledge* training programme. Though Ceballos has training from the brands on a regular basis, he knew that he and his staff needed more.

"I wanted to fine-tune what I knew about watches," he says. "Although I try to stay up to date and take part in the different training programmes my brands offer, it still wasn't enough. I had been looking for a good watch programme that gave unbiased information, opinions and insight into the watch industry. The Europa Star Knowledge was just the programme to achieve this.

"The Europa Star Knowledge exceeded my expectations," he continues. "It gave me the entire scope of the industry today, and a look to where it's going. It gave me the knowledge to be able to make an intelligent decision when considering investing in a new watch or brand."

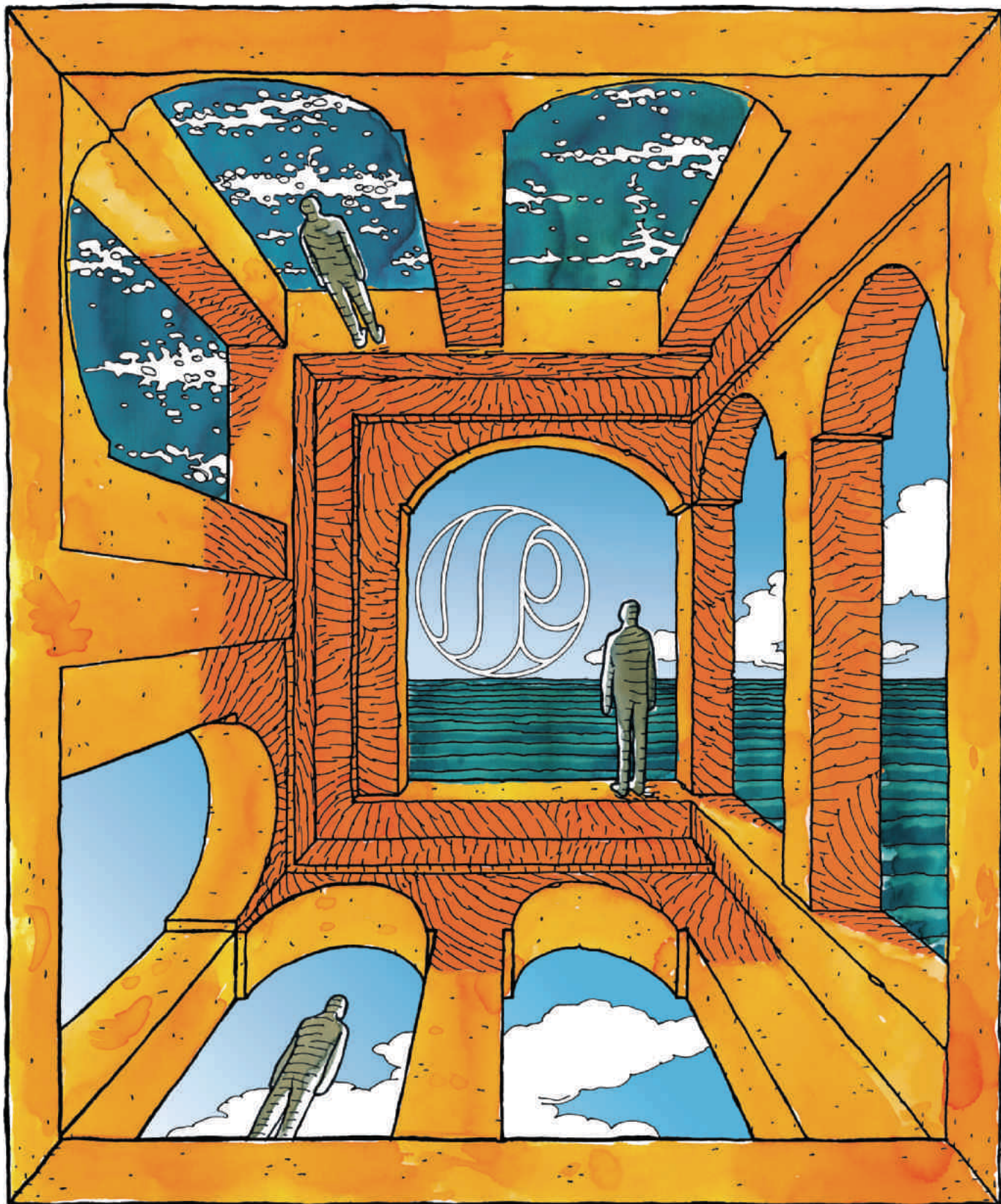
The Knowledge programme was held at the Grand Hotel les Bains in Yverdon-les-Bains, Switzerland before BaselWorld. In addition to training by the Europa Star staff, Ceballos

also had a presentation from independent master watchmaker Thomas Prescher and visited the Montblanc Villeret manufacture.

"The Knowledge really opened my eyes to a great many things I had only a rough idea of," Ceballos details. "It gave me key arguments to consider to be able to have a strong personal opinion of different watch oriented topics, and not be influenced just by what brands are promoting.

"I would absolutely recommend the Knowledge," he adds. "It's no secret that knowledge is the key to success. This programme really helps you gain an edge and makes you a true watch authority. With the acquired knowledge and skills, you will be able to better comprehend and take full advantage of future training programmes from the brands you carry."

For information on the Knowledge, which is available either in Switzerland or in your store, please visit: <http://www.europastar.com/the-knowledge>



Promotion SpA  
BRACELETS

Tel.: +39 0444 341412 - Fax: +39 0444 341408 - <http://www.promotionbracelets.eu> - E-mail: [promotion@goldnet.it](mailto:promotion@goldnet.it)

# Facebook:

## The race is on to attract the fans

› **Florent Bondoux, Strategy & Intelligence Business Unit Manager, Digital Luxury Group**

**S** “Social media is a challenge no business can ignore,” insisted Joseph Wan, CEO of Harvey Nichols, speaking before a large assembly of top international managers during the FT Business of Luxury Summit 2011 in Lausanne. This theme is more important than ever when you consider that Facebook is the most visited website in the world, with 600 million members who spend 20 minutes a day, on average, on the site. This is more than Google and Yahoo combined. For some people, Facebook has become an Internet within the Internet.

This is nothing really ‘new’ for watch brands, since nearly all of them have an official presence on the web. Their ‘fans’ now number in the tens and hundreds of thousands. In all, more than 1.5 million people follow the events posted by some 25 of the most prestigious brands, according to the study WorldWatchReport 2011. As of June 1, 2011, the most popular among them are two brands belonging to the LVMH group, Hublot and TAG Heuer,

which each have more than 200,000 fans. Next are four members of the Richemont group—Cartier (150,000), IWC (140,000), Baume & Mercier (135,000), and Piaget (120,000). Only the two big independent brands Rolex and Patek Philippe have not given in to the Facebook phenomenon, at least for the time being.

It is no longer surprising to hear brand managers talk about the changes in the number of fans or followers each month in relation to sales figures, with classifications often distributed inside the groups. The frantic race is on to attract the greatest number of fans, but is this really a valid indicator to measure the success of a brand’s efforts in social media?

### The measurability of social media

Digital marketing is known for its measurability. In online advertising, for example, many international standards have been put into place in order to determine with precision the results of business campaigns. The domain of social media is, however, at its debut and there is no real standard yet for measuring its benefits. This is a real challenge for any enterprise, especially those in the luxury industry where quality is seen to be more important than quantity.

Social media can be distinguished because of its personal and individual character. The users find themselves in a circle of friends and current topics that centre on different interests. By signing up on a Fan Page, a person publicly shows his or her attachment to a brand and enters into its daily existence. “For young consumers, social media is a form of life. It gives brands a realness,” explained Marigay McKee, fashion and beauty director at Harrods in London, during a meeting organized by the Financial Times. The main challenge then resides in the ability of brands to post original content that is relevant to the brand’s universe and differentiates it from the competition. The main goal is to stimulate quality interactions—notably in the form of ‘Like’ and ‘Comments’—that favour spreading the message by word of mouth to strengthen the feelings of preference for the brand. In other words, the fans only have value when that they begin interacting with the brand.

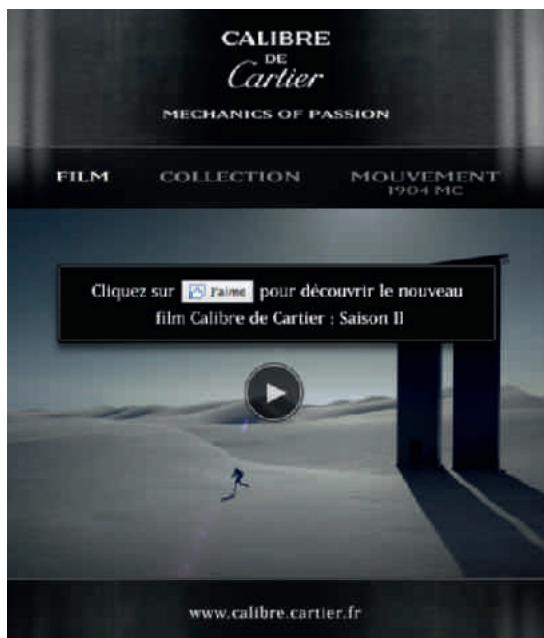




**One indicator: the level of engagement**

The number of fans or followers represents only one quantitative measure of the success of social media. In analyzing the audience for an industry such as luxury, in particular, attention must be given to qualitative indicators, such as the level of engagement, which offer an answer to the key question: Does the quality of the content generate interest by the community?

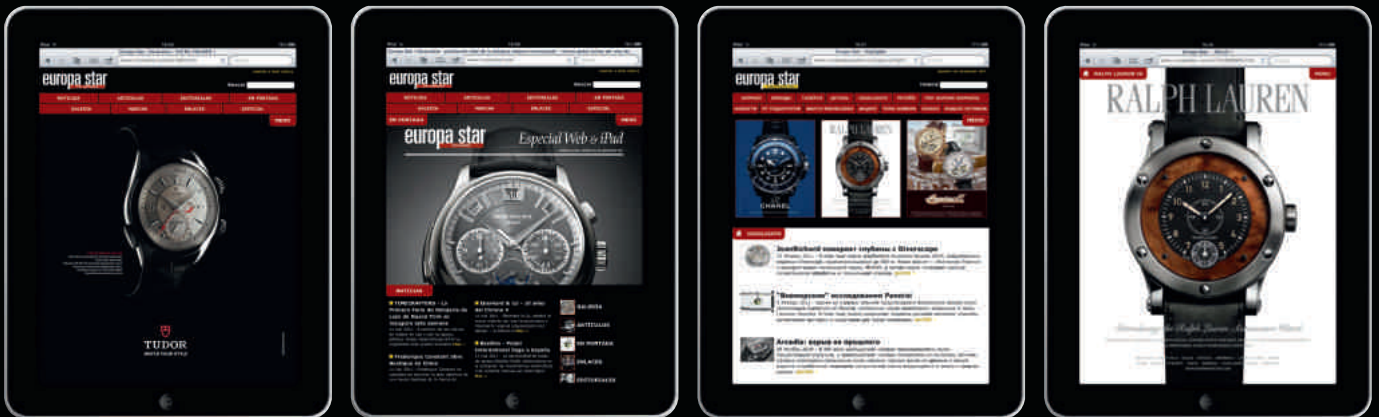
The initial classification of the five most popular brands on Facebook is quite different in terms of engagement. During the month of May, IWC took the lead with 0.38 per cent, followed by Cartier (0.30 per cent), TAG Heuer (0.21 per cent), Baume & Mercier (0.14 per cent), and Hublot, which was in last place with 0.06 per cent, even though it held the pole position in terms of quantity with 220,000 fans. This is a weak result for Hublot, a brand known for its dynamism in terms of marketing, compared to the average watch industry benchmark of 0.30 per cent during the same period, again according to the WorldWatchReport.



In analyzing the level of engagement generated by each of the publications, it would be easy to determine the themes that generate powerful tools for engagement with the community. At TAG Heuer, for example, the peaks of fan interactions could be observed throughout 2010, and they centred on the brand's products and its ambassadors, according to a presentation by Pablo Mauron, search & display business unit manager at DLG, during the Luxury Interactive Conference in London last May.

Other qualitative dimensions can also be used to measure the success of the social media efforts by luxury brands. These include brand endorsements, word of mouth, share of voice, or even the brand footprint. These are notions that can be presented in more detail in the future. One thing to keep in mind, however, is that once the success indicators are chosen, it is important to follow them over time to observe changes, make comparisons with the competition, and gain insights, while avoiding falling into the trap of individual 'quantitative' measurements that can be simplistic or even misleading. <

# EUROPA STAR, THE WORLDWATCHWEB ON YOUR IPAD!



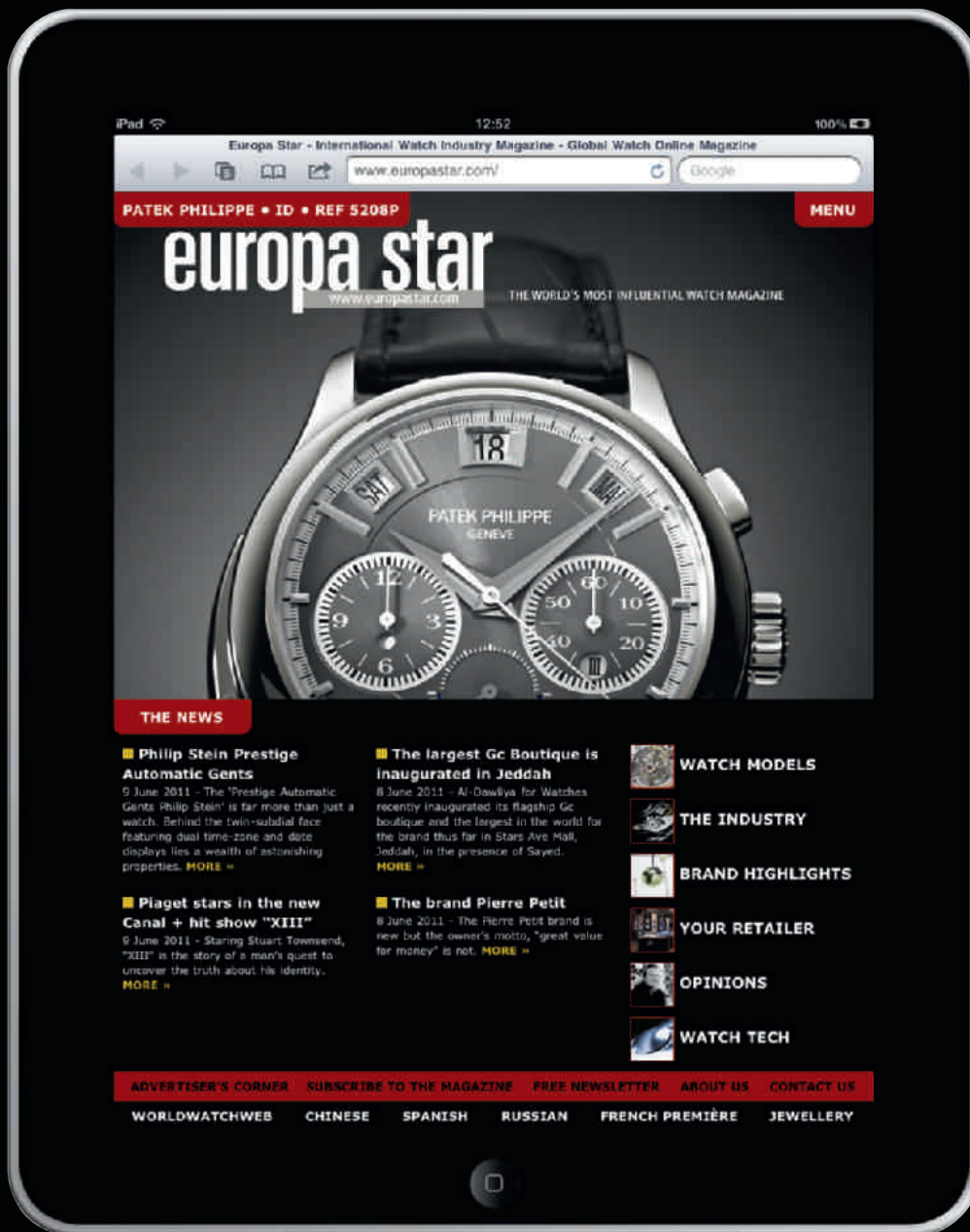
In English, Spanish, Chinese, Russian and French  
5 Websites, 5 iPad Apps, 5 Continents – for the World’s Watch & Jewellery Markets

Stay tuned by clicking on the Europa Star global WorldWatchWeb network - any time!

- [www.europastar.com](http://www.europastar.com)
- [www.watches-for-china.com](http://www.watches-for-china.com)
- [www.horalatina.com](http://www.horalatina.com) / [www.europastar.es](http://www.europastar.es)
- [www.europastarwatch.ru](http://www.europastarwatch.ru)
- [www.CIJintl.com](http://www.CIJintl.com) (fine jewellery)

## ALL EUROPA STAR IPAD VERSIONS ARE UNIQUE SITE APPLICATIONS WHICH ALLOW:

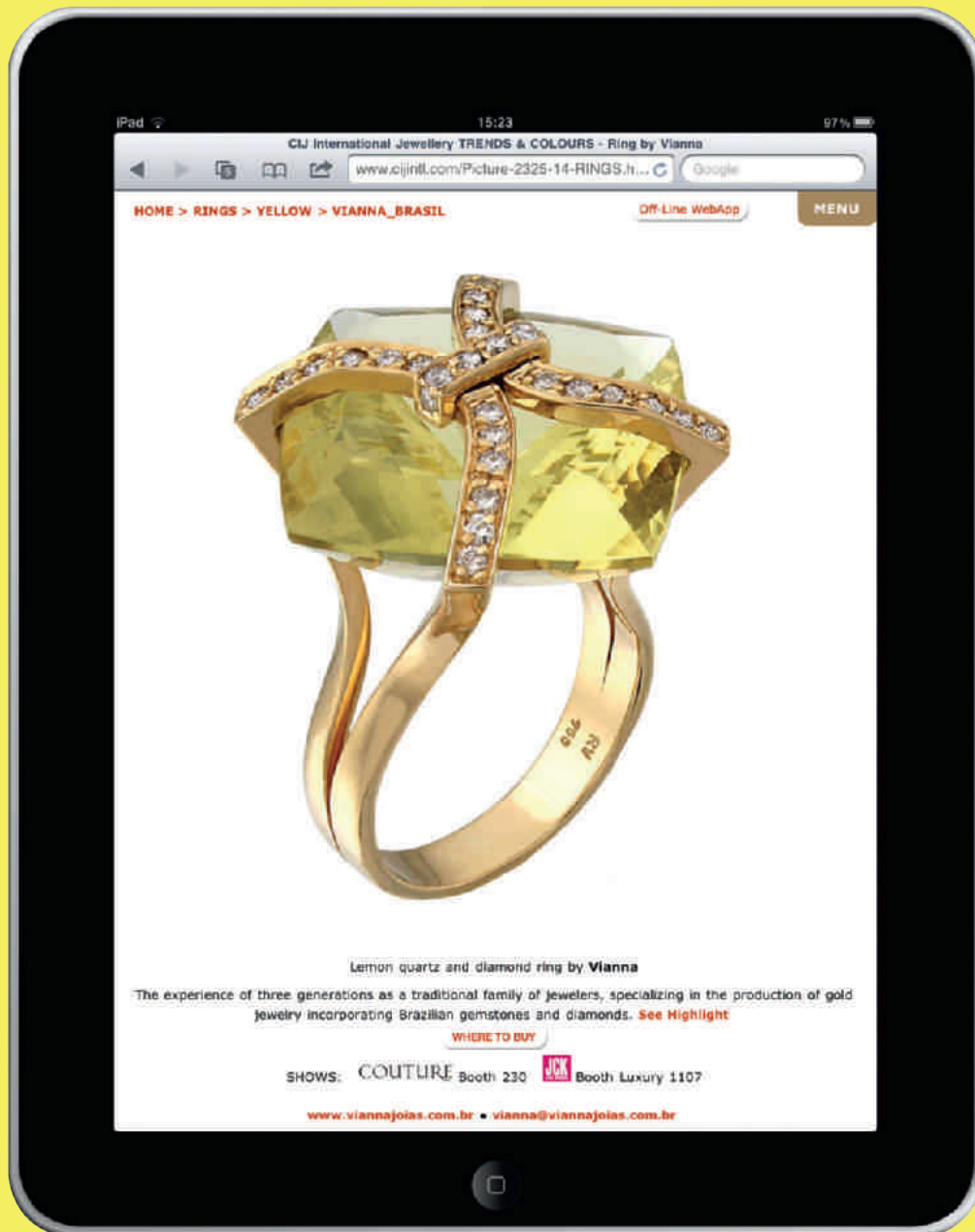
- An incomparable content of over 10,000 articles available on watches, watch brands, manufacturing, markets, retailers, watch tech and archives back to the year 2000.
- Direct and free access by just typing Europa Star URLs on your iPad (no need to download from App Store).
- Constant and up-to-date information with daily postings in News, Watch Models, Industry Features, Highlights and Specials.
- Easy navigation with scroll down and left to right flip.
- Full page advertisements from the leading international watch brands in all sections.
- Special advertisers’ files with their articles quotes and history.
- A complete Brand Index with brand links, head office information and refined Search tool by category and publication years.
- Easy shift button from one application to the other and to preferred language.
- The Europa Star Russian version additionally provides a new Boutique Index - the first tool in the industry to search brands and their boutiques throughout the Russian speaking markets.
- Designed to cover all of the world’s major geographical areas, the Europa Star iPad site applications are available wherever you are located and in the language of your choice.



Over all five continents, Europa Star has now expanded its multi-channel media network to become the most reliable international source of direct information for global watch brands and the world of fine jewellery.

Stay tuned, for all the information, direct from the source, with Europa Star in Print, on the Web and on your iPad.

**europa star**



Either on the Web or on your iPad - Click on [www.CJintl.com](http://www.CJintl.com)

All the International Jewellery TRENDS & COLOURS • Over 3000 latest creations from global brands and design signatures • 16 Trends & Colour themes with daily updates • 11 Categories – from Rings and Earrings to Accessories & Lifestyle • All the news, In the Press, Trade News and Highlights • Special Brand's advertising files with “Where to Buy” feature, Videos, Show locations, contact details and special individual “Off-Line WebApp” section • Influential the World Over

**Managing Director:** Philippe Maillard

**EDITORIAL**

Editor-in-Chief: Pierre M. Maillard • pmaillard@europastar.com  
 Senior Editor: D. Malcolm Lakin • mlakin@europastar.com  
 International Editor: Keith W. Strandberg • keiths821@aol.com  
 Managing Editor: Sophie Furley • sfurley@europastar.com  
 Asst. Publisher: Nathalie Glattfelder • nglattfelder@europastar.com

**CONTRIBUTORS**

• Italy: Paolo de Vecchi • Germany: Gerhard Claussen • France: Antoine Menuisier  
 • UK: Michael Balfour • Australia: Martin Foster • Russia: Vyacheslav Medvedev  
 • Portugal: Miguel Seabra • Rumania: George Gisca  
 • Art & Techniques of Watchmaking: Jean-Claude Nicolet

**ART**

Alexis Sgouridis • asgouridis@europastar.com  
 Dummy: Fonderie Grafix, Geneva

**MARKETING & CIRCULATION PRINT/E-MEDIA**

Marketing & Circulation Director: Nathalie Glattfelder • nglattfelder@europastar.com  
 Marketing & Circulation Manager: Jocelyne Bailly • jlbailly@europastar.com

**PUBLISHING & PRODUCTION PRINT/E-MEDIA**

Production Director: Francine Papaux • fpapaux@europastar.com  
 Advertising Manager: Laurence Chatenoud • lchatenoud@europastar.com

**ADVERTISING / INTERNATIONAL SALES MANAGERS**

Switzerland / Italy / US: Casey K. Bayandor.  
 Tel: +41 22 307 78 37 Fax: +41 22 300 37 48 • cbayandor@europastar.com  
 Europe & International: Nathalie Glattfelder.  
 Tel: +41 22 307 78 37 Fax: +41 22 300 37 48 • nglattfelder@europastar.com  
 Spain: Carles Sapena, Sisserou s.l. Tel & Fax: +34 93 112 7113 • csapena@europastar.es  
 Asia: Maggie Tong  
 Tel: +852 9658 1830 Fax: +852 2527 5189 • maggietong@europastar.com  
 Ukraine: Sergiy Kuzmenko  
 Tel: +38 044 205 4089 Fax: +38 044 205 4099 • skuzmenko@karavan.ua

**ACCOUNTING**

Business Manager: Catherine Giloux. Tel: +41 22 307 78 48 • cgiloux@europastar.com  
 Credit Manager: Alexandra Montandon. Tel: +41 22 307 78 47 • amontandon@europastar.com

**MAGAZINES**

Europa Star - Europe - International - USA & Canada - China - En Español - Ukraine, Europa Star Première, Bulletin d'informations, Eurotec, International Jewellery Trends & Colours

**WEBSITES**

www.worldwatchweb.com, www.europastar.com, www.watches-for-china.com,  
 www.horalatina.com, www.europastar.es, www.CIJintl.com, www.europastar-ukraine.com,  
 www.eurotec.ch

**Head office:**

Europa Star HBM SA, Route des Acacias 25, CH-1227 Carouge/Geneva - Switzerland  
 Tel +41 22 307 78 37, Fax +41 22 300 37 48, www.europastar.com.

**Subscriptions, one year 6 issues, CHF 100 Europe, CHF 140 International.**

**Help Desk: jricher@europastar.com**



Printed in Geneva by SRO-KUNDIG  
 Audited REMP2010  
 Copyright 2011 EUROPA STAR

All rights reserved. No part of this publication may be reproduced in any form without the written permission of Europa Star.

**Subscription rates by surface mail in Europe** (Switzerland VAT 2.4% incl.)

<input type="checkbox"/> 1 year (6 issues)	CHF 100	Euros 65	US\$ 85
<input type="checkbox"/> 2 years	CHF 180	Euros 110	US\$ 150
<input type="checkbox"/> 3 years	CHF 250	Euros 155	US\$ 210

**Subscription rates by airmail (outside Europe)**

<input type="checkbox"/> 1 year	CHF 140	Euros 95	US\$ 115
<input type="checkbox"/> 2 years	CHF 270	Euros 180	US\$ 225
<input type="checkbox"/> 3 years	CHF 390	Euros 260	US\$ 325

**Subscription is effective upon receipt of payment only by:**

(We can't accept payment by cheque)

- Bank transfer by  
 Swift UBSWCHZH80A, UBS SA, 1211 Geneva 2, Switzerland  
 In **CHF** IBAN: CH53 0024 0240 2409 4520 F  
 In **EUR** IBAN: CH87 0024 0240 2409 4570 T  
 In **US\$** IBAN: CH57 0024 0240 2409 4560 H

- Credit Card:  Visa  American Express  Eurocard/Mastercard

CARD HOLDER NAME .....

CARD NR. ....

EXP. DATE .....

SAFETY CODE: Last 3 or 4-digit number on back of card: .....

CARD HOLDER ADDRESS (IF DIFFERENT FROM MAILING ADDRESS) .....

SIGNATURE .....

**subscription mailing address:**

COMPANY .....

NAME .....

TITLE .....

ADDRESS .....

ZIP CODE/TOWN .....

COUNTRY .....

PHONE ..... FAX .....

E-MAIL ..... WEBSITE .....

DATE ..... SIGNATURE .....

- Please send a confirmation

**Please send subscriptions to**

EUROPA STAR HBM SA, 25, rte des Acacias, CH-1227 Carouge/Geneva, Switzerland  
 Telephone: +41 22 307 78 37 / Fax +41 22 300 37 48  
 jricher@europastar.com

# Watch Parts

## Let Us Deliver

[www.CousinsGlobal.com](http://www.CousinsGlobal.com)  
Worldwide Delivery



### Editorial & Advertisers' index

#### A

Alain Silberstein 48  
Alessi 53  
Alpina 38  
Antoine Martin 36, 37  
Antoine Prezioso 49  
Antopi 75  
Appetime 53  
Armin Strom 34  
Asics 53  
Aspen 44  
Ateliers de Monaco 46

#### B

Badollet 47, 48  
Ball Watches 62  
Baume & Mercier 50, 80, 81  
Bedat & Co. 41, 54  
Belais 49  
Bell & Ross 37  
Bertolucci 52  
BlackSand 34  
BorgeauD 21  
Bucheron 50, 56  
Breguet 30, 32, 56, 69  
Breitling 48

Bremont 64, 65

Bulgari 34, 69  
Bulova 34

#### C

Cacharel 53  
Carl F. Bucherer 36  
Cartier 50, 76, 80, 81  
Cécil Purnell 28, 35  
Century 43, 57  
Certina 36  
Chanel 10-11, 32, 34, 50, 57, 76  
Chopard 56, 58  
Christophe Claret  
CIJ 84  
Citizen 63  
Claude Meylan 49  
Corum 69  
Cousins Global 86

#### D

Damiani 76  
Davidoff 59  
David Van Heim Timewear 43  
DeWitt **COVER I**, 12-15, 56

[www.europastar.com](http://www.europastar.com)

MILUS  
SWISS MADE SINCE 1913

J12 CHROMATIC CHANEL

RICHARD MILLE  
A RACING MACHINE ON THE WRIST  
RM 022 "nanofiber"

BEDAT & CO  
GENEVE

ORIENT  
Automatic

DEWITT  
Horizons

PEIGNNET  
MANUFACTURE

RUE ROYALE  
Calibre Royal  
with multiple integrated complications

LIVE FOR GREATNESS

THE DATEJUST II

ROLEX

## Editorial & Advertisers' index

### E

Ebel 38, 39, 50  
Edox 68  
Ellicott 42, 54  
Eterna 34  
Eva Leuba 58  
Everlast 71

### F

Fabergé 54  
Fila 70, 71  
Fortis 34  
Fossil 50  
Franc Vila 40  
Franck Muller Group  
49  
François-Paul Journe 49  
Frédérique Constant 38,  
52

### G

Gc 39, 45  
GlamRock 52  
Graff 50, 56, 62  
Graham 66  
Gucci 57  
Guess Watches 59

### H

Hanhart 42, 43, 65, 66  
Harry Winston 22, 24  
Hautlence 24, 42  
HD3 38  
Hermès 4, 20, 21, 34,  
57  
Hong Kong Watch &  
Clock Fair 72-73  
H. Moser & Cie. 25  
Hublot 21, 80, 81

### I

Ice-Watch 52  
Issey Miyake 53  
IWC 80, 81

### J

Jacob & Co. 16  
Jaeger-LeCoultre 5, 7  
Jaquet Droz 36  
Jean-Mairet & Gillman  
33  
J. Springs 53

### K, L

Kari Voutilainen 24  
Ladoire 24, 46, 47  
Laurent Ferrier 24, 47  
Longines 43, 76  
Louis Vuitton 19, 68  
LVMH 34, 80

### M, N

Marvin 44  
Maurice Lacroix 34, 36  
MB&F 24  
Mido 36  
Milus 26-27  
Misaki 46  
Montblanc 76, 78  
Moscow Watch Expo 87  
Nixon 52

### O

Oakley 68  
Omega 32, 53, 76  
Orient Watch Company  
67  
Oris 69

### P

Panerai 17  
Patek Philippe 2-3, 18,  
50, 54, 80  
Pequignet 34  
Perrelet 59  
Peter Speake-Marin 25,  
28  
Peter Tanisman 42, 43  
Philippe Dufour 30

Philip Stein 55, 58  
Piaget 80  
Porsche Design 34  
Promotion SpA 79

### R

Rado 32  
Raymond Weil 31, 34  
Ritmo Mvndo 40, 42  
Rolex **COVER II**-1, 20,  
56, 69, 76, 78, 80  
Ronda 77

### S

Saskia Maaïke Bouvier 59  
Seiko 29, 30  
Seiko Instruments 53  
Steelcraft 44, 46  
Storm 50  
Swarovski 58, 76  
Swatch Group 16, 30,  
36

### T

TAG Heuer 4, 22, 34, 60,  
61, 80, 81, **COVER IV**  
Thomas Prescher 78  
Tissot 16, 23, 36, 52,  
61, 76  
Titoni 51  
Tsumori Chisato 53  
Tudor 34, 76  
Tutima 68

### U

Ulysse Nardin 68  
Urwerk 24

### V

Vacheron Constantin 8-9  
Voilà 58

### Z

Zenith 34, 36



## Moscow Watch Expo

The gate to the Russian market

In 2010  
Swiss exports to Russia  
increased by 44%

Would you like to be  
part of this growth?

27-29 October 2011  
Moscow, Crocus Expo  
Hall 17, Pav. 3

Special program for independent  
brands:

- fully equipped booths
- extensive PR support from leading  
watch magazines & websites
- custom clearance
- and much more...

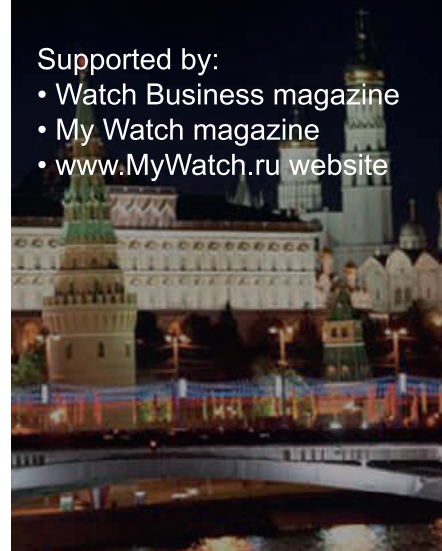
Come to Moscow!

+ 7 495 64 555 79

[info@mywatch.ru](mailto:info@mywatch.ru)

Supported by:

- Watch Business magazine
- My Watch magazine
- [www.MyWatch.ru](http://www.MyWatch.ru) website



# Hello and goodbye, the end of the world is nigh!

The summer silly season started earlier than usual this year. Since I had nothing better to do in early May, I was cruising around the Norwegian fjords, north of the Arctic circle and close to the Russian border, when I read an article in an on-board news bulletin about an 89 year old so-called 'true believer' by the name of Harold Camping predicting that a giant earthquake on Saturday May 21, 2011 would mark the start of the world's destruction and by 21 October all non-believers will be dead. The true believers were to be swept up immediately to heaven – or 'raptured' as he called it.

The fact that I'm a staunch non-believer and actually writing this on May 26th sort of puts a kibosh on his prediction, but what worries me is that thousands of people – including non-Americans around the world – actually believed his doomsday prophecy and headed for the beaches to be raptured. However, my faith in humanity was quickly restored, when I read about an entrepreneurial American clearly not of the same ilk as Camping, who set up a company to look after the pets of the raptured. More than 250 clients paid US\$135 in advance to have their pets picked up and cared for after they had zoomed heavenwards.

In an interview, the atheistic minor mogul indicated that his clients would more than likely be disappointed twice after the 21st since not only would they still be earthbound, but also as he explained, "I don't do refunds".

I don't know about you, but it seems the raptured are not too rational in their thinking because according to their leader, an earthquake or some similar cataclysm would swallow up the so-called non-believers, so what's the point of paying a heretic to do something knowing that his day of reckoning is imminent?

Mr Camping who said he would be sitting watching television on Judgement Day, more likely than not watching Homer Simpson uttering, "I'm normally not a praying man, but if you're up there, please save me Superman", has now apologized for his miscalculation and has re-scheduled the end of the world for October 21st. In the meantime, thousands of his followers have little or no money since they either made enormous contributions to Camping's media campaign or have given away all their worldly possessions. Don't you just love 'em? As if Camping wasn't enough of a blot on the landscape, we are now reminded that the Mayans predicted the world would end on December 21st 2012 (I suppose it's a coincidence that on December 21st 1620, the Mayflower carrying the Pilgrim Fathers from England landed in Plymouth in Massachusetts). In his book *The Prophecies* written in 1555, Nostradamus also predicted that the world would end in



2012, although he wasn't precise about the actual date. Written in ambiguous quatrains (four-line verses) they leave enough manoeuvrability to re-assess the prophecy if the end of the world turns out to be a damp squib.

Numerology (that's think of a number, make a horrendously outrageous prophecy and expire) has been a favourite with soothsayers for centuries, so I thought it might be fun to make a few prophecies myself – based on this year's mystical configuration of numbers.

2011 has four unusual dates: 1/1/11 - 11/1/11 -

11/1/11 - 11/11/11. What's more, if you add your age this year to the last two digits of the year you were born the result is ... 111. Another subtle sign using the integer 1, is if you multiply 111,111,111 by 111,111,111 you get 12,345,678,987,654,321, which according to my numerological studies reveals that the gold price will rise and the effect of Viagra will be the opposite.

Based on this exceptional set of numbers, I am prepared to stick my neck out even further and predict that bikinis, mini skirts, see-through tops and g-strings will continue to be very much *à la mode* in my neck of the woods; the forthcoming Watchmaker's Ball on June 23rd in Gland may turn out to be a raffle rather than a dance (but for his sake I will not divulge the name of the unwilling donor); the SIHH will not become a part of BaselWorld if the Mayans and Nostradamus have anything to do with it and finally, the percentage of photocopier faults worldwide caused by people sitting on them to photocopy their nether regions will increase from 23% to 37%.

As is my wont, to conclude I have to tell you a story a Norwegian told me when we were both freezing out on the deck of the cruise ship taking photographs – and please excuse the accent. Ole stepped out of the shower and said to his wife Lena, "It's yust too hot to wear clothes today. What you tink the neighbours would tink Lena if I mowed the lawn like dis?"

"Probably that I married you for your money."

Well, you've got to laugh haven't you.



**D. Malcolm Lakin**  
Roving Editor



HAUTLENCE



**HAUTLENCE HL<sup>0</sup>03**

PRICE CHF 60'000.-

MANUFACTURE'S OWN PATENTED CALIBRE  
HAND-WINDING MECHANICAL MOVEMENT  
JUMPING HOURS, RETROGRADES MINUTES,  
RUNNING SECOND, JUMPING DATE  
LIMITED AND NUMBERED EDITION OF 88 PIECES  
18K ROSE GOLD, BLACK PVD, TITANIUM  
POWER RESERVE OF 40 HOURS  
WATER RESISTANT UP TO 3 ATM

HAUTLENCE.COM

THE WORLD FIRST EVER MECHANICAL  
TIMEPIECE WITH 1/100TH OF A SECOND  
DISPLAY BY A CENTRAL HAND



TAG HEUER INTRODUCES THE FIRST EVER COLUMN WHEEL INTEGRATED MECHANICAL CHRONOGRAPH DISPLAYING 1/100TH OF A SECOND WITH A STRIKING CENTRAL HAND ALLOWING AN ACCURATE READING. THE HEUER CARRERA MIKROGRAPH HITS 360,000 BEATS PER HOUR - THE ULTIMATE IN PRECISION TIMING. THIS LIMITED EDITION CELEBRATES IN STYLE TAG HEUER MASTERING SPEED FOR 150 YEARS.

150 YEARS

MASTERING SPEED FOR 150 YEARS



TAGHeuer

SWISS AVANT-GARDE SINCE 1860