

europa star

www.europastar.com

THE WORLD'S MOST INFLUENTIAL WATCH MAGAZINE EUROPE



2011 *BaselWorld*

THE GREAT NORMALIZATION

The Full Spectrum In movement • Strategies • On Stage • Design

EUROPE EDITION

All Europe - EEC
Central & Eastern Europe, Russia

N° 306 2/2011 April / May



CHF20 / €15 / US\$20

LIVE FOR

AT THE HEART OF ROLEX
LIES A STRONG AND POWERFUL BELIEF:
LIVE FOR GREATNESS.
THE VERY SPIRIT OF WHO WE ARE,
IT DEFINES OUR TIMEPIECES.
MAKES OUR CROWN ICONIC.
YET GREATNESS IS WITHIN EVERYONE.
PASSION. DRIVE. INSPIRATION.
THEY EXPLAIN THE HOW AND WHY
RECORDS ARE BROKEN.
BREAKTHROUGHS ARE MADE.
MOUNTAINS ARE CONQUERED.
MORE THAN A DESTINATION,
GREATNESS IS A JOURNEY
THAT NEVER ENDS.

GREATNESS



OYSTER PERPETUAL DAY-DATE II
IN PLATINUM



ROLEX

ONLY ONE WATCH MANUFACTURE



Our collection of mechanical calibres, all made in-house, is unique in the world with unparalleled breadth in shape, design and level of complication: for every watch its own calibre. Throughout our 175-year history, we have produced over 1,000 different calibres. Out of the 60 calibres in creation today, the most exceptional are shown here. Absolute leadership in the history of fine watchmaking.

YOU DESERVE A REAL WATCH.

CAN SHOW YOU THIS.




JAEGER-LECOULTRE



United Nations
Educational, Scientific and
Cultural Organization

In partnership with




World Heritage
Centre



17th 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.

AP

AUDEMARS PIGUET

Le maître de l'horlogerie depuis 1875

JULES AUDEMARS PERPETUAL CALENDAR



The *Jules Audemars Perpetual Calendar* watch is a masterpiece of miniaturisation developed on the basis of the extra-thin self-winding Calibre 2120 and the 2802 module.

The entire mechanism is indeed just 4 millimetres thick. Intended to reproduce the intricacies of our calendar by displaying the cadence of the minutes, hours, days, date and months, this complex movement also smoothly handles the irregularity of 30- and 31-day months as well as the leap-year cycle. The calendar module is designed to require no correction before March 1st 2100, a date when the Gregorian calendar will imply an adjustment – exactly the kind of detail true connoisseurs will appreciate.

*Pink gold case, brown or silvered dial, applied pink gold hour-markers,
pink gold hour and minute hands.*



MON DEC JAN FEB MAR APR
MAY JUN JUL AUG SEP OCT NOV
1 2 3

1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SUN MON TUE WED THU FRI SAT

5 10 15 20 25 30
AUDEMARS PIGUET

SWISS MADE

An ode to paper

› **Pierre M. Maillard** Editor-in-Chief

I was just looking at my email inbox and I noticed that there were still 656 non-opened messages, without even counting the 324 that I designated with a small red flag to signify their importance at the same time that I postponed answering them. It has become so easy today to send an image, a press release, a pdf—basically anything you want, to anyone you want—that why should we deny ourselves doing it? Watchmakers hardly deny themselves this type of communication. You have changed the colour of a dial? That deserves a press release and a few photos. And, since the press release must contain at least a few lines, you jot down a few lovely paragraphs about the colour chocolate, for example. You are now in a store not far from Park Avenue, or from the Bahnhofstrasse, or from Trifouillis-les-Oies? It doesn't really matter where, but you must let the entire planet know about it, and then ask everyone if they want to become your friend.

A quick visit to your Facebook page is necessary—a matter of sticking a couple of notices on the wall. A body-builder 'ambassador' or a lovely lady 'ambassador' has just made a visit to your boutique? Click immediately on YouTube and post your video online. Or better yet, click on Twitter and tweet about the visit as it happens. Each time, you can tweet 149 characters to say, "... her limousine has not yet arrived but already three people are waiting" or "his limousine is arriving but a truck just parked in front of the store" or "he is just getting out of the limousine... ah no, it is not him," and so on, and so on.

What should we do with this avalanche of 'information' if we can still even call this profusion of insignificance 'information'? Well, there are two trains of thought about this.

First, the journalist can become a 'passer', which is a nice word for frequently nothing more than taking information in with one hand and then relaying it with the other by placing it online as quickly as possible. This continuous flux of often trivial information feeds upon itself, we might say, using its own speed of propagation. The speed of the transmission has thus become a 'quality' nearly more important than the validity of the information itself. As long as we learn it immediately, the rest has hardly any importance. And, as soon as it is seen, relayed and propagated, this message is then forgotten, relegated to the bottom of the virtual archives located somewhere in Google's vast digital storeroom.

The current fantasy of the geolocalization by smartphones and the never-before-seen sales potential that it brings only increase this already obvious saturation. You will no longer be able to pass in front of a store, a billboard, or change sidewalks without your smartphone filling up with targeted messages that are 'personally' intended just for you and that compete for your attention. It is becoming a form of urban nightmare.

Secondly, the journalist can try to sort through this confused mass of information and then resend only what makes sense, having analyzed and compared it, and put it into perspective. In this option, the paper medium



remains supreme for many reasons, but also (or even most importantly) for one very simple reason: to print information on a piece of paper, and then distribute this 'paper' takes a long time (at least relative to the instantaneousness of the electronic medium). It must pass through various necessary steps (be written, laid out on the page, printed, bound, loaded on a truck and, in the case of Europa Star, delivered by post to the four corners of the globe). As a result, it is relatively costly. You then must pay double attention to what you put on paper. You sort it, examine it and evaluate it. 'Paper' is therefore far from being dead. On the contrary, it is becoming more and more of a luxury product that must live up to its promises, a little like an *Haute Horlogerie* timepiece.



P. M. Maillard



ZENITH

SWISS WATCH MANUFACTURE

ALAIN THÉBAULT,
RECORDED AT A SPEED
OF 104.27 KM/H

Recorded at a speed of 104.27 km/h (56.3 knots), with an average speed of 50.17 knots over one nautical mile, Alain Thébault now holds two world records thanks to his extraordinary performance onboard the Hydroptère, the craft that flies using its carbon hydrofoils. A pioneer in high frequency with its El Primero caliber, ZENITH is the inventor of the most accurate automatic movement in the world. This high-precision watch will henceforth be gracing the wrist of Alain Thébault during all his future exploits.



EL PRIMERO
STRIKING 10th

ZENITH, THE PIONEER SPIRIT SINCE 1865

www.zenith-watches.com

EDITORIAL

- 8 An ode to paper

RETROSPECTIVE-PERSPECTIVE

- 18 The great normalization

COVER STORY

- 34 What is hiding in Patek Philippe's 'Reference 5208P'?

IN MOVEMENT

- 40 Harry Winston, new impulsions in watchmaking
 42 Urwerk - The pioneering researchers of the UR-110
 46 Christophe Claret launches his brand with a gaming spirit
 50 Watchmaking 2.0 by Hautlence
 52 Antoine Prezioso, 'Operation Power'

SWATCH GROUP REPORT

- 62 Swatch watch

STRATEGIES

- 78 TAG Heuer - The first integrated chronograph with 1/100th of a second
 80 The belle coherence of Zenith
 82 The very innovative Calibre Royal by Pequignet is here!
 86 The two pillars of Corum
 90 A new Tambour Chronograph for Louis Vuitton
 93 Raymond Weil - Music, Maestro!
 94 Maurice Lacroix, Seconds squared

ON STAGE

- 98 The rising strength of Armin Strom
 100 Century and the art of sapphire crystal
 102 Armand Nicolet focusing for 2011
 104 Bell & Ross's new vintage time ally
 105 Perrelet previews moonbeams and tourbillons
 106 New looks and new boutiques for Bedat & Co
 108 Ventura is back—and alive, thank you!
 110 Jean-Mairet & Gillman's Hora Mundi
 112 Carl F. Bucherer adds to the Patravi EvoTec
 114 Victorinox Swiss Army goes clean and classic
 116 Philip Stein is feeling good
 118 Ernest Borel – The dancing couple expands its collection
 120 Hanhart stays true to its heritage and values
 122 Haurex - Italian design, Italian time



N° 306 2/2011 FEB./MARCH

**GRAND COMPLICATION
REF. 5208****by Patek Philippe**

950 platinum, 44 mm timepiece equipped with Patek Philippe's Calibre R CH 27 PS QI with 48-hour power reserve. Self-winding mechanical movement, minute repeater and subsidiary seconds; chronograph with column wheel, chronograph hand, 60-minute and 12-hour counters; instantaneous perpetual calendar; day, date, month, and leap-year cycle in apertures, day/night indicator and moon phases. Patek Philippe Seal.

Patek Philippe

141 Chemin du Pont-du-Centenaire
 P.O. Box 2654
 1211 Geneva 2
 Switzerland
 Tel: +41 22 884 20 20
 Fax: +41 22 884 20 40
 www.patek.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

	DESIGN
126	IceLink hits the slopes
127	Mondaine Simply Elegant, Giant and Savonette
128	Obaku Denmark launches an ultra slim sports watch
<hr/>	
	BEHIND THE SCENES
132	The art inside the movement
<hr/>	
	WORLDWATCHWEB®
144	WorldWatchReport: Seven years of analyzing the watch industry and its presence on the Internet
<hr/>	
149	EDITORIAL AND ADVERTISERS' INDEX
<hr/>	
	GALLERY
56	DeWitt
	TOURBILLONS AND COMPLICATIONS GALLERY
57	Badollet, Haldimann, Hublot, Hysek, Perrelet.
58	Pierre DeRoche, Claude Meylan, Maîtres du Temps, Franc Vila
	THE BEST OF THE CLASSICS GALLERY
88	Chopard, Epos, Fabergé, Revue Thommen
	A WHIRLWIND OF WOMEN'S WATCHMAKING GALLERY
91	Boucheron, Ebel, Frédérique Constant, Salvatore Ferragamo, Versace
92	Graff, Pilo & Co., Swarovski, Technomarine, Van der Bauwede,
	SPORTS, SPORTS AND MORE SPORTS GALLERY
124	Alpina, Breitling, Eberhard, Oris, Porsche Design
125	Clerc, Fortis, Paul Piccot, Rebellion, Ulysse Nardin
	THE BEST DESIGN WATCHES GALLERY
130	Blacksand, Movado, Noa, Sarpaneva, Tendence
<hr/>	
	LAKIN@LARGE
152	Earthquakes, promiscuity and a parrot
<hr/>	
	ADVERTISERS' SPOTLIGHTS
76	Alexander Shorokhoff goes Avantgarde
138	Orient Watch – The fusion of precision and beauty
140	Ingersoll and Disney: So Mickey Mouse
<hr/>	
	CHANEL SPECIAL SUPPLEMENT
	Audacity and Expertise



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.

LOUIS VUITTON



Tambour In Black automatic chronograph LV 277

Manufactured in Louis Vuitton's watchmaking workshops in La Chaux-de-Fonds, Switzerland

Sold exclusively in Louis Vuitton stores and on [louisvuitton.com](https://www.louisvuitton.com).

RAYMOND WEIL

GENEVE



INDEPENDENCE

IS A STATE OF MIND



Ö
MILUS

SWISS MADE SINCE 1919

TRI 3 REPETITION MINUTES
RETROGRADE
TIRION

THE PLAYFUL SPIRIT OF TIME



WWW.MILUS.COM

THE GREAT NORMALIZATION

› Pierre Maillard

We are all small seconds hands ticking on the surface of time before disappearing and ceding the place to another small hand that will travel its own way around the dial, before it too disappears. To capture this beating of time, to arrange its fleeting nature and give it form—sometimes in glory—is the wonderful profession of the watchmaker. This is also part of the fascination that watches have had and will continue to have. As witness to this, economic crises come and go; the markets get locked up one after the other; independent retailers become increasingly rare; the large brands get larger and the small ones get smaller. Yet, nothing discourages people from choosing this vocation. How many new brands were created in 2010, following all those that came into being in 2009 when they planned their business with the idea that the clear sky was ‘the only limit’? Then, they found themselves confronting the clouds and the rain as soon as their first products were to venture outside.

We don’t have an exact count of their number, but one thing is sure: watchmakers are often a surprisingly resilient breed. In spite of the tremors in the financial community, followed by those in the economy and then society, the brands that

closed their doors are really not that many. Making up for lost time, timekeeping is vigorously finding its growth again with CHF 16.15 billion in exports in 2010, almost that of the record year

Watchmakers are often a surprisingly resilient breed.

in 2008, which reached CHF 17 billion. The economic slump seems thus to have been just a year-long blip in the history of time. But, what exactly has happened during this ‘blip’?

A REFLECTION OF THE WORLD AS IT IS

We have often said that watchmaking can very well be seen as a rather good reflection of the larger social, economic and political evolutions in the world. Watches owe their forms, colours and trends to society. In an economic sense, watches are closely related to the rules of finance, the stock market, globalization, exchange rates, costs of labour and raw materials. In terms of political changes, the watchmaker, while he is certainly sometimes an artist, is above all a businessman, and must submit to the powers that be and demonstrate his credentials. (Being a distributor



CORUM

LA CHAUX-DE-FONDS · SUISSE



WORLD'S PREMIERE

Introducing the very first automatic version of the CORUM baguette movement.

This linear-winding caliber powers the new Golden Bridge watch.

of fine Swiss watches in Tunisia, Egypt, or Bahrain today is not an easy task since the prestige watch has become one of the strongest and most vis-

The necessary profitability of the industrial tool adds to the commercial and marketing aggressiveness of the groups.

ible symbols of the ruling class). So what does this timekeeping reflection tell us?

WIDENING THE GAP

The first thing we observe, and the most important because it conditions all the others, is that the gap is widening. Just like in the 'real' world, the gap between the richest and the most powerful—the Swatch Group, Richemont, LVMH, plus the most established and institutional such as Rolex, Patek Philippe and a few large independents, including Chopard, Breitling and Raymond Weil—and all the rest, all the other brands, is constantly widening. The extent to which this is happening is illustrated, as we have mentioned elsewhere in this issue (see the article on Antoine Prezioso) through the words of an independent watchmaker who has practiced his profession for more than 20 years: "The big brands are going to crush us; we are all going to die."

A number of reasons has led to this situation. In no particular order, there are industrial reasons, distribution policies, and expansion strategies that are major contributing factors. On an industrial level, the Swatch Group's threat to stop delivery of its ETA tractor calibres has intensified efforts by its competitors to industrialize their operations. These considerable efforts are arriving at maturity today and their heavy investments

must become profitable (on this subject, as an example, see Cartier's new 'just in time' installations, in Europa Star 4.10). The necessary profitability of the industrial tool adds to the commercial and marketing aggressiveness of the groups, which are in a hurry to conquer the largest market share possible and to lock up the points of sale that they have won in this fierce battle.

As is also the case for their industrial verticalization, the groups are now investing massively to conquer these markets, directly through a sometimes frantic policy of opening their own boutiques (will this become a 'subprime' mess one day?), and indirectly by creating the widest possible distribution networks. A strategy of getting your foot in the door.

CHINESE SELL-IN

China is obviously the best example of the battle to be first. Everywhere we hear, without formal

Mobilizing its energy reserves.



With its unmistakable design and its distinctive power reserve indication, the Patravi EvoTec PowerReserve is the new icon among those watch models, which are based on the holistic "Evolution Technology" Manufacture Concept. This is a further demonstration of how Carl F. Bucherer is going its own way with its development of movements and mechanisms. The CFB A1002 represents the expression of this philosophy, challenging the existing and striving for more intelligent solutions, with creative developments, such as the first reliably functioning, peripherally positioned rotor and the innovative mechanism for changing the big date.

www.carl-f-bucherer.com



CARL F. BUCHERER

FINE SWISS WATCHMAKING

proof, that the incredible numbers seen in this market (up 57 per cent this year) are mainly due to the dynamic sell-in. The drawers and the stockrooms are filling up, but the products that are selling are not always those that make the front page.

The advantage the Swatch Group has in the Chinese market is glaring. This is largely due to the industrial nature of this 'watch and technical conglomerate', which gave it a head start, allowing it to prepare the ground long before the arrival of the others. As an anecdote, I recall personally having seen, in 2004 on Tiananmen Square in Beijing, a place totally devoid of any publicity, between the entrance to the Forbidden City and Mao's Mausoleum, a large Omega clock. Placed on the steps of the National Museum, it was counting down the hours to the future Olympic Games. Thousands of Chinese stood in line day after day to take photos of themselves beside the clock, very visibly signed Omega. Today, there must be tens, if not hundreds of millions of photos with the Omega logo in Chinese homes.

Another watchmaker, a medium-sized independent and long established in China predicted that, while today there is still place for everyone in China, in a few years, the Swatch Group will have the lion's share. Its penetration is not to be credited solely with the group's industrial base, but is also due to

the diversity of the offer. The group is the only one to completely cover the market in a consistent manner, from the low-end to the very high end.

SEIZING THE CONCEPTS

Among the other reasons that the large groups continue to grow while the smaller ones are confined to smaller and smaller niches, there is one that plays a far from negligible role. Gradually, the groups and some of the largest brands began moving into new territories—particular niches that were up to now occupied by small independent brands, often those centred on a 'master watchmaker' or a singular type of timekeeping. Already at the centre of the page, the large groups have extended horizontally, into the margins,

In China, in a few years,
the Swatch Group will have
the lion's share.

operating their own 'research laboratories' if we might use the term, which progressively absorb the ideas and models of the independents.

In this regard, the tourbillon vogue, inextinguishable as it seems to be, is particularly representative. Each brand seems to absolutely need an extravagant tourbillon in its collections—a double or triple rotation, off-centred, suspended, placed at the end of a hand, orbital, etc. Until recently,



HERMÈS SADDLEMAKER - HERMÈS WATCHMAKER



ARCEAU GRANDE LUNE
Steel case, mechanical self-winding
movement, moon phases, alligator strap
Crafted by Hermès watchmakers in Switzerland
www.hermes.com

these 'experiences' were reserved for the ultra-niche mechanical brands, but today we find them in the mainstream.

From a design point of view, the large brands, always in search of the next buzz, have learned to seize the ideas coming from the independents, which are forced on innovation to survive. The large brands then develop these ideas to their

As the large groups expand their activities, no niche is safe anymore.

fullest potential. We saw this happen a good decade ago when the large brands understood the commercial potential in products with a rigorous design intended for a large public. This basically drained the lifeblood from some independents that worked passionately, but with difficulty, in this sector. Today, history is repeating itself in the area of research into highly complex mechanical movements with acrobatic functions or prowess in displays (even here, however, the independents have a large lead, see for example Urwerk, Hautlence or Jouvnot). Thus, we now find concept watches in the collections of the large groups, which earlier were reserved to the most innovative niche brands. As the large groups expand their activities, no niche is safe anymore.

WEAKENED SUB-CONTRACTORS

During last year, even more than the independent brands, the sub-contractors have felt weakened. Often pushed to invest heavily in order to meet a constantly increasing demand, forced by the competition to obtain the latest cutting-edge equipment, to push mechanical research to the limit, to delve into research on materials and production methods, the sub-contractors were hit hard by the sudden decline—or even outright cancellation—of their orders.

The acquisitions, integrations, buy-outs and controlling interests in a company's capital have also played a role, weakening the profession even more. This profession itself was blinded during a time by the triumphant watch market, before harshly realizing how dependent they are on sudden shifts in the marketplace. While a watchmaker can always sell his stock, reduce his staff, outsource the work, or turn to other suppliers, a sub-contractor does not have these choices. There are exceptions, of course, as is the case of Christophe Claret, who is not afraid to publically admit a 33 per cent decline in sales in 2010, and who created his own watch brand to compensate for cancelled third-party orders (see our article in this issue on Christophe Claret). But, obviously, not everyone has the ability to do this.

RICHARD MILLE

A RACING MACHINE ON THE WRIST

www.richardmille.com



CALIBER RM 021 "AERODYNE"

- Manual winding tourbillon movement
- Baseplate of honeycombed orthorhombic titanium aluminide / carbon nanofiber
- Power reserve: circa 70 hours
- Torque indicator
- Power reserve indicator
- Function selector
- Variable inertia, free sprung balance
- Fast rotating barrel (6 hours per revolution instead of 7.5 hours)
- Winding barrel teeth and third-wheel pinion with central involute profile
- Barrel pawl with progressive recoil
- Modular time setting mechanism fitted against the case back
- Free sprung balance with overcoil
- Wheel based time setting system (back of the movement)
- Closure of the barrel cover by excentric screws
- Ceramic endstone for the tourbillon cage
- Central bridge in rigidified ARCAP
- Spline screws in grade 5 titanium for the bridges and case





CENTURY

SWISS



Beyond imagination

Baselworld – Hall of dreams 1.0 – Pavilion C27

NEO-CLASSIC EFFECTS

There has been so much talk of the great neo-classic wave, mostly in terms of style, that we might see, in this, only a 'crisis design'. But what does it mean in economic terms? In other words, what are the consequences of this 'two hands and small seconds' trend on the industrial fabric, on sub-contracting, on the future of the brands? According to Christophe Claret, his personal 33 per cent decline in sales was due primarily to the abrupt halt in innovative mechanical projects that he was creating for large brands. The recent collapse of the Artisans Horlogers—very advanced constructors working in the 'new' watchmaking—

What are the consequences of this 'two hands and small seconds' trend on the industrial fabric?

seems to confirm this unfortunate trend. This neo-classic wave therefore affects—like the transfer of torque—research programs that are long, costly, difficult to make reliable, and hard to homologate, in favour of a timekeeping that is simpler to produce, has less production problems, demands fewer operations and allows for a greater rationalization. Having said that, however, to be fully successful with an ultra-thin, three-

hands piece is still an art, an art that is not mastered so easily, and one that demands its own legitimacy (in this regard, see our wrap-up story on the SIHH in Europa Star 1.11).

Everything seems to show that the crisis, now followed by a quasi-general withdrawal into a minimalist and neo-classic style or at least a more measured style, has marginalized the secondary players even more while strengthening the main players.

A FOG OF SHORT-LIVED INSECTS

In parallel, another phenomenon has complicated matters. A little more than a year ago—on January 27, 2010, which already seems so long ago—Apple introduced the iPad. Remember this date, not so much for the iPad itself but as a symbolic date. This did not represent the death of paper, as we have so often heard, but rather it brought about an infinite multiplication of 'papers'! The instantaneous access to an incessant flow of globalized and socialized information has opened new avenues for even the modest of brands, whose messages can now slide into a thousand cracks, rebound, and scatter around the globe like never before. Yet, this also runs the risk of being annihilated by the vast fog of information—a fog that is made up of billions of short-lived and constantly moving insects (see our



de GRISOGONO

GENEVE



INSTRUMENTO
N° UNO

BLACK
FOREVER

www.degrisogono.com

DUBAI - GENEVA - GSTAAD - HONG KONG - KUWAIT - LAS VEGAS - LONDON - MOSCOW
NEW DELHI - NEW YORK - PARIS - PORTO CERVO - ROME - ST BARTHELEMY - ST MORITZ - TOKYO

editorial in this issue). In this saturated electronic 'cloud', very few things rise to the surface. It is often an illusion to believe that access to communication—not ever having been easy—is now easier. Succeeding in correctly getting a message out takes a lot of consistent and constant efforts—unfailing means and energy (we might mention, for example, Jean-Claude Biver and Max Büsler, two unrivalled communicators, whose practices and products are quite different, but whose promotional energies are quite comparable).

SOMETIMES, A MIRACLE HAPPENS

Sometimes, however, a 'miracle' happens. This year, it is called Laurent Ferrier. Coming out of 'nowhere' (which is not correct since he acquired an extraordinary watchmaking expertise, notably at Patek Philippe), this man, at retirement age, surprised the entire watch community with his ultra-classic timepiece, realized with highly orthodox decorative mastery pushed to a level rarely seen. Suddenly, everyone was infatuated with his watchmaking that was going against the grain, appearing on the eve of the great neo-classic turning point. The prize for men's watches that he received from the *Grand Prix d'Horlogerie* in Geneva in November bears witness to this appreciation. (In passing, at BaselWorld last year, his small stand was next to Snyder and its intergalac-

tic girls in miniskirts—which represented the abyss between these two extremes of timekeeping).

From an economic standpoint, the Laurent Ferrier brand has strictly no impact on the watch business.

Heroes are always chosen amongst the little guys

Symbolically, however, it is quite important. Like all revolutions, the neo-classic 'revolution' needed a hero. And as we know, heroes are always chosen amongst the little guys, the eternal Davids against a fearful Goliath (in fact, David was a myth invented by Goliath to better deceive his world).

ACCESS TO THE MARKETS

But, as 'one tree doesn't make a forest', one Laurent Ferrier does not necessarily help all the small Davids. Why? The essential element remains access to the market, and therefore to the final customer. In 2010, distribution was the most difficult domain. We are living, in fact, a paradox. On one hand, never has the offer been so large and so diversified, allowing the consumer to literally choose just about anything and everything, yet, on the other hand, never has it been so difficult for so many small and medium-sized brands to 'get their watches in the doors'. Everywhere, the doors are slammed shut and the fear begins to mount. As proof, it is always



HAUTLENCE



HAUTLENCE HL⁰³

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

anonymously that ‘ostracized’ watchmakers dare say anything—with very rare exceptions that are generally not the most representative. It is in the anonymity of the back office where pressures rise: pressures to sideline the competition, to fill

The paradoxical luck of the quality watch industry is its relative slowness.

the drawers by holding back access to the markets, and even political pressures, as we can see in China. In this, watchmaking is not an exception. Everywhere, in all activities, direct access to the consumer or to the public is becoming very rare, which helps the oligopolies control most of the distribution channels. Independent retailers—the independent cinemas, for example, are facing the same thing—are thus caught between the most powerful devils of the sell-in and the deep blue sea of the same name boutiques the large brands open in their areas. The profession has been weakened, and puts the survival of the small brand that it represents in danger.

THE GREAT NORMALIZATION

From a historical point of view, everything leads us to believe that watchmaking has now entered into one of these periods that we can call ‘nor-

malization’. Most of the world’s watch business is controlled by a handful of global players. The creative effervescence that we saw during the years preceding the economic crisis of 2008 to 2009 has calmed quite a bit. The heart is no longer

really in it, unless it is the wallet that is no longer open. Too much excess kills the excess. Along with the economic normalization comes an aesthetic standardization. But this does not take into account the natural human vitality, we might say. And, we must never forget

that the improbable of today can become the reality of tomorrow (the political changes in North Africa have recently demonstrated this).

The paradoxical luck of the quality watch industry is its relative slowness. Whether we like it or not, developing a new product requires a lot of time—and there are many who have been burned because they forgot this essential fact. This relatively long lead time also allows the emergence of new propositions and makes the landscape—this is the paradox—more lively and more mobile than if pure speed was the only factor. New communications tools, even if they generate many illusions as we mentioned earlier, can also help promote amazing breakthroughs. As we said in the beginning of the article, “We are all small seconds hands ticking on the surface of time,” and fortunately, we do not always know what really awaits us.

T+
TISSOT

SWISS WATCHES SINCE 1853

INNOVATORS BY TRADITION



Get in touch at www.tissot.ch

TISSOT PRS 516
AUTOMATIC CHRONOGRAPH VALJOUX
chosen by Tony Parker – Professional Basketball Player

Sporty vintage timepiece with a robust 316L stainless steel case, scratch-resistant sapphire crystal and water resistance up to 10bar (100 m / 330ft).

IN TOUCH WITH YOUR TIME



WHAT IS HIDING IN PATEK PHILIPPE'S 'REFERENCE 5208P'?

›Pierre Maillard



A

At first glance, who would suspect, under the clear face of the 'Reference 5208P', the presence of an exceptional Grand Complication, the second in the class of Grand Complications that make up the 'current' Patek Philippe offer, right after its famous Sky Moon Tourbillon?

The simplicity of the appearance, the purity of the lines, and the absolute readability of this exceptional timepiece is, we might say, a form of ultimate politeness, of ultimate refinement. When so many other timekeepers conspicuously exhibit their own complications, the Patek Philippe Triple Complication Reference 5208P—with an air of refinement, reserve and restraint—seems almost modest by comparison. In its own way, it is the quintessence of the Patek Philippe 'style', which can be described as art, artisanal, an ethic, and an innovative technology that values distinction, usage and reliability above all else. And yet... Under the nearly barren dial hides a Calibre that combines an automatic minute repeater movement, single pushbutton chronograph, perpetual calendar in instantaneous windows and lunar phases. In other words, this watch

brings together three major complications in a movement measuring 32mm in diameter and 10.35mm in height, with 701 component parts. Its name: the Calibre R CH 27 PS Q1. In addition, this calibre beats to the rhythm of an escapement and balance spring made of Silinvar®, a derivative of silicon: a first in the family of Patek Philippe's Grand Complications.

Much more than just 'stacking'

The design, construction, development, manufacture, decoration and certification of such a movement posed a great many challenges to the engineers and watchmakers of the Geneva brand. As can easily be imagined, coupling the minute repeater, chronograph and perpetual calendar together is not merely a simple mat-

ter of stacking one on top of the other. One of the major difficulties of this long elaboration resided in the necessity of creating veritable mechanical deviations, perfectly controlled, between the automatic movement base, the chronograph, the hour display and the chime system. Thus, it meant placing the chronograph mechanism between the movement base and the instantaneous-display calendar





wheel, which would interrupt any direct link between the hour hand and the chime of the minute repeater, thus requiring the aforementioned detour.

Drawing on the chronographic repertoire

In addition, the chronograph had to be the thinnest possible (2.4mm) in order to avoid increasing the total thickness of the calibre in a significant manner, and subsequently the watch. Delving into their very rich repertoire of chronographic movements, the Geneva watchmakers drew inspiration from several of their earlier realizations, most notably the calibre CHR 27-525 PS, the flattest split-seconds chronograph movement in the world that featured a column-wheel control and vertical clutch.

module. As a direct connection between the hour hand and the chime of the minute repeater was impossible, it was then necessary to design detour systems in order to engage the hour and the chronograph while perfectly synchronizing the visual indications and the hour chime. The development of this system resulted in several patents.

The new Calibre R CH 27 PS QI is made up of three 'layers', or tiers, we might say. The first layer contains the base movement, an automatic with minute repeater that can be admired at the back of the watch with its micro-rotor and its chime regulator protected under a gold Calatrava cross. The 'coupling' of this base calibre with a single pushbutton column-wheel chronograph posed serious questions about the energy transmission of the chronograph. The engineers at Patek Philippe therefore came up with the idea of adding a large wheel, at the centre, geared by a pinion to the minute

They borrowed the friction drive system of the minute and hour counters that, while ensuring the refinement of the ensemble, allowed for the compensation of the differences in torque between the start and stop modes of the chronograph. This provided for perfectly regular amplitude of the balance. The same calibre also inspired the tothing profile of the chronograph's gears, specially designed to reduce friction and optimize power transmission.

Yet, it was another calibre in the Patek Philippe repertoire, the manual-winding CH 29-535 PS, that provided the patented hammers for the self-regulating return to zero, thus ensuring the accuracy of their positioning to the nearest hundredth of a millimetre. At 2 o'clock, a single pushbutton activates the start, stop and return to zero of the seconds and the fractions of seconds, using a central seconds hand, and the hours and minutes by counters placed at 3 o'clock and 9 o'clock, respectively.



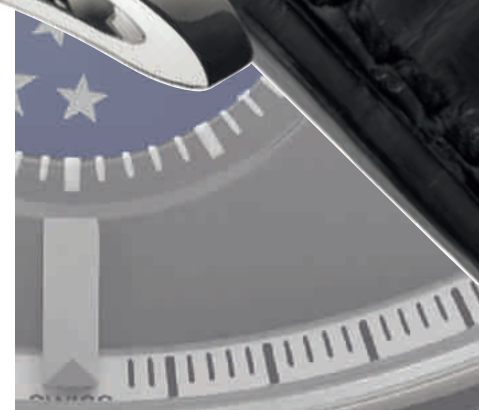
Instantaneousness and synchronization

Passing from the chronographic level to the instantaneous perpetual calendar with aperture displays level, meant making major modifications to the construction and architecture of the movement, as already mentioned. In the restricted space of the chronograph, it was necessary to integrate a detour system for the minutes because the cannon-pinion for the minutes could not traverse the mobile of the chronograph. The rotational movement of the cannon-pinion of the minutes is therefore deviated laterally to the upper level of the chronograph and, at this level, is sent to the centre where it drives the hour and minute hands, the instantaneous displays of the calendar, the lunar phases, and a discreet day/night indicator. The instantaneousness and synchronization of the calendar aperture displays are assured by a large lever, composed of 15 parts, that



intervenes when, for example, at midnight all the displays must jump together. In addition, two jumper springs constantly equalize the energy transmitted to each change of indication so that it is neither too strong nor too weak. This avoids partial indications or problems from too much energy. When all is said and done, this ingenious arrangement of the calendar in windows leaves a large space for perfectly displaying the chronographic minutes and hours. The third complication is the minute repeater. As we explained above, the minute repeater

mechanism itself is placed at the base of the movement. It is the fruit of many years of research conducted by Patek Philippe and its watchmakers in this domain—not less than nine references of minute repeaters are in the brand's current collection. It represents a quest for sound, for the acoustic signature of each piece that required research into the best metal alloys as well as optimization of the form of the gongs and how they are fixed in place. This does not even go into the adjustment of the racks, snails and other hammers that come





together to produce the most crystalline sound possible—a sound whose quality is, for each piece, personally approved by Thierry Stern and Philippe Stern, the President and Honorary President of the Geneva company.

Advantages of silicon

Looking at the calibre through the sapphire caseback of the timepiece, an experienced eye can catch a glimpse of the technological aspect of this Triple Complication in the form of its Pulsomax® escapement and its Spiromax® balance, both made in Silinvar®. But why has Patek Philippe placed so much effort on this technology?

When we ask this question to the watchmakers responsible for the watch's development, they are categorical in their response. Here, the first advantage is in the chronograph's performance and reliability. The escapement and balance spring made in this silicon-derived

material offer added energy efficiency (about 30 per cent more) which goes directly to the chronograph. Moreover, the same watchmakers emphasize the remarkable consistency of operation obtained by these Silinvar® components as well as their superior durability. For a chronograph, which consumes a lot of energy, whether in the stop or start mode because of friction, this represents a considerable advantage.

An uncluttered face

In seeing the Patek Philippe Triple Complication Reference 5208P for the first time, you would not think that twelve displays share its charcoal-coloured solid gold sunburst dial since the dial is so pure, almost bare. The three calendar apertures—framed by polished white gold—are displayed in a circular arc in the upper part of the dial, thus leaving the necessary space for the two auxiliary dials of the chronograph and the small seconds at 6 o'clock, surmounted by an inversed window showing the lunar phases. Two additional small apertures are hidden at the base of the auxiliary dials of the chronograph, with the leap years between 4 o'clock and 5 o'clock, and the day/night indication between 7 o'clock and 8 o'clock. Beneath this obvious readability and great elegance is hidden a complex dial, meticulously hollowed out so that it can be placed at the lowest possible position against the movement, thus preserving the thinness of the piece.

The dial is also very demanding from a technical point of view. The large apertures and the large typography of the displays in a small space require a great deal of precision in the placement of the apertures and the secondary dials. For the calendar discs that jump instantly with extreme accuracy, the least discrepancy cannot be tolerated.

A surprising profile

Only the small slide on the left side of the case indicates that a minute repeater is present on the watch. At 2 o'clock, above the crown, is a

single pushbutton that activates the chronograph. Four discreet correctors are spaced out on the sides of the case: day, month, lunar phases and date. At 6 o'clock, a small diamond, as is usual, signals that the case is made in 950 platinum. The 42-mm round case, in three parts (base, middle case, and bezel), has a height of 15.70mm. While it seems so classically elegant when seen from the top, it reserves a surprise when viewed from the side.

The case is placed between and attached to two clamps. Thanks to this particular architecture, the horns can have an entirely openwork design, thus streamlining the lines of the case and giving it a surprisingly modern appearance. In passing, we might mention that the polishing of both the outside and inside of the platinum openwork horns requires special skill.

Mounted on a brilliant hand-stitched chocolate brown square-scaled alligator strap with a platinum fold-over clasp, the Patek Philippe Triple Complication is delivered with two interchangeable case backs: a sapphire crystal and a solid platinum back that can be engraved with any type of personalization desired by the owner. Like all the grand complications of the Geneva brand, the Patek Philippe Triple Complication is presented in a rotating winder case that ensures the continuous good operation of the piece.

It is also endowed with the Patek Philippe Seal, certifying the design and technology of the piece, and is only delivered after a battery of tests and checks that have no comparison in timekeeping. The Patek Philippe Triple Complication Reference 5208P has now entered into the Patek Philippe collection, where it occupies a place of honour. The only problem is that the timepiece is very rare. In spite of all the efforts of the Geneva manufacture, it can only be delivered in tiny quantities. ◀

For more information about Patek Philippe click on Brand Index at www.europastar.com

**RULE N°1:
GET BACK TO THE GOOD OLD TIMES TO STAY AHEAD**





TUDOR HERITAGE ADVISOR

Self-winding mechanical movement
with alarm function
Domed sapphire crystal
ON/OFF alarm indicator at 9
Alarm power reserve at 3
Waterproof to 100 m
Titanium and steel case 42 mm



TUDOR
WATCH YOUR STYLE



Harry Winston, new impulsions in watchmaking

› Pierre Maillard

S

Since the arrival of Frédéric de Narp as the company's CEO in January 2010, Harry Winston seems to have doubled its efforts in the watch division. It employs some 120 people, out of a total of 450 at the jeweller, whose prestigious reputation far exceeds its sales: US\$114 million in 2009—a difficult year—for 'only' (we might be tempted to say) 19 boutiques.

Frédéric de Narp seems quite determined to give a strong impulsion to Harry Winston timekeeping, and in all domains: development of a production tool by the gradual integration of new métiers (recently, the brand sold its shares in the Cadraniers de Genève enterprise to François-Paul Journe in order to

develop this activity in-house); opening of new points of sale, 15 this year, as well as new stores; the launch of new collections, first at BaselWorld, followed in June with the announcement of the highly anticipated new Sport collection, said to be more "affordable" and "wearable throughout the day".

The year 2010 has served Frédéric de Narp well in his intentions, since it allowed him to remind everyone with panache that the brand has acquired real watchmaking legitimacy thanks to the tenth anniversary of the Opus. Launched in 2001 by Max Büsser, who was then at the head of Harry Winston's watch division, this collection of ten watches—the eleventh will be unveiled at BaselWorld—has been a veritable pioneer in the birth of the 'new mechanical timekeeping'. Its creative laboratory has brought together the world's most avant-garde watchmakers who have all had their hand in creating an Opus: François-Paul Journe, Antoine

Prezioso, Vianney Halter, Christophe Claret, Félix Baumgartner (Urwerk), Robert Greubel & Stephen Forsey, Andreas Strehler, Frédéric Garinaud, Jean-Marc Wiederrecht & Eric Giroud, and Jean-François Mojon. What an amazing list!

Now, it's all about the tourbillon

In order to heighten its accomplishments in the land of *Haute* Mechanics even more, Harry Winston has launched a second collection of prestige mechanical timekeepers, which could be considered as the second family of the Opus line. This second collection, however, is devoted exclusively to the tourbillon and is called 'Histoire de Tourbillon'.

The difference between these watches and the Opus timepieces, whose design was entrusted to a different master watchmaker for each piece, is that the Histoire de Tourbillon is realized in collaboration with CompliTime, the company belonging to Robert Greubel and

OPUS I



OPUS II



OPUS III



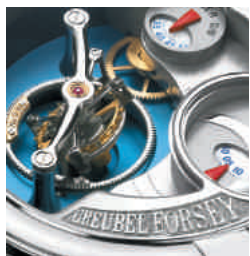
OPUS IV



OPUS V



OPUS VI



OPUS VII



OPUS VIII



OPUS IX



OPUS X



HISTOIRE DE TOURBILLON 2

Stephen Forsey, who work for third parties upon request. In the same vein, Antoine Tschumi has been entrusted to come up with the design of the new watches.

After the 'Histoire de Tourbillon 1' presented in 2009, 2011 is the year of the 'Histoire de Tourbillon 2'. Very striking from a visual point of view, this piece was created to showcase, in the most spectacular manner possible, the bi-axial flying tourbillon, combining two concentric carriages that drive it in a multi-dimensional rotational movement, in all positions. The tourbillon also occupies the largest surface of the watch. Devoid of an upper bridge and inclined at 10 degrees, it is only fixed on the side of the movement and thus seems to be suspended in air, as "if released from the mechanism driving it," says the brand.

The internal carriage, holding the balance, balance spring and escapement, makes one com-

plete rotation in 40 seconds. It is housed within the outer flying carriage, made of titanium, which makes one rotation in 120 seconds, or two minutes. The edge of the outer carriage is graduated, thus displaying the seconds. The other time functions are off-centred, and separated into their own respective dials. The minutes are read on a disc at 6 o'clock, while the hours are read by a hand in a dial at 2 o'clock. Each of these dials is compartmentalized like a small case of its own, thus evoking a multi-dimensional architecture, off-centred and located on different levels. With eight different sapphire crystals (five on the dial side, three on the case back), the Histoire de Tourbillon 2 features a 48.5-mm case in polished, satin-finished and shot peened white gold ("a monumental

white gold structure," according to the brand). From a design point of view, the timepiece has no relation to the 'neo-classic' trend that is currently blowing across the watchmaking landscape. On the contrary, it is a very imposing and ultra-contemporary timepiece, with great attention to detail such as the straight-line guilloché motif on its dial that can be seen through two openings, the choice of letters and the orange and blue touches of its hands and the day/night indicator shown in the hour dial. The brand is producing this exceptional tourbillon in a limited series of 20 pieces, whose price is as high as its size is large: CHF 520,000. <

For more information about Harry Winston click on Brand Index at www.europastar.com



The pioneering researchers of the UR-110

› Pierre Maillard

U

Unquestionably, Urwerk is a case apart in the landscape of advanced creative watchmaking. No other brand has systematically carried out research that centres, not so much on the complications themselves, but rather on the display, something that is contrary to most other research endeavours. *A priori*, from a strictly orthodox timekeeping point of view, this quest seems less 'noble' than the others. Yet, it could very well prove to be just the opposite. In researching how to perfect and transform various types of displays, Félix Baumgartner and his inseparable comrade and designer, Martin Frei, have constructed very complex mechanisms that are unlike any other. They are clearing new virgin territories, with a rare consistency, thus opening original and unique avenues in the history of watchmaking.

Concerns for the display

An immediate demonstration of their *savoir-faire* in the domain of the display is seen when you try on their latest creation, the UR-110. Logically, it would seem quite complex, but with just a glance, you begin to understand: the reading of the time is immediately intuitive and easily done. In other words, one quick look and



you get it, which is not always the case, in fact far from it, with all the other contemporary watch 'UFOs'. Their concern for reading the time has been taken even further—the minutes appear engraved on a scale around the edge of the right side of the watch's case in a sort of wide protuberance.

On the wrist, while the watch may be covered by a shirtsleeve, the minute scale is still left discreetly visible. A detail, you might say, but yet it is a significant detail (one we might add, in passing, that has already done well for someone like François-Paul Journe, who is also attentive to the hierarchy of reading time).

Tower, satellites and cubes

Still for all, while its utilization may be quite obvious, its construction is, on the other hand, extremely inventive and complex. Following their research on the use of orbiting satellite complications and reusing only part of the system of hour indicator cubes invented for the Opus 5, Félix Baumgartner has pushed the limit of mechanical sophistication even further.



PEQUIGNET

MANUFACTURE



RUE ROYALE COLLECTION

HAUTE HORLOGERIE FRANÇAISE

Calibre Royal featuring multiple integrated complications, a world first. Fully designed and built in Pequignet's laboratories and Haute Horlogerie workshops in Mortœau, in France. Barrel directly wound by the drum, initial force distributed by a central axis, 88-hour Power Reserve Indicator, Large precise Moon Phase, Large Date and Day, 3 discs with triple instantaneous jump. Incredibly reliable escapement, 21 600 vib/hour, Large Balance with compensatory screws; High performance bi-directional automatic winding system.

+33(0)6 77 53 61 37 contact@pequignet.com www.pequignet.com

BASELWORLD Hall 1.0 Booth A20





At the centre of the device is a central tower, traversed by a fixed axis running the full height of the watch. This central tower maintains and stabilizes three mobile modules whose rotation is assured by a central carousel. Each of these modules is mounted on a planetary gear and comprises an hour satellite indicated by a raised cube, a minute hand and a counter balance. The three modules are in constant counter-rotation, which allows them to compensate for the circular movement of the central carousel and to maintain a position rigorously parallel to the entire length of their rotation around the watch.

So, wherever it is, the module always seems to remain in the same position. During this rotation, the hour indicator cube changes position and displays a new number (1 to 12). When arriving at the right side of the watch, the mod-

ule with the hour cube and its minute hand follow the scale graduated from 0 to 60 minutes. In describing this amazing timepiece, Martin Frei says it all, "There are things happening on the dial that are not obvious at first glance. Everything looks normal. In fact, however, it is everything but, all while being subtle and fluid."

Technical nature

The very technical appearance of the UR-110, the so-called 'Torpedo' piece, is reinforced by the very metallic treatment of its various elements mounted in a Grade 5 titanium case with a 316L stainless steel bezel or, in the black version, in an AlTiN-treated Grade 5 titanium case. The dimensions—47mm by 51mm by 16mm—may seem large, but to the wearer, the UR-110 is surprisingly 'stealthy' and completely ergonomic.

Among the different details, we might mention the small seconds that seem to be 'glued' to the back of the dial (a small reproach in passing is that it is not always readable since it is covered by the passage of satellites, but then what would be another solution?). The crown located at 12 o'clock has a detachable protector in the shape of a small mobile valve. The back of the watch is also just as fascinating as the front, and offers an animated view of the small dual turbines that regulate the automatic winding system, letting it 'brake' in case of excessive winding.

Urwerk is also continuing its launch of the UR-202 and is planning to introduce a 55 UR-110 in 2011. As a reminder, this innovative brand employs only ten people, seven of whom work at the bench and two are engineers. But Baumgartner and Frei have always affirmed one thing: their liberty lets them remain at a level that allows them the full expression of their creativity...as this new exemplary creation brilliantly proves. <

For more information about Urwerk click on Brand Index at www.europastar.com

BEDAT & C^o

GENEVE

feminine, intelligent...



Christophe Claret launches his brand with a gaming spirit

›Pierre Maillard

C

Christophe Claret is a frank person, and he does not hesitate to talk about his company's situation. After a decline of 3 per cent in 2009, sales slumped even further in 2010—by 33 per cent—due mainly to the cancellation of projects aimed at developing new mechanisms for some of the most prestigious brands.

With a heavy heart, Claret had to watch his employees dwindle from 125 to 90 today (through natural departures). Yet, Christophe Claret had anticipated the economic crisis and thought long and hard about how to get through it. Three avenues seemed reasonable to him: first, develop the subcontracting of components, that which allows him to have his own highly-developed industrial tool capable of creating movement parts as well as cases; secondly, develop innovative ultra-thin complication modules that could be added to high quality automatic movements (Piguet, Girard-Perregaux, Vaucher); and thirdly, develop his own brand, which could also compensate for the decline in demand for high complications. Thus, was born the Christophe Claret brand, legally distinct from the Manufacture Claret.

Playful timekeeping

The first tangible manifestation of the new Christophe Claret brand occurred last year on the 20th anniversary of the manufacture. Named the Dual Tow, it is a complex watch, selling for CHF 550,000. Claret is more than just a little proud of having succeeded in producing 20 pieces in just 18 months. And at such a price, there is no denying that its performance is really quite honourable. The new brand's second watch, the Adagio, was just launched in



Geneva in January (on this subject, see Europa Star 1.11). The third, the 21 Blackjack will be presented at BaselWorld.

Before describing this watch, let's first say that it is emblematic of the direction that Christophe Claret has chosen for his new brand: pieces that will always have a very innovative mechanism or complication; a sales price of less than CHF 200,000 (the complications from the Manufacture Claret systematically sell for prices above CHF 200,000 and can go up as high as CHF 1 million); and, above all, have a playful element.

A 'happy' and often interactive type of watchmaking, Christophe Claret sums it up by saying that his timekeeping is "active, interacts with its wearer and is not purely contemplative". He also wants his products "to be animated".

The 21 Blackjack is a perfect illustration of this playfulness since the wearer can enjoy three games of chance: dice, roulette, and of course, blackjack.

How it works...

Under the slightly smoked glass of the 21 Blackjack are cards that seem to be dealt at random and seven windows, of which three are open. The other four are covered with a 'flap' engraved with the brand's logo. The first push-piece lets the cards be shuffled. During

two seconds, we see the cards being dealt in all directions before stopping and moving into the windows, which is also accompanied by a characteristic sound. We then see the first three cards in the open windows. Using two other push-pieces, engraved with DEALER and PLAYER, respectively, the player and then the dealer show their cards: the first window opens and reveals the card, and so on. The idea is to succeed in obtaining 21. A 'small' additional complication: each time a player shows his card, a chime sounds. The hammer of this gong, engraved with the word HIT (characteristic of blackjack), can be seen in action on the side of the watch through an opening protected by a sapphire crystal.

On the other side of the crown, on the same side, another lateral opening shows two free dice. When the watch moves, the dice are shaken, giving an additional small game of chance. When the watch is turned over, the third game, roulette, can be seen. This is composed of a circle of alternating red and black numbers (as an additional small sophistication, this scale can be positioned when the watch is purchased so that the wearer can place his lucky number opposite an emerald set on the side of the case back). At the centre, the roulette wheel itself, whose ball is shown by an arrow, rotates freely, directly linked to the



Cecil Purnell

ONLY TOURBILLON



UNVEILED AT BASELWORLD 2011

VISIT US @ THE WATCH GALLERY (IN THE PALACE) - STAND P25 & 27

OR ON THE WEB AT :

WWW.CECILPURNELL.COM



oscillating weight of the automatic mechanical movement (in this case, a Frédéric Piguet, chosen for its thinness, its performance, and its double barrel), which drives the 21 Blackjack.

884,736 combinations

A veritable toy for (rich) boys and high rollers, this watch is all Claret. Especially recognizable is the mastery of its complex animations, which has made Christophe Claret's reputation. The seven discs (magnificently printed with the motifs of the cards, looking as if they could have been hand-painted), offer a total of 884,736 possible combinations, comprising 45 cards out of the 52 in a standard game.

The system designed by Claret includes a 'launcher' that arms a ratchet acting on a spring that launches the discs. Made in gold for their inertia, these discs are equipped with a pinion and are mounted on a double ceramic ball bearing. Because of the inertia and not having to use the torque coming from the barrels, the discs thus rotate very rapidly and stop precisely in front of the windows, thanks to a jumper. Another distinctive mechanism raises and lowers the flaps over the windows once the game is over. This flap mechanism acts directly on the hammer of the gong, making it resonate each time a card is shown. An additional difficulty that had to

be overcome was having the commands for the chime coming from different locations in the movement, depending on the placement of the windows of the watch. In all, 501 elements had to be placed in the 45-mm case available in grey titanium, black PVD-treated titanium, and white or pink gold.

The price of Christophe Claret's 21 Blackjack ranges from CHF 168,000 to CHF 198,000, depending on the version, each limited to 21 pieces, of course. Place your bets, ladies and gentlemen. No further bets. <

For more information about Christophe Claret click on Brand Index at www.europastar.com

Borel Chrono Collection

Model GS8600D-4622BK

Stainless Steel Case

Water resistant to 50 meters

Rhodium plated movement

Dubois-Dépraz 2021 on 2892-A2

Geneva waves, Blue screws

Bezel set with 60 diamonds

1/5", 30' and 12 hours counter function

Anti-reflection front Sapphire glass

See through back

Alligator leather bracelet




**ERNEST
BOREL**
1856

ERNEST BOREL S.A., C.P. 234, Rue des Perrières 8, CH-2340 Le Noirmont, Switzerland
Tel: +41-(0)32-926 17 26 / Fax: +41-(0)32-926 17 29 / www.ernestborel.ch / info@ernestborel.ch

Please visit us during Baselworld 2011 24-31 March Hall of Emotions 5.1 Booth E-11

Watchmaking 2.0 by Hautlence

Passing into 'second gear', the young brand Hautlence (created in 2004) launches its HL2.0 collection, which spectacularly revives the art of reading time. And, at the same time, it has also invented a rival to the tourbillon.

› Pierre Maillard



Other than the 'pioneer' Urwerk (created in 1995), very few watch brands concentrate essentially on the creative possibilities offered by the display. But, right from the beginning, Hautlence clearly expressed its desire to specifically target this area. Contrary to many master watchmakers who favour research on the movement, but consider its possible impact on the displays of being secondary in importance, Hautlence began by thinking about the dis-

play before examining how it would affect the movement. For Hautlence, designing new ways to read the time necessarily involves deep reflection on the mechanical design associated with it. These mechanical solutions would, then, dictate the final appearance of the display.

For the love of connecting rods

The brand's particular ideas regarding displays materialized for the first time in 2005 with the presentation of the first Hautlence HL collection, with jumping hours, retrograde minutes and running seconds. The main innovation of the HL is in its system of visible connecting rods, directly driving the cam of the retrograde

minute hand, then mechanically driving the jumping hour, at the end of the retrograde minute circuit. It seems a little like a 19th century locomotive, with its connecting rods and its pistons driving its metal wheels.

From this 'matrix' collection, Hautlence has offered its display designs in a series of collections: the very modernistic HL; the HLq for 'Quantième', equipped with a new round calibre developed entirely in-house and offering a time reading by different indications in sectors, while maintaining the command principle using a slide for the jumping hour and retrograde minute; and the HLc, a very lovely 'classic' version of the preceding timepiece.





Radical choices

With the HL2.0, Hautlence is pushing its goals even further. The end results of the brand's radical display choices, in purely watchmaking terms, are major, and forced the movement designers to look for new mechanical solutions. So, let's take a closer look at this strange object. All the architecture and mechanical design of the piece have been determined by a display involving a jumping hour in a window using a 12-link chain, located at the top of the watch. The chain is driven by a system of connecting rods and cranks that is so dear to Hautlence. The advancing motion of this chain causes a 60° rotation of the regulating organ that seems vertically suspended on the left side of the watch. Every 60 minutes, the regulating organ changes its position, thus providing for the famous statistical compensation of the effects of gravity on the regulating organ's operation. To sum it up, the HL2.0 is a new type of 'tourbillon', which does not make permanent rotations but rather a 'regular gyration' at the rhythm of 24 times per day.

The chronometry of the timepiece is improved because of this, but in order to attain optimal chronometry, it was still necessary to regulate the possible perturbations caused by the energy required for this double animation. Thus, a second barrel was added, dedicated exclusively to the complication. Inspired directly by their first HL, the Hautlence designers reintroduced their system of connecting rods, sensor (feeling-spindle), and snail to transmit the energy from the barrel. Controlled by the speed regulator located at the centre of the retrograde minute display (and middle of the watch), this energy drives the chain that turns the regulating organ, without detracting from the chronometry, driven by another barrel. The entire system is wound automatically.

A remarkable case

The thought behind the display not only has mechanical consequences as we have just seen, but also aesthetic considerations. The HL2.0 thus takes on the allure of a veritable kinetic sculpture that is emphasized by the grey

or pink gold case, open on all sides. Measuring 50mm high, 45mm wide and 17mm in thickness, the case has a curved diamond shape, as if sawed off at its two ends. Held between two asymmetrical thick crystals, whose sides are beveled, the case has a deliberately 'rough' feel about it.

Its formal minimalism contrasts sharply with the visual complexity of the movement enclosed in this bold case, which is water-resistant to 30 metres. The movement can be viewed laterally through a window situated above the crown. A choice of two interchangeable straps, alligator or rubber, are attached to the recessed screwed-in horns.

As Hautlence has announced, the HL2.0 is not an isolated example, but represents the first in a family of a new type of timekeepers. We can thus expect more design evolutions from the HL2.0 in the years to come. ◀

For more information about Hautlence click on Brand Index at www.europastar.com



Antoine Prezioso, 'Operation Power'

› Pierre Maillard

T

"The big brands are going to crush us. We are all going to die," declares Antoine Prezioso, during a meeting with *Europa Star* in his atelier near Geneva, on the eve of BaselWorld. Proclaiming in a loud voice and without fear the concerns that many independent watchmakers and subcontractors quietly have, Prezioso does not mince his words. "Faced with this situation, we have to change our strategy. We can no longer be content to just make watches, as beautiful and as interesting as they may be, and then travel the world trying to sell them. We must 'rationalize' our way of doing things. We can no longer allow ourselves to distribute a few pieces here and there. We must understand and recognize the realities of the marketplace. We need to reduce our margins. In a word, we must adopt a more commercial strategy. It is either do that, or die."

Put another way, the strategy proffered by Antoine Prezioso will necessarily restrain his fiery creativity. This is because Prezioso, who willingly puts himself forward as a watch "author-composer", has never succeeded in confining his desire for the art of timekeeping. An insatiable creator and an explorer of forms

and functions, he has never ceased producing the most varied models. He has never stopped exploring designs and complications. He has never paused in inventing new pieces. In short, he is a true forerunner in the art of time, a man moved by his passion, his desire to innovate, to research, and to experiment.

But the current downturn, marked by a strong consolidation of the large groups and their tight web of distribution, is no longer favourable to such creative adventures. For Prezioso, therefore, he must rethink his approach and actively delve into his own rich collections. In a word, he must 'rationalize' his way of doing business.

In concrete terms, this operation—which Prezioso feels depends not only on himself but also on many of his colleagues—has forced him to divide his activities into two parts: on one side is *Haute Horlogerie*, with daring, unique, and special models, while on the other side is the launch of a new 'boutique' line called 'Power'. He explains, "When someone proposes an *Haute Horlogerie* piece, say costing CHF 200,000. Everyone along the chain has their margin to take. But for the more affordable or commercial pieces, under CHF 10,000, it is imperative that the production chain be rationalized, from the beginning design to the distribution of the final product. It is for this reason that I have drastically reduced the number of models that I was proposing [Editor's note: besides his *Haute*

Horlogerie models, Prezioso is conserving essentially his Star Moon line with its magnificent large moon, Moonlight with a very competitively priced steel line, and the Grand Robusto pieces]."

He goes on to clarify his intentions, "Now, I am concentrating on the new family of 'Power' watches. This is a very identifiable and recognizable collection, worked with great attention to detail, which over time will evolve, expand and diversify, all while maintaining its strong identity."

'Power inside'

Powerful (its case measures 48mm in diameter and 13mm in height), sleek (its bezel is held by twelve personalized screws and its sides are worked like those of a Doric column), very contemporary (its play on grey and red, its open-worked lance-type hands, its dial decorated with the *Côtes de Genève* pattern, its satined cartouches, its topstitched crocodile and carbon fibre strap), the Power is especially intriguing by the very large size of what seems to be the power reserve indicator, which takes up a good third of the dial. Yet, it is not a power reserve indicator in the strict sense of the term, but rather, as Antoine Prezioso eagerly explains, it is an "energy indicator".

Marked with the indications, 'Down' at the bottom and 'Fine' at the top, this energy indicator informs the wearer about his physical activity,



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



its vital energy. This means, therefore, that the wearer must have a new relationship with his watch, according to Prezioso. With its oversized indication of 'Power Inside', the watch is trying to have a real dialogue with its owner, telling him not so much about its own remaining energy levels, as it says about the energy used daily by the watch's wearer himself. (You can see this creation for yourself at BaselWorld, at the stand of the Horological Academy of Independent Creators, ACHI).

Viva ETA

Faithful to his long-term supplier, Antoine Prezioso has equipped his Power with a movement based on an ETA calibre. "Of course, I greatly rework the basic movements that I receive. I regulate them with superlative precision. I change the oscillating weight. I decorate them in my own way. And, I work essentially with ETA bases because they are still, quite simply, the best movements that exist at this price point," he adds.

With a healthy dose of courage, Prezioso is one of the few people to praise the ETA calibres, since so many others are claiming to have their own movement. "It is a question of longevity and respect for my clients. They can always maintain these movements and have them repaired if necessary, no matter where in the world they are, even in a hundred years from now."

In his opinion, 'Operation Power' is essential in order to demonstrate that he wants to "take the lead, conquer new markets and find profitability worthy of this name". With a smile, Antoine Prezioso admits, "In the end, this crisis was good for us. It made us come back down to earth and get our priorities straight". <

For more information about Antoine Prezioso click on Brand Index at www.europastar.com



**Magellan**
SWISS WATCHES

Magellan Watch SA

Avenue de Champel 8c, 1206 Geneva (Switzerland) - Tél. +41 (0) 22 761 62 63, Fax. +41 (0) 22 761 62 61

www.magellan-watch.com

The Twenty-8-Eight collection by DeWitt



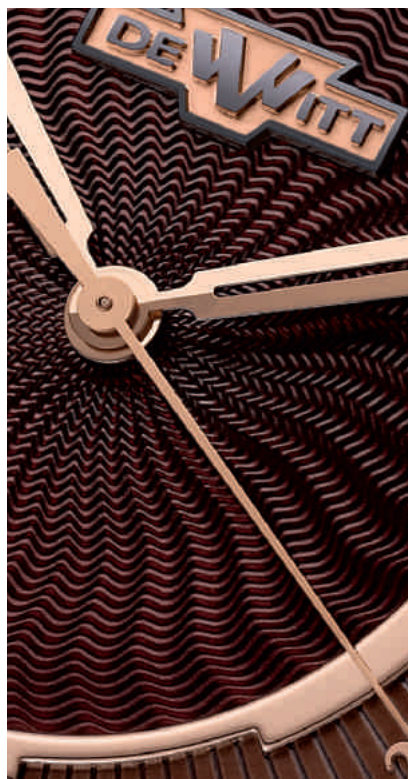
TWENTY-8-EIGHT AUTOMATIC

The Twenty-8-Eight Automatic is an "urban classic" with a 43 mm round case made in 18-carat white or rose gold. Offering a subtle combination of character and refinement, the design of the Twenty-8-Eight collection is sober and balanced. Presenting a slightly thinner case (10,28 mm) than the Academia collection as well as more discrete columns on its flanks, the Twenty-8-Eight collection gives a fascinating impression of lightness.



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

The new Twenty-8-Eight Regulator A.S.W. Horizons is home to the already famous calibre DW 8014, first revealed at Baselworld 2010. This new automatic Tourbillon is the first complicated regulator movement integrating a Tourbillon entirely developed and produced by the DeWitt Manufacture. Most importantly, it introduces a patented and extremely ingenious Automatic Sequential Winding (A.S.W) device, driven by a peripheral oscillating rotor.



TWENTY-8-EIGHT TOURBILLON

The DeWitt calibre DW8028 is a manually wound movement integrating a solid and reliable Tourbillon mechanism. Its construction is rather classical, using age-old and recognized technical parameters as a basis: 18'000 A/h, 72 hours power reserve. The movement is equipped with a Swiss anchor escapement with a variable-inertia balance and a spiral with a Breguet curve sequenced at 2.5 Hz.



KING POWER TOURBILLON F1 48MM by Hublot

King Power 48mm diameter in satin-finished zirconium or 18K gold, Bezel lug and inserts in black composite resin. Crown in titanium or 18K gold with black rubber insert, pushers in titanium black PVD with red rubber insert and black text, screws in titanium black PVD. Water resistance 100 m or 10 ATM. HUB7300 Mechanical Chronograph Carousel Movement.



AUTOMATIC FLYING TOURBILLON by Perrelet

The cage of this flying tourbillon is presented inside a cylindrical ring positioned at 6 o'clock. The small second's indication is provided by the revolving of the 60 seconds cage. Two wing-shaped, carbon fibre zones lead the eye towards 12 o'clock, where the tips of the hour and minute hands are finished in a luminescent material. The minute hand, precisely profiled to rise out of its recessed base area, matches the contours of its surrounding limits perfectly. The extensions of the claws gripping the case embellish the dial in the form of six double tubes, adding force and character to the whole.



LA STELLAIRE by Badollet

The Stellaire by Badollet is distinguished by its mainplate entirely crafted in meteorite and by the upper bridge of the tourbillon carriage set with extra-terrestrial olivines. The movement bridges appear to be floating weightlessly, forming galactic circles reminiscent of the path traced by stars spinning around the same centre of gravity. Nature itself plays a part, since the high proportion of iron in the meteorite, exposed to cosmic rays for around 93 million years, may modify the colour of the movement without altering its functionality. 30-piece limited series.



TOURBILLON FURTIF by Hysek

Conceived, developed and produced in-house by Hysek, this intensely square hand-wound calibre beats to the cadence of a 60-second flying tourbillon fitted with a titanium balance. Its beating heart visible from all sides has been entirely hand-crafted to create an exquisite filigree-work effect. This timepiece is issued in a 30-piece limited edition.

H8 SCULPTURA by Haldimann

The Sculptura H8 redefine the concept of a timepiece as a work of art focusing full attention on the complication. Seemingly floating above a black background, the delicate central flying tourbillon makes one revolution per minute. Free of any horological indications, it celebrates the beauty of the complication and its unwavering commitment to traditional techniques.



TNT RendezVous by Pierre DeRoche

Pierre DeRoche has combined advanced mechanical watchmaking with subtle musical poetry in the RendezVous, which displays a double gong under the sapphire crystal. Coupled with the striking-mechanism's on/off function, this device is unique on this kind of watch. When the alarm is released, the mechanism reveals its secrets: first, the fast-and-slow, then the striking mechanism's bridge moving into action, and finally the hammers successively striking the two "Chartres" chimes (cathedral inspired, the two gongs turn more than 360° but are of different lengths).



FVa35 SUPERSONICO 5-MINUTE REPEATER by Franc Vila

This five-minute repeater watch, one of its creator's favourite complications, features a case combining titanium and red gold. To sublimate its sound, the movement bridges are made from Lighthium, an aluminium and lithium alloy used in aeronautical engineering. In order to optimise the exploration of its mechanism, this timepiece has no dial and thus reveals the rich beauty of the movement when the minute repeater is activated by the dedicated pusher on the case. 88-piece limited edition.



ECLIPSE by Claude Meylan

The new hand-wound, Unitas 6497 Calibre Eclipse watch from Claude Meylan appears adorned in black, white or golden colours expressing a new face of time. This open-hearted timepiece reveals its midnight black mechanism featuring alternating matt and polished finely decorated surfaces forming a pure structure lit up by 17 jewels. This intriguing and fascinating transparent approach lends a new dimension to this creation and further enhances its inherent finesse.

CHAPTER TWO by Maitres du Temps

Chapter Two is the second entirely original and innovative timepiece from Maitres du Temps. It stems from a unique cooperation between Daniel Roth and Peter Speake-Marin, who have pushed the limits of *Haute Horlogerie* with the world's most legible instantaneous triple calendar timepiece. This model combines a large date with the day of the week and the month of the year written out in full on their respective rollers at 6 and 12 o'clock.

SAINT HONORÉ

PARIS



OPÉRA
Swiss Made

SEIKO 1881 TO 2011. 130 YEARS OF DEDICATION TO PERFECTION.

2011 marks the 130th anniversary of SEIKO. In 1881, Kintaro Hattori founded a clock store in central Tokyo, and within just a few years, was manufacturing clocks, then pocket watches, and in 1913, his first wristwatch. Today, we celebrate his vision and achievements in a series of Limited Edition timepieces of which he would have been proud.

THE CREDOR SPRING DRIVE MINUTE REPEATER



Over 660 components. 112 jewels. Perfect purity of sound.

**ADVANCED TECHNOLOGY.
REFINED CRAFTSMANSHIP.
PURE SOUND.**



From front and back, the uniqueness of the caliber is clear.

In every aspect of its creation, total purity of sound has been the goal. The result is a lingering, clear and haunting sound which has a uniquely Japanese character. This beautiful sound has been achieved by the magic of the totally silent Spring Drive mechanism allied to the use of a special steel forged by a celebrated Japanese steelmaker, Munemichi Myochin, used in his famous wind bells.

To preserve the enchanting purity of the traditional wind bell sound, SEIKO's Micro Artist Studio used two high-level technologies that ensure that the movement is completely silent. First, the movement is Spring Drive, the only mechanical movement in the world to measure time silently and continuously with no tick. Second, an ingenious and unique 'silent governor' uses the viscosity of air to control the speed of the striking gongs.



The silent governor blades use the viscosity of air to regulate the hammers.



The chime replicates the haunting sound of the Myochin wind bell.

GS Grand Seiko



Limited editions in steel, platinum and 18 karat gold.

A LEGEND IS REBORN.

In celebration of the 130th anniversary, the new Grand Seiko pays faithful homage to the much-coveted 1960 original. For fifty years, the goal of Grand Seiko has been the same: each watch should be as accurate, legible, durable and easy to wear as possible. This new Grand Seiko creation houses a new hand-winding caliber with a 72-hour power reserve and an accuracy range of -3 to +5 seconds a day.



Ananta A CELEBRATION OF JAPAN'S ARTISTRY.

For safe use by divers at depth, the watch movement as well as the case, must be extremely robust. So in creation of the Ananta Automatic Chronograph Diver's, SEIKO redesigned its 8R movement, incorporating a balance spring made of SEIKO's proprietary alloy, "SPRON 610," with up-graded shock resistance and anti-magnetism.

To ensure high legibility in dark waters, SEIKO commissioned Isshu Tamura, a world-renowned lacquer artist, to create a dial that is truly jet black. Each dial is painted, layer by layer, and then polished by hand by Mr. Tamura in his studio in Kanazawa on the western shores of the Japanese mainland.



Two Japanese art forms come together: Katana and hand painted lacquer.

SEIKO

DEDICATED TO PERFECTION

Swatch Watch

› Keith W. Strandberg

A

At *Europa Star*, for our Basel issue coverage, we typically profile individual brands on their own. However, at the show, you can't miss the Swatch Group pavilion smack in the centre of prestigious Hall 1. So, we decided to take a different approach with the Swatch Group and take a look at the group as a whole, then get a peek at what the individual brands inside the group have to offer at BaselWorld.

The Group

The Swatch Group is one of the biggest and most successful organizations in the watch-making industry. Early on, its late founder Nicolas Hayek Sr. was largely responsible for rescuing the Swiss watch industry from oblivion. Hayek then led the group to domination in Switzerland and around the world. Some of the industry's best brands are in the Swatch Group – Blancpain, Breguet and Omega – and some of the most successful brands in the world call the group home – brands like Tissot, Hamilton and Rado.

Despite the lingering effects of the crisis, the Swatch Group posted record gross sales in 2010 (CHF 6,440 million), a record CHF 1 436 million operating profit and a net income of CHF 1 080 million, representing an increase of 41.5% on 2009 and of 6.4% on the record year of 2007.

As for 2011 and beyond, here is what the group had to say in its most recent reporting:

"The strong uptrend seen in 2010 was confirmed again in January 2011," says the report. "The current outlook for 2011 appears positive, despite the unfavourable currency constellation at present, particularly the US Dollar and the Euro against the Swiss Franc. The Board of



VILLERET by Blancpain

Directors and Executive Group Management Board of the Swatch Group will continue to pursue a clear and healthy organic growth strategy in this very positive environment, with the objective of achieving sales of ten billion Swiss Francs in the medium term.

"Thanks to very motivated employees, the strong geographic presence of the brands in all of the world's major markets and its comprehensive coverage of all market price segments, the Group is optimally placed to achieve this goal," the report continues. "In addition, further investments in research and development will generate innovations and products, which can be introduced to the public on an ongoing basis, some as soon as this year's trade fair in Basel. To ensure the continuation of the Group's sustainable growth, further targeted invest-

ments will be made in the already comprehensive and efficient distribution network and, as already mentioned, in the expansion of production capacities. Thanks to its very solid starting point as regards equity and liquidity, the Group will be able to exploit interesting opportunities to increase its market share and presence."

The brands

The Swatch Group has the following brands under its umbrella -- Blancpain, Breguet, Jaquet Droz, Léon Hatot, Glashütte Original, Union Glashütte, Tiffany, Omega, Longines, Hamilton, Tissot, cK, Swatch, Mido, Balmain, Flik Flak and Certina) - all with a specific niche in price and product, with the caveat that they can do just about anything except directly compete with other Swatch Group brands. Sure, some brands



TYPE XXII by Breguet



have special product that crosses over into the domain of other brands, but as a rule, the brands don't compete on price or product. For BaselWorld 2011, not all of the Swatch Group brands were ready by press time with information about their newest releases. Here are the newest watches from those brands that did.

BLANCPAIN

The Blancpain manufacture began the re-interpretation of its Villeret collection last year and continues with the exclusive presentation of its first Half-Hour Time Zone watch. This enables travellers to countries like India or Venezuela, where there is a half-hour time zone, to be as punctual as anywhere else! A complicated accomplishment, to be sure, this timepiece is still quite simple to use as all the adjustments are made via the crown. The reference time is given at 12 o'clock and its

day/night indicator at nine, and the half-hour time zone and the seconds in the centre. The date changes with the second time and the date change or time zone indicator is shown at four. Travelling has never been easier!

BREGUET

For the 50th anniversary of the first delivery in 1960 of the famed Type XX watch to the French naval air force, which this year is celebrating its first century of service, Breguet is introducing a contemporary, technically updated re-interpretation of that legendary chronograph, the Type XXII design. Its stainless steel case, 44 mm across, houses a Breguet chronograph movement with silicon escapement and flat balance spring whose frequency has been raised to 10 Hertz (i.e. 72,000 vibrations per hour), endowing the movement with exceptional regulating power. The chronograph seconds hand makes a complete rotation in 30

seconds. The timepiece's start function and readout are thus twice as precise. At the heart of this technical breakthrough is the use of silicon, resulting in more lightweight components and the avoidance of the lubrication problems generated by high frequencies. An extra hand at the centre counts the minutes with the minutes graduation in the form of dashes – one red and the other white – situated on the flange, combined with the numbered seconds graduation also appearing in red and white, serves to establish whether the chronograph counter is in its first (red sectors) or second (white sectors) 30-second revolution. The Breguet Type XXII chronograph features a flyback function, allowing the totaliser to be returned to zero and instantly restarted with a single pusher activation.

Furthermore, the dial includes a second time-zone indicator along with an aperture for the date calendar. A two-position crown resets the second time-zone by moving the hour hand at centre without affecting the minute hand. With the crown in that position, the date calendar obeys the time of the main time-zone displayed at centre. A 24-hour night-and-day indicator at three o'clock tells the wearer whether it is daytime or nighttime in the area covered by the second time-zone. At nine o'clock, a subdial showing the running seconds, making full rotations in 30 seconds, completes this truly exceptional timepiece. The chronograph's black dial contrasts crisply with the flyback indications in red. The model comes fitted with an integrated calfskin strap.

In addition, building on the success enjoyed at its launch in 2009, the Manufacture Breguet is offering a re-edition of its Classique 7337 this year, perfectly embodying the values of the company: elegance, refinement, timelessness and technical innovation. The brand's distinctive off-centred chapter ring and small seconds at five o'clock lend the customary asymmetrical touch. Exactly like on the historical watch N° 3833, the day and date indication appear on either side of the phases and age of the moon indications, at the top of the off-centred chapter ring.



LADYMATIC by Omega



Daniel Craig

HOUR VISION BLUE by Omega

JAQUET DROZ

In unveiling the new Grande Seconde SW Red Gold, Jaquet Droz adds a noble touch of distinction to its Urban London sports line in a model combining technical performance and elegance in red and black. Red gold is featured first and foremost on the case, as well as on the three-dimensional ring surrounding the two counters of this model with its very masculine lines. It also enhances the fluted bezel with its distinctive design, together with the applied plaques, the openworked horns, the hands and the folding clasp.



OMEGA

This year, Omega introduces a new Ladymatic, designed to match Omega's signature automatic watchmaking with cutting edge, feminine design. In designing the Ladymatic, Omega worked to create a watch which would inte-

grate the brand's most innovative technology with dramatic, eye-catching design. In addition, Omega has announced that it will work in cooperation with actor and brand ambassador Daniel Craig to support Orbis

International and its Flying Eye Hospital in the fight against preventable blindness. A special watch – the Hour Vision Blue – has been created to celebrate the partnership, and Omega has guaranteed that at least one million U.S. dollars from its sale will be donated to Orbis, an organization which delivers eye care to some of the world's most remote and developing regions. Omega President Stephen Urquhart spoke of his brand's commitment saying, "Omega is pleased to have the opportunity to contribute to Orbis' remarkable mission. It's particularly gratifying to be working with Daniel in support of an organization whose work we all believe in."

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

Gcwatch.com



1940s and used in Longines watches intended for pilots. Technically, it is related to the aviator's watch – the Longines Weems Second-Setting model, produced in 1927, or the Lindbergh Hour Angle watch made by Longines from 1932 on.

This year, Longines is re-issuing this watch, for both historical and functional reasons, with the name Longines Twenty-Four Hours.

The Longines Twenty-Four Hours is fitted with calibre L704.2, a self-winding movement that features the hour hand making one full circle of the dial in 24 hours. The 47.50 mm stainless steel case features a mat black dial with 24 white Arabic numerals coated with SuperLumiNova and a railway-track minute circle. The watch has a centre seconds hand, like the original model, and there is a date aperture at three o'clock. A sapphire crystal covers the dial and this timepiece also has a transparent case-back, with its own cover, which reveals the delicate details of the movement. The inside

TWENTY-FOUR HOURS by Longines

LONGINES

Here at *Europa Star*, we love a good story and the new BaselWorld introduction by Longines has a very good one indeed.

In 2009, Harry Hofmann, a retired navigator from the old Swissair airline, visited the Longines Museum. While he was there, he presented the company with a Longines watch that he used to wear when he was working for Swissair. This watch, with its 24-hour dial, was part of a series of timepieces produced by Longines in the 1950's especially for Swissair navigators.

You see, when Hofmann was working for Swissair, one of his responsibilities as navigator was to determine the aircraft's position and to set up a flight plan, and a reliable watch was an essential piece of equipment. The fact that the flight crossed different time-zones in both directions and that the sun was not always visible as a point of reference necessitated instru-

ments that could immediately indicate the correct part of the day, so a watch with a 24-hour dial was perfect.

The timepiece that Hofmann wore when he was a navigator for Swissair had been specifically manufactured for the Swiss national airline by Longines in the early 1950s, fitted with a Longines calibre 37.9N with a centre seconds hand, which had been designed in the

of the cover is engraved with the words "Re-edition of a Longines navigation watch exclusively made for Swissair navigators, 1953-1956" plus the watch number. The Longines Twenty-Four Hours comes on a black alligator strap and is water-resistant to 30 metres.

Harry Hoffman must be proud, and so will anyone else lucky enough to wear this striking watch.



KHAKI SKYMASTER UTC by Hamilton



HAMILTON

The theme this year for Hamilton Watch Company is 'Modern Times' – something which accurately captures the direction of the brand. Quintessentially American, Hamilton is trying to balance between a rich heritage while remaining cutting edge and ahead of the curve when it comes to technology, materials, styling and features.

As Hamilton prepares for its 120 year anniversary, which is next year, this year the brand is introducing models that honour the 1940s, 1950s, 1960s and 1970s.

1940s -- Hamilton Khaki SkyMaster UTC

Inspiration for the new Hamilton Khaki SkyMaster UTC came from the pages of the company's own history books, more precisely from documentation relating to the 1940s. At that time the Hamilton Watch Company was proud to be supplying sophisticated navigational instruments, in the form of marine chronometres. The Hamilton Khaki SkyMaster UTC pays a direct tribute to the Hamilton chronometres integrating sidereal time, which measured time relative to the motion of the stars around the earth, as opposed to that of the sun. This new trio of timepieces with GMT

THIN-O-MATIC by Hamilton



functionality uses contemporary design and current airport abbreviations to celebrate the impressive voyage that navigational time-keeping has made to modernity.

1950s -- Khaki Pioneer Auto Chrono

The new Khaki Pioneer Auto Chrono is a 42mm timepiece powered by the new H31 movement, with a 60-hour power reserve. This is the watch chosen by Harrison Ford for his charity Conservation International.

PAN EUROPE by Hamilton



1960s -- Hamilton Thin-O-Matic

Recalling the proud heritage of Hamilton, the Thin-O-Matic is a contemporary execution filled with retro details, including gently curved dials and second hands, snap back closures, plus an engraved Hamilton heritage logo, integrating the brand's famous crest, on the case back. A nine-link metal bracelet option faithfully yet playfully reflects the 1960s predecessors thanks to its 'H'-form elements. The alternative tapered, vintage-style leather strap reveals stitching on the reverse, an appropriate visual trademark of craftsmanship. This watch is also available in Hamilton gold (a special colour of gold plating unique to the brand), really completing the vintage statement.

1970s -- Hamilton Pan Europ

The Hamilton Pan Europ is an automatic chronograph dedicated to the fascinating theme of changing times. Inspired by a Hamilton timepiece of the same name, originally introduced in 1971, this watch mixes nostalgia with modernity. The year 1971, also the number of pieces in this limited edition and boldly engraved on the case back, is a significant date in the history of Hamilton. It marks the foundation of the brand's inclusion in the Swatch Group (then SSIH). In both stature and nature, the Hamilton Pan Europ is set to play a leading role in the new 'Modern Times' series by Hamilton.



JAZZMASTER SPIRIT OF LIBERTY LIMITED EDITION by Hamilton

Ladies Hamilton Vintage

This year's Ladies Vintage pieces come in two shapes, square and oval, treated with a special silver PVD coating to give it a true vintage look. These pieces were requested by customers in Japan, who asked Hamilton to bring back models from the past in a very accurate way.

Jazzmaster Spirit of Liberty Limited Edition

Everything is brought together by one special limited edition model, the Jazzmaster Spirit of Liberty. Hamilton took the marine chronograph and equipped it with its proprietary H21 movement, reworked the finishing, redesigned the pushers, and made it available in three references, each limited to 1892 pieces worldwide. Inscribed on the case back is a quote from the person who gave his name to the company, Andrew Hamilton: "Without liberty life is a misery".

Business Time

Hamilton is doing really well, one of the best performers in the strong Swatch Group. Says new Hamilton president Sylvain Dolla,

"Hamilton used to be a small brand in the group, and now we are the top of the mid sized brands. We have a lot of innovation. We can go very fast and the decisions can be made quickly. In some countries, we are a very big player, like in Japan and Italy. The brand is still relatively small but we are a major player. We are number six in automatic movements in Switzerland, and we now count in the group. We are benchmarking ourselves as a leader in the industry."

Not Just Basel

There has been a movement in the industry to go away from just one series of introductions at BaselWorld, instead introducing product strategically all year long. Hamilton is one of the leaders of this effort.

"For us, the year is 12 months," Dolla confirms. "For the end consumer, you have to bring novelties and animate the collection all the time. Five years ago, January was a dead month, but now it is very strong. In countries like China, the big period is Chinese New Year, not our traditional holiday. As long as what you bring is good, the retailers love it, because

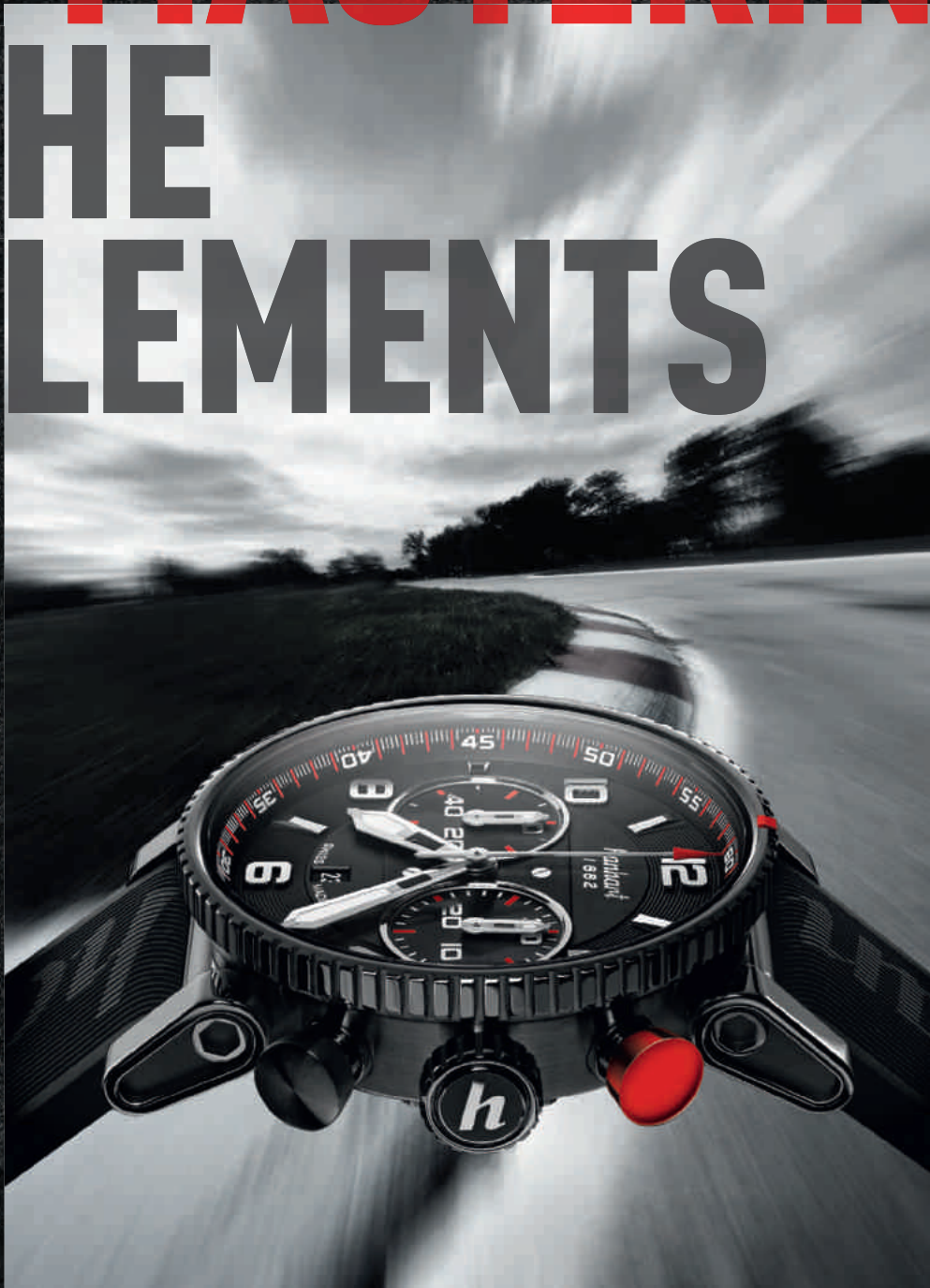


LADY VINTAGE by Hamilton

it keeps things fresh. Novelties are still a very big part of the business."

One last unique offering is the new Lipstick, a woman's watch only available through the Hamilton Lab. It is shaped like a lipstick with a watch dial on it, then when you turn the end, another time zone comes out. It comes with a necklace, so it can be worn around the neck, but Hamilton will provide a way to wear the Lipstick on the wrist and on the belt as well.

MASTERING THE ELEMENTS



PRIMUS RACER

www.hanhart.com

hanhart
CHRONOGRAPHEN 1882



SEASTAR by Tissot

TISSOT

Last year, Tissot went diving with the SeaTouch, and this year it's back to the water in a big way with the SeaStar, a mechanical chronograph that is water resistant to 300 metres.

This 48mm watch has true dive watch features: a unidirectional bezel, a rubber strap with a divers' buckle and extension, plus SuperLumiNova hands and markings and a helium valve. A total of ten different models accommodate a broad spectrum of wearer tastes. There is the option of a totally new blue, ocean-inspired PVD finish, with black and white, blue, or black and orange dials, plus a selection of metal or rubber attachments.

An extension to the ever-growing T-Touch line this year is the Racing Touch, a timepiece that suits both land and sea, perfect for many different activities. Featuring full chronograph capability, a useful logbook for recording personal results and data, dual time zones, two alarms and a backlight, the Racing Touch also includes a tide-calculator as well as a compass. The Racing Touch also comes in a variety of colour schemes and material combinations, including a black and orange model with a



T-RACE NICKY HAYDEN LIMITED EDITION by Tissot

bright orange rubber strap, a sophisticated steel bracelet option and a predominantly white version to reveal the line's feminine side. Also to be introduced during BaselWorld are the following watches:

The T-Race MotoGP Limited Edition 2011, a numbered edition sports chronograph celebrating Tissot's decade-long Official Timekeeper partnership with MotoGP. Powered by the newly developed C01.211 automatic chronograph movement, this timepiece is built with the same tough materials as the Grand Prix road bikes that inspired it. Special design features include a tri-compax chronograph subdial array and a 316L stainless steel case with black PVD coating, along with orange hands and dial details. The Swiss-made automatic movement is

visible through the case back, which looks like the spoked wheel of a racing bike. This limited edition is available in a numbered edition of 2,011, and it comes in its own automatic winding watchcase.

Keeping in the limited edition theme, Tissot produces another in its long line of Nicky Hayden limited editions, this one the T-Race Nicky Hayden Limited Edition 2011. The rotating GMT bezel and crown guard design on the 316L stainless steel watch are based on the brake disc of a Grand Prix motorcycle. The red, black and white dial pays homage to the colours of the 28-year-old Hayden's Ducati team and his famous racing number, 69, is emblazoned on the red case back. The hour markers are white stars — another signature emblem of the six-year Tissot Ambassador. Limited to 4,999 pieces for the world. New for the ladies is the T-Evocation with diamonds. Shaped like an elegant bracelet, this quartz timepiece's bracelet has the same diameter as the case, which reinforces the idea of watch as bracelet. On either side of the case are elongated T-shapes, each made up of 11 Top Wesselton diamonds. Continuing this theme, the

horizontal links of the metal bracelet take the form of two stretched 'T' shapes.

As always, this is just a sampling of the new watches that Tissot has in store. You have to see all Tissot has for yourself.

EVOCAION by Tissot



TRUE THINLINE by Rado

CERAMICA by Rado

RADO

Coming off a very successful tenure at Hamilton Watch, Matthias Breschan is the new president at Rado. His first order of business? To shake things up at Rado and bring it back to a leadership position in the watch industry.

"I think Rado has the greatest potential for change, more than any other watch brand in the industry," Breschan says. "We have an extremely solid base we can build on, and it's a brand that will allow us to do innovative, cool stuff. We need to develop products to attract a younger clientele. We need to be innovative in technology, new materials and design."

To help him effect these changes, Breschan has just hired Head of Product Management Hakim El Kadiri, who worked with Breschan at Hamilton in the same capacity.

"We have a spirit of being innovative and creative here at Rado, and we have to capitalize on this," Breschan adds. "Rado is among the top brands in the Swatch Group, and in the top ten in the industry as a whole. There are very few brands that have a turnover like Rado."

This year in Basel, Rado is presenting a key innovation, the True Thinline, which is the thinnest ceramic watch in the world. The second story for BaselWorld is white ceramic, featured in the D-Star line.

**True Thinline**

Rado has taken its knowledge of high-tech ceramics to another level. Pioneers of ceramic since 1986 in the watchmaking industry, Rado now produces the thinnest ceramic watch in the world with the Rado True Thinline. To allow this new ultra thin structure, all of the components have been intensively reworked to ensure they are fully integrated, including the quartz movement that is exclusive to Rado. Demanding and challenging in its manufacture, the Rado True Thinline offers all the key properties of high-tech ceramics, such as comfort and strength, as well as adding a new dimension of being lightweight to the extreme.



D-STAR by Rado

**D-Star**

The Rado D-Star collection is a modern interpretation of the iconic Rado DiaStar. The distinctive faceted case and wide open dial gives the watch a personality of its own, thoroughly modern with a sporty touch, and white ceramic is a very hot material right now.

"The move towards traditional and classic helped Rado, because we have a very distinctive style that is instantly recognizable," says Breschan. "There is an evolution and revolution going on in Rado. Rado has a price positioning between 1,000 and 3,000 CHF and there are not many brands left in this price

point. When you look at ladies watches, in this price segment, there is not much left. There are a few traditional brands, but when you talk about design watches, there is really no one else. You either have the entry level or the jewellery watches. Rado was very innovative in the design and our watches have a very distinctive, minimalist design. This gives Rado a huge opportunity to do unique pieces that no one else can do in the watch industry with the same credibility."

He promises big changes in the future, and if anyone can do it, it's Breschan.

INTÉGRAL JUBILÉ by Rado

ZEBRA LINE by Swatch



SWATCH

This year's premiere product for Swatch is the Colour Codes in the Lady Collection, an interesting colourful collection of quartz timepieces in plastic with extra long Lady Double Tour straps. At 50 CHF, this is the kind of trendy, fashion watch that all ladies, young and not so young, can add to their collection, in many different colours.

Other new collections just launched include a selection of 'Gents Originals' and a fun, new 'Chrono Plastic' line. A Wild Animal collection (from the Gents Originals range) sports black and white zebra-striped straps in sporty silicon material, dials in a choice of fluorescent red, yellow, orange, blue or green, and a clear plastic case. A second series of Gents Originals includes a range of plastic straps and cases printed with brightly coloured snake skin motifs. And last, but not least, a Chrono Plastic collection with sporty black straps and dials with vividly coloured indexes and hands complete a fun and colourful selection for Swatch for BaselWorld.

CHRONO PLASTIC by Swatch



*fine automatic
timepieces*

LITTLE ROCK
IN 1819 RCR + WH



Ingersoll®

SINCE 1892

Head Office: Cristano GmbH / Robert-Bosch-Str. 14a / D - 77815 Bühl / E-Mail: info@cristano.de / www.ingersolluhren.de

For UK: Ingersoll Ltd. / 39, Waterloo Road / London NW2 7TT / United Kingdom / E-Mail: kevin_evans@ingersoll.uk.com



DS PODIUM LADY by Certina

CERTINA

Bright and contemporary, the latest in the DS Podium series, the new DS Podium Lady, is a tribute to active ladies energetically dividing their life between office, home and social settings. With its bezel delicately embellished by one Top Wesselton/SI diamond for every hour of a woman's busy day, the timepiece is finished in rose-gold PVD-coated stainless steel and is the ideal companion for every sporty occasion, day or night.

The big rose-gold PVD numerals and faceted indices mark time on an elegant mother-of-pearl dial, enclosed in a slanted rim for the seconds. Gently rounded horns add to the design's overall harmony and femininity, and the watch is completed by a snake-finish leather strap in dark brown, joined by a rose-gold PVD-coated butterfly clasp.

The DS Podium Lady features the DS concept and is therefore water resistant up to 100 metres, and it boasts a sapphire crystal and protected crown. The stainless steel version, with its tasteful mother-of-pearl dial is set off by black nickelled indexes and Arabic numerals, carries either a black crocodile-finish strap

or a three-row fully polished 316L stainless steel bracelet for a more rugged feel.

MIDO

This year at BaselWorld, Mido reinterprets several watches that have been in their line for decades. The first is the Multifort Chronograph, based on the original which was first introduced in 1934. The new Multifort Chronograph features an ETA Valjoux 7750 movement and

BARONCELLI by Mido



a diameter of 44 mm, a thickness of 14.50 mm and water-resistance up to 100 metres.

Mido debuted the Ocean Star collection in 1944, and this year Mido introduces an all-new model - the Ocean Star Captain. Robust and very reliable, this automatic watch features a sea-blue dial in monochrome relief that calls to mind the ocean waves.

Mido's second-oldest collection, the Ocean Star quickly acquired a reputation as a pioneer among water-resistant watches. Today, the new Ocean Star is water-resistant to 200 metres and includes a unidirectional rotating bezel and a screw-down crown, all attributes of serious water sports watches.

One other key introduction for Mido is the Baroncelli III Rose Gold, an exclusive COSC-certified chronometer in 18-carat rose gold, with an engine-turned silvered dial. Sized at an elegant 38mm, this timepiece is also available in a two-tone version with a gold bezel.

As you can see, the Swatch Group offering is as strong as ever and as diverse, with timepieces ranging from Swatch to Blancpain, and every price category in between. For the other Swatch brands not featured here see our full reports in our next issue 04/2011. <

Please visit the Swatch Group pavilion in the centre of Hall 1.0.

For more information about Swatch Group on Brand Index at www.europastar.com

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.

Alexander Shorokhoff goes Avantgarde

For many years, "Alexander Shorokhoff Uhrenmanufaktur GmbH" has been part of the exclusive circle of small, but fine watch manufacturers, producing their mechanical time keepers in a traditional way. The objects of art created by Alexander Shorokhoff do not only impress through their ambition of unique design and aesthetic, but also the selected materials and technique, which correspond to the highest demands.

The "Heritage" collection has been highly appreciated and much in demand with watch collectors and connoisseurs all over the world.



In March 2011, "Alexander Shorokhoff" is going to present a real surprise. In order to open this brand to a wider public, he has developed a brand new young product line. With this collection named "Avantgarde", the Alexander Shorokhoff watch manufacturer will set new standards. The new Avantgarde watch models are very competitively priced despite their partially engraved movements, anti-reflective vaulted sapphire crystals, high grade stainless steel cases, blue-dyed hands and their large-scale assembling by highly qualified specialists.

There is no doubt that the watch manufacturer will be able to win new and different groups of customers.

This will be young customers who are looking for unique and modern designs as well as hand-craftsmanship and traditional mechanics.

Under the slogan "Performed By Mastery", the first models of the "Avantgarde" collection will be available in specialised shops no later than early April.

www.alexander-shorokhoff.de

Crafting Timeless Masterpiece since 1685



Detail is Luxury

Movement: automatic.
Functions: hours, minutes, seconds, day and date.
Case: stainless steel.
Bezel: 18-carat gold bezel set with 12 diamonds
Sapphire crystal.
Strap: crocodile strap with folding clasp.
Water-resistant to 30 m.

Gold Prince

BASELWORLD 2011
March 24 to 31, 2011 - Hall 5.1, Stand A05

MONTRES CHOURIET SA 7.PLAZE DE LA FUSTERIE CH-1204 GENEVE
TEL: 0041 22 810 03 15
<http://www.emile-chouriet.ch>



Emile Chouriet
GENEVA SINCE 1685



The first integrated chronograph with 1/100th of a second

› Pierre Maillard

A

Already in 1916, Heuer introduced its Mikrograph, the first sports stopwatch, accurate to 1/50th of a second and 1/100th of a second. This represented a major advance in this domain since most stopwatches of the day were precise to only 1/5th of a second.

Ninety years later, at BaselWorld 2006, Heuer, since called TAG Heuer, presented its Calibre 360, the first mechanical wristwatch chronograph in the world capable of displaying 100th of a second. The Calibre 360 was already equipped with two balances and two separate escapements. One was manual-winding, beating at 360,000 vibrations per hour, allowing for the operation of the chronograph without inter-

fering with the movement and the time displays. The other was an automatic calibre beating at 28,800 vibrations per hour. Three patents crowned this piece: the display of 1/100th of a second on an automatic chronographic watch; the bidirectional winding system using only one crown that let the wearer set the watch in one direction and wind the manual chronograph calibre in the other direction; and a system of transmitting the date from the lower module to the date display under the dial.

The Heuer Carrera Mikrograph 1/100th Second Chronograph

This year, TAG Heuer takes another step with the introduction of the Heuer Carrera Mikrograph 1/100th Second Chronograph. Another step because, unlike the modular Calibre 360, this new COSC-certified chronograph is totally integrated and its operation is controlled by a traditional column wheel. Two escapements share

the confined space of the movement, a 15^{3/4} measuring 35.8mm in diameter and 7.95mm in thickness. Its traditional 4Hz escapement beats at 28,800 vibrations per hour for time functions and its high-frequency, 50Hz escapement beats at 360,000 vibrations per hour for the chronograph functions. The hundredth of a second is shown by a central hand, which rotates around the dial in one second in 100 successive jumps, a speed that prevents any visible jumping. This hand points to a circular scale going from 0 to 100 indicating, in an extremely visible manner, the hundredths and the tenths of a second. The activation and de-activation of the chronograph does not interfere at all with the normal operation of the watch. The energy for the chronograph is supplied by a manual-wound barrel whose 90-minute working reserve is displayed on the dial at 12 o'clock on a scale going from 0 to 100 per cent. The winding of the watch itself is automatic using a



traditional rotor providing a working reserve of 42 hours. The manual winding of the chronograph also acts upon the winding of the watch since the two separate barrels are linked. At the back of the piece, we can see the rather unique sight of the two balances next to each other and beating at different rates.

From a design point of view, the Heuer Carrera Mikrograph 1/100th Second Chronograph features a classic dial with high readability. Its brown and cream dial, the minute counter at 3 o'clock, the seconds counter at 6 o'clock and the small seconds at 9 o'clock are placed in a very harmonious manner. The highly technical nature of the piece is discreet yet elegant in

the 43-mm polished case made of 5N pink gold, as are the crown and the push-pieces. A double anti-reflective slightly rounded sapphire crystal protects the dial.

To complete the ensemble, a semi-instantaneous jumping date is placed in a window at 6 o'clock. The Heuer Carrera Mikrograph 1/100th Second Chronograph is mounted on a brown alligator strap with a tongued clasp in 5N pink gold and is available in a limited series of 150 pieces, all individually numbered on the oscillating weight. <

For more information about TAG Heuer click on Brand Index at www.europastar.com

The belle coherence of Zenith

›Pierre Maillard

CAPTAIN POWER RESERVE



W

We have underscored it several times—the work of ‘re-conquering’ its own watchmaking legitimacy, started in 2009 by Jean-Frédéric Dufour, at the head of Zenith, deserves to be praised. ‘Just by chance’, or more realistically, carefully put into action after deep reflection on the state of watchmaking and the heritage of Zenith, this re-centring of the brand on purely watchmaking values is arriving at its maturity, at the right moment. And, in two ways—in terms of both design and price.

Speaking of price

Normally this is not what we do, but in this case, let’s first talk about price. The new Captain collection, in steel, equipped essentially with in-house Elite movements (an 11 ½” automatic, beating at a frequency of 28,800 vibrations per hour, with a 50-hour power reserve, bi-directional winding, instantaneous date change, and stop seconds), includes a Dual Time version for CHF 4,900, a Power Reserve model for CHF 5,350, and a Large Date Lunar Phases timepiece for CHF 6,200. In terms of price, they could not be more correct for these



CAPTAIN DUAL TIME



CAPTAIN LARGE DATE LUNAR PHASE

proven in-house movements that are well finished and meticulously decorated with the *Côtes de Genève* and circular-graining patterns, as can be seen through the transparent sapphire crystal case back.

From a design point of view, this new Captain collection is right in line with current trends.

Inspired by the Captain line created by Zenith in 1952 (decidedly, the 1950s have been a major source of inspiration for Swiss watches today), the new versions have been finely adapted to contemporary tastes: cases enlarged to 40mm; silvered or black *Clou de Paris* guilloché dials that offer space, elegance and

readability; faceted and rhodium-plated dauphine hands and long hour markers that have been positioned by hand.

In two words, Zenith offers precise watchmaking, one that is respectful and timeless in its own way. Careful attention has been given to so many small details, such as the minute hand extended to the edge of the dial and the alligator straps subtly lined with a fine layer of rubber, thus increasing the wearing comfort and providing a nice play on colour. With all these fine touches, the Captain series makes up a highly consistent and coherent collection.

A step up

One step up is a new version of one of Zenith's great successes, the El Primero Chronomaster Open. This concept was launched in 2003 by Thierry Nataf, who was Jean-Frédéric Dufour's predecessor. Dufour, however, while keeping the opening on the dial that lets the wearer admire the ultra-rapid beating of the El Primero (36,000 vibrations per hour) decided to 'return it', if we might use this term, to a much more classically styled case, one dating back to 1969. This stylistic transformation (the opening remained more or less the same) is fully justified, not only because it firmly establishes the Open in the global coherence of the brand, but



EL PRIMERO CHRONOMASTER OPEN

also because it better highlights the value of the movement. Practically devoid of a bezel, this type of case maximizes the opening in the dial and gives the piece a much greater technical appearance—a more 'watchmaking' aspect in line with the exceptional qualities of the El Primero movement. Its price? Again, it is very competitive since few other column-wheel chronographs with a power reserve indicator are sold for CHF 7,900 in a steel version.

Last but not least is the re-launch of a new movement with a central seconds hand, the 2572, a 4Hz calibre dating back to the 1970s that Zenith introduced as its basic 'tractor'.

Respect for the retailer

"Being authentic, cultivating the watchmaking spirit," is one of Jean-Frédéric Dufour's mottos. We have heard the word 'authenticity' from so many others and so often that we are always a bit sceptical. But, just by looking at the work Zenith is doing, we realize that it is 'authentic'. It really is about returning to the roots of timekeeping and to the notions of legitimacy, by a manufacture that has accumulated many timely treasures over its long history. It is about a brand that nearly lost them forever before rediscovering them today.



And, as an additional point, Zenith's re-conquest of its watchmaking heritage was carried out in a humble manner. This is also evident when Dufour talks about distribution. Like few others, he insists on how important retailers are. "I need them. I need these teachers," he says. "They have the eyes and ears in the marketplace. Our watches are part of the art of timekeeping. They must be explained and the retailers are the ones to best do this."

At a time when so many brands are tempted to become their own retailer, opening stores with rather diverse fortunes, Dufour's words should be somewhat reassuring to a profession that, in these times, has been subjected to quite a few arrogant *fatwas*. <

For more information about Zenith click on Brand Index at www.europastar.com





The very innovative Calibre Royal by Pequignet is here!

› Pierre Maillard

T

The French brand Pequignet is now realizing its goal of creating a revolutionary calibre that combines reliability, torque, precision, symmetry, space, elegance and the integration of complications directly into the original main plate—the Calibre Royal.

Every watchmaker will tell you the same thing—to design and create a calibre that is produced only in a few hundred pieces is one thing, but to produce it on an industrial scale is quite another. Pequignet's accomplishment is so important because, in terms of innovative calibres, we have seen many over the last few years, but innovative calibres that could be produced on an industrial scale are few and far between.

For Pequignet to achieve its goal required the elaboration of 270 industrial plans, the creation of 120 stamps for just the gears, the machining of all the parts—some 300 realized according to Pequignet's original plans out of a total of 302, with the other two being the palettes wheel and the palettes made by Nivarox, of the Swatch Group. This has certainly been a colossal effort carried out by a small team under the direction of Didier Leibundgut, who took over the French brand in 2004 with the firm intention of creating his "dream calibre", as he likes to say, from scratch.

Overcoming a few central watchmaking problems

We will not return in any great detail here on the many technical aspects of this movement since you can find more information in the small table presented here or read our previous articles on the subject at:

CALIBRE ROYAL by PEQUIGNET

Technical specifications

Six world patents

Escapement: 21,600 vibrations per hour: oil durability, adhesion of lubricants, longer periods between after-sales service. Crossover bridge: stability, resistance to shocks. Compensating screws: precision and stability in adjustments. Large four-arm high-inertia balance: regularity and resistance to shocks. Stud holder damp.

Isochronism: Calculated 100-hour power reserve, set to 88 hours, dial display with 72-hour guaranteed isochronism. After 72 hours of operation, 220° amplitude in vertical position, in other words, the maximum desirable.

Particularities: Automatic winding, manual winding, power reserve indicator with inventions that avoid friction and random functioning of systems with a classic spring: greater reliability with a lesser number of components.

Bearing with seven large balls designed by Pequignet. Incabloc anti-shock system: two repositioning cones for better resistance in case of shocks. Rolled mobile pivots: durability, longevity, mirror effect.

<http://www.europastar.com/magazine/features/1003949671-pequignet-the-strength-of-a-dream.html>



In passing, we will simply outline a few central points of this calibre that has been ticking for one year already and has fully demonstrated its exceptional reliability. This 13 $\frac{3}{4}$ " calibre, 31mm in diameter and 5.88mm in height, seems remarkably modest given its high degree of complexity. A large and precise lunar phase display has been integrated into its plate, as has an 88-hour power reserve indicator and a triple instantaneous jumping date and day in a double window. On top of all these remarkable additions, we must mention an integrated GMT that will come on board in 2012, then a tourbillon, followed by a column-wheel chronograph. These developments have been made possible by the way the Calibre Royal has overcome a few central problems in timekeeping. The first one touches upon the relationship between the torque and wear and tear. The calibre is thus equipped with a system that, during the alternating stops and starts of the escapement, releases the inertial weight of the large barrel and its spring from the gear train. The calibre thus has not only a long working reserve but

also the necessary torque for the addition of watch complications without premature wear and tear on the inner back of the watch.

The second problem involves the relationship between all the components in the space and reliability. By integrating all the complications on the main plate, plus the large 88-hour barrel, and forgoing any additional plates—often the source of problems in transmitting the force—the Calibre Royal, with its 5.88mm height, offers the ideal compromise between the amount of space needed and the reliability. A third problem is the after-sales service, which has been greatly facilitated by the perfect alignment between the axis of the large barrel, the large bridge and the escapement. This allows the watchmaker to intervene separately as needed on the barrel, gear train, the large bridge or the escapement.

Industrial challenges

The industrialization of this very promising Calibre Royal, which took more than a year, required the considerable efforts of the three

main managers involved in this project—the conceptor and watchmaker Ludovic Perez and Huy Van Tran and the head of the industrialization process, Philippe Blanchot. The best Swiss suppliers were part of this demanding industrial adventure (in this regard, and only as one example, the plate with its 88 holes, notably lateral, plus its 140 levels, realized by the specialist Precitram, is certainly one of the most complex they have ever done).

Everything in this movement was designed from scratch and the details of its mechanical operation have resulted in a number of remarkable innovations (among many others, the force of the date is spread over 24 hours to avoid the least loss of amplitude and a patented regulating system was developed to avoid all discrepancies in the date display indications).

Another rarity, the component parts of the movement were all made in stainless steel, including the shafts, sliding pinions and winding mechanism, among others, testifying to its high level of industrial prowess.

Birth of a manufacture

The design of the movement using sub-sections greatly facilitates its assembly. To ensure the assembly—and encasing—of the Calibre Royal, Pequignet is now operating in full swing. The current production rate is around 300 pieces per month, 3,000 per year, but its complete industrialization could theoretically allow a much higher rate for the French 'manufacture' (a name it now richly deserves).



RUE ROYALE

An entire floor of the facility has been devoted to the new Calibre Royal. Employees have been hired and trained. New assembly rooms have been created that are luminous, spacious, well-lit and equipped with a sophisticated air filtering system. All are endowed with the latest equipment, large workbenches with their own individual vacuum and compressed air systems and the most sophisticated testing and measuring tools.

Superb collection

So what about the watches, you may ask? The cases of these elegant timepieces are up to the exceptional level of the movement. They are all very well finished: circular-graining, hand chamfering, hand-drawn strokes and *Côtes de Genève* design. The proportions of the case are perfectly designed and the dials have been the subject of particular care—gold appliqués and high-level treatments such as subtle snail patterns, fine guilloché designs or, on the more sporty models, black brushed with a depth that is rarely seen. With amazing readability, all the symmetrically and harmoniously placed indications have been given a large space.

Placed under the emblem of a stylized *fleur de lys*, that is found on the packaging and window displays, the Calibre Royal is divided into three families: Paris Royal, displaying hours,

minutes, small seconds, date, day of the week and power reserve; Rue Royale, more classic, with a precision and integrated large lunar phases indicator (that can be placed horizontally or vertically); and the more sporty Moorea Royal Triomphe collection, with carbon fibre dial, mounted on black rubber.

One central question remains. What is the price of the Calibre Royal? The response will surprise more than one person. For a steel model, it is priced at €4,950. For those mod-



els whose dial is a bit more complex, they sell for €5,500, while the sporty Moorea timepieces are €6,500. In 18-carat gold, the Calibre Royal will cost €15,400.

Given all this, we can predict a brilliant future for this calibre that, we reiterate, is one of the most interesting on the market today. And, in a year or two, an integrated chronograph will certainly add to this remarkable family. <

For more information about Peignnet click on Brand Index at www.europastar.com

PARIS ROYAL



MOOREA



BOCCIA®

TITANIUM



BASELWORLD
Hall 2.0 · Stand A40

The two pillars of Corum

› Pierre Maillard

S

Since he has taken the reins of Corum, Antonio Calce has been working twice as hard. His obsession: push as far as possible the coherence of his brand's offer by re-centring the pieces around a few strong, identifiable, and immediately recognizable collections. This does not mean that he will neglect the veritable 'treasure' that lies in Corum's archives, among them some very inventive and often amazing watches that attest to the incredible creativity that the La Chaux-de-Fonds brand has demonstrated for so many years. Corum regularly delves into this repertoire, re-editing pieces that are collectors' timekeepers, such as the vintage watch presented this year named Grand Précis, equipped with a historic movement with a large balance.

But Antonio Calce is concentrating essentially on two main pillars that he wants to expand: 'Bridge', with the Golden Bridge and T-Bridge, and the 'Admiral's Cup' family, now offering a large palette of products, ranging from the most sporty to the most elegant.

The three domains of the Admiral's Cup

Born fifty years ago, the Admiral's Cup collection is the main flag bearer of the brand. Sporty, elegant, and sometimes very specialized—we think notably of the famous Marées models—these watches, with a dial that has long sported the multi-colour pennants evoking the navy and pleasure boating, have largely been responsible for the rapid expansion and reputation of the brand. This was true during the days of the Banwart family as well as under the firm rule of Séverin Wunderman.

Gradually Antonio Calce is revisiting the basics of this collection, conserving, of course, the very characteristic dodecagonal bezel, while

gradually eliminating the pennants until they disappear in the new collections, although they remain only as tone-on-tone blazon hour markers placed at the edge of the dial.

In this vein, Calce has created a complete collection that, while growing, offers a coherent watch that is classically elegant and suitable for any occasion, whether for sports, even ultra sports, or normal wear. "The Admiral's Cup is now a total collection, the most successfully completed line that Corum has ever proposed," explains Antonio Calce, adding that he has "created the collection to meet the demands of different types of clients, while strictly conserving the same DNA, and working in three domains: The Extreme, the Sport Chic, and Elegance."

"The mother of all the collection"

As an example, let's look at the two extremes of this collection. On one side is the Admiral's Cup Defender 46, a burly line. And on the other side is the Admiral's Cup Legend 42. It features a 42mm pink gold case, hand-finished gold dial



ADMIRAL'S CUP LEGEND 42

decorated with a barley grain pattern, small seconds, date in a window, applied gold hour markers and chevrons, tone-on-tone pennants on the edge, sapphire crystal case back, oscillating weight engraved with Corum, and the automatic mechanical Calibre CO395 with a power reserve of 42 hours. These features have given the latest Admiral's Cup a classically elegant allure, far from the rough seas. Even though this is the latest in the Admiral's Cup line, we would say "that it is the mother of all the collection", proudly adds Antonio Calce.

At the other end of the palette, the Admiral's Cup Defender 46 shows another set of muscles, whether in the Dive version or in the Chrono Dive version. Similar to the Deep Hull 48 - 1000 metres line introduced in 2010, the new Defender 46 gives a strong impression of robustness, with the tight lines of the 46-mm titanium case, its black dial, and its vulcanized rubber strap. Another characteristic is the large crown protector in the shape of a pyramid that

ADMIRAL'S CUP DEFENDER 46



holds the crown, near which are two push-pieces for the chronograph model. An air of ergonomics and professionalism is evident, thanks to a readability that has been reinforced by the technical rigour of the dial, with its large luminescent chevrons, and the tone-on-tone pennants. The chronograph version is equipped with the COSC-certified automatic Calibre C0753, beating at 28,800 vibrations per hour, featuring a power reserve of 48 hours. The Dive model is equipped with the COSC-certified automatic Calibre C0947 with

GOLDEN BRIDGE AUTOMATIC

a power reserve of 42 hours. Both are water-resistant to 300 metres. Between these two extremes is the Sport Chic collection, made up notably of chronographs that have undergone a major 'design softening', in a very lovely grey case whose dials are decorated with the *Côtes de Genève* pattern—a little extra sophistication. The same collection also includes very pretty feminine models, such

as, for example, a chronograph whose bezel has been finely set with diamonds and whose counters are in mother-of-pearl.

Strengthening the bridge

For the other pillar of the brand, the Bridge, Antonio Calce has also sought to expand the offer by subdividing the collection into the Golden Bridge, the most classic, and the T-Bridge, the most innovative. He has made changes in the T-Bridge, introduced in 2005, by inserting a power reserve indicator at 3 o'clock, an anthracite grey back for more contrast, and a tinted sapphire crystal to make the piece more mysterious. The T-Bridge Tourbillon has also been revisited and is now offered in a gold version with a rubber strap or in a black version, or more precisely, a lovely dark grey gunmetal tone.

The same type of work was done with the Golden Bridge, which, in its tourbillon version, has very nice matching grey and gold. Above all, it is the launch of the Golden Bridge Automatic that we stress here. Corum is now equipping its famous manual-wound baguette movement with an automatic calibre, giving it a very interesting linear oscillating weight. This floating and airy oscillating weight is guided by PTFE Teflon-treated steel rails, with the contact zones between the rail and the carriage made of beryllium copper in order to optimize the system's efficiency.

The transmission of the energy to the barrel—miniaturized to better work with the vertical architecture of the movement—is carried out by the intervention of a rack fixed to the oscillating weight and engaged with a reverser system equipped with ceramic ball bearings, thus offering 40 hours of working reserve. This exclusive Corum C0313 Calibre features a variable inertia balance and is housed in a new slightly rounded tonneau case in red or grey gold, measuring 37.2mm by 51.8mm. Four anti-reflective sapphire crystals provide a view into all the activities of the amazing movement. <

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



L.U.C XP TONNEAU by Chopard

The L.U.C XP Tonneau in white gold displays the hours, minutes, small seconds, and a date shown through a window at 6 o'clock. All these functions are driven by the ultra-thin, self-winding L.U.C. Calibre 3.97. Entirely designed, developed, fine-tuned and produced in-house, this movement is a mere 3.30 mm thick – a technical detail that incorporates an off-centred micro-rotor and a double barrel (based on patented Chopard Twin® technology) supplying an over 65-hour power reserve. Chronometer-certified by the COSC, the movement follows the contours of the case housing it – a rare distinctive feature matching the demands of *Haute Horlogerie*. The L.U.C 3.97 proprietary movement can be admired through the sapphire crystal case. The slender, slightly curving case makes a perfect fit on the wrist and is available in 18-carat rose or white gold with satin-brushed and polished finishing.

AGATHON REGULATEUR GRISE WATCH by Fabergé

18-carat white gold case; silver guilloché enamel dial, hand enamelled; blue sapphire cabochon crown; sapphire glass domed on inside and outside; mechanical movement with hand winding. 38 Hour power reserve; water resistant 5 ATM. Diameter 40mm; height 11mm; 17 jewels; vibrations 21.600/h; strap width 20/18mm.



CLASSICAL 82 ROUND by Revue Thommen

Revue Thommen can pride itself on having produced over one hundred movements since 1853. In keeping with this tradition, its latest model, the Classical 82 Round, houses the brand's hand-wound GT 82 movement. Inspired by legendary pilot watches, this timepiece has a round case, though the dial is presented in a more contemporary fashion, with shades of pink gold delicately highlighting the hour-markers and hands.



3405 HEURE SAUTANTE by Epos

The 3405 Jumping Hours from Epos displays the hours through a large off-centre window at 3 o'clock, a world first, while the date is displayed below the dial in a highly original round, recessed window. An instantly-identifiable, unconventional but "classical" creation. The "Côte de Genève" decoration on the dial adds the finishing touch.

SKAGEN

DANISH BLUE



Skagen Europe, Middle East, Africa T + 45.4588.3460 · F + 45.4588.5690 · E sales@skagendesigns.dk

Watches include a Limited Lifetime Warranty. Visit www.skagen.com for more information.

Featured watch is the 233XXLSLN



SKAGEN
D E N M A R K[®]

the elements of danish design

A new Tambour Chronograph for Louis Vuitton



›Sophie Furley

T

The chronograph has its special place in Louis Vuitton's time collections as it ties in perfectly to the brand's spirit of travel. The new Voyagez Tambour Automatic Chronograph "Tachometer" is a true instrument for travel with its chronograph and tachymeter function that allows its owner to calculate his land speed. This new

timepiece joins Louis Vuitton's Voyagez and Volez chronograph collections, names that represent instruments for land and air travel.

A 44mm stainless steel Tambour case houses a LV172 automatic chronograph calibre with a 42-hour power reserve produced by Dubois-Dépraz. A grey and red dial displays the hours, minutes and seconds, as well as the chronograph counters, 24-hour display and tachymeter function. The timepiece is completed with a black carbon strap and an anti-reflective sapphire crystal.

This year is the first time Louis Vuitton will be exhibiting during the BaselWorld fair. Not at the main fair itself, but on a boat docked on the water behind Basel's Three Kings Hotel. Europa Star is looking forward to getting together with the brand's Director for Watches and Jewellery, Hamdi Chatti, to find out more about Louis Vuitton's strategy and seeing all its new timepieces. Stay tuned for more in our post-Basel issue. ◀

For more information about Louis Vuitton click on Brand Index at www.europastar.com

KRIOS by Versace

The design of the watch is inspired by the first timepieces created by Gianni Versace. The rounded case encloses a Swiss quartz 'Ronda' hour and minute movement. On the double face, offered in white or black, the hours are clearly marked by Roman numerals. The top transparent part of the dial is decorated with the Medusa logo at the 12 o'clock position and is also available with a guilloché sunray pattern. The timepiece is offered with a calf strap with a metallic patent leather effect and butterfly buckle, or a bracelet version in stainless steel or plated rose gold.



LADIES AUTOMATIC AMOUR HEART BEAT by Frédérique Constant

Rose gold plated automatic timepiece set with 48 full-cut diamonds (0.74 carats) on the bezel. 38-hour power reserve, convex sapphire crystal, screw-down see-through case back, opaline dial with mother-of-pearl decoration, guilloché decoration in the centre, 'Amour' aperture at 12 o'clock set with 37 full-cut diamonds (0.15 carats), satin strap and water resistant to 60 metres. Limited edition of 888 pieces.



CLASSIC SPORT by Ebel

Ebel's Classic Sport collection comes in a 27mm size for the ladies and a 40mm for the gents. Created in 18-carat gold and stainless steel, the case is both brushed and polished to create an increased contrast between the two metals. 48 brilliant-cut diamonds adorn the ladies' version, along with a sapphire glass, SuperLumiNova hands, engraved caseback and deployment buckle. Water resistance to 50 metres.



RENAISSANCE by Salvatore Ferragamo

The creative use of colour and precious stones has been used to obtain sophisticated chromatic effects and is the characteristic feature of Renaissance, the fashion vintage model for women that is equipped with a quartz movement. The feminine variants feature a steel or IP gold case, illuminated by diamonds or blue or pink sapphires on the top ring and combined with fine lizard or satin straps in various colours that are coordinated with the case.



CRAZY HATHI TIMEPIECE by Boucheron

It is the combined heritage and love of the Orient that has led Boucheron to create two versions of the Crazy Hathi Watch. One in grey gold with an after dark colour palette of blue sapphires and green tsavorite (photographed here) and one in pink gold with a Bollywood flair of yellow and orange sapphires. This high precision pachyderm boldly dominates the dial with its rotund shape. Its celebratory mood cannot be contained within the dial and the elephant breaks free of the watch face and over onto the bezel with its diamond covered toes and trunk extending across the case.

4EVER BABY by Van Der Bauwede

The 4 Ever Baby cal. 10 collection is inspired by tattoo art, which has roots going back to ancient times and has now acquired an authentic artistic pedigree by being exhibited in the world's most famous contemporary art museums. This stainless steel timepiece is equipped with a quartz movement and has a multiple layer dial; mobile heart motif; central hours and minutes; gemstone crown; case set with white diamonds and orange and yellow sapphires; and a crocodile strap.



OCTEA CHRONO PURPLE by Swarovski

Swarovski presents its new Octea Chrono Purple for BaselWorld. This highly sporty timepiece is fitted with an ETA chronograph movement and comes in a stainless steel 40mm case. A uni-directional turning bezel is crafted out of transparent crystal and is integrated into the case. A purple dial; luminescent indexes; three sub dials indicating the minutes, seconds and tenths of a second; date display; choice of a purple rubber strap with six coloured crystals or an alligator strap complete this new edition.



CORLEONE COLLECTION by Pilo & Co.

This new model in the Corleone collection boasts a mother-of-pearl sector, enclosed in a white frame with tiny minute and second markers. Two numerals at 12 o'clock and 6 o'clock adorn the dial along with a scrolling day and date feature. The cases are crafted in a choice of stainless steel with a black treatment or pink or two-tone PVD. The movement comes from an old batch of ETA 2846 movements that have been completely revised. Curved sapphire crystals, a silicon strap and a deployment buckle complete this new model. Limited edition.



GW GRAFF STAR by Graff

Continuing the signature Graff design of a faceted bezel reminiscent of the cut of a brilliant diamond, this variation on the classic GraffStar features diamond studded numerals and a mother-of-pearl face in a variety of luminous colours. Available in white, black, pink and blue mother-of-pearl, the dial of each watch is set with 43 brilliant-cut diamonds on a matching coloured leather strap with 12 diamonds on the buckle, diamond tipped crown and faceted transparent sapphire crystal case. This elegant new style is also available with a bezel featuring a unique mosaic of 113 'trilliant'-cut diamonds and 11 baguette emeralds.



CRUISE CERAMIC CHROMA by Technomarine

A return to basics for Technomarine in a re-introduction of the brand's aesthetic features and nautical characteristics with the Cruise Ceramic Chroma. This rather brash chronograph displays a mix of ceramic, silicone and diamonds. Once again, any suspicion of banality is defied by the blue, green or pure-red dial, a trio of colours that underscores the contrast between the immaculate white of the case and the strap.

Music, Maestro!

› Pierre Maillard

R

Raymond Weil is celebrating its 35th anniversary this year. Thirty-five years, and three successive generations are still at the helm. The honorary president is Raymond Weil himself who had the incredibly daring idea of creating his own brand in 1976, right during the middle of all the turmoil in the watch industry. Patiently, over time, Weil wove an amazing network of distributors throughout the entire world. Since 1996, his son-in-law, Olivier Bernheim, has been the Managing President, after having joined the company in 1982. He has expanded the international and widely recognized family brand even more. His two sons, Elie and Pierre Bernheim—the web 2.0 generation—have taken the brand into new paradigms of timekeeping.

In its own way, the Raymond Weil brand is an 'anomaly' in the landscape of Swiss watches, one of the rare family brands that is strongly anchored in a segment where the competition is fierce—that of stylish and quality

MAESTRO
CHRONOGRAPHE

watches at reasonable prices. This segment requires rigorous production, highly performing distribution networks, intense communication and rapid reactivity—in fact, very rapid reactivity, and on this point, family-run businesses often have the advantage. Raymond Weil clearly benefits from all these factors and has constructed what the family itself boldly calls—and not without pride—"an empire on a human scale".

Music

This family of music lovers and musicians has also created a very particular universe around its brand, a thousand kilometres away from the worlds surrounding most other brands—the universe of music and art. For many years, the collections have had names inspired by opera or other musical works. Who doesn't remember, for example, the Amadeus line, linked with the famous film of the same name, or other collections such as Parsifal, Nabucco, Don Giovanni, and Tango? The new generation, while continuing to focus on music, is opening up to other artistic endeavours, such as photography, for example, that is the subject of a large international competition launched by Raymond Weil.



MAESTRO PHASE DE LUNE

On the occasion of this anniversary year, it was logical then for Raymond Weil to showcase its artistic proclivity with the creation of a limited edition Maestro Spéciale Anniversaire in 18-carat yellow gold. Driven by an automatic mechanical movement, this watch features a diameter of 39mm, day and month indicators in two sub-dials, lunar phases display, and a very classic guilloché-decorated dial.

This anniversary edition is the most prestigious model in the Maestro collection, a family of 'neoclassic' timekeepers in line with timekeeping traditions, with its classic lines, meticulous decorations and its harmonious proportions. Two models share the stage: the *Maestro Phase de Lune*, a 39.5-mm version in polished steel, with a RW4500 mechanical movement, dark blue dial, white hands and hour markers, date display at 6 o'clock, and moon phases at 10h30; and the *Maestro Chronographe*, a 41.5-mm chronograph in 5N pink gold, PVD steel, with a dial decorated with the *Clou de Paris* pattern, and three counters harmoniously placed at 6 o'clock, 9 o'clock and 12 o'clock. Raymond Weil has also introduced a new *Maestro Lady*, as well as a new feminine collection that will be introduced in July, called *Jasmine*. <

Visit Raymond Weil at BaselWorld at Hall 1.0, Stand D15.

For more information about Raymond Weil click on Brand Index at www.europastar.com



MAESTRO LADY



Maurice Lacroix, Seconds squared

›Pierre Maillard

M

Maurice Lacroix made a lot of brands jealous last year by being the first to incorporate the invention of Michel Vermot, who, with the collaboration of the *Haute Ecole* ARC in Le Locle, had developed the first square gears. (Since then, Michel Vermot has been appointed as the head of the department for movement development at Maurice Lacroix.) This mechanical 'curiosity'—for lack of a better word—is quite impressive when you see it turning in a square manner.

Utilizing this purely visual fascination (functionally, the square gear brings no kinetic improvement to the table), Maurice Lacroix is introducing a second model this year called the *Masterpiece Roue Carrée Seconde*. As its name indicates, this model uses the square gear, engaged by a gear with three orbits in the form of a cloverleaf to indicate the seconds. This square rotates continuously, thus providing a rather fascinating animation on the dial. It is interesting to observe how the irregular teeth mesh with those of the cloverleaf, which drives it. (This square gear was realized using LIGA technology, which, when combining photolithography and electroforming, offers more precise forms than those obtained with traditional machining.)



MASTERPIECE ROUE CARRÉE SECONDE

The design of the piece, which necessarily highlights the kinetic performance of the square gear, features a black or rhodium-plated 'Large Snail' pattern on the dial. Two simple hands and a classic display for the power reserve complete this picture, with its simple 43-mm round case in polished and brushed steel.



MASTERPIECE CALENDRIER RÉTROGRADE

In-house automatic movement

Another development of note at Maurice Lacroix is the introduction of new large in-house automatic movements: both 16 ½ line calibres, the ML 190 offers a retrograde date and the ML 191 offers a double retrograde. These two movements equip the *Masterpiece Calendrier Rétrograde* and the *Masterpiece Double Rétrograde*, respectively.

Here again, the design emphasizes the indications in the simplest and most direct manner possible, thus offering a look of harmony and purity. In the *Masterpiece Calendrier Rétrograde* collection, the dial is divided into three different zones: The retrograde date indicator using a hand on the left side; a power reserve display with decreasing markers that visually shows the state of the watch's winding, placed between 1 o'clock and 3 o'clock; and an imposing small seconds hand at 6 o'clock.

On the *Masterpiece Double Rétrograde*, the functions are divided in a more symmetrical manner with the retrograde date at 6 o'clock, surmounted by a GMT display at 12 o'clock. The power reserve indicator is at 3 o'clock and a small seconds display is at 9 o'clock.



Two versions of these new Masterpiece watches are available: a 46-mm case in 18-carat pink gold, limited to 50 pieces; and a 43-mm steel case in non-limited quantities. <

For more information about Maurice Lacroix click on Brand Index at www.europastar.com



MASTERPIECE DOUBLE RÉTROGRADE



DANISH WATCH DESIGN ZEN PHILOSOPHY

Simplicity is a lifestyle, and regardless of where on the planet we may be, we all need our own personal paradise where we find pleasure in the small details. Obaku Denmark is an exclusive range of watches based on the desire to combine the traditions for simplicity found in both Northern European and Asian cultures. The philosophy of Obaku Denmark is to bring a sense of calm and balance into the items we use - free from all superfluous details.

MORE DETAILS AND FULL COLLECTION AT WWW.OBAKU.COM
DURING BASELWORLD 2011 - THE WATCH & JEWELLERY SHOW - FROM MARCH 24-31
YOU CAN FIND US IN HALL OF FASCINATIONS / HALL 2.0 / STAND C07
CONTACT: DENMARK OFFICE + 45 7022 0088 - HONG KONG OFFICE + 852 2419 2829
DURING THE FAIR - ALLAN JENSEN + 45 2160 3927



The rising strength of Armin Strom

› Pierre Maillard

W

We remember when the Armin Strom brand, a master watchmaker specializing in the art of skeletonizing, opened its new facility in Bienne in 2009. It was a veritable mini-manufacture that was very well integrated. This rise in strength was made possible by its association with the Michel family. Serge Michel took the destiny of the brand in his hands and made the company into a true watch brand with great projects. On the menu was the realization of an entirely produced in-house calibre, the ARM09. This lovely manual-winding mechanical movement featuring a power reserve of eight days, rigorous architecture, and traditional finishing was launched at BaselWorld last year (see Europa Star 3.10 or search Armin Strom on our website, www.europastar.com).



Armin Racing Chronograph

Since then, the well-run brand has marked out its territory, investing in new domains such as sailing or more recently, the F1. With its new partnership with the F1 Marussia Virgin Racing stable, Armin Strom has just developed a chronograph, the Armin Racing Chronograph, the team's official watch that was just presented in Barcelona.

It is a chronograph with a powerful design whose dial has the distinct black and red colours of the Marussia Virgin F1 team. Mounted on a high-tech leather or rubber strap in black or red, its black mat PVD-treated titanium case measures 44.4mm and is water-resistant to



ARMIN RACING CHRONOGRAPH

50 metres. Driven by an automatic movement with a power reserve of 46 hours, it displays—besides its chronographic functions—a date at 9 o'clock and a double sapphire crystal that lets the wearer admire a type of finishing that is as meticulous as it is contemporary, as is always the case at Armin Strom.

Marazzi sailing

Another partnership was recently signed with the Marazzi Sailing team (whose skipper, Flavio Marazzi is the 2010 world champion in the 5.5 metre class and runner-up world champion in the Star Olympic class) in view of the 2010 Olympic Games. This has given birth to another exclusive limited series of timekeepers.

The Marazzi Sailing watch is a superb regulator, the brand's specialty, and is equipped with an in-house calibre whose bridges are carved from materials taken from the world of sailing. With its large blue circles that intersect on the stepped and partially worked dial, the Marazzi Sailing has a very classy appearance. The last point indicating the major ambitions of the Bienne watchmaker is the announcement of the nomination of Michael P. Sarp as President of the Board of Directors of Armin Strom SA. Sarp is an expert in marketing known for having headed up Swatch Group Germany, followed by CEO of IWC International Watch Co. There can be no doubt that his advice will be well heeded. We will return to Armin Strom in our next edition. ◀



MARAZZI SAILING

For more information about Armin Strom click on Brand Index at www.europastar.com

25
Years
Since 1985

activ
WESTAR

WESTAR UNVEILS ITS INNOVATIVE CHRONOGRAPH DESIGNS
FOR TODAY'S PRICE CONSCIOUS CONSUMER

sport  statement



24th - 31st March 2011

Please meet us at :

Basel Meeting Room

Radisson Blu Hotel, Basel

Steinentorstrasse 25

4001 Basel, Switzerland

www.radissonblu.com/Hotel-basel

Contact : +971 56 6038082

For more information: Tel 00971 4 2224142, Fax 00971 4 2221078 email : info@westarwatches.com

• AZERBAIJAN • BAHRAIN • BANGLADESH • BELARUS • BULGARIA • DJIBOUTI • EGYPT • ETHIOPIA • FUJI • GREECE • INDIA • INDONESIA • IRAN • IRAQ • JORDAN • KENYA
• KUWAIT • LEBANON • LIBYA • LITHUANIA • MALAYSIA • MALTA • MAURITIUS • MALDIVES • MONGOLIA • MOROCCO • NEPAL • NIGERIA • OMAN • PAKISTAN • PHILIPPINES • QATAR • SAUDI ARABIA
• SINGAPORE • SLOVAK REPUBLIC • SLOVENIA • SRI LANKA • SYRIA • TANZANIA • TURKEY • UGANDA • UKRAINE • UNITED ARAB EMIRATES • VIETNAM • YEMEN

Century – a sapphire crystal apart

Sapphire glass, sapphire crystal, mineral glass and crystals are terms that we hear everyday.

To the untrained customer, they all sound and appear similar, but they are worlds apart.

A visit to Century's sapphire crystal workshop in Nidau, Biemme throws some light on the matter.

›Sophie Furley



The difference between sapphire, glass and crystal

Sapphire is a term that is often misused. Watchmakers sometimes use the words sapphire, glass or crystal to designate the cover that protects the dials of their watches, but they can be made of mineral glass (regular glass that can break and scratch relatively easily) or of sapphire crystal (a man-made sapphire crystal which has the same properties as its natural cousin found in the earth). Sapphire crystal distinguishes itself by its hardness (second only to the diamond), its strength, lightness and resistance to scratches. (See our articles on watch crystals and Century on www.europastar.com).

Crystals used in jewellery and watch decoration, on the other hand, are produced using micro-electronic and mechanical technology

MOGUL GRACE

and contain large quantities of lead oxide to increase the refraction of light and better allow cutting and engraving, although they are not as strong or scratch resistant as sapphire crystal and are far easier to craft and manipulate.

Century sapphire

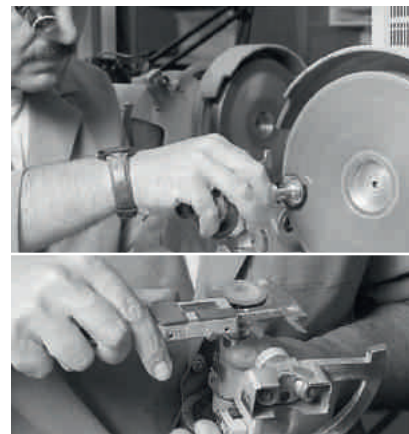
Century makes all of its watchcases out of the finest sapphire crystal. It takes several days for the brand's master craftsmen and women to completely cut and polish one crystal. "From a chemical, physical and crystallographic point of view, Century sapphire has the same identity, the same property and even the same structure as natural sapphire," explains Nathalie Kotellat, Century's Director for Communications. "It can only be worked with diamond tipped tools and diamond powder, which is very costly," she continues. Every facet of Century crystal is cut

and polished by hand in a traditional fashion, which brings extra special added value to watch cases crafted out of Century sapphire.

The Century process

Each Century crystal bezel and case design is created according to pre-defined and calculated angles. All different types of crystal shapes are possible depending on the degrees used.

The artisan will start by screwing the raw crystal into the lapping (cutting) machine, called a *chariot*, and will then set the angle with a divider. The cutting begins with a regular





KARISMA

movement of the wrist. It is important to keep the same angle at all times to avoid irreparable irregularities.

The next stage involves changing the wheel of the machine and fitting a polishing wheel. Each artisan will prepare the polishing wheel using a personally hand-scored knife. The polishing wheel is meticulously cleaned (which is extremely important) and then loaded with course grit diamond powder. The facets are pre-polished, respecting the same angles as the cut. Each piece is verified with a loupe after each stage before receiving the final polish. The

process ends with washing and a final quality control. The slightest blemish or fault and the Century sapphire case will be unusable.

Megalith and Monolith

Century has registered patents and certificates for the construction of its sapphire watch cases which are made of two pieces of sapphire that are fused together into one inseparable block.

The 'Megalith' construction process allows the sapphire crystal case to be assembled to the sapphire crystal watch glass to create an inseparable watch unit, while the 'Monolith' technique allows a watch case to be crafted from one single block of sapphire.

The final timepiece

Century's expertise in the field of sapphire crystals results in timepieces whose cases, bezels and glass (sapphire crystal glass, not mineral glass, of course!) are combined in an incredibly resistant and long lasting timepiece. Each watch will keep its lustre and beauty for years to come. Hours and hours of workmanship go into the creation of each and every piece making Century Time Gems unique and magical. ◀ *To see the latest Century's collections, make sure you don't leave BaselWorld before visiting the company's stand at C27 in Hall 1.0.*



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



Armand Nicolet focusing for 2011

› Keith W. Strandberg

A

Armand Nicolet has weathered the financial storm and is well positioned for the future, thanks to its success with its vintage movement powered limited editions.

"We are continuing and consolidating our image and position as a small yet sophisticated factory," says Rolando Braga, President, Armand Nicolet. "We are the only one in the world that can offer unique products such as our Limited Edition collections, limited because they feature only original old movements available in our stock. These movements are tuned and updated to match today's highest quality standards and then dressed with beautiful stylish cases, dials and straps.

"This is the direction we have been following for more than 10 years and will remain the same also in the future for two reasons," he

continues. "Because of the image and the success it has brought us and thanks to this type of work we have collected a huge practical experience that is necessary when you work with complicated mechanical movements and fundamental in the future in case we decide to develop and produce our own mechanical movements."

The S05 introduced at last year's BaselWorld has been the best seller for the brand in 2010. "For this reason at the 2011 Basel Fair we will introduce a new exciting ladies version of the S05 collection - very beautiful models that we trust to be a new big success for Armand Nicolet," Braga says.

Braga expects 2011 and beyond to be good for the watch industry. "After the big challenges that the 2008 financial crisis brought to the world and to our industry, just three years later and we can finally focus 100 per cent on the product," he says. "2010 was a good year for us, we have already seen the results of the huge efforts we have put into our company to solve the issues the financial crisis caused."

Focusing on diversifying in as many countries as possible is important for Armand Nicolet. "Our policy is not to have one market stronger than the other, but we always try to sell to as many countries (almost the majority) as possible," he explains. "This makes it easier to compensate for possible losses in some countries while other countries are doing better. In any case we have noticed that during 2010 some of the biggest markets in the world, like the USA and Russia, have started recovering a little from the crisis."

Braga sees watch knowledge growing around the world, and customers are seeking true value. "The expertise is increasing and people are buying products that have a real value, they aren't just buying a brand name, which is good news for Armand Nicolet," he says. "Big advertising and promotion seems to be important but it's not enough to be successful, which is also good for us." ◀

Visit Armand Nicolet in Hall 2.0 Stand B35

For more information about Armand Nicolet click on Brand Index at www.europastar.com



JOIN IN WITH THE ROYAL CELEBRATIONS

WITH THIS LIMITED EDITION POCKET WATCH

To mark the special occasion of this years royal wedding between H.R.H. Prince William and Miss Catherine Middleton on the 29th April 2011, Royal London has produced this limited edition commemorative pocket watch. The watch is limited to only 500 and contains the image, names and date all etched onto the front.



ROYAL
LONDON

Condor Group Limited, 700 Great Cambridge Road, Enfield Middlesex EN1 3EA
Telephone: +44 (0)208 370 4300 Fax: +44 (0)208 370 4321 Email: sales@condorgrp.com
www.royallondonwatches.co.uk www.condorgrp.com



Bell & Ross's new vintage time ally

The new Vintage Original Carbon Collection pays tribute to the aviators of the 1940s with Bell & Ross's distinctive DNA fitted into a classic round case.

› Sophie Furley

B

Bell & Ross's philosophy has always been "to create watches of a professional vocation for which legibility, functionality, accuracy and reliability are the priority". Astronauts, pilots, divers and bomb disposal experts all count among Bell & Ross's clients and the brand works together with them to make sure that their watches can withstand such things as exceptional temperatures, violent accelerations and dangerous pressures.

The new Vintage Original Carbon Collection fits all these criteria with extremely legible and functional features. The brand's highly identifiable white luminescent Arabic numerals, index markers and hands are, as always, combined with a jet black dial. But it isn't just the colour contrast that helps readability; anti-glare sapphire crystals and a mat black carbon finish, inspired by aviation instrumentation panels,



BR126

help to optimize the reading of the time during both the day and the night.

"The Vintage Original Carbon is a perfect addition to the Vintage Collection," says Roberto Passariello, Director of Marketing and Com-

munication, Bell & Ross. "In fact, it is probably the first one we should have introduced! It incorporates into our Vintage Collection the elements that made our iconic BR 01 so famous: black carbon case, black dial... the look and feel of the cockpit. We think it is a perfect watch for people who want to own a real classic."

The classic 41mm round case comes in black PVD with a steel finish and is fitted with an ultra-curved and highly-resistant sapphire crystal, giving the watch a refined vintage look. On the inside there are two quality Swiss automatic movements from ETA: An hours, minutes, seconds and date version for the BR123 and a chronograph movement for the BR126. Both timepieces are water resistant to 100 metres, have a brown calfskin strap and a black PVD steel finish buckle. ◀

To see Bell & Ross's new collection don't hesitate to visit the brand at BaselWorld in Hall 1.0 on Stand B23.

For more information about Bell & Ross click on Brand Index at www.europastar.com

↑ BR123



Perrelet previews moonbeams and tourbillons

After the success of the Turbine and Diamond Flower, Perrelet is launching two new collections in the run up to BaselWorld 2011.

›Sophie Furley

Big Central Moonphase

The moon has always been a romantic complication on a timepiece. No one really needs to know when it is a full moon, unless of course you are a soldier in battle, a bank robber or an astrologist, but it is one of those complications that we all enjoy having.

Perrelet's big central moon phase has an impressive, oversized moon disc on display at



12 o'clock that holds a prominent position on the silvered white or black dial. The P-211 automatic movement with 40-hour power reserve was developed and manufactured exclusively by the group's affiliate, the Manufacture Horlogère de la Vallée de Joux. Three technical components - the carrier, star wheel and pinion - provide a precise indication of the position of the moon that will not need correcting (if the watch continues working non stop) for more than 100 years. The moon disc is synchronised with the hours, minutes, seconds and date. This new movement is housed in a 42 mm stainless steel case that is fluted on the sides and is attached to a black crocodile strap with deployment buckle. With anti-glare sapphire crystals front and back, water resistance to 50 metres and a price tag of CHF 5,500 (Euro 3,950), the Perrelet Central Moonphase is certainly going to draw crowds at BaselWorld.

Automatic Flying Tourbillon

Perrelet is also introducing a new 50mm automatic tourbillon this year in a rose gold and DLC steel case. This original interpretation of the tourbillon has an off-centred hour and minute display in a multi-dimensional dial and a power reserve of 110 hours. The cage of the flying tourbillon is presented inside a striking cylindrical ring at 6 o'clock and the 60-second rotation of the tourbillon cage indicates the seconds.



Design elements on the case and dial give this traditional complication a very modern feel. Two wing-shaped, carbon fibre zones point towards 12 o'clock and the extensions of the prongs gripping the case are designed in the form of six double tubes.

Through the sapphire crystal case back, the movement is on full view with its *Côtes de Genève* decoration and a Perrelet oscillating weight that has been brushed and set with a crystal and engraved with the brand's name. This impressive new timepiece is water resistance to 50 metres and limited to 20 pieces worldwide. ◀

Don't miss a visit to Perrelet's stand in Hall 1.1 / D05.

For more information about Perrelet click on Brand Index at www.europastar.com



New looks and new boutiques for Bedat & Co

Bedat & Co affirms itself in the women's watch segment with new products and an intense global expansion strategy.

›Sophie Furley

New creations

Creating feminine, elegant and yet robust watches for today's women is no easy task. "Women are constantly transforming – they have different roles. So the watch you create must adapt and fit to all these needs. You must bring poetry as well as function to their lives through what you create," explains Dino Modolo, Bedat & Co's Creative Director. Modolo has certainly brought all his magic to the latest new models in Bedat & Co's No. 8 collection this year. The first is the Reference 827 that comes in a 26.5mm case and is fitted with a quartz movement, and the second is the Reference 828 which is housed in a 36.5mm case with an automatic movement and date display at 3 o'clock.. Both have been redesigned to include a choice of either a steel case and hand-sewn alligator strap or a bicolour case (steel and 18-carat yellow gold) with a matching bicolour bracelet.

New design elements include a revised concave bezel and a decorative border that is engraved into the caseback. The clasp depicts the famous Bedat & Co signature number '8', a symbol of luck and prosperity, as well as the shape of an hourglass, and has been refined to sit comfortably on the wrist.

Dynamic distribution

On the distribution side, 2010 has been a dynamic year for Bedat & Co with the revitalisation of the American market that now boasts 70 points of sale (including the prestigious Berghorf Goodman, Barneys New York and Lane Crawford). The brand is also working with a new European distributor and doors have recently opened in Spain, Portugal and Italy. Asia remains a strong territory for the brand and its expansion continues strongly with a staggering 50 points of sale in Japan. Three new openings took place in Hong Kong and a further three in Manila in 2010 and the brand continues to hold luxury events to reach new clients.



With great resources on the design, production and distribution side expect to be seeing more of Bedat & Co throughout the coming year. < Don't miss a visit to Bedat & Co at BaselWorld in Hall 3.0 Stand B01.

For more information about Bedat click on Brand Index at www.europastar.com



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



Ventura is back— and alive, thank you!

› Pierre Maillard

I

It is difficult to be a pioneer. It is even more difficult perhaps to remain one. This is because, when you are 'right' before everyone else, or quite simply put, when you propose a new way of doing things, a different way of doing things, but no one really gets it, you need to move mountains to clear the field of view for what people have not been able to see.

Pierre Nobs is the kind of guy who likes to move mountains. He was this way already, more than 20 years ago, in 1989, when he founded Ventura. He was determined to move a stubborn watch industry into the arena of technical modernity and design. But, at the time, watchmakers viewed this new approach with a rather condescending eye. Then, undoubtedly intrigued by the more than 20 international design prizes garnered by Ventura, they began to take another look. They told themselves that there was indeed something interesting going on there, both technically and aesthetically, that deserved a closer look. Some groups even had the desire to purchase Ventura, believing that, after all, making Ventura their technical research laboratory could very well prove to be an attractive proposition.



But Pierre Nobs, with his own ideas and his particular character, was not inclined to let his brand be swallowed up so easily. The brand's development was also closely linked to personal ties that he had formed with a few well-known designers in the domain of industrial design. Ventura's adventure was therefore not easily 'dissociable' from that of a true 'industrial artist', who wanted to construct a remarkably coherent collection. In this venture, he placed his bets on the potential of LCD displays, coupled with the first SPARC® Automatic Digital watch in 2000, using an automatic mechanical movement as the energy source.

You might remember the earlier battle between Seiko and the Swatch Group regarding the 'hybrid' movement. Switzerland ended up somewhat abandoning this technology while Seiko continued its research, finally presenting the Kinetic, followed by another mix of mechanical, electrical and electromagnetic energy in the Spring Drive.

In 2003, Ventura presented its patented EasyScroll® system, a roller driven by a chip that allowed the user to intuitively select the various digital functions on the dial's LCD display. Alas, the brand then entered turbulent times. Knocked about by various shareholders having difficulties introducing a common and coherent development strategy, Ventura ended up on the auction block on several occasions. It was a long saga, which we will not go into here, but which ended well. In 2009, Pierre Nobs, with new associates, again took control of Ventura. Interestingly, the brand had never stopped delivering product and assuring its after-sales service.

Intuitive digital functions

Pierre Nobs is inaugurating Ventura's new beginning with the launch of an entirely new SPARC MGS Digital Automatic Watch, equipped with a whole new system in which a mechanical system produces the electricity. He calls it the MGS system.

So, in a few words, how does the MGS system work? The wearer's wrist movements cause the oscillating weight—visible in the upper part of the watch—to turn 4,000 times per day, according to Ventura's calculations. The oscillating weight transmits the energy through a gear train to a barrel. This barrel is quite unusual in its composition because its spring wraps around a central column of a double gear. When tensioned fully, the barrel spring then releases its energy to a micro-generator, which happens about 17,000 times per day, thus



1. MGS® - The owner's wrist movements cause an oscillating mass to turn approximately 4,000 times per day on average.
2. Gear Train – The oscillating force is transferred to a precision gear with an attached *barillet*.
3. *Barillet* – The gear train tensions the spring of a *barillet* about 17,000 times per day; each time the spring is fully tensioned, it releases its force to a micro-generator.
4. Micro-Generator – The micro-generator transforms mechanical momentum into electric energy and sends a spark (SPARC®) to an accumulator.
5. Accumulator – The accumulator stores the electric energy and powers the Cal. VEN_10 movement.
6. Cal. VEN_10 – Ventura's exclusive calibre with its EasySkroll® operating and scrolling system is entirely operated by the wrist-movements of its owner.

SPARC MGS DIGITAL AUTOMATIC WATCH



transforming the mechanical movement into electrical energy. The micro-generator then sends its electrical spark (the 'SPARC') to an accumulator, which stores the electrical energy and powers the Cal. VEN_10 movement.

The exclusive Cal. VEN_10 quartz movement is equipped with an LCD screen and has a small additional module (also detachable from the calibre itself) that drives the EasyScroll® system. The notched roller, judiciously placed at an angle to the two inclined faces of the watch, allows the wearer to intuitively select, by turning the roller with his fingers and scrolling through the various steps and functions of the 'menu': hours, minutes, seconds, perpetual calendar with date, month, year, dual time zone indication, alarm, countdown function and chronograph. By moving the roller laterally, the display is changed, the time zones are inverted, and the alarm, countdown, and chronograph are activated.

The 'Kink'

This new SPARC MGS Digital Automatic Watch, the flagship of Ventura's re-launch evokes all the brand's original design codes created by Hannes Wettstein (after his passing in 2008 at the age of 50, his work has been continued by the Studio Hannes Wettstein, which he created in 1991). These codes include what Pierre Nobs calls the "The Wettstein Kink", which is the angle, or the characteristic bend, of the watch with its two 'wings' that enclose the wrist.

Viewed with suspicion in its time, this bend is a perfect illustration of the rigorous design approach of Pierre Nobs. Before being a sign of avant-garde aesthetics, this 'Kink' had a precise function: protect the roller, facilitate the use of the watch, and add to the wearer's comfort. Although people have so abused the formula 'form follows function' that we hesitate to employ it here, this is actually the best definition of Ventura's specific approach to watchmaking. And others do believe in the brand, such as the German industrial giant, Braun, famous



BRAUN

for its electric razors, among other products, which has just entrusted Ventura with the design of an entirely new line of 'design' time-pieces. Intended for the mass market, these watches will sell for around CHF 400.

This is definitely not the case with the SPARC MGS Digital Automatic Watch, encased and finished according to the standards of *haut de gamme* watchmaking: A case in Durinox® hardened steel, a strap in Durinox® or rubber with fold-over clasps, sapphire crystals, tungsten oscillating weight, versions in black PVD, water-resistance to 30 metres and a power reserve of around 45 hours for up to five years in the manual switch-off position. The price tag for this innovative watch: CHF 4,500.

Ventura is back. Long live Ventura. <

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



CONTINENTES

Jean-Mairet & Gillman

A family history revisited

› **Keith W. Strandberg**

C

César Jean-Mairet, founder of Jean-Mairet & Gillman, didn't grow up in the watch industry, though his family has a long heritage in watchmaking. As a result, Jean-Mairet has always been aware of watches and was determined to design watches one day. Sidetracked from his true passion, he studied engineering and after obtaining his degree, went to Togo and Saudi Arabia to build electrical power plants. Tiring of that, Jean-Mairet got his MBA in financial studies at the University of Geneva. After years of working for a number of prestigious financial institutions, he then founded his own company. But he still thought about watches. Finally, in 1999, he created the brand Jean-Mairet & Gillman, combining his love for watches with a family tradition of watchmaking mechanics and technology.

Family history

The Jean-Mairet family came to the Neuchâtel region in the early 16th century. In 1566,

Jean-Henry Mairet invented a seven-shot pistol and a machine tool for the watchmaking industry. Then, in the 19th century, Sylvain Jean-Mairet, master watchmaker, became a maker of lever escapements, precision watches and chronometers. He invented a double stem-wind watch and perfected several lever devices.

The family heritage continued into the 20th century, when watchmaker André Jean-Mairet was appointed chief of the workshops at the École d'Horlogerie du Locle. His father had been a teacher of precision timing at the school and this was also André's main area of interest. During his career, André won 119 first prizes from the Observatoire de Neuchâtel for his watch-making and secured two records for his chronometers.

The Gillmans form the other branch of César Jean-Mairet's family tree. They trace their roots back to a family of scientists who travelled the world during the Victorian era. In fact, César Jean-Mairet's great-great grandparents were none other than Robert Gillman and Caroline Bovet of the famous Bovet of Fleurier family of watchmakers. Bovet became famous for its pocket watches manufactured for the Chinese market in the 19th century and is still a leader in complicated timepieces.

The history continues today

Over a century later, the Jean-Mairet & Gillman brand continues the 'family business', combining classic and modern in a unique way. The product line is designed for the connoisseur who loves watches, as each collection is produced in limited series, making them both utterly desirable and highly collectable.

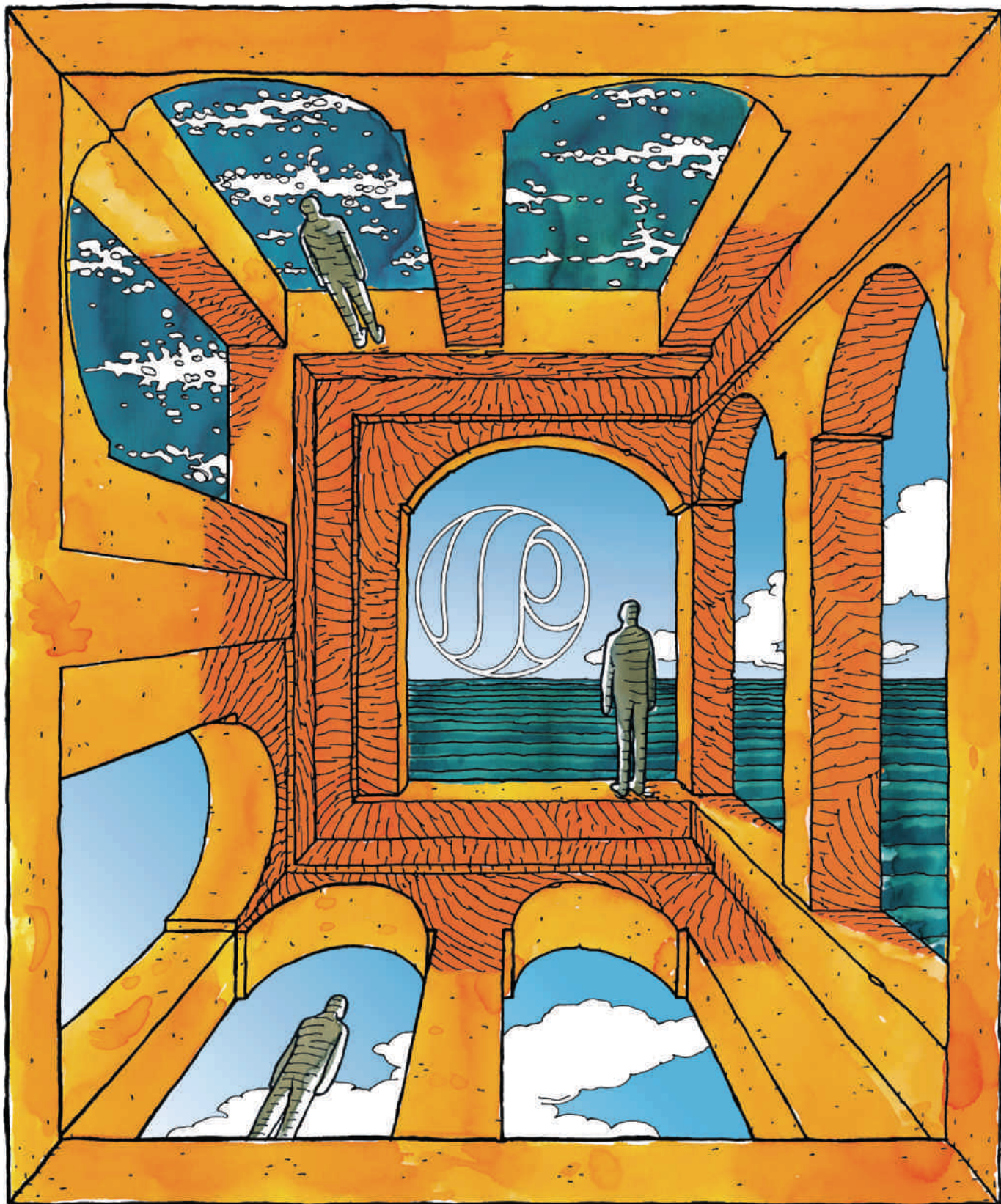
The collections

There are six distinct product lines: *Clement Gillman*, *Hora Mundi*, *Chronograph Alexandre*, *Grande Date*, *Continentes*, *Lady Fiona*.

The line is very broad, showing all the sides of Jean-Mairet & Gillman. The *Grande Date*, for example, is a very classical and elegant watch, in a traditional, 41mm round case; while the *Hora Mundi* is a very functional watch, making multiple timezone travel much easier; and the *Continentes* takes this one step further, showing three retrograde timezones on one skeletonized dial. Add to this Jean-Mairet & Gillman's ladies line, the *Lady Fiona* (named after Jean-Mairet's daughter) and you have a very complete, yet still exclusive line. ◀

To see the complete offering, please stop by the Jean-Mairet & Gillman booth at BaselWorld, Hall 4.1, Stand A27.

For more information about Jean-Mairet & Gillman click on Brand Index at europastar.com



Promotion SpA
BRACELETS

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



Carl F. Bucherer adds to the Patravi EvoTec

› Keith W. Strandberg

A

At BaselWorld 2011, Carl F. Bucherer is presenting an additional model in the successful Patravi EvoTec range, using the in-house CFB A1000 Manufacture calibre with peripheral rotor. The new Patravi EvoTec Calendar is the next evolution of the EvoTec, which started with the base movement's introduction in 2009, followed by the EvoTec PowerReserve and EvoTec BigDate in 2010.

The Patravi EvoTec Calendar is the latest watch using the EvoTec concept. Several years ago, the management at Carl F. Bucherer decided to reinvent the way that movements and watches were made. Rather than doing things

the way they've been done for generations, Carl F. Bucherer knew that there had to be a better, more efficient way.

They call this approach Evolution Technology (EvoTec for short), using the Smart Simplicity methodology. Carl F. Bucherer examined every step of the development and production process, looking for things that could be improved, expedited and more.

Carl F. Bucherer's goal with Smart Simplicity is to rethink existing technologies and, wherever possible, improve them and find more intelligent and more reliable solutions. "We have no interest in 'art for art's sake', but we want to generate genuine added value for our customers," says Dr. Albrecht Haake, Executive Vice President Technologies, Carl F. Bucherer. "The most eloquent proof of this lies in the CFB A1000 movement, which was manufactured entirely in the company's workshops, and in the Patravi models that bear the suffix EvoTec."

In this way, Carl F. Bucherer spends much more time in the development process, doing requirements analysis, designing for those requirements, going through the cycle of prototypes and design modifications, endeavoring to eliminate any problems long before the time-piece goes into production.

The Patravi EvoTec Calendar is the first EvoTec model to use a classic 42.6 mm round case, in stainless steel or 18-carat rose gold – all the others came in cushion-shaped cases.

The dial, available in black or silver, features a big date at 11 o'clock, a signature of the Patravi EvoTec family, and the small seconds function is indicated on the case by means of a disc, so it does not block the indication of the weeks. The Patravi EvoTec Calendar is available on a black or brown calfskin strap. <

For more information about Carl F. Bucherer click on Brand Index at www.europastar.com

*your personal
Rubber Strap*



Via Ronchi dei Legionari, 9 | 36030 Rettorgole di Caldogeno (VI) - IT
T +39 0444 985625 | F +39 0444 985336
www.bonettocinturini.it | info@bonettocinturini.it



**BONETTO
CINTURINI**



Victorinox Swiss Army goes clean and classic

› Keith W. Strandberg

T

The AirBoss line is one of the most successful for Victorinox Swiss Army. Inspired by the countdown commander of an aircraft carrier, the 'air boss' officer who decides every take-off and landing time, Victorinox has re-imagined the AirBoss for today's watch world.

Simpler in its overall design to its predecessors, and slightly smaller in size (42 mm), it marks a return to the basic fundamental values currently in vogue. The look — three hands, three circles of digit tracks and a date window at 6 o'clock — emphasises readability and functionality. The lines are sharp and clean. Every detail is sober, serious and stripped down. Above all, precision and functionality are the governing forces.

The AirBoss is a classic example of a 'second-glance' timepiece design. At first, everything seems obvious and apparent. Then you notice the detailing - the raised Arabic numerals, the luminescent metal skeleton-frames, the diamond-cut striations on the dial tracks and more. The overall effect is an unexpected richness, understated and deeply satisfying.

Audacious in its simplicity, modern in its outlook, this new AirBoss is, as befits its name, a top-flight, no-nonsense precision instrument of the highest order. <

Visit Victorinox Swiss Army in Hall 1.1 at Stand E41

For more information about Victorinox Swiss Army click on Brand Index at www.europastar.com



The source for creative packaging

LUXE PACK Monaco hall Diaghilev DC5
BASELWORLD 3-2 D10



G91

NEW YORK  PARIS  GENEVE

NEW YORK
590 Madison Avenue
Suite 2100
New York NY 10022
USA
+ 1 201 832 5951

PARIS
11, rue Mercure
ZI du Bac d'Ablon
91230 Montgeron
FRANCE
+ 33 1 69 03 21 53

GENEVE
14 rue du Rhône
1204 Genève
SWITZERLAND
+ 41 22 8191 816

WWW.GAINERIE91.COM

Philip Stein is feeling good



It has been a great year for Philip Stein – fantastic new sleep studies, celebrity endorsements and brand new products to help everyone feel better.

›Sophie Furley

P

Philip Stein is famous in the world of horology as the only watch company (at least to our knowledge), to introduce natural frequency technology into its timepieces to help improve sleep, reduce stress and enhance overall well-being. The technology works with a metal disc that is embedded with key frequencies that are beneficial to life and health. When wearing the watch the human energy field is believed to interact with the frequencies in the watch, making it bigger and stronger, which in turn, makes the wearer more resilient to stress.

Scientific studies

A recent scientific study carried out by Dr. Michael Breus PhD, a certified sleep specialist, reported that 47 per cent of people tested

noticed that they were falling asleep more easily, 43 per cent said that they were feeling more refreshed when they woke up and 52 per cent described more pleasant dreams. Of all the people tested, 96 per cent responded positively to at least one of the natural frequency variables.

Star endorsements

And if scientific studies don't get you excited, it is interesting to note that Madonna was so excited about her Philip Stein timepiece that she actually went out and bought one for the famous US television host, Oprah Winfrey. And Oprah was so impressed with her watch that she featured it on her show in front of millions of television viewers. The natural frequencies are obviously working on the company as well as its clients!

Believe it or not

But whether you believe it or not, Philip Stein timepieces have their own particular oval-

shaped style that appeals to numerous watch lovers, regardless of the technology inside.

This year sees the launch of a new collection for the brand called the Titanium. This dual time wristwatch is equipped with two separate movements – an ETA quartz chronograph movement for the upper dial, which indicates the date and time and features a stop watch function (recording times to the tenth of a second), and an independent Ronda movement that powers the second time zone below.

The case is made from high-grade titanium and is fitted with sapphire crystals. As for the dial, a striking contrast is achieved with an outer black carbon fibre dial, a silver-coloured inner dial and charcoal grey sub dials that have a sand-blasted finishing.

An attractive timepiece, the Titanium will surely encourage new clients to go out and conduct their very own sleep experiments! ◀

For more information about Philip Stein click on Brand Index at www.europastar.com

MIYOTA

YOUR ENGINE



CHRONOGRAPH GRANDE

Cal.6S50

YOUR CHOICE ENLARGED

Size 15'''

Height 5.95mm

4 Years Battery Life

4 Beats Center Second Hand

Big Date

CITIZEN WATCH CO., LTD.

MOVEMENT DIVISION

Tokyo Head Office

Address : 6-1-12, TANASHI-CHO, NISHI TOKYO-SHI, TOKYO, 188-8511, JAPAN Phone : +81-424-67-6218 Fax : +81-424-67-1549

Home Page : http://www.citizen.co.jp/miyota_mv/ E-mail : miyota_mvmt@citizen.co.jp

Hong Kong Office

Unit 3704, 37/F, AIA Tower, 183 Electric Road, North Point, Hong Kong Phone : +852-2219-7833 Fax : +852-2219-7811



BRAQUE CHRONOMETER

Ernest Borel

The dancing couple expands its collection

›Keith W. Strandberg

A

As early as the 1940s, Ernest Borel received the 'Bulletin de marche' certificate for many of its watches and soon became the second largest manufacturer of chronometers. A testament to this continuity, Ernest Borel was one of the top brands to receive COSC certification in 2009. This chronometer tradition continues with the introduction of the Braque Chronometer Collection. Inspired by the cubist art movement and its initiator, the artist Georges Braque, this 41mm timepiece is powered by a 2834 COSC day-date self winding movement. This new timepiece comes in a stainless steel or two-tone case, with a chevron guilloché linear motif on the white dial, diamond hour-markers and a steel or two-tone bracelet.

For the ladies, Ernest Borel offers the Romance I Series. Combining romanticism and elegance, which is embodied for Ernest Borel by the dancing couple trademark of the brand, the Romance I series combines a beautiful mother-of-pearl dial (with sunray treatment) with radial

stripes at the centre, designed by the brand to imply blessings for love and happiness. This 30mm timepiece is equipped with a three hand/date Swiss quartz movement and it comes in various executions - rose gold plated or stainless steel case, diamond variations, different colour dials, and the timepieces are available on a woven silk strap or a stainless steel bracelet.

ROMANCE I

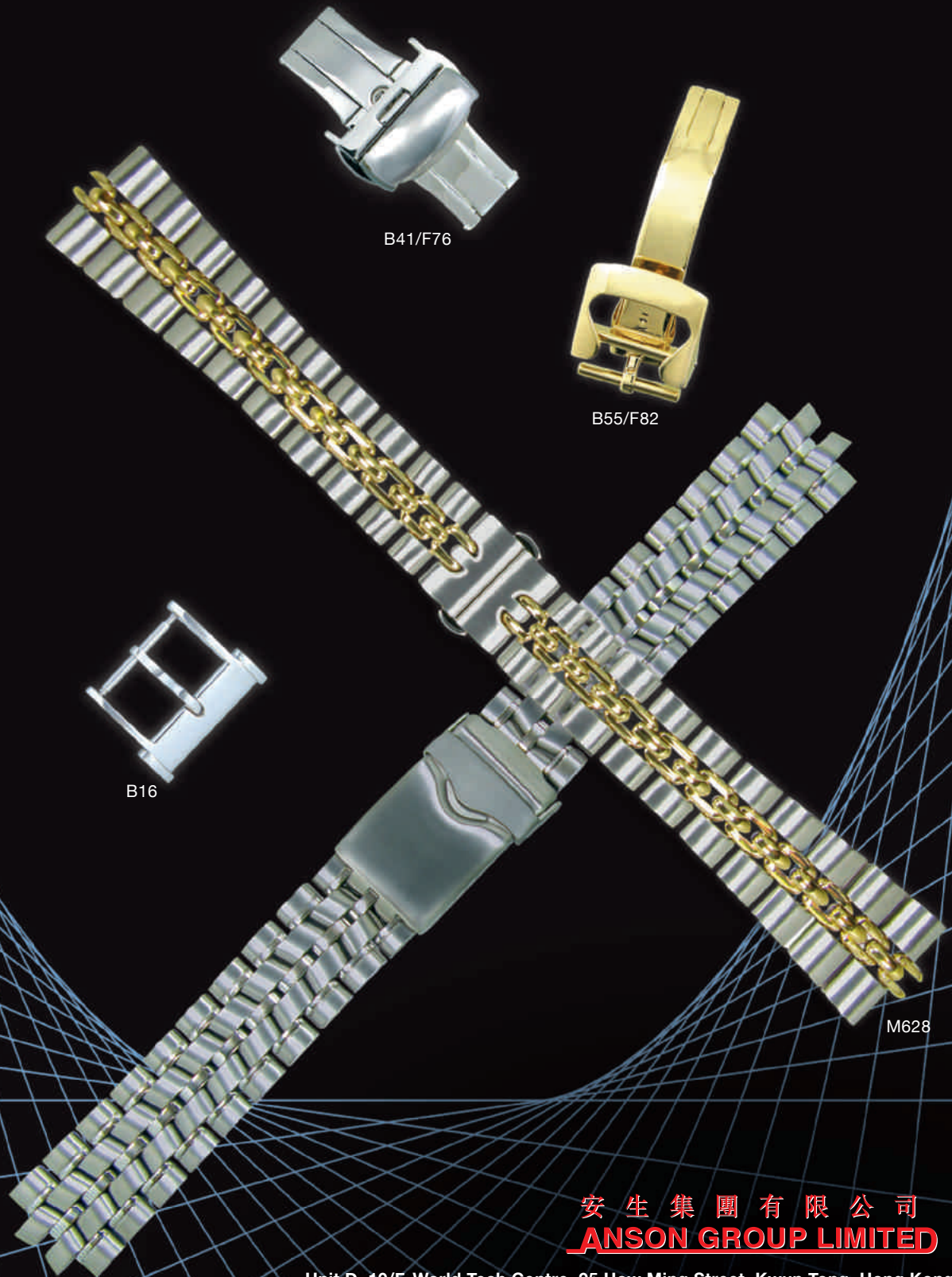


ATHLETIC

To get sporty, Ernest Borel is also introducing the Athletic Collection, a 42mm Valjoux 7750 chronograph. This self winding chronograph indicates the hour, minutes, small seconds, day and date as well as a tachymeter scale engraved in the bezel. This satin finish chronograph comes with a white dial as well as black dial. The dancing couple, the symbol of Ernest Borel, is expanding – with more classic timepieces, more ladies timepieces, and athletic chronographs. <

Visit Ernest Borel in Hall 5.1 Stand E11

For more information about Ernest Borel click on Brand Index at www.europastar.com



安生集團有限公司
ANSON GROUP LIMITED

Unit D, 10/F, World Tech Centre, 95 How Ming Street, Kwun Tong, Hong Kong
Tel: (852) 2345 4466 Fax: (852) 2797 8409 ansonmfg@ansonband.com <http://www.ansonband.com>

Swiss Office

La Place No.1, 1274 Grens, Switzerland
Tel: +41-22 776 8670 Fax: +41-22 776 8671 swissoffice@ansonband.com



Hanhart stays true to its heritage and values

› Keith W. Strandberg

F

Founded in 1882, Hanhart is one of the few companies in the watch industry that has never stopped manufacturing timepieces. Keen to capitalize on the brand's rich history and heritage, new president Thomas Morf, formerly with Carl F. Bucherer, is revamping the company, from its product offering to its brand message and marketing materials.

"Unlike companies that went out of business and were reborn, Hanhart was always in business," Morf points out. "I truly believe that Hanhart has the potential to be an icon. When I was considering joining the company, I went to the archives, to see what made Hanhart Hanhart. Hanhart really mastered timekeeping, so that's what we are going to focus on. "I really match the brand – it's about car racing,



Thomas Morf

motorcycles (they made motorcycle clocks), airplanes and more," he continues. "I like Hanhart, it's grounded, it's not chic. These are watches for men."

The new slogan for Hanhart links to the brand's legitimacy as a stopwatch and chronograph manufacture: "Others are telling time, Hanhart is measuring it."

The administrative office of Hanhart is located in Diessenhoffen, Switzerland, a quiet, small village on the German border, while manu-

facturing takes place just across that border. Hanhart was actually founded in Diessenhoffen and one of Morf's first moves was to establish the company in this village again.

Due to its Swiss German roots, Hanhart is a no-nonsense watch brand. "Hanhart watches are purpose built – the watches are easy to read, easy to operate, precise, rugged – all these elements go into a Hanhart watch," Morf details. "Hanhart has supplied various military outfits for decades, and they are using the watches as instruments, so they have to perform."

Making changes

Morf is in the midst of making key changes to Hanhart to put it on the right track, beefing up the collection, changing specs, tinkering with designs and sizes. "We want to become the benchmark of instrument watches, again. We are not a lifestyle brand. For me, it's about the heritage, the achievement and being purpose built. The brand values are uncompromising, passionate and courageous. Purpose

PRIMUS RACER



PRIMUS DIVER



built is a strong statement – you know that the watches are built to do a job.”

Hanhart watches are broken into collections of Air, Land and Sea, and ‘Mastering the Elements’ is Hanhart’s new brand claim.

The price structure for Hanhart starts at around 2,500 CHF and goes up to 20,000 CHF, with the core range between 3,000 and 5,000 CHF. All Hanhart watches are mechanical, as well.

Basel novelties

The novelties for 2011 include the Primus Pilot Dark, the Primus Racer Dark, the Primus Racer Dark Orange and the Primus Racer Dark White (all sized at 44mm).

In addition, Morf is introducing new Pioneer models at the larger 42mm size, including the Pioneer MonoControl with a single pusher and the Pioneer TwinControl, which has the traditional asymmetrical pushers and red reset button, also sized at 42mm.

Another new introduction is the 45mm Primus Twindicator, a larger watch that does something interesting to the traditional chronograph layout. “When we moved up to this larger size, we decided to move the twin coun-



PRIMUS PILOT

ters to the outside of the dial, to make it easier to read,” Morf explains. “We combined the sweep second and the hour counter in the same (left) sub dial, so it’s a tricompax in a double compax format.”

Morf is committed to staying true to the company’s heritage, focusing on measuring time with chronographs. Morf can see Hanhart going into more complicated chronographs, like fly-

STOPWATCHES



backs, split seconds and more. “It’s all about chronographs plus useful functions,” he says. “There are three pillars in Hanhart: the Pioneer chronographs, the Primus chronographs and the dashboard stopwatches. Everything has to start with a strong product. Hanhart is a stopwatch company and a chronograph is a stopwatch.” <

For more information about Hanhart click on Brand Index at www.europastar.com



Haurex – Italian design, Italian time

A young Italian watch company, Haurex brings the best of Italian design to the watch industry with a brand new collection entitled Ink.

↑↓ INK Collection

›Sophie Furley

Company profile

Haurex was founded in 1989 in Bologna by Maurizio Bianchini, Giuseppe La Guisa and Stefano Turrini, three gentlemen who remain at the helm of the 22 year old company today. Like many small companies, Haurex started by distributing timepieces locally, but grew nationally in a short space of time. In the year

2000 the company decided to exhibit at BaselWorld which took the business to an international level. Today the brand counts over 700 points of sale in Italy and is distributed in 40 countries worldwide, with the Haurex trademark being registered in each country where the brand is distributed.

Famous Italian design

Italian design has a great reputation worldwide thanks to the Italian automobile and fashion

industries, and Haurex is completely focused on bringing the same quality of Italian design to its timepieces. Although Haurex closely follows the latest style trends, its timepieces are not designed to a fashion extreme where they could rapidly become out of date - each Haurex timepiece is designed to remain both fashionable and long lasting. The brand's designers are constantly travelling and researching for new ideas, designs, materials and colours to provide great new products for the consumer. "Our



NABYLIA



ASTON



models are always up-to-date and distributors and retailers will appreciate the crazy care we take of every single detail of the watches and the exceptional value for money ratio," shares La Guisa one of the brand's owners and its Product Manager.

A sneak preview

This BaselWorld will see the launch of the brand's new Ink line. This new collection was entirely designed by Haurex and uses extremely lightweight materials including rubber and aluminium. The case and bracelets are created with a combination of mat and shiny aluminium, which is then anodized in trendy and vibrant colours, and the aluminium crown and the stainless steel case back are fixed with

screws in order to provide a water resistance of 50 metres. The Ink collection is available in eight colour variants for men (with a case size of 42.5 mm) and in 10 fun colours for the ladies (case size: 38 mm). All the timepieces come with a choice of a soft silicon strap or an aluminium bracelet with a stainless steel safety buckle.

Global distribution continues

The international distribution of the brand continues strongly, "We are moving towards the opening of new markets and new countries in which we are not distributed yet," explains La Guisa "We are stressing the Italian design of our products, which we think is a value," he notes. "At the moment I'd say that the biggest challenge is opening new emerg-



CHALLENGER

ing markets, especially in Asia, and in particular China," he continues. The brand will also be opening the Internet market very shortly.

Football supporters

In the last few years, the famous football teams of Bologna, Roma and Sampdoria have chosen Haurex as their watch partner and the brand is proud to create timepieces for such prestigious football teams. With the sporty new Ink collection, it surely won't only be the football teams that are signing up for watches, hopefully new retailers and distributors will also join forces with the Haurex team and start to enjoy the beauty of Italian design. <

To find out more about Haurex, visit them at BaselWorld in Hall 1.1, Stand E71.

For more information about Haurex click on Brand Index at www.europastar.com





P'6930 CHRONOGRAPH by Porsche Design

The P'6930 chronograph draws its inspiration from the legendary P'6910 and offers a variant with a consciously technical appeal. Its precision is enhanced by the use of titanium, the brand's signature. An intersect between the automobile industry and watchmaking, it boasts many elements that evoke the Carrera GT: the pedal-shaped pushpieces, the grooved strap with its tyre-tread design, and the 7750 calibre "steering-wheel" rotor. A powerful, discreet and functional timekeeper, with well-oiled engineering.

CHRONO 4 GEANT EDITION LIMITEE TITANE by Eberhard

A 1887-piece new all-titanium limited edition (celebrating the company's founding date) of its star model with four aligned counters. The case is now distinguished by its daring and original shape, while the multi-layered dial features an applied central ring and a tachometric scale on the inner bezel ring. Details ensuring a strong and decisive impact include the large 46 mm case, the rotating bezel studded with PVD-treated screws and the motto "never forget who you are" engraved on the satin-brushed caseback.



CHRONOSPACE AUTOMATIC by Breitling

The new Chronospace Automatic from Breitling is an authentic pilot's instrument distinguished both by its performances and by its unique and powerful look. The star-shaped design of the bidirectional rotating bezel ensures simple and accurate handling of the circular slide rule serving to perform all airborne navigation operations. The large 12 o'clock numeral, the square hour-markers and the oversized hands, all accentuated with a luminescent coating, ensure maximum readability. The COSC-certified calibre achieves a peerless level of precision. The dial and strap are available in four different versions according to individual taste and usage, thereby offering a personalised blend of performance and style.



BIG CROWN X1 CALCULATOR by Oris

With its Big Crown collection, Oris pays a tribute to historical aircraft. Inspired by the Bell X-1, the first plane to break the sound barrier, the Big Crown X1 Calculator refers to this era when flight plans were still made using slide rules, and accentuates this unique mechanism. Its rotating bezel serves to adjust the slide rule and to calculate fuel consumption for a given flight time, while the caseback displays a m/ft conversion table for international use. The chronograph pushpieces bear the X and 1, like a last nod to the date of the historical feat accomplished at 10:18 on October 14th 1947.



STARTIMER PILOT COLLECTION by Alpina

Alpina, former supplier of army pilot watches, has returned to its century-old heritage with the Startimer Pilot Collection. Comprising four models, two with three hands and a date, an in-house regulator and a chronograph, this collection features a 44 mm polished steel case, a matt black dial with its oversized white luminescent hour markers, and a red triangle at the base of the direct-drive seconds hand. For the launching of this latest model, limited to 8,888 watches, the brand has joined forces with two choice partners, Cessna Aviation and PrivatAir.

B-47 BIG BLACK BIG DAY BIG DATE by FORTIS LIMITED EDITION 2012

A real "Black Monster" is the new FORTIS B-47 BIG BLACK. This watch reveals its features: an interesting mechanics based on a new development by Fortis, a day-/date indication in the new Fortis format, transparent under sapphire crystal. Swiss automatic movement, big day-/date indication, sapphire crystal, 47 mm steel PVD black coated case, uni-directional turning bezel, glass case back, water resistant to 200 metres.



TECHNOGRAPH QUANTICOLOR by Paul Picot

The automatic chronograph mechanism of the Technograph, developed from the base calibre Valjoux 7750, sits in a case with a generous design. The sophisticated dual dial system enables hours and minutes to be displayed in the middle of the watch (on the top dial). The real-time seconds and minutes of the chronometer function are displayed on two crescent-shaped oversized counters on the lower dial, in a circular motion in fact. The originality of the dial is completed with a patented display system for the date in a window in which the date of the current day is displayed in red and the date of the previous or next day is displayed in grey.



ODYSSEY SILICIUM by Clerc

The Odyssey S is made from materials derived from aerospace industry research, such as its silicon regulating organ. The Manufacture-made calibre is equipped with twin barrels ensuring a six-day power reserve. A dial opening at 10 o'clock provides a view of the balance-spring and balance, protected by a blue-tinted sapphire crystal, while the countdown is read off on the inner rotating bezel, and the three-dimensional dial provides an admirable stage-setting for the various displays.



PREDATOR CHRONO MONO-PUSHER by Rebellion

Developed in collaboration with designer Eric Giroud, the Predator remains true to the Rebellion spirit: uncompromising and assertive design, quality and performance. This decidedly masculine timepiece boasts technical and aesthetic features drawn directly from the world of racing cars, from the disc brakes to the pedals. The multi-layered round case can be customized to the buyer's taste. Steel or steel/ceramic, red gold or red gold/ceramic, 48 mm case. Automatic, RE-1 calibre.



BLACK SEA by Ulysse Nardin

As the latest addition to the Marine Diver collection, the Black Sea showcases Ulysse Nardin's evolution in watchmaking technology. Its specially treated stainless-steel case is revealed with a matte-black rubber coating. A signature wave pattern decorates the dial and the black, structured rubber strap equipped with a black ceramic folding clasp. Red luminescent hour and minute hands. Water-resistant to 200 metres.



IceLink hits the slopes

CORTINA PINE

› Keith W. Strandberg

I

IceLink has two new launches named after great ski locations, one in Switzerland, Zermatt, and one in Italy, Cortina d'Ampezzo.

Zermatt

Zermatt is a limited edition timepiece, 99 pieces for the world, based on IceLink's iconic five timezone watch. In this special edition, all five timezones are powered by one mechanical movement. Zermatt comes in four different versions (named after pistes in Zermatt):

Monte Rosa: This watch has a black brushed titanium case, black metallic dial, rose gold

indexes and screws and a black rubber strap.

Rothorn: This version has a brushed black titanium case and screws, red indexes and a black rubber strap.

Haute Route: A mat, silvery brushed stainless case and silver metallic face are complemented with brushed black titanium screws, red indexes and a black rubber strap.

Sunnega: This watch combines yellow indexes and 18-carat yellow gold accents with a brushed stainless case, a black metallic dial and a rubber strap.

Cortina

Coloured topaz and white diamonds contrast with mostly black for a great modern, clean look in the Cortina Collection. A 42mm round black titanium or brushed stainless steel case houses the metallic black dial, which is dusted

with floating round brilliant cut white diamonds, and diamonds also mark each hour. In addition, coloured topaz stones ring the bezel and accent the side of the case, with four carats of sparkle. The variations are:

Powder: IceBlue topaz.

Pine: RainForest green topaz.

Panther: Baby pink topaz (the name Panther comes from the *Pink Panther* movie, which was filmed in Cortina).

Bond: Black topaz (the famous ski chase scene in *For Your Eyes Only* was filmed in Cortina).

Audrey: Named after Audrey Hepburn, who was a regular in Cortina, this version features diamonds and white topaz. <

Visit IceLink in Hall 4.1 Stand E09

For more information about IceLink click on Brand Index at www.europastar.com



CORTINA POWDER



CORTINA PANTHER



CORTINA BOND



CORTINA AUDREY



SIMPLY ELEGANT

Mondaine Simply Elegant, Giant and Savonnette

› Keith W. Strandberg



One of the biggest trends in the watch industry right now is towards more traditional, classical designs, inevitably simpler, slightly smaller and thinner.

As a response, Mondaine is introducing a new collection called Simply Elegant. Mondaine has always been a leader in design, using the instantly recognizable Swiss Railways Clock dial, emulating the time-honoured design present in every Swiss train station. The Simply Elegant offering is made up of two styles in a variety of colour combinations -- in 41mm and 36mm stainless steel cases. The 41mm size (#30350) comes in three variations: a white dial in a high polished case on a black leather strap; a white dial in a mat brushed case on a Milanese mesh bracelet; and a black dial in a mat brushed case on a black leather strap.

The smaller, 36mm version (#30351) comes in four different styles: a white dial in a high polished case on a black leather strap; a white dial in a high polished case completed with a red leather strap; a white dial in a mat brushed case on a Milanese mesh bracelet; and a black dial in a mat brushed case on a black leather strap.

Mondaine Giant Seasonals 2011

For the bold out there, Mondaine continues to offer the Giant. This is one of the largest watches in Mondaine's line, at 42mm, and every year Mondaine takes the popular basic Giant and tweaks the colours, the hands, the dial treatments and more.

This year there are three new variations:

The first version features a black dial in a mat brushed case; the second version has a silver vertically-brushed dial in a mat brushed case; and the final version comes with a white dial in a high polished case.



GIANT



SAVONNETTE

All three new Giant Seasonal variations feature the iconic Mondaine dial with its distinctive, time-honoured design.

Mondaine Savonnette 2011

The pocket watch has been making a comeback over the last couple of years, taking the timepiece off the wrist and putting it back in the pocket. Mondaine has had a pocket watch in its line for many years, and for 2011, Mondaine is launching a new generation of the Savonnette pocket watch.

The new style has a rounded, smoother shape with no sharp edges to be found. Savonnette means 'little soap' in French, and the shape reminds you of a smooth bar of luxurious soap. There's something about a pocket watch to make you think of times gone by. You could be wearing a trench coat and standing in the Zurich train station on a rainy night during the 1940s, but the Savonnette just as easily fits in today's fast paced world - the new design is both traditional and modern at the same time. This elegant and distinctive pocket watch comes in a red leather pouch. <

Visit Mondaine in Hall 1.1 Stand D41

For more information about Mondaine click on Brand Index at www.europastar.com



Obaku Denmark launches an ultra slim sports watch

Ultra thin, flat, fine, slim and slender are words that are dominating the watch press at the moment due to the return towards classical timepieces.

›Sophie Furley

T

There has been no return to thinness for Obaku Denmark, however, as this minimalist Danish brand has always produced slim, clean and pure timepieces. Obaku Denmark has a long tradition of minimalist Scandinavian design which the brand links to the Zen tradition of Obaku, famous for its belief in focusing on the essence of life and omitting all superfluous details.

This BaselWorld will see the launch of a brand new collection for Obaku Denmark called the V140G. "This is probably one of the slimmest sports watches in the market today," shares Christian Mikkelsen, Co-Founder of Obaku and the watch's designer. "Traditionally sporty watches have large bezels, thick cases and many functions," he says, and "most watch

designers would not think of making a sporty watch which is also so slim."

The V140G is a fusion of the brand's elegant DNA with a tough, action oriented design. Surprisingly, these different watch styles do not conflict with each other as the best design elements have been taken from both. An ultra thin, stainless steel case is combined with a rotating bezel with four discreet numbers. The bezel curves downwards, leaving a very slim case edge. The watch's indexes are bulky in shape, as they are often found on sports

watches, but they have been shortened to give a clean look and leave more space on the dial. A high quality Japanese movement, central seconds hand, date at 6 o'clock, streamlined bracelet and black dial complete this original timepiece. <

To see this new collection in person, take a tour into Hall 2.0 and visit the Obaku stand (under the name of Comtech watches) at C07.

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



Welcome to visit us at
BASELWORLD 2011 (24-31 March, 2011)
Hall 6, Alpha P12



COUNTDOWN TIMER FUNCTION
CHRONOGRAPH FUNCTION



YM88
S: 12"
H: 4.42mm



YM89
S: 12"
H: 5.01mm

S. EPSON PRODUCTS
JAPAN TECHNOLOGY & QUALITY

TIME MODULE (H.K.) LTD.

Telephone: (852) 2429-7979 Facsimile: (852) 2429-8510
E-mail: se.hk@timemodule.com www.timemodule.com

TMI
TIME MODULE



KORONA MOONSHINE by Sarpaneva

The spirit of the moon, captured in gloomy woods during the darkest hours, in palest moonlight. Nurtured by noble artisans, distilled to perfection. A top note of northern melancholy, seasoned with lunacy. To be served only to the chosen few. Modified Soprod A10 calibre, 11.5 lines, 28800 vibrations per hour (4 Hz). Mechanical, automatic winding. The movement's mainplate is modified to incorporate phases of the moon (29.5 days) function. Case available in stainless steel or solid gold (18K red or white gold). 42 mm in diameter, 10.2 mm thick. Water-resistant to 5 ATM.

MOVADO MASTER AUTOMATIC CHRONOGRAPH by Movado

Featuring a design firmly rooted in the industrial and architectural expression of the Bauhaus movement, the Movado Master™ takes the iconic Museum dial in a whole new direction. Its generous 45 mm streamlined case is topped by a black sapphire bezel creating a highly novel and beautifully finished effect. On its asymmetrical dial with a grid pattern motif, the emblematic 12 o'clock dot features a convex centre that makes it look like a push-piece, while the tone-on-tone minute-circle gradually asserts itself as the seconds and minutes go by.



GULLIVER AUTOMATIC CHRONOGRAPH LIMITED EDITION by Tendence

Oversized round case and a 3D tone-on-tone dial, with perfectly designed raised hour-markers, gives the timepiece a bold, modern, unconventional look. The case is in titanium and polycarbonate, two elements valued for their lightness and resistance. The silicone strap is the ultimate signature of this avant-garde watch. Available in a chronograph version with a Valjoux movement or a three-hand version. Both are limited to 50 pieces.



UNIFORMITY by Blacksand

Uniformity and an easily identifiable design are asserted through the distinctive structure of a strongly curved case housing a finely crafted movement. This COSC- and Chronifiable-certified automatic movement beats at 28,800 vibrations per hour and has a five-day power reserve. The hands and hour-markers light up the dark background with a shimmering opaline blue glint, ensuring maximum readability and aesthetic magic.



16.75 G006 by N.O.A

The first collection from the N.O.A brand and the most representative to date, the 16.75 is named after the year the balance-spring was invented, and it single-handedly embodies the daring and contemporary nature of N.O.A: "None Of the Above". Available in three sizes and various colours, this timepiece features raised hour-markers and Roman numerals on the inner bezel ring in a bold orange shade creating a striking contrast with the understated black dial. A successful blend of Italian style and Swiss know-how.

VK series **NEW**

Mercury Free
0%Hg

MADE IN JAPAN

RoHS compliant

Premium Chronographs

Quartz Chronographs Mechanical Action

Instant zero reset

Push the button, and all chrono hands return to zero instantly

Sweep second hand

Centre 1/5 chrono second, tachymeter function enabled

Click feeling push button



Size: 13 1/2"
Battery life: 3 years
(SR936SW)

Welcome to visit us at
BASELWORLD 2011 (24-31 Mar, 11)
Hall 6, Alpha P-12



VK73 **BIG Calendar**



VK63



VK67



VK83

High Quality to the World by
SII Movement from Japan

TIME MODULE (H.K.) LTD.
Room 2501, Metroplaza Tower 2
223 Hing Fong Road,
Kwai Fong, N.T., Hong Kong
Tel: (852) 2429-7979
Fax: (852) 2420-6992
Email: sii.hkg@timemodule.com

SHENZHEN
Tel: (86) 755-8368 4980
Fax: (86) 755-8368 4976
Email: sii.chi@timemodule.com

INDIA
Tel: (91) 22-2515 5285
Fax: (91) 22-2515 5284
Email: tmsipproduct@vsnl.net

SINGAPORE
Tel: (65) 6254 6258
Fax: (65) 6254 6961
Email: sii.sg@timemodule.com

www.timemodule.com

TMI
TIME MODULE

SII Products

The art inside the movement

Openwork by Jaeger-LeCoultre

› Sophie Furley

B

Bevelling, engine-turning, circular graining and mirror polishing are just some of the terms that we hear about in the watch industry every day, and each technique is an art in its own right. Europa Star's Sophie Furley delves into the beauty that lies beneath the dial and discovers what all these different skills entail.

Not only are there dozens of different ways to finish and decorate a movement's components, but there are also different grades of finishing that go from one hundred per cent industrial finishing to pure hand craftsmanship. To an untrained eye it can be difficult to tell the difference, and for those who aren't aware of the distinction, the price of high-end timepieces can be totally incomprehensible.

At Jaeger-LeCoultre, for example, it takes two complete days for one highly-trained artisan to hand polish their gyro-tourbillon cage that weighs less than one gram; at Breguet each and every dial is decorated with hand guilloché using traditional engine-turning machines that date from the last century; and at Renaud & Papi (part of Audemars Piguet) it has taken them over ten years to teach themselves certain historical decorating techniques that had completely died away. We visited all of the above watchmakers and spent time with their finishing artisans to learn about the staggering amount of work that goes into decorating their movement components and what makes them so special.

The beauty of bevelling

When a component is milled by a CNC machine or by electro-erosion, there are rough parts and burrs that need to be eliminated. It is possible to remove them chemically, mechanically or with brushes, but the best result is most often by hand. "We don't do everything



Bevels

by hand for marketing purposes, we do things by hand if it is the best way," shares Giulio Papi, Co-Founder of Renaud & Papi. "If we find a modern method that gives better results, we will use that," he continues. Today, the best way to finish the majority of movement components is to do it by hand.

Bevelling methods and tools

Bevelling is the process of filing the edge of a component, between the top surface and the sides (also referred to as flanks), to an angle of 45 degrees, creating a chamfer (or bevel). This process removes the burrs and roughness after the machining process, which could be detrimental to the smooth running of the movement. A beautifully bevelled piece improves the beauty of the component itself by highlighting the rim and also helps to reflect the light inside the movement and reduce corrosion.

The bevelling methods that are used today are industrial, stamping and by hand. The industrial method is achieved using a CNC machine and is perfect for series production. The angles are clean, but the machines cannot reach interior angles that need to be finished by hand. Stamping is a process that has been carried out for over three centuries, whereby a press will stamp out the components. The bevels can also be created using this method. The results are excellent, no particular experience is



required, but there is no artistic touch to the finished piece. Hand bevelling is a time consuming technique that takes at least a year to learn. There are no schools that teach bevelling and watch companies do most of their training in-house.

Bevels can be created entirely by hand with buffs, files and wooden sticks, or with the aid of a polishing lathe. Both demand extreme dexterity, especially when working with the polishing lathe that can remove the material very fast. It is important for the beveller to finish each component to perfection, without deforming the piece technically.



Bevelling by hand

The perfect angle

In addition to creating the chamfer, the beveller will perfect the interior, exterior and rounded angles - the most difficult being the interior angles where there is often limited space to manoeuvre tools. The exterior angles are where the two chamfers meet at the corner and a rounded angle is smoothed over at the angle of the chamfer, which is the easiest type of

Bevelling



Polished wheel, sink and screws



Pinion

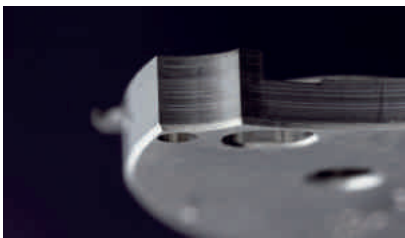


Photos: Audemars Piguet

chamfer to achieve. Beautiful chamfers and angles, on a bridge for example, can take from 30 to 45 minutes to create, but they give the final piece a more refined and dynamic appearance.

Faultless flanks

In a high-end movement the flanks of each component will also be finished to perfection. It is important that they are completely level and regular. Different types of files will be used to smooth down the surface and remove any



imperfections. Filing can leave scratches on the flank so it is often satin-brushed afterwards using a fine pumice stone, buff, scraper, diamond grinding wheel or a synthetic stone attached to a small motor. The effect is hundreds of tiny lines all in the same direction.

Holes and sinks

There are numerous drilled holes, sinks, recesses, bosses and settings in a movement and it is essential to remove any burrs or residual metal for the good functioning of the movement. A perfectly finished and polished sink, for example, can reflect the light around a synthetic ruby, improving its beauty and allowing the watchmaker to better see whether the right quantity of oil is present.

The wonder of wheels

Wheels are traditionally produced by milling or stamping and have parts hollowed out to

make them lighter. The most common wheels have five arms from the centre and their teeth are created using a worm hob after machining or stamping. The quality is very high and they do not necessarily need finishing unless they are destined for very high-end pieces. To finish a wheel to the highest level, the arms of the wheels will be bevelled, the sinks polished, the faces sandblasted and then circular-grained or sunray-brushed (see below). Some wheels are also electroplated with nickel, rhodium or gold for aesthetic reasons and also to prevent the brass parts tarnishing.

Pinions and pivots

The pinions of pivots in a movement are generally made out of steel. They are produced on a profile turning machine before being hardened and then tempered (brought back to the required degree of hardening in Vickers). All the pieces are then burnished, which has both a functional and aesthetic role. The burnishing reduces friction, improves the transmission of force and produces a luminous effect. The traditional method of burnishing uses a special tool on a bow that will burnish the piece until the required dimension and polishing quality are achieved. In a high-end movement even the pinion teeth will be polished using a soft wooden disc made out of pearwood and coated with a very fine polishing mixture.

Screws that sparkle

Screws come in all shapes and sizes. They are generally produced in steel, but also come in gold, platinum and titanium. Their shapes also differ with cheese-head screws (for attaching the bridges to the plate), chamfer-head screws (for thin parts) and stepped screws or pivoting arbors (that need to maintain a certain amount

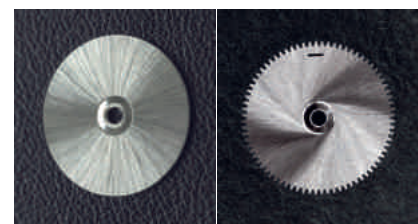
of clearance after tightening). The screw head is particularly visible in a movement and will need to be polished and sometimes even chamfered around the rim and bevelled in the slot. There are several methods for polishing screws from tumbling in a barrel with polishing agents to electro-polishing (whereby an electric current eats into the rough parts), brush polishing where the screws are polished on plates and lapping-machine polishing with the screws being polished on a plate by a grinding wheel or disc. It is also possible to polish screws entirely by hand using files, diamond paste, burnishers, Dugussit stones and lathes for an impeccable result. Some screws are also blued by heating them to over 290°C for aesthetic purposes but also to provide an excellent anti-corrosion treatment.

Sunray brushing

This technique results in lines radiating from a central point, much like the rays of the sun. It is realized by means of a bell grinding-wheel that draws straight lines across the metal from the centre.

Snailing

Snailing is similar to sunray brushing but with spiral lines leaving from the centre, instead of straight lines. It is often seen on ratchets, bridge pavements, oscillating weights, barrels and barrel covers.



Sunray brushing

Snailing

Circular graining

This form of finishing consists of fine circular lines that enhance the shine of a piece. It is mainly used on the visible faces of wheels and is achieved by turning the component and pressing against it with a slate stick or buff.

Côtes de Genève

Engraving is a lengthy process which demands great skill so around the year 1880 watchmakers in Geneva designed the *Côtes de Genève* pattern of straight lines to decorate some components and to hide any scratches or imperfections. The *Côtes de Genève* motif is mainly seen on the visible surface of bridges and can be achieved with semi-automatic machines or CNC machines. There are two handcrafted methods, one that uses a rectifying ruler that scratches the surface, and the other uses a lathe that goes back and forth creating the stripes.

Mirror polishing

Mirror polishing is the technique where a component is so highly polished it appears like a mirror. It is also referred to as black polishing (as the pieces can also appear black), specular polishing, flat polishing and vertical polishing. This type of polishing is totally flat; the crystalline tips of the surface of the metal are torn off and pushed down by crushing, creating a perfectly flat surface. This flatness reflects the light in one unique direction, depending on which way the piece is facing. The component can look black, grey or white and when assembled in a movement, gives a kaleidoscope effect. To achieve the effect is extremely time consuming. Modern methods include the use of abrasive papers or a lapping machine, but neither come close to the result of handcrafted mirror polishing.

A tourbillon bridge, for example, will be prepared using the abovementioned methods and then rubbed by hand using extremely fine abrasives on a zinc plate that is utterly flat. The process takes about two hours and the bridge will be assembled immediately after to avoid any scratches.

Circular graining

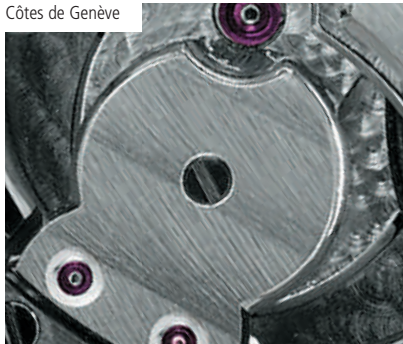


Engraving



Photo: JLC

Côtes de Genève



Mirror polishing



Perlage



Photos: Audemars Piguet

Engraving

Engraving bridges and movement components was popular in pocket watches not only for decoration but also to catch the dust. As movements were not water-resistant at the time, dust could become problematic in the movement. Handcrafted engraving has rough edges at the bottom of the grooves that would create a perfect dust trap.

Engravings are also a way to personalise a movement with drawings, motifs, names and reference numbers. Nowadays many movements are engraved using CNC machines, chemicals, a pantograph machine (which copies from a stencil) or with laser technology. Handcrafted engraving is achieved by making a drawing on the metal using a scribe, then the engraver will remove the material by making incisions into the metal with numerous different tools that range from blade-like scorers to flat-edge gravers. "If you look at hand engraving close up, each line contains tremors, but it is these imperfections that catch the light and create a kaleidoscope effect - in comparison to engraving by machine which is dull and has no sparkle," explains Papi.

Perlage

Perlage, stippling, spotting, beading or *Oeil de Perdrix* are some of the terms for the small circles that are often visible on the bridges, plates and at the bottoms of recesses. These small spiral-like circles are an excellent way to cover scratches and imperfections in components. There are few modern machines that can carry out this kind of decoration as they are extremely expensive. Most of the work is carried out on a stippling machine with an abrasive pad that will mark the surface with a swirl.



**ENVIRONNEMENT
PROFESSIONNEL
HORLOGERIE
JOAILLERIE**



**ENVIRONNEMENT
PROFESSIONNEL
MICROTECHNOLOGIES**

SALON INTERNATIONAL

THE ONLY ANNUAL INTERNATIONAL EVENT
DEDICATED TO THE FIELDS OF HIGH PRECISION
THAT COMBINES WATCHMAKING AND THE WHOLE OF MICROTECHNOLOGIES

24 - 27 MAY 2011

10

EME

5

EME

WWW.EPHJ.CH

**BEAULIEU
LAUSANNE**

WWW.EPMT.CH

Guilloché or engine-turning

Guilloché is an ancient engraving technique that carves straight lines and/or curves onto the dial of a timepiece, case or other component. The name guilloché comes from French, and is believed to have been named after an engineer called "Guillot". The first engine turning machines date back to the 15th century and were used for engraving wood and ivory. It wasn't until the 18th century that artisans started to engrave precious metals in this way.

Hand guilloché is one of the most respected techniques as it is created manually using a traditional engine turning machine that removes the material with a turning tool. The guillocheur will start by ensuring that the metal is totally flat to avoid any distortion of the patterns. The metal will then be smoothed down and given a matt finish with a finishing paste in order to render the guiding marks more visible during the turning process. The difficulty is to keep the desired depth of the engraving and the contact between the tool and the metal constant for a perfect line – a momentary lapse in attention can be fatal. There are two types of guilloché machines: a straight-line machine and a flinqué engraving lathe for circular guilloché, and the possibilities

for motifs with these two machines are limitless. Breguet has one of the most impressive guilloché departments with numerous guillocheurs working on an array of antique machines. All of Breguet's timepieces are decorated with hand guilloché with the brand's *Réveil du Tsar* timepiece featuring seven different techniques. Some of the most common styles are *clous de Paris* (small pyramid motif), *grains d'orge* (barleycorn), *panier* (basket), *soleil* (sun ray), *damier* (checked), but Breguet is always trying new designs. "The possibilities for new designs are just limitless," shares the brand's head guillocheur.

Jaeger-LeCoultre's Gyrotourbillon



Taking a close look

Just one look inside Audemars Piguet's Millenary Perpetual Calendar, or at Jaeger-LeCoultre's Gyrotourbillon or hold a loupe to any of Breguet's dials, or movements for that matter, and the numerous different crafts can be spotted immediately and admired. The time and expertise that has gone into each piece takes such movements to the highest level of horological standards. Some manufacturers claim that excessive polishing and finishing is unnecessary and even detrimental to the precision of a movement, but the winner of the last Chronometer Competition held by the watch museum in Le Locle was Jaeger-LeCoultre's Master Tourbillon Calibre 978 and the second prize went to the brand's Reverso Gyrotourbillon – both exhibiting some of the finest finishing and decoration. Hand finished and decorated movements come at a price, but it is price that includes uttermost beauty and savoir-faire, something that is rare in an age where profit so often rules over perfection.

Europa Star would like to express its thanks to Audemars Piguet, Giulio Papi and Caroline Sermier for their splendid book entitled High-End Horological Finishings and Decoration and the rights to use many of the photos from the book in this article. The book is available in a multitude of languages from:

www.watchprint.com

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

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

Official Carrier:



Official Air Express Co.:



Your business · Our mission |



Orient Watch – The fusion of precision and beauty

MENTION JAPANESE WATCHMAKING AND MOST PEOPLE IMMEDIATELY THINK OF QUARTZ OR HIGH-TECH ELECTRONIC WATCHES, BUT FOR OVER 60 YEARS, ORIENT WATCH CO. LTD HAS BEEN PRODUCING HIGH QUALITY MECHANICAL MOVEMENTS FOR WATCH LOVERS THE WORLD OVER.

A rare specialty

Orient Watch specialises in mechanical movements and the company takes great pride in the fact that all its calibres are developed and produced wholly in-house at the company's facility in Japan. "Orient Watch maintains an unusual presence by adhering to its unique position, in which orthodox mechanical watches are its flagship products," explains Mr. Jiro Miyagawa, Orient Watch's Director of Global Business Headquarters. The company has developed a myriad of movements and complications over the years that include power reserve indications, world time calibres, retrograde displays and GMT modules – all in attractively designed timepieces that have captured the hearts of watch lovers in over 70 countries worldwide.



Jiro Miyagawa,
Director of Global Business Headquarters

Reliability, endurance and quality

'Quality' and 'reliability' are synonymous with Japanese technology which has an excellent reputation worldwide. To enhance this favourable image, Orient Watch has been collaborating with Subaru Technica International (STI) in the 24 Hours Nürburgring race – a dynamic partnership that accentuates the endurance and reliability of Orient Watch's timepieces in the most testing conditions. The brand releases commemorative, limited edition collections to celebrate these adventures under the apt name of 'Japanese Engines'.

Simplicity and beauty

Japan doesn't only have a global reputation for precision technology, it is also renowned for its culture, and in particular its love of purity and beauty. Japanese cooking, art, architecture, gardens, ikebana and more all demonstrate the Japanese people's love of beauty and simplicity. Orient movements are also conceived with this same philosophy as the company's movement constructors concentrate on achieving great accuracy and have streamlined their calibres by reducing the number of parts.

ORIENT STAR CLASSIC RETROGRADE

The Orient Star Classic Retrograde movement took ORIENT WATCH over two years to develop. The model is equipped with retrograde day of the week, a power reserve indicator and calendar functions. The indications for these three functions are arrayed in a balanced manner on its three-dimensional dial. Other features include ridge-shaped cuts in the hour and minute hands, scratch-resistant sapphire crystals front and back with anti-reflective coatings, reinforced water resistance and a three-part, nail-friendly clasp.





Shooting stars

For many years the Orient Star mechanical watch collections have only been sold in Japan. This year is the 60th anniversary of the launch of the collection that has gained enormous recognition nationally. To commemorate the occasion, Orient Watch will begin the sales of its Orient Star series in overseas markets too, starting shortly in Asia. "We will redouble our efforts to emphasize the appeal of Japanese products to people around the world through our Orient Star series," shares Miyagawa. "The collection has earned an enviable reputation in the Japanese market," he notes.

Orient Star Classic Retrograde

Two collections will be released on the international watch markets this year, the Orient Star Classic Retrograde and the Orient Star Classic Semi-Skeleton. The Classic Retrograde features a hand showing the day of the week in a fan shape, which automatically jumps back to Monday at the end of the day on Sunday. In addition to the retrograde movement, the timepiece features a power reserve indicator and calendar functions. The indications for these three functions are displayed in a balanced manner on a dial that has a three dimensional structure.

Ridge-shaped cuts are made on the model's hour and minute hands. Visibility is enhanced with a glossy mirror-finish for one side of the hands and a subdued mat finish on the other side. Scratch-resistant sapphire glass with an anti-reflective coating allows a perfect view on the dial. Reinforced water resistance for today's busy lifestyles, as well as a three-part clasp and exhibition caseback also equip this attractive model.

Orient Star Classic Semi-Skeleton

The Orient Star Classic Semi-Skeleton collection is characterized by a small window at 9 o'clock on the dial that allows users to see the movement of the balance wheel below. The Classic Semi-Skeleton features a

ORIENT STAR CLASSIC SEMI-SKELETON

The Orient Star Classic Semi-Skeleton has an aperture at 9 o'clock to exhibit its mechanism. Features include a power reserve function, second hand halt mechanism, an exhibition case back. Among the design elements are a powerful cut made on the sloping surface of the lug between the case and the band, a beautiful dial finished in radical patterns, a simple bar index and flat sapphire crystals.



power reserve indicator and a second hand halt mechanism to enhance its functions as a manual mechanical watch and make it easier to use. A see-through design reveals the attractive workings of the timepiece's movement from the dial side or through the exhibition caseback. The design of this timepiece is simple, but the staying power of the Orient Star series is expressed with a powerful mark made on the sloping surface of the lug, between the case and the bracelet, looking as if it was shaved with a round-bladed chisel. The dial is finished with sweeping patterns that enhance the luxury feel of the timepiece.

Looking to the future

Orient Watch will continue to strengthen its business by emphasizing its mechanical watches. The global launch of the Orient Star brand will contribute to enhancing the image of the brand internationally and will surely be greeted with great delight by the brand's many fans across the world.

www.orient-watch.com

Ingersoll and Disney: So Mickey Mouse

MICKEY MOUSE 30'S COLLECTION

Ingersoll and Disney have joined forces to re-introduce the iconic, and ground-breaking, Mickey Mouse watch. The Mickey Mouse watch introduced in 1933 was the first licensed character watch ever. This year at BaselWorld, Ingersoll, who made that first watch in partnership with the Walt Disney Company, will introduce an updated version of this iconic timepiece plus three other models launched in the same period.

"We are making a tribute to the very first Mickey Mouse watch ever produced in 1933," says Mike Clitherow, Group Marketing Manager of Zeon Limited, the parent company of the Ingersoll brand. "We made these watches as authentic as possible, and as there were no quartz movements at that time, these watches are powered by high quality, 17-Jewel Seagull hand wound mechanical movements. We have kept the original size and design, with the iconic Mickey Mouse figure with his arms indicating the hours and minutes. We have upgraded the materials and made sure that the bracelets and straps fit an adult wrist."

These watches are branded Mickey Mouse and Ingersoll, with the updated Disney copyright mark on the back of the watch. Each of the four timepieces in this collection (wristwatch on a strap, wristwatch on a bracelet and two pocket watches) has a running second disc adorned with three Mickey Mouse figures.

According to Clitherow, the customer for Ingersoll's tribute to the start of this marketing phenomena is the collector, as well as Disney fans and watch enthusiasts. "This is designed for people who want something original and authentic, and each watch will have a unique production



number," he details. We are launching these products in the United States through the Official Disney Enthusiast Club "D23" in August this year. We will be supplying the specialist market worldwide through distributors such as Cristano for Germany, Austria and Switzerland, and GB Partners for Italy plus other countries via new contacts through meetings at BaselWorld. These watches will also be sold in Disney retail outlets throughout the world later in the year."

Ingersoll has an authentic history represented in these timepieces, as the watch not only celebrates Mickey Mouse, but also the birth of character licensing. "We are very pleased to be able to reproduce something which goes back to the roots of licensed product marketing," Clitherow explains. "Our brand, Ingersoll, was involved with Disney in the creation of this technique of marketing products. Zeon - Ingersoll's parent company are still Europe's leading supplier of licensed character watches for Disney and many others."

All four items are made from stainless steel and are presented in an authentic 1930's gift box which includes a booklet with the Ingersoll and Mickey Mouse history. The wristwatches are priced at 179 Euros for the strap version and 199 Euros for the Art Deco bracelet model. The pocket watches are 299 Euros and are produced in a 'gold or silver retro finish'. Everyone of a certain age will remember the iconic Mickey Mouse watch, with his moving arms and sunny disposition, and this tribute is sure to bring a smile to everyone, young and old.

Please visit Ingersoll at BaselWorld to see these timepieces in person, Hall 2, Stand A80.

CIJ International Jewellery

TRENDS & COLOURS



www.CIJintl.com





COUTURE®

Classic. Connected. Committed.

WYNN LAS VEGAS

THE BEST BRANDS ... SHOPPED BY THE BEST RETAILERS ... IN THE BEST LOCATION.

Register today at www.TheCoutureShow.com

June 2-6, 2011

VISIT WWW.THECOUTURESHOW.COM FOR EVENT DETAILS

FOR THE GLOBAL WATCH INDUSTRY

Europa Star Launch on iPad



Europa Star's new application for iPad is a unique* free communication media for all the publication's friends, the watch community, their followers and aficionados. Just click on www.europastar.com in the browser of your iPad.

This new application will also be available for all tablet users regardless of the platform in use.

Europa Star is proud to add this new tool to its media network, which currently includes five websites and eight magazines: Europe, International, USA & Canada, China, Latin America and Spain, Ukraine and French Première editions. For more information about our media options, have a look on ABOUT US on your iPad!

Europa Star continues its role as a pioneer of the watch media industry: it was one of the first publications to go online back in 1998 (first English, Spanish and Chinese websites!) and continues to be at the forefront of media technology.

The current application is simultaneously available in English, Spanish, Chinese, French and Russian.

We hope you enjoy this new application and feel free to send us your comments and suggestions at contact@europastar.com.

Happy reading, surfing and swiping!
Your Europa Star team.



* Europa Star's new tablet application includes over 10,000 watch articles

WorldWatchReport: Seven years of analyzing the watch industry and its presence on the Internet

On the occasion of the release of the seventh edition of the WorldWatchReport, we return to this study of the market that casts a unique light on the watch industry.

› By Marc-Olivier Peyer, IC-Agency in collaboration with Europa Star

Since 2004, the WorldWatchReport has deciphered the main trends in the watch industry by analyzing hundreds of millions of key words used by web surfers who are looking for watch products online. Published in collaboration with Europa Star, the study has, over the years, become an important and reliable source of information for the various industry players to compare the performance of the main watch brands on the international scene. Centred on the analysis of the behaviour of consumers, the WorldWatchReport sheds new light on an industry that, in addition to the statistics provided by the Federation of the Swiss Watch industry (FH), has no real reference indicators.

The interest provoked by the WorldWatchReport shows the importance of the societal role played by the Internet around the world. The main entrance points to this vast network of information are the search engines, which collect and aggregate the interests and intentions of watch clientele. The representativeness of these searches and the validity of their utilization for market studies can today no longer be in doubt. The statistics of the WorldWatchReport compared to the reality of sales numbers from several watch brands has allowed us to confirm the relevance of this approach.

The WorldWatchReport covers the principal watch export markets and 25 brands. Based on the analysis and classification of hundreds of millions of searches recorded spontaneously from the main search engines, the study provides indicators such as the popularity of the brands, their models, and their ambassadors, as well as a distribution of the demand for various types of searches (for example, price, distribution, used watches, etc.) Over the years, the WorldWatchReport has shed light on the principal phenomena and trends that have marked the watch industry on the Internet, as follows.

1) The explosion of the demand for watch products

Starting in 2005, the demand indicated by the number of online searches for watch products has shown exponential growth, confirming the democratization of the Internet and its importance in the act of purchasing a watch. Rolex, Omega, TAG Heuer, Cartier and Breitling rapidly became the most popular brands on an international level, capturing up to 90 per cent of searches. Their hegemony has never declined over the years.

These brands also compete for the most popular models, of which they are regularly in the top positions. After several years of domination by Rolex's Daytona model, Omega now occupies the first place with its Seamaster watch. It is interesting to note that the demand for these iconic and timeless timepieces has remained relatively constant over the years.

2) The counterfeiting phenomenon

The most popular brands are also those that generate the highest demand for fake models. Nearly 80 per cent of the searches looking for replica pieces are in regard to Rolex. Until 2008, the searches for counterfeit watches represented a relatively large part of the total demand. This has declined, little by little, and today represents only about 5 per cent of searches on an international level. Over time, the WorldWatchReport has confirmed a strong trend tied to the phenomenon of fake timepieces—the demand for copies decreases on a market when the rate of penetration of the Internet increases. The economic crisis of the years 2009 and 2010, however, saw an increase in searches for counterfeit pieces in the United States and Europe.

3) The emergence of China

The development of the markets in the BRIC countries, notably China, has been very strong at the start of the second decade of the 21st century. In 2005, the United States captured nearly





three-quarters of the online searches for watch products. Even though this market continues to generate the largest demand, the USA now represents no more than 32 per cent of global demand in 2011, before China at 20 per cent, Britain at 11 per cent, and Germany at 9 per cent.

The BRIC countries are in full expansion and today represent 29 per cent of all online searches for watch products. They should soon surpass the European countries covered by the study, which account for 34 per cent, since they are seeing a stagnation, even a decline, in the volume of online searches for watches.

An international study, the WorldWatchReport permits the identification of trends by market and the comparison of search intentions. For example, Chinese web surfers are mostly interested in brand names (which garner two-thirds of searches). This study also shows that they have a lesser knowledge of the names of particular models than the European and American clientele. Also, the classification of the most popular brands differs. The Americans prefer Rolex and Breitling, while the Chinese express their preference for Omega and Longines.

4) The development of social networks

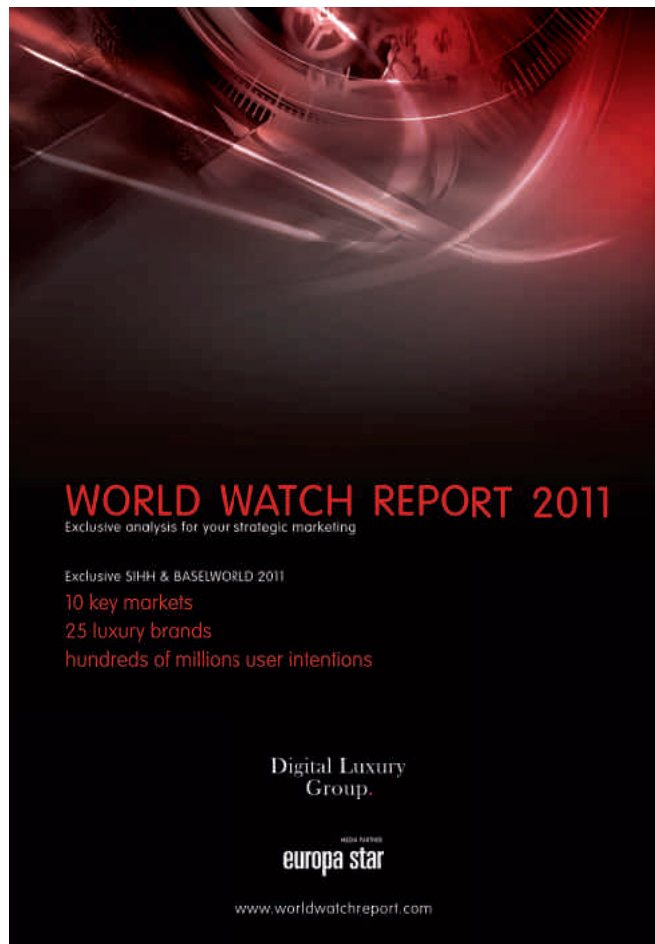
Since 2009, the WorldWatchReport has also measured the performance of watch brands on social networks. With audiences that count in the millions, the social networks are, similar to search engines, an inescapable point of contact between the brands and their clients.

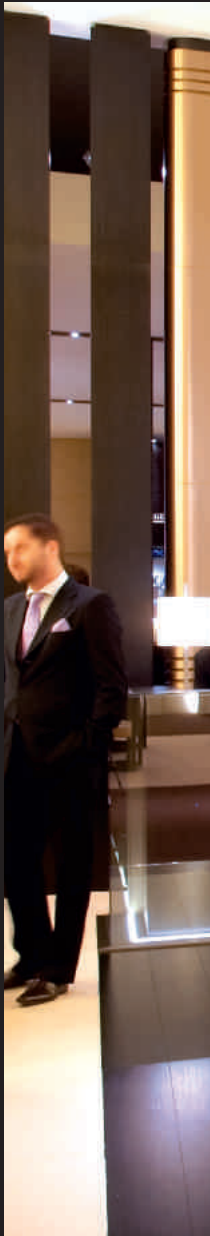
With the notable exceptions of Patek Philippe and Rolex, all of the major watch brands have an official presence on the social network Facebook. Some of them are also present on Twitter and YouTube, where they distribute content and interact with their clientele. The number of fans—in other words, those people who express their attachment for a brand by being a member of a social network—is the indicator used to measure the popularity of a brand on Facebook. With more than 160,000 fans each, Bulgari, Hublot and TAG Heuer are the most popular.

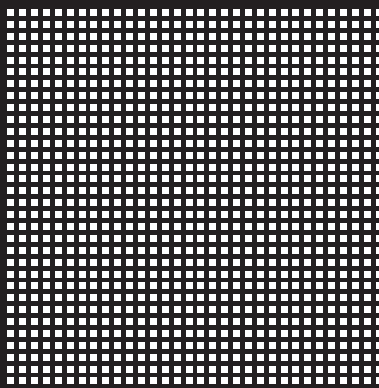
Since 2011, the WorldWatchReport has used a qualitative indicator to measure the performance of watch brands within social

networks. This is the rate of engagement, meaning the average volume of interactions of the messages published by the brand that has resulted in new fans. On the basis of this indicator, the winning trio is Zenith, Chopard and Omega.

In the years to come, the development of smartphones, tablets and even technologies like increased reality will certainly impact the behaviour of watch consumers. These new usages will undoubtedly require the development of new indicators to understand consumption habits and to measure the performance of the brands. This is a challenge that the WorldWatchReport is ready to tackle in the years to come. <







RABOUDGROUP



Raboud Group serves the watch-making industry...

Raboud Group is a Swiss company that specializes in the design and building of booths. Working with international watch companies, Raboud Group combines prestige, know-how and high quality workmanship. Many important creations can be seen at the Baselworld and the SIHH events. With a very competitive pricing for highly prestigious booths, Raboud Group has gained the trust of companies such as Jaeger-LeCoultre, Raymond Weil, Piaget, Boucheron, Bédât & Co to name just a few.

Raboud Group's production facility is located in Bulle, a small city in the canton of Fribourg (situated between Geneva and Basel) with a staff of more than 80 highly qualified employees. Many prestigious hotels, restaurants (more than 60 only in Geneva), stores (including many retail watch and jewellery stores in Switzerland), corners, Geneva airport, boating centres, and so on, are among its customers.

The in-house and external designers who specialize in the watch sector act as an orchestra leader, which is essential for all large projects. Indeed, the set-up of a booth involves more than 20 different jobs: interior decorators, electricians, carpet layers, painters, air-conditioning specialists, and so on. The Raboud Group organization covers the construction, the set-up, the dismantling and the storage.

Raboud Group shares the same qualities as its watchmaking customers: passion for detail, quality craftsmanship and mastery of complex know-how, while meeting tight deadlines and the assigned budget.

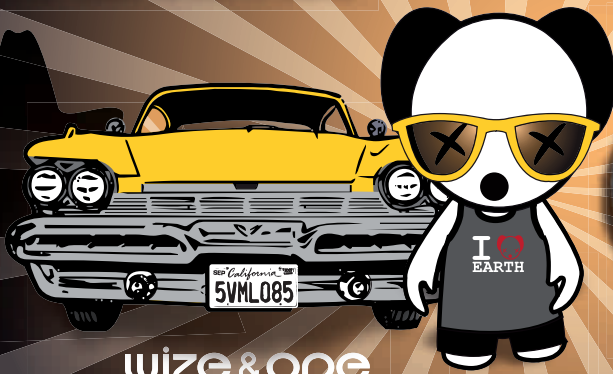
Combining creativity, strict industrial control and the hand-crafted feel, Raboud Group has taken part in many trade shows in Switzerland, Europe and the rest of the world, where it has delivered the high quality of work that is expected within this highly competitive field.

wize & ope

BASELWORLD 2011

March 24th / March 31th

HALL 5.0 A35

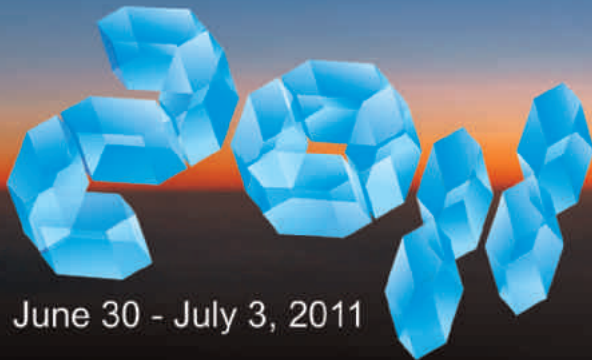


wize & ope

DESIGNED IN PARIS
46 rue Cauchy - 75015 Paris
Tel. +33 (0)1 45 54 03 86
contact@wizeandope.com
www.wizeandope.com
Become a fan on Facebook



CHINA WATCH FAIR



June 30 - July 3, 2011

22nd CHINA WATCH & CLOCK FAIR

T +86-755-8294 9443 / 8294 9400
E oversea@ewatch.cn
V Shenzhen Convention & Exhibition Center
www.fair.ewatch.cn

ORGANIZERS:



China Horologe Association



Shenzhen Watch & Clock Association

SPONSOR:



Shenzhen Fitime Conference & Exhibition Culture Co., Ltd

Editorial & Advertisers' index

A

Alexander Shorokhoff 76
Alpina 124
Antoine Prezioso 20, 40,
52, 54
Antopi 107
Armand Nicolet 102
Armin Strom 98
Audemars Piguet 6-7, 132,
133, 134, 136

B

Badollet 57
Balmain 62
Bedat & Co. 45, 106
Bell & Ross 104
Blacksand 130
Blancpain 62, 63
Boccia 85
Bonetto Cinturini 113
Boucheron 91
Breguet 62, 62, 135, 136
Breitling 20, 124, 144

C

Carl F. Bucherer 21, 112
Cartier 20, 144
Cecil Purnell 47
Century 26-27, 100-101
Certina 62, 74
Chanel Special Supplement
China Watch & Clock Fair
148
Chopard 20, 88, 145
Christophe Claret 24, 28,
40, 46, 48, 152
CIJ 141
Citizen 75
cK 62
Claude Meylan 58
Clerc 125
Complitime 40
Corum 19, 86-87
Cousins Global 150
Couture 142

D

De Grisogono 29
DeWitt 56

E

Ebel 91
Eberhard 124
Emile Chouriet 77
EPHJ 135
Epos 88
Ernest Borel 49, 118

F

Fabergé 88
Flik Flak 62
Fortis 125
François-Paul Journe 40, 152
Franc Vila 58
Frédérique Constant 91

G

G91 115
Gc 65
Girard-Perregaux 46
Glashütte Original 62
Graff 92
Greubel & Forsey 40

H

Haldimann 57
Hamilton 62, 64, 66, 68
Hanhart 69, 120-121
Harry Winston 40-41
Haurex 122-123
Hautlence 24, 31, 50-51
Hermès 23
HK-Anson 119
Hong Kong Watch & Clock
Fair 137
Hublot 30, 57, 152
Hysek 57

I

IceLink 126
Ingersoll 73, 140
IWC 98

J

Jaquet Droz 62, 71
Jaeger-LeCoultre 2-3, 132,
134, 136
Jean-Mairet & Gillman 110
Jouvenot 24

L

Laurent Ferrier 30
Léon Hatot 62
Longines 62, 70, 152
Louis Vuitton 13, 90
LVMH 20

M

Magellan 55
Maîtres du Temps 58
Maurice Lacroix 94-95
MB&F 30, 40
Mido 62, 74
Milus 16-17
Miyota 117
Mondaine 127
Moscow Watch Expo 149
Movado 130

N

Noa 130

O

Obaku 96-97, 128
Omega 22, 62, 71, 144,
145
Orient Watch Company
138-139
Oris 124

P

Patek Philippe **COVER I**,
20, 30, 34-37
Paul Piccot 125
Pequignet 43, 82-84
Perrelet 57, 105
Peter Speake-Marin 152
Philip Stein 116
Pierre DeRoche 58
Pilo & Co. 92
Porsche Design 124
Promotion SpA 111

R

Raboud Group 146-147
Rado 68
Ralph Lauren **COVER IV**
Raymond Weil 14-15, 20,
93



Moscow Watch Expo

The gate to the Russian market

In 2010
Swiss export to Russia
have increased 44%

Do you want to join
to this growth?

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

Special program for independent
brands:

- full equipped booth
- good PR support from leading
watch magazine & webse
- custo clearance
- and something more...

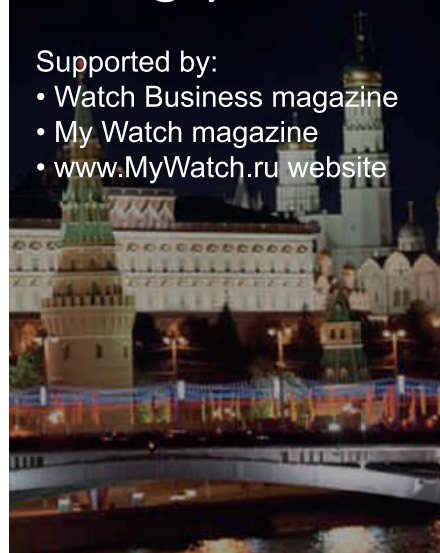
Come to Moscow!

+ 7 495 64 555 79

info@mywatch.ru

Supported by:

- Watch Business magazine
- My Watch magazine
- www.MyWatch.ru website



WATCH PARTS

let us deliver

Intelligent Distribution
Since 1969

Cousins Global
www.cousinsglobal.com

incorp. www.COUSINSUK.COM



Editorial & Advertisers' index

Rebellion 125
Renaud & Papi 132, 133 134,
136
Revue Thommen 88
Richard Mille 25
Richemont Group 20
Rolex **COVER II-1**, 20, 144
Royal London 103

S
Salvatore Ferragamo 91
Sarpaneva 130
Seiko 60-61, 108

Skagen 89
Snyper 30
Saint Honoré 59
Swarovski 92
Swatch 62, 72, 152
Swatch Group 20, 22, 62, 82,
98, 108

T
TAG Heuer 11, 78-79, 144
TechnoMarine 92
Tendence 130
Thomas Prescher 152

Tiffany 62
Tissot 33, 62, 67
Titoni 53
TMI Time Module 129
Tudor 38-39

U
Ulysse Nardin 125
Union Glashütte 62
Urwerk 24, 40, 42, 44, 50

V
Vacheron Constantin 4-5

Van Der Bauwede 92
Ventura 108-109
Versace 91
Vianney Halter 40
Victorinox Swiss Army 114
VK Series 131

W
Westar 99
Wize & Ope 148

Z
Zenith 9, 80-81, 145

www.europastar.com



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



A VIRTUAL IMMERSION IN THE WORLD OF WATCHMAKING

THEWATCHAVENUE.COM

BY EDITIONS TEMPS INTERNATIONAL



EPOS Ref. 3400 Special edition, limited worldwide to 999 pieces. Two independent swiss made mechanical self-winding movements to display simultaneously the time in two different time zones. Stainless steel case with sapphire crystal and screwed see-through back. Water resistant 5 ATM. Guilloché decorated black dial with white mother-of-pearl.

Visit EPOS at Baselworld 2011, Hall 2.0, Booth B50

www.epos-watches.com

epos

artistry in watchmaking
switzerland

RALPH LAUREN



Introducing the Ralph Lauren Automotive Watch

STAINLESS STEEL 45MM MODEL. ELM BURLWOOD DIAL. SAPPHIRE CRYSTAL CASE BACK. MANUAL WINDING. MANUFACTURE MOVEMENT.
156 COMPONENTS, 45-HOUR POWER RESERVE. SWISS MADE.

NEW YORK BEVERLY HILLS DALLAS CHICAGO GREENWICH LONDON PARIS CANNES
MILAN Gstaad ST MORITZ TOKYO SHANGHAI HONG KONG MACAU SINGAPORE
RALPHLAURENWATCHES.COM