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**BASELWORLD REPORTS –
SPORTS & LADIES' WATCHES – SERVICE, PLEASE!**

WATCH BUSINESS PAPER

With index of and excerpts from the in-depth features published in Europa Star
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Patek Philippe Annual Calendar Ref. 5205G



PATEK PHILIPPE
GENEVE

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a unique way of creating a new watch.
We involve the family.”*

I know that many people are fascinated by how a new Patek Philippe watch design comes into being. At our family-owned watch company, new designs are born after deliberations involving a close-knit team. At the heart of this team is our family, and has been so for the past four generations.

Fortunately, as an independent company, we can make all our decisions on grounds of design and taste, rather than accede to commercial pressures. Whilst we are known for taking great pride in keeping traditional skills and know-how alive, it is paramount for us that our designs also use the most advanced technologies to deliver a perfect finish, technically and aesthetically.

It is a combination of both that makes our company so revered and which will ultimately earn the Patek Philippe Seal, a mark of quality that applies to the completely assembled watch. The result is a design that is perfectly balanced: the finished watch being as thin as possible with a dial configured to optimize legibility.

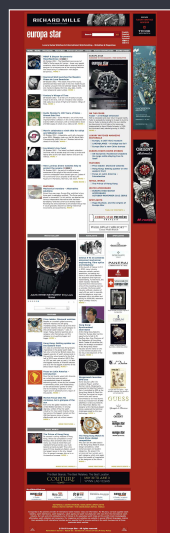
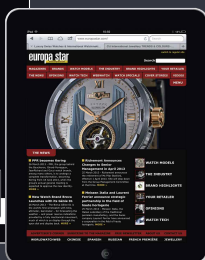
It is these timeless qualities which provide another example of our passion for horology; a passion that has been passed down through generations of my family and which, I am happy to say, is now in my safe hands.

Thierry Stern
President, Patek Philippe



Patek Philippe Seal

patek.com



TWENTY-8-EIGHT TOURBILLON (REF. T8.TH.015) by DeWitt
This tourbillon model, with its distinctive "ice-blue" PVD treatment on the 18-carat white-gold case, houses DeWitt's DW8028 manually-wound tourbillon movement, which operates at 18,000 vibrations per hour and offers 72 hours of power reserve. The ice-blue theme continues on the Art Deco style columns on the grey dial, which highlight the tourbillon carriage visible at 6 o'clock. With a matching blue alligator leather strap, this is a limited edition of 99 pieces. A similar limited edition with bronze PVD treatment is also available.

www.dewitt.ch



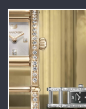
EDITORIAL

War is declared



COVER STORY

DeWitt in sweet harmony



BASELWORLD REPORTS

BabelWorld

Solid foundations at the base of the watchmaking pyramid
BaselWorld wasn't built in a day



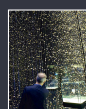
SPORTS WATCHES

Specialised timepieces for professionals



SERVICE, PLEASE!

Collaborative customer service at Ice-Watch



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HIGHLIGHT

Deep Space by Vianney Halter

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David and Goliath or "unfair competition"



WAR IS DECLARED

EDITORIAL



► Pierre M. Maillard

Editor-in-Chief

Europa Star

Back from BaselWorld, one thing that everyone noticed was the consolidation of the watchmaking sector among a few very big players with strong firepower, which is pushing back to their last lines of defence all those who are not part of a powerful group. A number of such companies expressed their concerns to us, even going as far as to say that "from now on, war is waging in the remaining points of sale".

There is every reason that this war will heat up further, since the big brands now aim to occupy new territories that they had so far neglected, whether it is, for example, the "middle ground" for TAG Heuer, the mid range for Tudor, which has the strategic advantage of support from Rolex, or the entry level for Swatch, which, with its Sistem 51, aims to steal a march on its low-cost competitors as far afield as China and beyond.

Commercial "war" is therefore being waged and the open hostilities are further enflamed by the recent decision by the COMCO (Swiss Competition Commission) to allow ETA/Swatch Group to gradually reduce the level of its mechanical movement deliveries to 20 per cent of current levels by 2020-2021, in other words by tomorrow in terms of industrial production of movements. This decision will naturally affect those who are already the weakest. At the same time, the increase to 60 per cent of the value of a watch as the criterion required to obtain the Swiss Made label will automatically increase the average price, this in a period when movements are already in short supply.

But despite these storm clouds on the horizon, the world watchmaking industry, as we saw at BaselWorld, is buzzing with new ideas, launching new initiatives and remains as creative as ever, exploring new avenues in terms of aesthetics and technology. (One remark in passing: why has BaselWorld still not understood that the real stimulus in the industry, the most creative minds in "new watchmaking", deserve more consideration than a Palace that vibrates so well under foot that all the watches wobble in their display cases or an inadequate position for the AHCI (Académie Horlogère des Créateurs Indépendants)?

The specific – and unique – role of Europa Star is to provide news, democratically and without bias, of all activities by brands, whether they are small, medium-sized or large, whether they are part of a group or independent, traditional or innovative, *haute horlogerie* or mass market, from Switzerland or elsewhere, which make up the vast and colourful fabric of the world's watchmaking industry. In this context, we offer a space to all stakeholders, because this is our crucial mission to all our readers, whether they are professionals or collectors, who receive the magazine in over 160 countries.

In order to strengthen this "universal" aspect of our mission even further, we are gradually evolving our print version as well as our web presence. We believe that we should be able to reflect better the wealth of initiatives emerging from all over the place, which is the source of the dynamism in the watchmaking industry.

If, as some think, the "war" has really been declared, then the intelligence, the analysis of the opposing forces, their strategies and their weapons, is more indispensable than ever to all those concerned. ■

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DEWITT IN SWEET HARMONY

COVER STORY

Since taking over the reins as CEO, just over a year ago, of the brand founded by her husband, Viviane De Witt has implemented a number of changes. Although a lot has been done behind the scenes to restructure the *manufacture* in Meyrin-Satigny on the outskirts of Geneva, the consequence of one of the boldest decisions was there for all to see at BaselWorld this year. Or rather for all *not* to see, since DeWitt was conspicuous by its absence at this year's "new" BaselWorld. "The Basel fair, with the strategies employed by the large groups, does not let our subtle messages be heard, we would be drowned out," explained Mrs De Witt. Instead, the brand's partners were invited to the *manufacture* to witness first-hand the levels of craftsmanship that go into every timepiece it produces. "Once they have seen with their own eyes the complexity of the operations involved in making DeWitt movements and the number of craft professions involved in making our dials in house, once they have admired our museum of watch-making tools from the 18th and 19th centuries, and seen the architectural beauty of our manufacture set in the Geneva countryside, this immersion in our brand will offer a fresh view of the DeWitt adventure and our watches," Mrs De Witt continued.

Another change that we see concerns the 2013 collection that DeWitt has gradually unveiled over the first half of this year. Fittingly for a brand with imperial credentials, the models have an almost regimental consistency that is based above all on DeWitt's signature case with its imposing imperial columns set vertically into the case middle. But beyond this, there is a harmony among the new models thanks to the use of distinctive blue and brown PVD treatments, which establish a clear identity for the brand.



Imperial coincidence

Watch aficionados who hear "Twenty-Eight" may immediately think of a common 4Hz movement operating at 28,800 vibrations per hour. In the case of DeWitt's Twenty-8-Eight Tourbillon, however, it would be wrong to make such an assumption, since the DW8028 calibre used in this watch beats at a more sedate 18,000 vibrations per hour (2.5Hz) and thus

offers an impressive 72 hours of power reserve. In fact, as the legend goes, the watch was conceived and sketched out for the first time one August 28th, which by happy coincidence is the same date on which Mr De Witt's famous ancestor Napoleon Bonaparte was proclaimed "Emperor of the French" by the Senate on what was the 28th day of *Floréal* in the French revolutionary calendar.

▲ TWENTY-8-EIGHT TOURBILLON by DeWitt

In its latest guise, the Twenty-8-Eight tourbillon is housed in the unmistakable 43mm DeWitt case in 18-carat rose or white gold with its imperial columns but with a special "ice-blue" or bronze PVD treatment applied to the crenellated bezel. On the new dial design, the imperial columns are echoed by two imposing Art Deco appliques

in the same colour tone that rise up the dial on either side of the tourbillon carriage at 6 o'clock. The two new models are both limited editions of 99 pieces.

The four o'clock flower

An even bolder, even more masculine interpretation of the imperial theme is found in the four-piece 44mm case of DeWitt's Academia Mirabilis collection, which requires over 200 different operations to produce. It is somewhat paradoxical, therefore, that the Mirabilis is named after a flower, *mirabilis japa*, called the "four o'clock flower" because it opens at dusk. The allusion to this unusual flower is conveyed by an opening that takes up half of the dial, which is abruptly dissected, covering the period of dusk, twilight and night when *mirabilis japa* is in bloom and revealing the oscillating balance of the DW0090 self-winding calibre powering the watch, which in this case does operate at 28,800 vibrations per hour and offers a 48-hour power reserve.

▽ ACADEMIA MIRABILIS by DeWitt

▷ ACADEMIA GRANDE DATE and
HORA MUNDI by DeWitt

The same signature touches of PVD are also used on this model for the grooved titanium bezel, whose ice-blue or bronze sheen contrasts perfectly with the ring underneath and, of course, the rest of the case, which is in 18-carat white gold for the ice-blue version and 18-carat red gold for the bronze version.

DeWitt also introduced its first steel models in the Academia collection this year in the form of two limited editions: The Grande Date and the Hora Mundi. The case takes on a certain sparkle when its strong architectural design is finished entirely in polished stainless steel (for the case, bezel ring, bezel and crown). Inside beat the DW1501 and DW2021 self-winding movements respectively, the former with big date display and the latter with a dual time zone complication. Both models feature a black dial with a sunray pattern and applied, silvered Roman numerals and production is limited to 200 pieces of each.



Furtively classic

This year also saw the launch of the Furtive collection, whose latest arrival, the Furtive Automatic Small Seconds, further extends the brand's first collection produced exclusively in steel. The softer lines of the 42mm stainless-steel case, with contrasting brushed and polished surfaces, frame a dial that conjures up images of a speedometer or perhaps the bridge of a

ship. In typical DeWitt style and with the brand's typical attention to detail, the dial is divided into two sections: The upper half has a classic design with a black background with sunray pattern surrounded by Roman numerals at the quarters, while the lower half, which frames the small-seconds complication at 6 o'clock, consists of rectangular metal appliques on a wood-coloured background, hinting both



THE NEW EMPERORS

Many are the brands that can claim to have been the watchmakers to kings and queens, but few are those who can claim their own imperial birthright. Jérôme DeWitt, who founded his eponymous brand in 2003, is one of ten children of Count Serge DeWitt and Princess Marie Clotilde Bonaparte. Princess Marie Clotilde Eugénie Alberte Laetitia G  n  vi  e Bonaparte was the eldest child of Victor, Prince Napoleon and the great-granddaughter of J  r  me Napoleon, the younger brother of the Napoleon. Mr DeWitt takes the same first names of J  r  me Napol  on as his great-grandfather in continuation of the Bonaparte family tradition. DeWitt's current advertising campaign, with its tag line "For the new emperors", was launched earlier this year and is a subtle reference to the family's ancestral heritage. The images used hark back to portraits of Napoleon, which would often depict the



emperor with his right hand tucked under his waistcoat. But while Napoleon could freely choose his portrait stance (and no doubt had a pocket watch discreetly concealed in his waistcoat), the portraits of the new emperors have to abide by the laws of marketing, which means that they include both men and women, to illustrate DeWitt's appeal to both sexes, and leave the faces of these new emperors and empresses a mystery – all the better to zoom in on the DeWitt timepieces, which are proudly displayed on the left hand tucked beneath the clothing.



△ FURTIVE AUTOMATIC SMALL SECONDS by DeWitt

▽ CLASSIC by DeWitt



at a nautical or vintage automobile theme but also recalling the column motifs found on other DeWitt timepieces. One of the brand's sportier and more individualist pieces, the Furtive Automatic Small Seconds comes on a curved multi-link steel bracelet or a black rubber strap.

With the new Classic collection, DeWitt introduces its purest and most understated design yet. Its perfectly sized 40mm diameter case in rose gold is the epitome of the classic round watch case, yet it still bears the unmistakable DeWitt imperial columns, albeit presented in a much more discreet fashion, since the case of the Classic is over half a centimetre thinner than those of the bolder Academia and Twenty-8-Eight models. The beauty of the sunray finish on the dial (in white, black or midnight blue) is in this case left undisturbed, with only the bare minimum of applied hour markers, a faint railway minute track and gold hour, minute and central seconds hands added for the display – all that is required for such a classic timepiece. Like the new Furtive model, the Classic is powered by a self-winding mechanical calibre that operates at 28,800 vibrations per hour and offers a 42-hour power reserve. Visible through a transparent sapphire crystal case back, this DW.HMS calibre has a personalised DeWitt rotor with *Côtes de Genève* decoration.

A touch of art in the art of watchmaking

Move beyond the reception area of DeWitt's modern manufacture and you are met with the incongruity of a mini avenue of watch manufacturing history, represented by countless antique tools and machines from the personal collection of Jérôme De Witt. Far from simply being placed there for effect, these tools are a gentle reminder of the level of craftsmanship that the brand boasts, with various traditional artistic professions associated with the production of watches still mastered in-house. The combination of these artistic professions is loosely referred to as the "art" of watchmaking that many high-end manufacturers lay claim to mastering.



△ GOLDEN AFTERNOON by DeWitt

But in the case of DeWitt's ladies' models in particular, the timepieces are not just fine specimens of the art of watchmaking itself; they also mirror art in other forms. Witness the Pre-Raphaelite inspired Golden Afternoon collection, with its mother-of-pearl dial of floral fantasy. As much as the Pre-Raphaelites were preoccupied with fantasy and dreaminess, the Dutch Masters preferred a more rigorous espousal of the values of realism and attention to details. The jewellery version of the new Classic model is the perfect embodiment of this philosophy, contenting itself with the addition of a single row of 60 diamonds around the bezel of the understated Classic case to turn the sublime *haute horlogerie* piece into an exquisite piece of jewellery.

After the technical and architectural innovations of the Differential Tourbillon and the X-Watch concept watch and the dreamy fantasy of the Golden Afternoon presented in 2010, the harmony seen in DeWitt's new models for 2013, with their contemporary and classic designs, adds a new foundation to the collection. In the figurative sense at least, Jérôme Napoléon De Witt is, as his noble ancestors once were, poised to conquer new territory. ■



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BABELWORLD

POST-BASEL REVIEW by Pierre Maillard

430 million Swiss francs for the new building, 1,000 new stands, 3,500 accredited journalists! More BabelWorld than ever, BaselWorld this year reached new heights in luxury and power.

In the post-BaselWorld issue of Europa Star, four of us – Pierre Maillard, Paul O'Neil, Malcolm Lakin, Keith Strandberg – summarise the most important things that were shown and said (or not said) there, to draw some conclusions and give a general stock-take covering most aspects of the world watchmaking industry. Here we present some excerpts from these in-depth articles, all of which are available in full online at www.watch-aficionado.com.

UNCHAINED TUDOR

Tudor is no longer the shy little sister of Rolex, it is now freed from this burdensome superego and we even hear that some of the more avid collectors are now favouring Tudor watches over those with the crown.

"For many years we were considered to be a sub-brand that made Rolex copies for Mao's China," explains Philippe Peverelli, one of the key members of the small dream team now running the brand. *"As a result, we have been there for 40 to 50 years, which is rare among watch brands, and we are very well known there. From*

this summer, we will also be present in strength in the USA. It's the right time, expectations are already very high and we are arriving with a range of products that is now complete".

Crowned with its new identity, ready with its new black and red codes, equipped with its own brand territory – motorsport – Tudor has the wind in its sails. Capitalising a lot on its history, the brand presents a new Tudor, the Tudor Heritage Chrono Blue. It is basically a reinterpretation of the Tudor "Montecarlo", an iconic watch

▽ HERITAGE CHRONO BLUE by Tudor

from 1973 that is particularly sought-after among collectors. Its graphic design is close to that of the original, with a 45-minute counter (split into three zones of 15 minutes) off-centre at 9 o'clock and off-centre small seconds at 3 o'clock, both set in a blue lozenge.

The other new arrival was presented at the end of a post-apocalyptic video, against the backdrop of volcanoes erupting lava. It is the Tudor Fastrider Black Shield, a microblasted matt black ceramic piece on a matte rubber strap. Born of the partnership between Tudor and the Italian motor-

▽ FASTRIDER BLACK SHIELD by Tudor



cycle manufacturer Ducati (which is at the same time launching the customised Ducati "full black" bike) the Fastrider is a powerful monoblock watch which required two years of research and development.

A LESSON IN GENETIC ALGORITHMS

The benefit of talking to TAG Heuer's broad-shouldered "Mr 1,000Hz", engineer and university professor Guy Sémon, is that he doesn't mince his words.

TAG Heuer's product strategy? He explains: *"At TAG Heuer, the average price is around CHF 3,000, with a peak at 12,000. Well above this, the brand offers exceptional*





Guy Sémon

pieces like the Mikrograph, which costs CHF 50,000 or the Mikrotourbillon, at CHF 220,000. Between the two, there is nothing! But how can we enter this segment? What tools do we have at our disposal? Design and performance. TAG Heuer is an avant-garde manufacture. So we looked back over the past five years, during which we launched one very innovative product each year. We used this innovation as our inspiration and we have put it into a more affordable product."

You remember the Pendulum, which in 2010 opened up a whole new avenue of exploration, that of the magnetic escapement, without a balance spring? There were two big problems to overcome to move forward from the stage of functional concept: the linearity of torque and the sensitivity of magnets to temperature differences. The first problem has been solved by "topological optimisation and genetic algorithms",



△ TAG Heuer Carrera MikroPendulum S with 2 magnetic Pendulums replacing the hairsprings, one for telling time and one for timekeeping. Composed of 454 working components and based on unique TAG Heuer-patented technology, its watch chain turns at 12Hz and its chronograph chain turns at 50Hz (60 minutes power reserve). The chronograph tourbillon, the world's fastest, controls the 1/100th of a second, beats 360,000 times an hour and rotates 12 times a minute. The case is forged from a revolutionary material, a chrome and cobalt alloy used in aviation and surgery. It is fully biocompatible, harder than titanium, easier to shape and as luminous as white gold. The case design, with its stop-watch-like placement of the crown at 12 o'clock, is based on the 2012 Aiguille d'Or winner, the TAG Heuer Carrera Mikrograph, and the Carrera 50 Year Anniversary Jack Heuer edition.

◁ The first high-frequency chronograph moved by magnets, the TAG Heuer Carrera MikroPendulum is inspired by the TAG Heuer Carrera Mikrograph, the first integrated column wheel mechanical 100/s wrist chronograph with a flying central hand display. Like all MIKRO creations, it is a dual chain platform with a balance-wheel system for the watch (28,800 beats per hour (4Hz) with a 42 hour power reserve), and a hairspring-less pendulum system for the chronograph (360,000 beats per hour (50Hz) with a 90 minute power reserve).

meaning that the team started with a simple mathematical entity and moved forward by successive iterations to give the algorithm its "adult" form. Using this algorithm, the R&D engineers at TAG Heuer achieved a linearity of torque that was equal to, if not better than, that of a spring.

The second problem: heat. In order to reduce the magnet's sensitivity to heat, a very subtle dose of magnetism was conceived. To samarium alloyed with cobalt, which forms a "permanent magnet" but one which is unstable at certain temperatures, gadolinium – a rare earth metal – was added. Gadolinium is the natural element with the greatest capacity to absorb thermal neutrons. Here, it acts like a shield, protecting the magnetic heart from temperature differences and improving the precision from the 45 seconds of 2010 to one second per day today.

"We put this thingamajig in a TAG Heuer Monaco chassis, in accordance with our now well-proven dual chain principle, and we got the Pendulum 50 Hz, which times to 100th of a second," concludes Guy Sémon. Something totally new for CHF 35,000, right at the heart of the target. (...)

Read the full article
"BabelWorld" for news from
the show from Hermès,
Harry Winston, Maurice Lacroix,
H. Moser & Cie., Corum, Oris,
Ulysse Nardin, Louis Moinet,
Girard-Perregaux, Tutima,
Louis Vuitton, Chanel and
Rolex online at
www.watch-aficionado.com



THE SKY IS NOT THE LIMIT



CATENE by Bulgari

Long before Zenith's ambassador Felix Baumgartner used a not-so-simple hot air balloon, a high-tech astronaut-style suit and an inordinate amount of courage to break the speed of sound in his free-fall last year, mankind has known that the sky is not the limit. It merely marks the boundary between our earthly realm and the infinite confines of outer space, which the greatest minds (teamed up with the deepest pockets) have always been intent on exploring. But the analogy fits well with the watch industry, which never ceases to innovate at numerous levels, for the movements that power the timepieces or the materials used in the cases to house them. In this article, we take a look at just a few of the trends at BaselWorld this year in ladies' watches, one of which is the welcome idea of launching exciting developments especially for ladies. (...)

Read the full article **"The sky is not the limit"** online at www.watch-aficionado.com



to learn more about vintage inspirations, fashions from cosy to brash, technological developments for her and the battle of the slogans.

SOLID FOUNDATIONS AT THE BASE OF THE WATCHMAKING PYRAMID

BASELWORLD REPORT by Paul O'Neil

My planning for BaselWorld saw me in contact with many of the industry's biggest volume manufacturers. As luck would have it, it was in this very segment that the industry, and in particular the Swatch Group, was making its game plan for the future. Swatch marked its first-ever presence at BaselWorld with a *tour de force* that not only upsets the status quo in the Swiss watchmaking industry but could also send shockwaves as far afield as China and Hong Kong.

SWATCH THROWS DOWN THE GAUNTLET

The 30th anniversary of the watch that saved the Swiss watch industry was definitely something worth celebrating and "Planet Swatch", as the brand dubbed its presence at BaselWorld, did so in style, choosing a different theme each day, around which it organised activities. But the announcement at the brand's press conference on the first day of the fair was undoubtedly one of the most sig-

nificant developments to be presented at BaselWorld, as Nick Hayek presented the world's first self-winding mechanical watch with a fully automated assembly.

The new watch is called Sistem51 because the movement consists of a mere 51 components, just like the original Swatch. Four separate modules, for the time-setting stem, escapement and self-winding mechanism, are soldered to a base made out of ARCAP, with the oscillating mass, which consists of a transparent disc, fixed by a central screw—the only screw in the entire movement.

The movement's rate is set by laser at the factory it is then hermetically sealed inside the watch. Swatch claims astonishing figures for precision (+/- 5 seconds per day)

▽ SISTEM51 BY SWATCH

The dawn of a new era: Sistem51 is the result of a totally new way of manufacturing a mechanical watch movement. The entire process is fully automated and the movement remains hermetically sealed inside the finished timepiece. Its sub-200 Swiss franc retail price throws down the gauntlet to the competition.

and power reserve (90 hours). A mere six jewels are used in the movement and they serve as the inspiration for the first designs for this revolutionary new watch, which is set to retail at "between 100 and 200 Swiss francs," according to Hayek. This aggressive pricing could allow Swatch to grab market share from any number of entry-level quartz brands but, more importantly, sends a clear signal to the manufacturers in China and Hong Kong, who will need to take note and adapt, and fast. (...)

Read the full article **"Solid foundations at the base of the watchmaking pyramid"** with the following:

SWISS APPEAL: Ice-Watch prepares to go Swiss Made, while smaller Swiss brands **Luminox** and **Mondaine** find innovative way to grab attention

NEW BRANDS: Bomberg and Picard Cadet

MID-RANGE MAKEOVERS: JeanRichard, Concord, Charriol and Tutima all presented new identities at the show

SWATCH GROUP: Interviews with the presidents of **Certina** and **Omega**

INDEPENDENT MANUFACTURERS: Raymond Weil, Speake-Marin, Armin Strom and Itay Noy

BIG IN CHINA: Ernest Borel and Emile Chouriet

on www.watch-aficionado.com



BASELWORLD WASN'T BUILT IN A DAY

BASELWORLD REPORT by D. Malcolm Lakin

This year I attended BaselWorld in awe of both the organization's titanic 430 million Swiss franc transformation of the site's old buildings and the monumental multi-million dollar creations of the exhibitors. My days there were as memorable as my first neck-cranning visit to the skyscrapered skyline of New York and I spent my time meandering through the vast halls much like a youngster on a mouth-watering visit to a chocolate factory.

I marvelled at the luxurious, fascinating and imposing structures that had been created to sell watches but I can't help feeling that in spite of the magnificence of the manifestation, the massive amount of ego-massaging, one-upmanship and even pretentiousness behind the resulting stand designs almost detracted from the event's *raison d'être*, i.e. to sell watches.

MADE IN AMERICA

This year, maintaining its penchant for bold, innovative timepieces, Devon launched the Tread 1 Exoskeleton, an eye-catching machine-like timepiece that boasts a transparent case, made of translucent polycarbonate, which reveals the intricate workings of the watch and, surprisingly, creates the impression that the battery-operated movement appears to be on the outside of the case.

In addition to the Exoskeleton, the Tread 2 was presented, a timepiece that leans more towards a traditional casing in stainless steel but maintains an unorthodox presentation of the time. The movement also incorporates a chronograph function that is activated from the crown with the seconds reading on the minute belt and the minutes on the hour belt and is then reset by a pushbutton situated in the centre of the crown.



▲ EXOSKELETON by Devon
▼ QUANTUM COLLECTION by Ritmo Mundo



A QUANTUM LEAP FORWARD IN TIME

California-based Ritmo Mundo launched a new Quantum collection that differs quite dramatically from its previous collections. Ali Soltani, the founder and President of the Ritmo Time Group, explained that the Quantum collection represents a new direction in Italian styling at Ritmo Mundo and required two years of research and development before going into production. "The Quantum series is only the beginning of an incredible shift in the Ritmo Mundo brand," Soltani said. "After a decade in watchmak-

ing, Ritmo Mundo's Quantum is now able to meet consumer demands for luxury crafted fine time products that do not have their price end with lots of zeros. Quantum is not only a leap forward in design, but also it's a leap forward in time." (...)

Read the full article
"BaselWorld wasn't built in a day" with the following:

Aerowatch and **Toshiba** join forces to launch a "smart" watch;
MB&F and **Reuge** present the Music Machine

Frères Rochat's singing bird automaton;
Breitling's life-saving Emergency II chronometer;
Bulgari's first grande complication for ladies;
Alpina's 130th anniversary models;
Franc Vila's cobras and skeletons;
Visual delights by **Manufacture Royal** and **Valbray**

on www.watch-aficionado.com



SERVICE, PLEASE!

COLLABORATIVE CUSTOMER SERVICE AT ICE-WATCH

There is a wonderful symmetry to the headline statistics that Ice-Watch presented at this year's BaselWorld, with the huge figure of four million being a recurring theme. Four million fans on the brand's Facebook page, four million visits to the company website, over four million watches sold (4.3 million, to be precise) and—multiplied by a factor of 100—a turnover of €400 million generated by some 12,000 stores around the world that carry the brand's watches.

Those unit sales mean that Ice-Watch is selling an average of eight watches per minute, 24 hours a day and 365 days a year. Even taking a relatively low return rate of just a couple of per cent, that still means that thousands of Ice-Watches are transiting between stores and after-sales service centres at any given time. So how does the company cope with this volume?

A SYSTEM BORN OF NECESSITY

Patrick Istace is the man with the answers. He helped to develop Ice-Watch's Repair Tracker system, together with Eric Imhauser. It is currently available in two versions: a "light" version that connects an after-sales service provider with the repair centre in Hong Kong, and a "full" version that connects the Hong Kong repair centre, the after-sales service provider, the retailer and even the end customer. (...)



Read the full article
"Collaborative customer service at Ice-Watch" on
www.watch-aficionado.com

SPECIALISED TIMEPIECES FOR PROFESSIONALS



CHRONO CLASSIC 1/100TH by Victorinox

Sports watches are the Swiss Army knives of the watch industry. They are do-anything timepieces, able to take just about anything you can dish out, yet still look good. With a quality sports watch, you can go to the gym in the morning, go to the office, go out to dinner and then take a dip in your hot tub, all without having to change your watch. At the same time, however, there are specialist timepieces that are designed for one particular activity, like diving or racing, which requires a specific set of features and capabilities.

BUILT TO TAKE A BEATING

Sports watches, in general, are built to take the appropriate amount of abuse. Unlike other kinds of timepieces, sports watches are designed and tested to withstand shocks, tension and torsion, changes in temperature, exposure to the elements, perspiration and corrosion, water resistance and more. Most sports watch manufacturers test their watches to destruction and engineer their timepieces to withstand as much as possible. (...)



Read the full article
"Specialised timepieces for
professionals" online at
www.watch-aficionado.com

WHERE DO YOU COME FROM? EARTH AND ITS FOUR DIMENSIONS

HIGHLIGHT



The most philosophical, and undoubtedly the most striking, watch of the year is the Deep Space by Vianney Halter. Revealed to a happy few, including *Europa Star*, on the fringe of BaselWorld, it signals with brio the return of Vianney Halter to the centre stage of watchmaking.

Dreaming that he was lost in a galaxy far away and called to explain to aliens (living in x dimensions) where he came from and what the characteristics of his home planet, Earth, were, Vianney Halter – who does not speak every language of every galaxy

– imagined an object that could summarise human experience, whose fundamental principles are the three spatial dimensions in which we move – height, length and depth – and the temporal dimension in which we evolve.

The result is the Deep Space in the form of a dome whose centre is filled entirely with a tourbillon rotating around three axes (the tourbillon carriage rotates around a first axis in 40 seconds; it is housed inside an ultra-lightweight structure that rotates around another axis, perpendicular to that of the carriage, in six minutes; all of this is

suspended in a cradle that rotates around the mainplate of the movement in 30 minutes), while the fourth, temporal dimension is indicated by two lateral hands that display the time on a circular track.

A summary of our earthly condition.

We will come back to this splendid – and easily readable – piece in our next issue on mechanical watches. ■



Discover more at
www.europastar.BIZ/VianneyHalter

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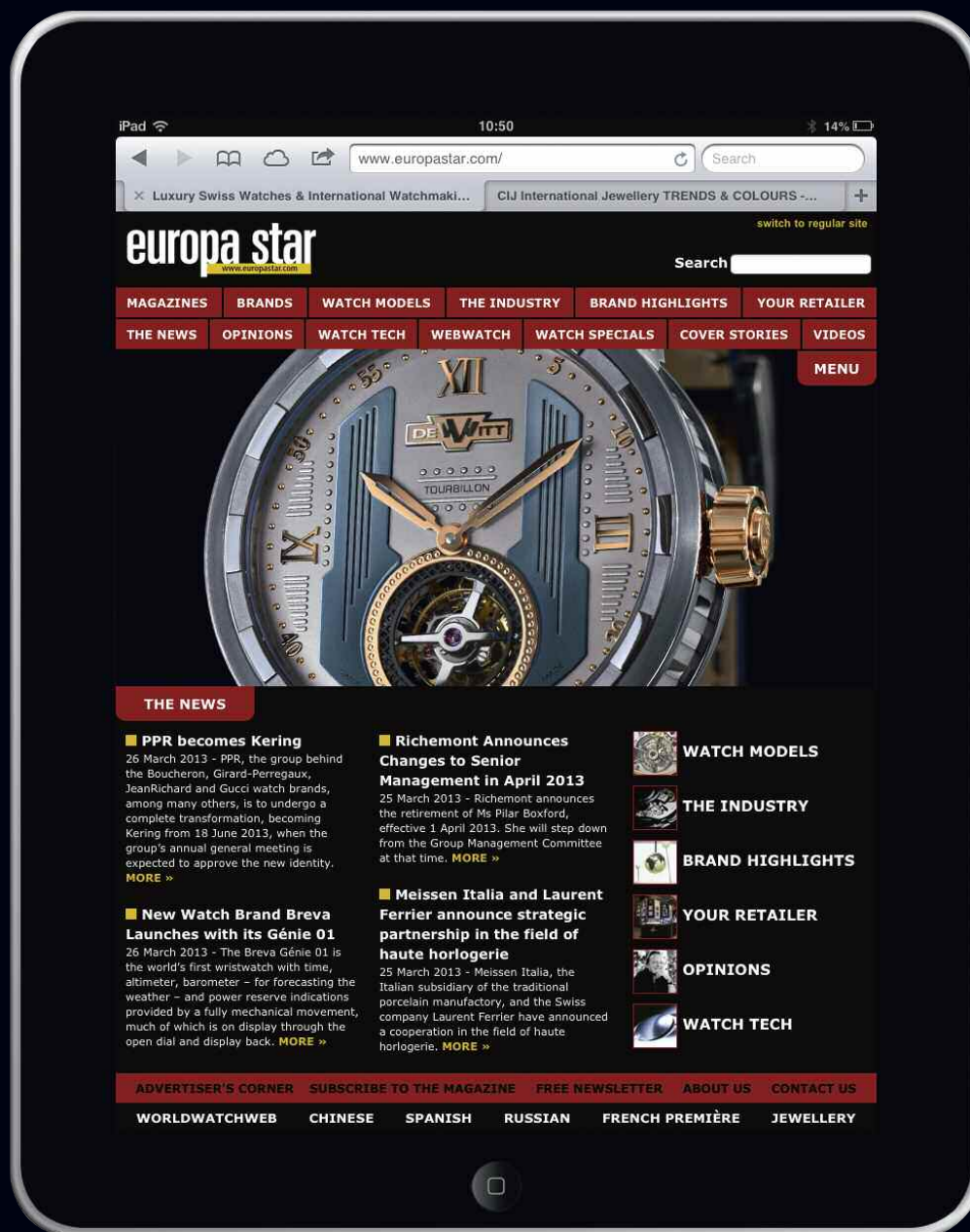


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Covering all aspects of jewellery, from fashion to high end, as well as luxury accessories and behind-the-scenes stories, CIJ TRENDS & COLOURS serves the global jewellery world by presenting the news, trends and colours from market leaders and up-and-coming brands to the world's leading retailers and end consumers.

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