



The Daily Telegraph

WATCH YOUR TIME

SPECIAL WATCH EDITION

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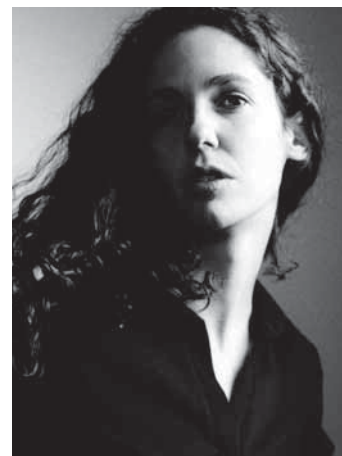
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MADE ENTIRELY IN ITS OWN WORKSHOPS



OUR COVER

SOPHIE DELAPORTE

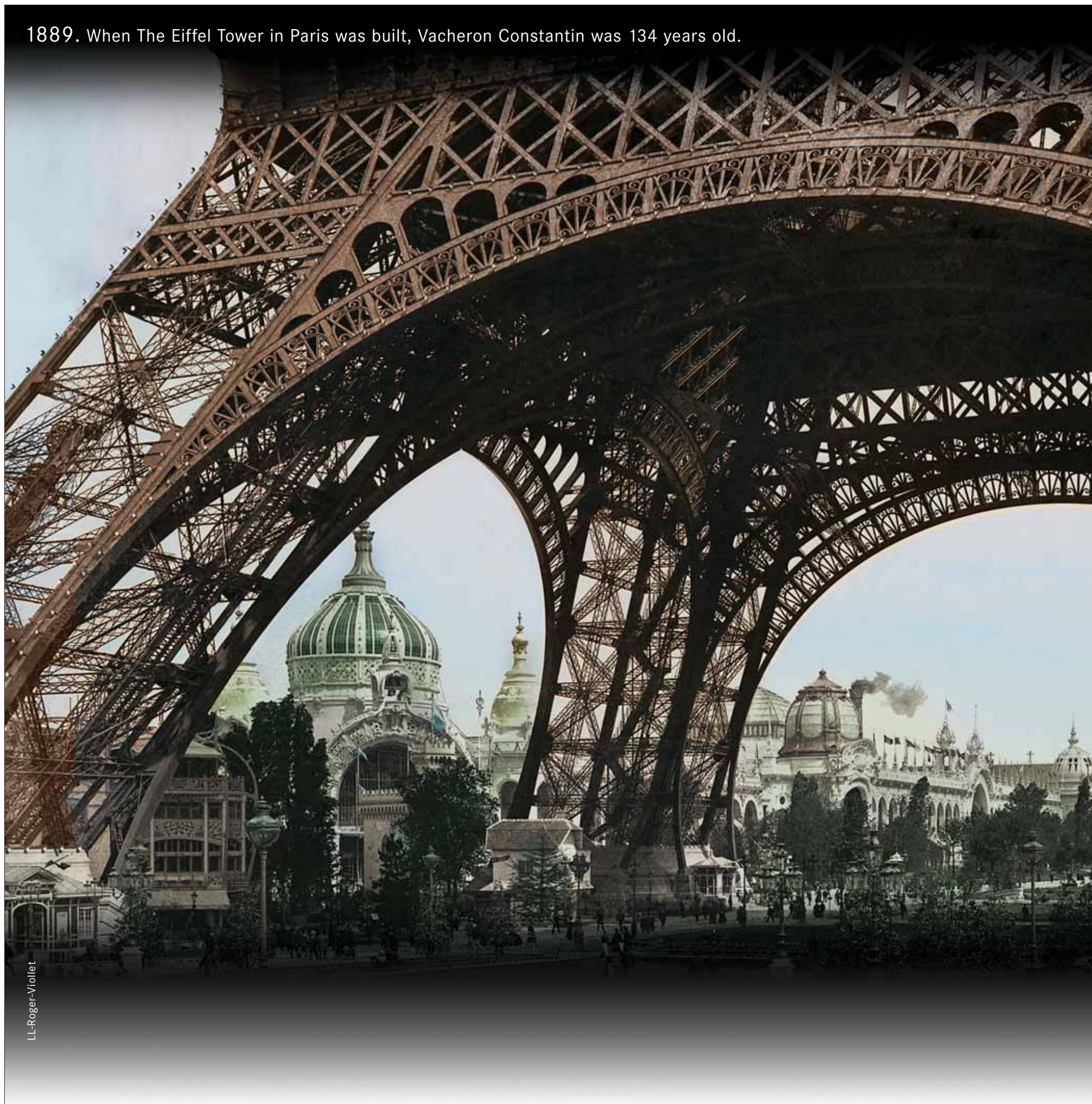
Born in 1971 in Paris, Sophie Delaporte began photography when she was a teenager by taking pictures of her two younger sisters. She studied photography and film at the ENSLL school of art in Paris. After graduating, she moved to London and started to work with some English magazines. Her first published photos appeared in I-D Magazine, which she still regularly contributes to. Sophie now works between Paris and New York. Her work has been featured in magazines such as *Italian Vogue*, *Japanese Vogue*, *L'Uomo Vogue* and *i-D*. While working on fashion photography, Sophie also develops her personal work and has already exhibited twice at the Marion Meyer Gallery in Paris and during several international art fairs. (Bâle, Miami, Art Chicago, Work on Paper in NY...).





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ROSSY DE PALMA

FROM TRIBAL LIVING TO A ONE-WOMAN SHOW — MARIE-PIERRE VALLI

Almodovar's favourite actress is an all-round performer who, after working in film, jumped into operetta last year. After a long stint of communal living in the cinematic and musical worlds, she has chosen in recent months to dive back into music with a kitschy one-woman show. So she sang in *Le chanteur de Mexico* in Paris this winter. And now this year, with great pomp, she is releasing her own perfume! It is a fresh and intoxicating rose fragrance.

Rossy de Palma, with her very short, jet-black hair, sits nonchalantly in the large Café du Trocadéro across from the Eiffel Tower. She admits it: she makes appointments here during the day, then she quietly goes home. She no longer stays out at night. Those days are over. Once at home, she sits down at her sewing machine and creates dresses and hats. Yet for a long time she lived communally with her friends, who were inseparable day and night.

TRIBAL LIVING

Before Almodovar, Rossy the musician started an underground pop group on Majorca, where she was born. The name of the group was Peor Imposible (The Worst of the Impossible). "There were nine of us, all inseparable. We lived together, the whole tribe of us – it was fairly disorganised since this was during "La Movida" (the post-Franco period in the early 1980s). Like any communal tribe, we had our codes and our fetishes... Then, when I worked in film, I went back to that way of life." Pedro Almodovar noticed her and recruited her for *Women on the Verge of a Nervous Breakdown*, in which she played a sleeping-pill addict, then as a lesbian maid-of-all-work in *Kika* and a very "Chanel" bourgeois woman in *The Flower of My Secret*. She made a total of five films with the director and her "tribe" of inseparable friends. It is a way of life in which people become so close that twenty years later they are still like brothers and sisters, like a family. As if no time had passed.

MELANCHOLY, NOT NOSTALGIC

Today she has two children and lives in Paris and Madrid. She smiles mischievously at these times gone by but expresses no regret whatsoever. "I can be melancholy, but not nostalgic," she says. She clings to the present, the better to savour it. She likes fashion and invents clothes for herself. Hence the perfume, which she is introducing in Europe and which she has nicknamed "Eau de protection". It is not a perfume for seduction but rather for dressing up and for protecting and finding a rapport with oneself: an unprecedented perfume for creating inner harmony... Might this be the secret of happiness? ▾

The actress is introducing her first perfume under the Etat Libre d'Orange brand; it is a rose fragrance but with heady accords such as ginger, Madagascar black pepper and patchouli. "And because roses prick your fingers," the actress says, "there had to be that note of blood, that ferrous taste that stays in your mouth when you suck on your finger after you cut yourself." On the bottle there is a dragon, which is both her sign in Chinese astrology and the symbol of protection, since Rossy has called the perfume "Eau de protection."



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WATCH TRIBES



Globalisation is sweeping us up into a two-fold contradictory spin that is both centrifugal and centripetal. The more globalisation spreads, the more its exact opposite "tribalisation" appears to gain ground. The more tastes and preferences go international, the more choices are fragmented into distinctive "niches". Within the unbelievably broad spectrum of options, everyone more or less ends up choosing their own "tribe" distinguished by its own codes, its own particular habits, its signature feature and its initiatory "passwords". What's new about this is the fact that the tribes are no longer spread out according to geographical location. They no longer relate to a physical territory or to specific local factors, but instead belong to a worldwide mental zone that they share beyond borders through the countless networks being woven around the globe. Take for example the "tribe" of the hyper-wealthy, the new billionaires that have become such a buzzword. Whatever their origin, they go to the same places, dance to the same tunes, love the same restaurants, use their Vertu phones to call the same conciergerie services and sport the same watches (the ones others can't afford) on their wrist.

Yes indeed, the watchmaking world is also divided into tribes that immediately recognise each other. But fortunately, the dividing lines and the new "territories" of these various tribes are not exclusively based on revenues. The differences between the tributes are far more subtle and relate to individual preferences: the taste for ostentation or discretion; for rigorous classicism or for avant-garde innovation; for action or for reflection; for fun or for serious timekeeping. There are those who want to keep exact track of their time, and those who on the contrary are focused on "wasting" it. There are those for whom time must sparkle in dazzling radiance, and those who see time as synonymous with understatement. There are those who have plenty of time and those who never have the time, those who cherish former times and those who think only of the future. In a nutshell, each represents a tribe for whom wearing a watch means many different things.

To which "tribe(s)" do you belong? Exclusive, Classic, Mechanical, Accurate, Muscular, Feminine, Glamorous or Innovative? The choice is yours from among a stunning array of colours, shapes, functions and uses. This infinitely varied line-up of watches awaits you in the pages of this new Watch Your Time magazine, jointly published in Germany, Spain, France, the United Kingdom and Italy. An issue for all the "transnational" tribes of Europe.

Yes indeed, the watchmaking world is also divided into tribes



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LLAVALL-UBACH.
CHRISTIAN LLAVALL-UBACH
PUBLISHER, WATCH YOUR TIME



CHANEL

J 12





TAG HEUER
MONACO
1969.

Jean-Christophe Babin was appointed to head the major watchmaking brand TAG Heuer in the autumn of 2000. He is not someone who grew up in the watchmaking establishment. After obtaining an HEC diploma in Paris, he began his career at Boston Consulting Group, as a corporate strategy consultant, then worked in mass market products, initially with Procter & Gamble and then Henkel, where he successfully headed the detergents division, first in Italy and later in Germany.

"I didn't join the watchmaking business, I joined TAG Heuer," he likes to say, clarifying that from the beginning he felt a deep connection with the brand's sporty style.

the consumer rather than with the product." This is true of quartz, for example.

"I have noticed that many consumers, including men, like the accuracy and ease of use of quartz. Why deprive them of that? I have noted their wishes and am anxious to show that quartz need not be seen as lowbrow, or mechanical watches as the ultimate in nobility. Just as with cars – Mercedes and BMW have demonstrated that high-end cars can run on diesel!"

Jean-Christophe Babin has applied this belief to his brand's products, offering equal numbers of quartz and mechanical watches as well as "the best of both worlds" with the recent Calibre S, a hybrid movement that marries the unequalled accuracy of quartz with the sophistication of a mechanical watch.

Another lesson Babin has learned from his

TAG HEUER LINK CALIBRE S.



the foundation of our brand and offer tiers of products that would support the consumer through the growth process of becoming a mature watch consumer. From the entry-level F1 through the Aquaracer, the Link, and the Carrera all the way up to the Grande Carrera, it's like escorting the consumer through an ascent of the stations in life. The journey starts with quartz, reaches a balance between quartz and mechanical, and ends with the mechanical exclusively.

JEAN-CHRISTOPHE
BABIN.
—
TAG HEUER
V4.

JEAN-CHRISTOPHE BABIN: "WATCHMAKING WITHOUT THE TABOOS"

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—
LEWIS HAMILTON.



TAG HEUER FORMULA 1.

The fact remains that his experience in mass-market consumer goods, far from being a handicap, has allowed him to approach watchmaking "with none of the taboos" that all too often paralyse those who have worked only in this business. "I don't feel like I'm in a mental prison," he explains, "and I think that Swiss watchmaking needs to open up and set itself free. Quality is not uniquely Swiss and luxury is not confined solely to the mechanical!" Jean-Christophe Babin explains these words, which others would not dare to utter, by a belief which, given his background, he considers obvious: "You have to start with

mass-market experience is how to categorise his collections, which were designed to be perfectly complementary. "When I arrived at TAG Heuer," he explains, "all of the watches had a rotating bezel and so were more or less diving watches. They were aimed at a single type of consumer. So I eliminated some series, reintroduced others, created reissues of historically striking models so as to better incorporate the match between "Sport & Elegance" that is

And in each series I have created a flagship piece, the F1 Diamonds, Aquagraph, Link Calibre 36, Carrera Calibre 360 and Monaco 360 LS... always taking care to keep the ratio of price to quality extremely attractive."

When asked what watchmaking has taught him in return, Jean-Christophe Babin does not hesitate either: "It has taught me to see the detail in the details! Coming from the mass market, I admit it took me some time to learn. At first, I contributed mostly technological ideas, then I focused on the aesthetics. Ninety percent of all watches are round, and all of them tell time. On these few square centimetres, you have to express the entire philosophy and heritage of a brand and a model. A huge challenge, but that's where all the added value lies. If you can manage to perfectly express your brand's identity in this very small space, you have achieved success!"

Given TAG Heuer's perennial success (the figure cited is over 600,000 watches sold each year), Jean-Christophe Babin's eye, unfettered by "taboos", has adapted extremely well to the requirements of watchmaking, the art of the extremely small. (PM)



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In 2002, at the age of 36, Georges Kern was named head of the IWC watch Manufacture, owned by the luxury group Richemont. He was appointed under dramatic circumstances: Günter Blümlein, the charismatic manager of IWC, the respected man who had also put Jaeger-LeCoultre to rights and kick-started Lange & Söhne, had just passed away suddenly. While Georges Kern does have a thorough knowledge of watchmaking after working at TAG Heuer for eight years, followed by two years with Richemont's "guru" Franco Cologni, he remains first and foremost a marketing specialist. The IWC watch

ON THE OCCASION OF ITS 140TH ANNIVERSARY, THE MANUFACTURE IWC IS RE-ISSUING THE ICON-WATCHES THAT HAVE SHAPED ITS LEGEND.



GEORGES KERN, CATE BLANCHETT, KEVIN SPACEY

funds we make available to them, in particular for purchasing hybrid vehicles or heat pumps for their homes. Besides, I am of two beliefs when it comes to the environment: ecology is an opportunity for companies – carbon down, profits up – and it has to be sexy to be convincing."

Kern personally translates these beliefs into action through his involvement in the international Young Global Leaders organisation and the creation of the Earth Love Movement Foundation, which some very

GEORGES KERN: "DOING WELL, DOING GOOD"

Manufacture has been in Schaffhausen, Switzerland, for the last 140 years. "When I arrived," Kern explains, "people didn't know what would happen to their Manufacture, they even had doubts as to whether the brand would continue. I had to succeed in reassuring them right away."

Kern's big "stroke of luck", to use his own words, is that "since its creation, the brand has never made a major error: it has always remained faithful to itself. Its inherent strength was there, we just needed to revive it." That is the task he set for himself from then on, with a determination and discipline that would allow him to overcome all scepticism, by banking on the product above all else. "IWC's success," he likes to say, "is the product! There are six clearly distinct product lines, all of which are deeply rooted in the brand's history and all of which we have segmented by typology, function and emotion. Each line has its own character, strength, and technical excellence, and tells a specific story."

The lines are Portuguese – classic watchmaking; Da Vinci – beauty and complication; Ingénieur – technical excellence and sturdiness; Pilot – watches for aviators; Aquatimer – diving watches; and Portofino – purity and simplicity. Each of these lines has been aesthetically reworked in such a way that all of them have become watchmaking icons. But Georges Kern has also

at Schaffhausen in the Manufacture itself, which has been significantly expanded, modernised and transformed.

In light of his success, Georges Kern can now also devote himself to the things nearest and dearest to his heart, which he summarises by saying that "each company has a social responsibility and should play a role that goes beyond its business." This credo has led him to commit his company – and himself, personally – to a number of actions, concerning in particular the environment and responsible development. One example is the Laureus Foundation, of which IWC is the main sponsor along with Mercedes. This organisation helps 150,000 children in 40 countries to reintegrate into society through sports. Additionally, the IWC Manufacture has now become carbon neutral. It used to emit 2800 m.t. of CO₂, a figure which now has been reduced to a remainder of 600 m.t. for which IWC purchases CO₂ credits and invests in environmental projects in India. "This is not a publicity stunt," explains Kern, "but a real long-term strategy. We are also encouraging our employees to be responsible through

large companies have already joined and which has just published a veritable "bible" of motivation that was sent to the world's 7000 largest companies. "Doing well and doing good," he concludes. (PM)





TAGHeuer

SWISS AVANT-GARDE SINCE 1860



WHAT ARE YOU MADE OF?

TIGER WOODS AND HIS LINK TACHYMETRE AUTOMATIC
www.tagheuer.com



For 25 years, Caroline Gruosi-Scheufele and her brother Karl-Friedrich Scheufele have shared the same office, entirely glassed-in and with its door wide open. Seated across from each other, "we can constantly exchange information and advice, and also we are always listening to everyone else," they explain.

Caroline and Karl-Friedrich are both co-presidents of the House of Chopard, of which their father is the Chairman. Their mother, Karin Scheufele, joins them on the Board of Directors. To borrow a term

ago). It was a considerable investment, initially regarded with suspicion by the great Swiss watchmakers but which today makes Chopard an admired and envied company. "I am convinced that such an investment would not have been possible in a com-

without delay, without consulting anyone." This ability to implement very long-term strategies explains much of the success enjoyed by Chopard, which during the past ten years has expanded from 720 people to 1650 employees who are "inspired by a loyalty you don't find in a listed company," Karl-Friedrich insists.

This loyalty goes both ways. With the retailers, for example, who represent the brand throughout the world. "They especially appreciate us, because they know we don't change our policies, that family stability is our rule and that we are not an anonymous entity, that we personally are at the helm. That really stands out in today's competitive world."

But, we ask, why is this family identity important to the consumer? It is Caroline who explains to us that "the emotional approach is much more vibrant in a family environment and this emotion obviously is a plus at the level of the product itself." Her brother adds, "Watchmaking is a profession that is a little different – actually it is 40 different professions – and a watch is built differently than a production-model car. Passion counts for a great deal.



KARL-FRIEDRICH SCHEUFELE AND CAROLINE GRUOSI-SCHEUFELE: A BROTHER AND SISTER IN THE WATCH BUSINESS

HAPPY SPORT MARK II CHRONO.

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POWER RESERVE, CALIBRE BEARING THE
POINÇON DE GENÈVE QUALITY HALLMARK,
CHRONOMETER-CERTIFIED BY THE COSC.
ROSE GOLD CASE. LIMITED EDITION OF 100.

from the Swiss political system, such is the "magic formula" of this quintessential family company where all the decisions are the fruit of a ripe consensus among the four members of the clan. Though everything here is done within the family circle, responsibilities are nonetheless very distinct: Karl-Friedrich is in charge of men's watches and production (which he runs with his wife and his father), while the glamour of jewelry and jeweled watches, exhibitions and events are Caroline's province.

Two eloquent examples serve to illustrate this binary approach. On the one hand, it is Caroline who brought the idea of Chopard's participation in the Cannes Film Festival – and a partnership that is already ten years old – to the family table, then she developed it and made it the incomparable worldwide sounding board that this event has become for Chopard. "We all saw it as a good opportunity for the company, so we said yes," Karl-Friedrich explains quietly. Meanwhile, he is the one who dreamed up the creation of the Manufacture which produces the brand proprietary L.U.C. movement (named after Louis-Ulysse Chopard, who founded the brand nearly 150 years



pany listed on the stock market: it was too expensive, too long-term! Now, that is precisely the strength of a family company like ours: we can allow ourselves to plan for the very long-term, we do not have to justify immediate results. And if there are important decisions to be made, we can do it

Design and aesthetics are more important than the purely rational, than the manufacturing costs alone."

There is no doubt that if Chopard were not a family company, the number of models would be greatly reduced: over 1000 models are currently offered. "It's doable because we want to do it, we allow ourselves this luxury for our clients..." state the brother and his sister in unison. (PM)

Veni Vidi Da Vinci!



IWC
SCHAFFHAUSEN
SINCE 1868

Also perfect.



Da Vinci Chronograph. Ref. 3764: The first watch that unites the spirit of da Vinci and Julius Caesar. Because since its launch, this watchmaking masterpiece – inspired by none other than da Vinci – has gone from one triumph to another. And with its new “watch-within-a-watch” function, that series seems set to continue. Because from now on, elapsed hours and minutes can be read off on a single dial, just like the time of day. Additionally, the Da Vinci is equipped with an IWC-manufactured chronograph movement and flyback function. And if it had existed back then, it would no doubt have been one of Caesar’s conquests. **IWC. Engineered for men.**

Mechanical IWC-manufactured chronograph movement (figure) | Flyback function | Automatic IWC double pawl-winding system | Date display | Antireflective sapphire glass | Sapphire glass back cover | Water-resistant 3 bar | 18 ct. rose gold



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I don't want to belong to any club

Did Groucho Marx's cutting humour push the logic of exclusivity to its limits? Since mechanical watchmaking underwent its renaissance at the turn of the 1980s, it has found favour with an increasingly large public. As a direct consequence, its products have been pushed to ever-dizzier heights on the luxury scale in terms of complications and complexity, sophisticated decoration and finish quality, settings and jewels.

The number of aficionados and collectors continues to soar, and the quest for absolute exclusivity has taken an increasingly frenzied turn. The criteria have become ever narrower. The limited series were snapped up in no time. Then came the limited editions, followed by what many thought to be the ultimate solution: one-of-a-kind pieces! But no, enough was not enough. Now we are seeing the arrival of special order pieces! This is when the single member of his own exclusive club asks the manufacture of his choice to create a piece solely for him, which he alone will be able to slip onto his wrist... or into his safe.



THE EXCLUSIVE

that will accept me as a member
[GROUCHO MARX]



VACHERON CONSTANTIN MALTE TOURBILLON REGULATOR. A SHAPED MOVEMENT IN A TONNEAU-SHAPED CASE: THIS APPARENTLY OBVIOUS MATCH IS NOT THE RULE IN THE FIELD OF HAUTE HORLOGERIE. MECHANICAL HAND-WOUND CALIBRE 1790R, TOURBILLON AND REGULATOR-TYPE DISPLAY (SEPARATE DISPLAY OF THE HOURS, MINUTES AND SECONDS SERVING TO ISOLATE EACH OF THESE INDICATIONS AND MAKE THEM IMMEDIATELY LEGIBLE). WHITE GOLD OR 18-CARAT ROSE GOLD DIAL. FIVE TYPES OF FINISH (SNAILED, GUILLOCHÉ, OPALINE, VERTICAL SATIN-BRUSHED, CIRCULAR SATIN-BRUSHED GUARANTEE EXCELLENT READABILITY OF EACH INDICATION. "CLOUS DE PARIS" HOBNAIL GUILLOCHÉ WORK ADORNS THE OUTER ZONE OF THE HAND-CRAFTED DIAL. AVAILABLE IN 950 PLATINUM OR 18-CARAT ROSE GOLD. ALLIGATOR LEATHER STRAP IN DARK BLUE (PLATINUM VERSION) OR BROWN (ROSE GOLD VERSION), HAND-SEWN SADDLE STITCHING, FOLDING CLASP IN MATCHING PRECIOUS METAL.





COMPLICATIONS ARE A DEMONSTRATION OF A BRAND'S EXPERTISE AND THE RACE IS ON TO SEE WHO CAN FIT THE MOST ORIGINAL COMPLICATIONS INSIDE A WATCH CASE.

The most simple mechanical watch has three hands with which it shows hours, minutes and seconds. However, the movement that drives these hands can also supply energy for numerous other functions which, thanks to the watchmaker's dexterity, can be fitted inside the case. They include calendar displays, in particular the date or moon phases, and systems for measuring short intervals, such as a chronograph. Incorporating this kind of additional function requires a more complicated movement, hence why watchmakers refer to "complications". A movement that combines several complications is known as a "grande complication".

Long ago, many clocks in country towns and villages showed the calendar and moon phases as this was of use to farmers. With professional sports and competitions came the need for chronographs. The eighteenth century ushered in the fashion for giving clocks and pocket watches the greatest possible number of complications... which their owners were often incapable of using. In Paris, Abraham-Louis Breguet was accomplished in this art. For one of his customers, Queen Marie-Antoinette, in 1783 he embarked on the creation of a watch that would include every known complication of that time. Sadly the queen never had the chance to enjoy it, as she was guillotined in 1793, several years before the watch was completed. It had been ordered from Breguet by an officer of the queen's guard, who had given the watchmaker carte blanche as to how this watch would be. Breguet was also instructed that time and money were no object.

During the first half of the twentieth century, as the United States emerged as one of the leading industrial nations, Patek Philippe in Geneva set about manufacturing highly complicated watches for wealthy customers, many of whom were American. This was a time when young entrepreneurs such as Henry Graves Jr. and James Ward Packard would go to gentlemen's clubs to compare their latest acquisitions, and indulge in some one-upmanship as they flaunted their latest elaborate watch. These were halcyon years for Swiss watchmakers who could let their imagination run free, knowing their investments would be well-rewarded.



JAEGER-LECOULTRE REVERSO GYROTOURBILLON II. ON THE OCCASION OF ITS 175TH ANNIVERSARY, THE MANUFACTURE JAEGER-LECOULTRE PRESENTS AN EXCEPTIONAL GYROTOURBILLON: A TOURBILLON FITTED WITH DOUBLE CARRIAGE AND A MULTI-DIMENSIONAL ROTATION SYSTEM DESIGNED TO COMPENSATE FOR THE EFFECTS OF GRAVITY ON THE MOVEMENT. THIS EXCEPTIONAL SHAPED MOVEMENT IS MAGNIFIED BY ITS INSERTION WITHIN A REVERSO CASE THAT ENABLES ONE TO ADMIRE IT FROM BOTH SIDES: A DOUBLE THREE-DIMENSIONAL FACE THAT IS POWERFULLY STRUCTURED BY THE MOVEMENT BRIDGES, FEATURING A PLAY ON LEVELS AND ON VOLUMES HIGHLIGHTED BY A SERIES OF METICULOUSLY EXECUTED CONTRASTING FINISHES. SUPERLATIVE AND EXCLUSIVE.

THE RACE FOR COMPLICATIONS

Still today, brands are engaged in a sort of "arms race" to produce the most complicated watch or the most original complications. In 2004, for example, TAG Heuer unveiled the Monaco V4 concept watch whose movement is driven by belts, proof that there is no limit to what can be done. However, the brands that can lay claim to the longest tradition of complications are brands such as Patek Philippe and Vacheron Constantin. In 2000, a pocket watch by Patek Philippe proved that both tradition and innovation were thriving at the Genevan Manufacture: the Star Caliber 2000 features a host of patented mechanisms, never before seen in any other watch.

Vacheron Constantin waited until its 250th anniversary in 2005 to present an array of ultra-complicated mechanical watches. The Tour de l'Île watch features so many functions that it needs two dials to display them all. Its 16 complications, mostly astronomical, and movement are assembled from 840 parts.

Meanwhile, Manufacture Jaeger-LeCoultre launched its Reverso Grande Complication à Triptyque in 2006, a Reverso model with 18 sophisticated complications and three faces. The perpetual calendar is set inside the pivoting case's carriage. Today, thanks to outside design studios such as BNB, the world of complications is also open to brands with less experience and expertise.

Among the timepieces that no doubt started the craze for "grandes complications", one ultra-complicated wristwatch has received the successive

CORUM GOLDEN TOURBILLON PANORAMIQUE. HEIR TO THE GOLDEN BRIDGE AND TOURBILLON SAPHIR, THE GOLDEN TOURBILLON PANORAMIQUE COMBINES 168 ELEMENTS THAT APPEAR TO BE DANCING IN MID-AIR INSIDE A CASE COMPOSED OF A MIDDLE IN RED OR WHITE GOLD OR PLATINUM AND TRANSPARENT SAPPHIRE CRYSTALS. POWERED MECHANICAL HAND-WOUND MOVEMENT WITH A 90-HOUR POWER RESERVE. LIMITED EDITION OF 99. VARIATION WITH A CASE SET WITH 225 DIAMONDS.



EVER MORE COMPLICATED?

— TIMM DELFS

attentions of several watchmakers. Its movement was made at the end of the nineteenth century for a pocket watch by Louis-Elysée Piguet, an inspired watchmaker in La Vallée de Joux. It featured a minute repeater and a grande sonnerie. A collector who went by the name of Lord Arran came into possession of this watch in the late 1980s. He asked Franck Muller to add further complications to the movement and to incorporate it into a wristwatch. The Genevan watchmaker added a perpetual calendar with moon phases and an hour hand for a second time zone. He also included a bimetallic thermometer. When the watch was presented in Basel in 1992, it won the title of the most complicated wristwatch ever made. Enter Gérald Genta in 1994, whose Grande Sonnerie became the new title-holder. Not to be outdone, Lord Arran entrusted his watch to Paul Gerber, master watchmaker. After several years' work, the watch in its present form boasts 12 complications.

As for Jean-Claude Biver, he breathed new life into the Blancpain brand with the 1735 model, presented in 1991. It totals five complications and comprises 740 parts.

PORSCHE DESIGN THE INDICATOR P 6910. THE INDICATOR COMBINES THE FUNCTIONALITY OF A CHRONOGRAPH WITH A HIGHLY COMPLEX AND INGENUOUS DIGITAL DISPLAY OF ELAPSED HOURS AND MINUTES (UP TO 9 HOURS AND 59 MINUTES), ENABLING IMMEDIATE READ-OFF OF MEASURED TIME. THIS DISPLAY MAKES IT ONE OF THE MOST COMPLEX MECHANICAL MOVEMENTS ON THE MARKET, WITH ITS 4 BARRELS AND 800 COMPONENTS. POWER-RESERVE INDICATOR WITH RED ZONE AND FUNCTION CONTROLLER. TITANIUM CASE. RUBBER STRAP.





PIAGET POLO TOURBILLON RELATIF IN TRIBUTE TO PARIS
18-CARAT WHITE GOLD CASE WITH GRAND FEU ENAMELLING USING THE CHAMPEVÉ TECHNIQUE. 18-CARAT WHITE GOLD, GRAND FEU BLACK ENAMELLING OF AN AERIAL VIEW OF THE 12 AVENUES RADIATING OUT FROM THE PLACE DE L'ETOILE. MANUFACTURE PIAGET 608P MECHANICAL HAND-WOUND TOURBILLON MOVEMENT. FLYING TOURBILLON: THE MINUTE HAND, WITH ITS CENTRE OF ROTATION IN THE CENTRE OF THE WATCH, PERFORMS ONE ROTATION OF THE DIAL PER MINUTE. LIMITED NUMBERED SERIES OF 3 WITH "PARIS" ENGRAVING. THE 3 O'CLOCK SIDE OF THE WATCH FEATURES A VIEW OF SEVERAL PARISIAN MONUMENTS: THE LOUVRE AND ITS PYRAMID; THE LARGE FERRIS WHEEL ON THE PLACE DE LA CONCORDE; THE EIFFEL TOWER AND THE SEINE RIVER. THE CROWN COMPLETES THE DESIGN OF THE LARGE WHEEL, WITH A DIAMOND SET IN ITS CENTRE (APPROX. 0.04 CTS). THE 9 O'CLOCK SIDE SHOWS A VIEW OF THE JARDIN DES TUILIERES, THE ASSEMBLÉE NATIONALE, THE ARC DE TRIOMPHE AND THE GRANDE ARCHE DE LA DÉFENSE.



ORIS TT3 FORMULA GOLD LIMITED EDITION
WATCH COMMEMORATING THE 30TH ANNIVERSARY OF THE WILLIAMS F1 RACING TEAM (486 GRAND PRIX RACES, 113 VICTORIES, 16 WORLD CHAMPIONSHIP TITLES), FOR WHICH ORIS IS THE TIMEKEEPING PARTNER. CHRONOGRAPH INSPIRED BY THE WORLD OF FORMULA 1 MOTOR RACING: PINK GOLD CASE, GOLD TACHYMETER SCALE, BLACK CARBON DIAL, CROWN FITTED WITH QUICK LOCK SYSTEM, FLEXIBLE DYNAMIC LUGS INTEGRATED INTO THE "GAUCHO" LEATHER STRAP. CHRONOMETER-CERTIFIED MECHANICAL SELF-WINDING MOVEMENT. LIMITED EDITION OF 300 WATCHES, NUMBERED AND ENGRAVED WITH THE WILLIAMS LOGO ON THE BACK.



HUBLOT BIG BANG LARGE DATE TOURBILLON ALL BLACK. BIG BANG 44 MM, CASE AND BEZEL IN BLACK CERAMICS, BLACK DIAL, TOURBILLON CARRIAGE AT 6 O'CLOCK, POWER-RESERVE INDICATOR AT 9 O'CLOCK, LARGE DATE AT 12 O'CLOCK, HAND-WOUND HUB1050GD MOVEMENT, RUBBER STRAP, LIMITED NUMBERED EDITION OF 50.

FROM HERE TO ETERNITY

Not that Franck Muller was inactive. Its management, under Vartan Sirmakes, remembered that the brand was also known under the Master of Complications name and in 2006 presented Aeternitas, a tonneau watch whose calendar mechanism goes even further than the existing "perpetual" calendars. These must be adjusted at the end of February at least every one hundred years as certain century years, such as 2100, 2200 and 2300, are not counted as leap years by our Gregorian calendar. With the Aeternitas perpetual calendar, this is no longer necessary. It also knows that century years not divisible by 400 are common years, whereas other perpetual calendars consider them to be leap years. There are four versions of the Aeternitas, the most complicated of which, in addition to the perpetual secular calendar, features a tourbillon and a split-seconds chronograph.

A RUSH OF TOURBILLONS

At the 2003 Baselworld, on the AHCI stand, a young and as yet unknown watchmaker by the name of Thomas Prescher showed a pocket watch with a large aperture through which could be seen a tourbillon that rotated around not one but two axes. Richard Good had already made a tourbillon of this kind in 1978 but in a much larger watch. Also around that time, a talented watchmaker from Gübelin, Richard Daners, was creating, with Marion Müller, a triple-axis tourbillon for a pocket watch. And so 2004 was the year of the tourbillon: Gübelin's Turbulences pocket watch was unveiled at almost the same time as Franck Muller's triple-axis pivoting tourbillon, Greubel & Forsey's inclined double tourbillon and Jaeger-LeCoultre's Gyrotourbillon. Since then the rush of tourbillons has slowed down slightly. The challenge now is to manufacture tourbillons that will stand up to the demands of daily life.

Looking at these complicated movements, the question now is how reliable are they for everyday wear? Owners of "grande complication" watches generally know not to wear them for golf or swimming. Understandably, these watches also require more frequent servicing than simple mechanical watches. After vying to produce increasingly extravagant mechanisms, watchmakers will now have to invest in after-sales service if they wish to give their masterpieces the care they need, now and into the future. >



PATEK PHILIPPE SKELETON
WATCH REF. 5180/1 G EXCLUSIVE NEW MODEL WITH A TRANSPARENT DESIGN ENABLING ONE TO ADMIRE THE MECHANICAL AND AESTHETIC PERFECTION OF AN ULTRA-THIN SELF-WINDING SKELETONISED MOVEMENT, ENGRAVED AND DECORATED BY HAND. THIS SUPERLATIVE EMBODIMENT OF FINE WORKMANSHIP DEDICATED TO REFINING AND OPENWORKING A MAXIMUM OF PARTS WILL BE ISSUED IN EXTREMELY LIMITED NUMBERS EACH YEAR.



CHANEL J12 TOURBILLON. WHITE CERAMIC TOURBILLON, BEZEL SET WITH 46 BAGUETTE-CUT DIAMONDS TALLING 4.5 CARATS.



BULGARI ASSIOMA TOURBILLON PLATINE. TOURBILLON SELF-WINDING MOVEMENT, BVL 416. 416 PARTS. PERPETUAL CALENDAR AND DUAL TIME ZONE. 64-HOUR POWER RESERVE. SKELETONISED OSCILLATING WEIGHT. MOVEMENT WITH CIRCULAR-GRAINED ANTHRACITE FINISH. POLISHED PLATINUM CASE (48 MM). ALLIGATOR LEATHER STRAP. WATER-RESISTANT TO 30 METRES. LIMITED EDITION OF 20.

ZENITH CHRONOMASTER
TOURBILLON PHASES DE LUNE DAY & NIGHT. NEW SELF-WINDING CHRONOGRAPH MOVEMENT WITH TOURBILLON, MOON PHASES AND DAY/NIGHT DISPLAY. EL PRIMERO 4034 MOVEMENT WITH BALANCE OSCILLATING AT 36,000 VIBRATIONS/HOUR. ROSE OR WHITE GOLD (45 MM) CASE. DIAL ADORNED WITH A GUILLOCHÉ "BARLEYCORN" OR "WAVE" PATTERN ON THE COUNTERS. 18-CARAT GOLD HANDS. ALLIGATOR LEATHER STRAP.



AUDEMARS PIGUET MILLENNARY DEADBEAT SECONDS
COMPLICATION WATCH WITH DEADBEAT SECONDS POWERED BY A HAND-WOUND MOVEMENT WITH AUDEMARS PIGUET ESCAPEMENT. ALL 233 PARTS OF THE MOVEMENT ARE DECORATED BY HAND: BEVELLED, RHODIUM-PLATED, DECORATED WITH CÔTES DE GENÈVE MOTIF OR CIRCULAR-GRAINED. PINK GOLD CASE. SILVER-COLOURED DIAL. BLUED SKELETON HANDS. LARGE SQUARE-SCALE ALLIGATOR LEATHER STRAP



BLACK TIE COLLECTION
PIAGET EMPERADOR COUSSIN
PINK GOLD CASE, SAPPHIRE CASE-BACK
850P AUTOMATIC
PIAGET MANUFACTURE MOVEMENT
DUAL TIME ZONE, DAY/NIGHT INDICATOR
DATE WITH LARGE WINDOW, SMALL SECONDS
72-HOUR POWER RESERVE, DOUBLE-BARREL

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The more classic work lends itself to change,

All too often, the word “classicism” is associated with being frozen in an eternal form. Quite the opposite is true! A “classic” piece possesses an inner strength that can resist all the insults and transformations to which it may be subject over time. In fact, classicism has nothing to do with paralysis, and everything to do with a work’s extraordinary ability to distill and transcend its original time period, to free itself from the vagaries of fashion, to compel recognition as though naturally.

In this respect, watchmaking is like all arts. Some watches achieve the envied status of “classics” thanks to their harmonious shapes, their natural elegance, the magic of their proportions, or their simple “conspicuousness.” They become iconic, and nothing can manage to alter their charm. They were beautiful 100 years ago, 75 years, 50... they are still beautiful and certainly will remain so for a long time, because they attest to a truth: in art, there is no such thing as progress!



© JUAN GATI

THE CLASSIC

the more vital it is

[JOSÉ AZORÍN MARTINEZ RUIZ AKA AZORÍN]



PATEK PHILIPPE GONDOLO MEN'S WATCH REF. 5124. THE GONDOLO COLLECTION INSPIRED BY THE ART DECO PERIOD IS ENRICHED WITH A NEW MODEL FEATURING A TONNEAU-SHAPED CAMBERED CASE IN WHITE OR YELLOW GOLD, FITTED WITH A SAPPHIRE CRYSTAL PROVIDING A VIEW OF THE NEW RECTANGULAR 25-21 REC PS HAND-WOUND MOVEMENT. "VINTAGE ROSE" (FOR THE WHITE GOLD VERSION) OR OPALINE SILVERED DIAL (FOR THE YELLOW GOLD VERSION), BLACK (OR WHITE) BREGUET NUMERALS OR APPLIED GOLD HOUR-MARKERS AND NUMERALS (YELLOW GOLD). SQUARE-SCALE ALLIGATOR LEATHER STRAP, SHINY HAZELNUT BROWN (FOR THE WHITE GOLD VERSION) OR MATT CHOCOLATE BROWN (FOR THE YELLOW GOLD VERSION). WATER-RESISTANT TO 30 METRES.



A MOVEMENT OF HISTORICAL SIGNIFICANCE IN MONTBLANC WATCHMAKING



**MONT
BLANC** 

THE MONTBLANC STAR NICOLAS RIEUSSEC MONOPUSHER CHRONOGRAPH

With Montblanc's first self-manufactured mechanical movement, a milestone in the history of the chronograph has been achieved. This magnificent Montblanc timepiece pays tribute to Nicolas Rieussec, the inventor of the first chronograph in 1821. What made Rieussec's innovative idea unique, were the rotating discs, with fixed hands and an ink marker used to measure time. It was so revolutionary it gave the chronograph its name – *chrono*, for time and *graphein*, to write. This fascinating new Montblanc Star Nicolas Rieussec Chronograph takes the essence of Rieussec's original rotating disc technique and incorporates it into a truly unique chronographic masterpiece, with twin barrels and a power reserve display visible through its sapphire glass back.



PIAGET ALTIPLANO LARGE
MODEL .18-CARAT WHITE
GOLD CASE, BLACK BATON
HOUR-MARKERS, BATON
HANDS. MANUFACTURE
PIAGET 838P MECHANICAL
HAND-WOUND MOVEMENT.
APPROXIMATELY 65-HOUR
POWER RESERVE. BLACK
ALLIGATOR LEATHER STRAP.

OF THE HUNDREDS, IF NOT THOUSANDS OF MODELS OF WATCHES ON THE MARKET TODAY, NO MORE THAN TWENTY, AND MORE REALISTICALLY BARELY A DOZEN, CAN COUNT AMONG THE PERFECT WATCHES THAT HAVE REACHED ICONIC STATUS.

ICONIC WATCHES

— PAOLO DE VECCHI



It is certainly not the role of a journalist, however specialised, to draw up a list of iconic watches. The market itself decides. The ones who give this or that watch its status as an object of desire are the ones who buy. And such status goes beyond mere monetary value. It transcends the industry's usual categories of classic, technical, fashion or sport. The icon is something else.

And so it is the public, and the public alone, that writes the "hit parade of watches" and, while the reasons behind one or other model's success are many, few can predict what they will be. Certain watches, for whatever reason, are destined to rise above the crowd. Undeniably, the brand (like it or not, the "no logo" philosophy never caught on in watches) and its reputation, irrespective of the model in question, play an essential role. Ultimately though, it is a range of factors that will give a watch its enduring appeal. A game that is played out across design and technology, legend and truth, culture and customs, and which little by little gives rise to this special status.



AUDEMARS PIGUET JULES AUDEMARS MINUTE REPEATER. MECHANICAL HAND-WOUND MOVEMENT, JUMPING HOURS, MINUTES, SMALL SECONDS AND MINUTE REPEATER. 412 HAND-FINISHED PARTS. CASE IN PINK GOLD OR 950 PLATINUM, OPALINE DIAL WITH APPLIED NUMERALS AND BLUED MINUTE HAND. LARGE SQUARE-SCALE ALLIGATOR LEATHER STRAP.

AN UNCHANGING IDENTITY

More often than not, these phenomena spring from the historicity of the watch and its capacity to span the eras of this particular brief (around a century) history of time, without ever falling out of public favour. An icon also has the particularity that it can constantly reinvent itself without ever losing the specific identity with which it was born.

Then there are the rarer cases of watches that become almost instant icons, applauded by public and professionals the moment they appear. A striking example of this would be Chanel which, with its J12, unveiled five years ago, immediately hit home with an astonishingly innovative ceramic watch. While ceramic may not be new to watchmaking, the J12 struck the perfect balance between

fashion and technology that left its direct competitors lagging behind. A similar phenomenon occurred, this time with design as the key, with Philippe Starck's watches for Fossil. Immediately they became a symbol worn by an entire generation of young artists and designers.

ICONS OF SPEED

In the majority of cases, the great icons of watchmaking are part of current collections whose origins in reality go back much further. Among the various examples of these evergreen models, TAG Heuer is a case in point. Ten years ago the brand was struggling to catch the connoisseur's eye. Now it is back as a strong contender after updating two of its models, each associated with a legendary event. Both the models in question are chronographs. One is the Monaco, immortalised by Steve McQueen when he wore it in the film *Le Mans*, released in 1971. The other is the Carrera, created in 1964 in honour of the Carrera Panamericana Mexico, a nail-biting car rally that stretches across 11,000 km of the American continent. Revisited and reissued to rapturous applause, both were immediately restored to their forgotten icon status.



CARTIER TANK LOUIS CARTIER WATCH, LARGE
MODEL 18-CARAT WHITE GOLD CASE, BLACK
ALLIGATOR LEATHER STRAP.
PHOTO HARCOURT © CARTIER 2008



TAG HEUER CARRERA CALIBRE 1 VINTAGE
43 MM-DIAMETER POLISHED STEEL CASE HOUSING A MECHANICAL HAND-WOUND MOVEMENT HISTORICALLY USED IN THE 1960S FOR POCKET-WATCHES. SMALL SECONDS AT 6 O'CLOCK WITH SEMI-CIRCULAR GRADUATION FEATURING A RHODIUM-GREY HAND INDICATING THE SECONDS FROM 0 TO 30 AND A RED HAND FOR THOSE FROM 30 TO 60. DIAL WITH CLOUS DE PARIS MOTIF AND APPLIED HOUR-MARKERS. INTERCHANGEABLE ALLIGATOR LEATHER OR RUBBER STRAP. LIMITED EDITION OF 6000.



CHOPARD L.U.C. MARK III
CLASSIC. MECHANICAL SELF-WINDING MOVEMENT WITH TWIN BARREL FOR A 65 TO 70-HOUR POWER RESERVE. DATE AND SECONDS AT 6 O'CLOCK. STEEL CASE. SILVER-COLOURED OR ANTHRACITE DIAL. ALLIGATOR LEATHER STRAP.



HUBLOT 1915. HUBLOT CLASSIC 41 MM, STEEL CASE AND BEZEL, BLACK DIAL, MECHANICAL SELF-WINDING MOVEMENT, RUBBER STRAP.

RICHARD MILLE

A RACING MACHINE ON THE WRIST



CALIBER RM 011

FELIPE MASSA FLYBACK CHRONOGRAPH

Automatic winding movement
Variable inertia rotor with ceramic ball bearings
62 jewels
Specially designed chronograph coupling system
Skeletonized titanium baseplate
Oversize date
Months at 4 o'clock with automatic adjustment for 30 or 31 days
60-minute chronograph countdown timer
12-hour chronograph totalizer
Flyback function
Water-resistant to 50 meters

Titanium caseband with bezels
in either titanium, or 18-carat red or white gold

From 53 000 €



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28 WATCH YOUR TIME CLASSIC



INSPIRED BY THE ICONIC FOUNDING MODEL IN THIS WATCH LINE, THE PORTUGUESE HAND-WOUND WATCH IS ALSO DISTINGUISHED BY A HAND-WOUND POCKET-WATCH MOVEMENT, CAL. 98295. THIS EXTREMELY ACCURATE WATCH CELEBRATES THE TRADITION OF PORTUGUESE MARITIME EXPLORERS AND CELEBRATES ITS COMEBACK TO MARK THE 140TH ANNIVERSARY OF IWC.

BVLGARI BVLGARI-BVLGARI THE BRAND ICON MODEL WITH WHITE OR BLACK DIAL ADORNED WITH CLOUS DE PARIS HOBNAIL FINISH. POLISHED STEEL CASE. CAMBERED SAPPHIRE CRYSTAL. MECHANICAL SELF-WINDING MOVEMENT. 42-HOUR POWER RESERVE. ALLIGATOR LEATHER STRAP.



ORIS ARTELIER POINTER DAY. MECHANICAL SELF-WINDING MOVEMENT WITH HOUR, MINUTE AND SMALL SECONDS INDICATIONS. CENTRAL POINTER-TYPE DAY DISPLAY. DATE WINDOW. SILVER-COLOURED GUILLOCHÉ DIAL. DOMED CAMBERED SAPPHIRE CRYSTAL. STEEL CASE WITH TRANSPARENT SCREW-IN CASEBACK. WATER-RESISTANT TO 30 METRES.



The myth of speed was partly behind the success of another chronograph, the Cosmograph Daytona, launched by Rolex in the 1970s. Taking its name from the famous speedway in the eponymous Florida city, it is now a veritable status symbol, helped by limited production and the fact that it is the only chronograph to have been made by the Rolex brand. Another example is the Omega Speedmaster, which celebrated its 50th anniversary in 2007 and whose legend is linked to space exploration. Indeed, the basic hand-wound steel model was selected by NASA as standard issue for its astronauts, and witnessed Neil Armstrong become the first man to walk on the Moon in 1969.

LEGENDARY MODELS

Cartier, meanwhile, struck gold with the Santos watch. The Parisian watchmaker's archives tell how Louis Cartier in person created this model, in 1904, at the request of his friend, the wealthy Brazilian businessman and aviation pioneer Santos-Dumont. At Jaeger-LeCoultre, the Reverso has featured in its portfolio of models since 1931. The patented reversible case, the first effective means of protecting the dial (requested by British army officers stationed in India) has, over time, lent itself to innumerable technical and stylistic variations.

However, a watch can become an icon not just thanks to the aura of legend. A unique design helps too, as with the Royal Oak by Audemars Piguet with its octagonal bezel, or the Nautilus by Patek Philippe and its distinctive porthole form. Both are from the drawing-board of Gérald Genta, perhaps the most famous watch designer, and were created in 1973 and 1976 respectively. Still today, the integrated strap and the idea of having a brand traditionally associated with high-end complication movements produce a sports watch as fresh as ever.

ICONIC COLLECTIONS

Beyond the stellar reputation of a handful of models or collections, technological and/or aesthetic innovations can also win iconic status, captured in certain brands' most emblematic models. What could be more iconic than the elegant ultra-slim cases of Piaget or Vacheron Constantin, the nineteenth-century French feel of Breguet, the distinctly Italian neoclassicism of Bvlgari-Bvlgari, the vintage appeal of the Casablanca by Franck Muller or the Portuguese by IWC? What about the military style of the Khaki by Hamilton or the appeal of a technical watch, exemplified by the Chrono4 by Eberhard or the Aerospace by Breitling?

And what hasn't been said about the Swatch? 25 years on it remains an icon for those who are happy to wear a watch but just don't want it to become too big a deal. ▾



RICHARD MILLE RM012 TOURBILLON TUBULAIRE ARCHITECTURAL GOLDEN HAND AWARD IN THE GENEVA WATCHMAKING GRAND PRIX 2007 A FIRST IN WATCHMAKING HISTORY: THE BASEPLATE IS REPLACED BY A TUBULAR STRUCTURE IN WHICH THE GEAR TRAINS AND THE FLYING TOURBILLON ARE COMPLETELY INTEGRATED, AND WHICH IS MORE RIGID WHEN TWISTED THAN MANY PLATES. MECHANICAL HAND-WOUND MOVEMENT. ALUMINIUM ALLOY BARREL, GEAR TRAIN, TOURBILLON CARRIAGE. THREE-PART CASE WATER-RESISTANT THANKS TO THREE TORIC JOINTS IN NITRIK AND ONE DRIVEN IN AND GLUED TITANIUM TUBE. CARBON FIBRE BEZEL RINGS WITH LUMINESCENT HOUR-MARKERS.

CHANEL J12 CALIBRE 3125 "J12" CALIBRE 3125 IN BLACK CERAMICS AND 18-CARAT YELLOW GOLD, TRIPLE FOLDING CLASP, SINGLE-DIRECTION ROTATING BEZEL IN YELLOW GOLD, EXCLUSIVE MECHANICAL SELF-WINDING CHANEL – AUDEMARS PIGUET 3125 MOVEMENT.



CORUM COIN WATCH AUTHENTIC ANTIQUE AMERICAN 20-DOLLAR OR 10-DOLLAR COIN IN 22-CARAT GOLD, CUT IN TWO ALONG THE EDGE, WITH ONE SIDE USED AS A CASE BACK, AND THE OTHER AS A DIAL. BETWEEN THE TWO, A SELF-WINDING MOVEMENT (FOR THE 20-DOLLAR COIN) OR A QUARTZ CALIBRE (10-DOLLAR COIN).



SEIKO SPRING DRIVE MOON PHASE. THE MAGNIFICENT SPRING DRIVE MOON PHASE BY SEIKO, A WATCH FEATURING REVOLUTIONARY TECHNOLOGY AND COMBINING A MECHANICAL MOVEMENT WITH A TRI-SYNCHRO REGULATOR, STEMMING FROM OVER 25 YEARS OF RESEARCH AND DEVELOPMENT, IS BACK THIS YEAR WITH A MOVEMENT FEATURING EVEN MORE METICULOUS DECORATION. THE CIRCULAR ENGRAVING REFLECTS ONE OF THE QUALITIES OF THE SPRING DRIVE, THE PERFECTLY SMOOTH "SLIDING" MOTION OF ITS HANDS.



RAYMOND WEIL PARSIFAL POWER RESERVE NEW MECHANICAL SELF-WINDING MODEL WITH LARGE DATE AND POWER-RESERVE INDICATOR (42 HOURS). DIAL ADORNED WITH 12 LUMINESCENT BEADS AND 11 APPLIED ROMAN NUMERALS, LARGE DOUBLE DATE DISPLAY AT 12 O'CLOCK. CROWN ADORNED WITH 18 LUMINESCENT BEADS AND A BLACK SAPPHIRE. SAPPHIRE CASE-BACK. MOVEMENT CIRCULAR-GRAINED AND ADORNED WITH CÔTES DE GENÈVE MOTIF.





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Man is a mechanism

Let's admit it up front: quartz watches are more accurate than mechanical watches ever will be. And not for a lack of watchmakers who have been working themselves into the ground for ages to continually improve the way the wheels in their mechanisms interact. So why, then, are mechanical watches so exceptionally attractive? Probably because what we want from our watches is not so much that they be accurate to the tenth of a second, as that their soft ticking accompany us through life! Mechanical watches are like us. Don't we all secretly aspire to be able to lose a little time now and then? Do we not claim for ourselves the same attention that is paid to our precious mechanical watch: to be looked at lovingly every day, set right if necessary and always patiently rewound?



© JUAN GATTI

THE MECHANICAL

that is rewound every day
by self-esteem
[LOUIS DUMUR]



JAEGER-LECOULTRE MASTER GRAND TOURBILLON
MECHANICAL SELF-WINDING MOVEMENT, CRAFTED AND DECORATED BY HAND. INDEPENDENTLY ADJUSTED LOCAL TIME, 24-HOUR REFERENCE TIME, MINUTES, DATE POINTER SYNCHRONISED WITH LOCAL TIME, TOURBILLON REGULATOR WITH SECONDS INDICATION. 43 MM PLATINUM CASE. SUNBURST BLACK DIAL. WATER-RESISTANT TO 50 METRES.





MECHANICAL WATCH YOUR TIME 31

PATEK PHILIPPE *WORLD TIME REF. 5131*
WORLD TIME, ONE OF PATEK PHILIPPE'S MOST EMBLEMATIC COMPLICATIONS, IS ALSO ONE OF THE MOST HIGHLY SOUGHT-AFTER BY COLLECTORS, LIKE THE FAMOUS AND EXTREMELY RARE MODELS FROM THE 1940S AND 50S. THIS EXCLUSIVE YELLOW GOLD MODEL HAS A NEW HAND-CRAFTED CLOISONNÉ-ENAMELLED DIAL, AS WELL AS AN ENGRAVING ON THE BEZEL. MECHANICAL SELF-WINDING MOVEMENT. 24 TIME-ZONE INDICATION. SAPPHIRE CRYSTAL CASEBACK. WATER-RESISTANT TO 30 METRES



WHILE TECHNOLOGY TENDS TO STAY IN THE BACKGROUND AND IS ALL BUT INVISIBLE IN MOST OBJECTS OF OUR DAILY LIVES, IT IS INCREASINGLY OCCUPYING CENTRE-STAGE IN THE WATCHMAKING WORLD.

What a life, what luxury! Throughout the day, and late into the night, we are served by an entire regiment of invisible spirits. The coffee machine fills our cups as if by magic with a café macchiato and other specialities; the fridge knows there's no more butter, the car automatically switches on its headlights in tunnels and brakes gently on freezing roads, the computer boots up on its own and picks up the latest information by WLAN, while the microwave oven beeps when the meal is ready. One needs at least a doctorate to understand how these network-based systems actually work – which is why we have become accustomed to being satisfied with the pleasant results, without always looking for technical explanations, since we would not understand them anyway.

Perhaps this insidiously submissive attitude to the invisible electronic circuits that dominate our daily life explains the extremely strong renewed interest in mechanical watches over the last few years. Not because the layman immediately grasps the highly complex kinematic processes involved in the operating of their movement, but because transparent casebacks provide fascinating views of their intricate mechanisms and the tireless oscillating weight may at first glance appear to be responsible for the movement of the hands. Transparent technology instead of a black box.

Watchmakers cannot and do not wish to conceal this recent interest in all things mechanical. Glareproofed crystal casebacks have long since become commonplace on watches housing a mechanical inner life. These days, manufacturers go even further by fitting the sides of the case with transparent openings or making dial cut-outs. Not that this trend is as recent as it seems, since a century ago already, some watchmakers exercised the art of "skeletonisation" or openworking and systematically used saws and files to "lighten" the movement parts and retain only their outline. The difficulty of this practice lies in keeping just enough material so as not to jeopardise the stability of the various components. The result is a "transparent" movement in the true sense of the term, such as the Pathos split-seconds chronograph by Chronoswiss, which is still available today. Unlike traditional skeletonised watches with their filigree-worked and often finely chased movements that immediately place such objects in the category of artistic craftsmanship, the new "open" creations tend instead to pay trib-

ute to the advanced technical know-how generally concealed beneath the dial. For example, Vacheron Constantin offers its perpetual calendar in the Malte line in an "Open Face" version, meaning free of any dial. The face of this elegant platinum watch is dominated by a fascinating chaos, an apparent disorderly array of wheels and levers that testifies exclusively to the impeccable care lavished on details, without any ornamentation or sparkling elements.

TECHNOLOGY AND TRANSPARENCY

— PETER BRAUN

Among these forerunners of the techno-transparent look, Frenchman Richard Mille, in cooperation with a specialised Swiss workshop, has developed a watch collection that proudly provides spectacular views of its technology. Richard Mille has broken with the longstanding watchmaking traditions which dictated that precious objects should also shine: not only are the cases studiously dulled in appearance, but the various movement parts, despite being meticulously polished and engraved, feature a matt finish reminiscent of a tiny racing-car engine. It is therefore hardly surprising that Richard Mille watches should be so popular among devotees of motor sports: Ferrari director and watch collector Jean Todt wears a Tourbillon by Richard Mille and the brand has even dedicated a split-seconds chronograph to Formula 1 racing driver Felipe Massa. Meanwhile, Hublot has taken a similar path with its Bigger Bang tourbillon, renouncing the traditional dial so as to highlight the obviously high-tech nature of the movement. On the Mag Bang model, the movement, case and dial are made from the same material, an extremely light and resistant magnesium alloy, and the play of matt grey surfaces with sharp-cut angles also creates an extremely "technical" effect.



RICHARD MILLE *RM011 FELIPE MASSA FLYBACK CHRONOGRAPHE*. THE RM011, DEDICATED TO THE WORLD OF MOTOR RACING, REPRESENTS THE CULMINATION OF LENGTHY AND METICULOUS RESEARCH, INCLUDING NUMEROUS HOURS SPENT ON RACING TRACKS ON THE WRIST OF DRIVER FELIPE MASSA DURING HIS FOUR YEARS OF COOPERATION WITH THE BRAND TO DATE. THE FLYBACK CHRONOGRAPH FUNCTION ENABLES THE WEARER TO RESTART THE CHRONOGRAPH WITHOUT NEEDING TO STOP THE MECHANISM. VARIABLE-GEOMETRY ROTOR SERVING TO ADAPT THE DEGREE OF WINDING OF THE MAINSPRING TO THE USER'S ACTIVITY. MECHANICAL SELF-WINDING MOVEMENT. LARGE DATE, MONTH, 55-HOUR POWER RESERVE.



HUBLOT *AERO BANG IN TUNGSTEN* BIG BANG 44 MM, TUNGSTEN CASE AND BEZEL, OPENWORKED DIAL DESIGN, HUB44SQ MECHANICAL SELF-WINDING CHRONOGRAPH MOVEMENT, RUBBER STRAP.

PIAGET *EMPERADOR COUSSIN QUANTIÈME PERPÉTUEL*. CASE IN 18-CARAT WHITE OR PINK GOLD. SILVER-COLOURED OR BLUE DIAL, SATIN-BRUSHED COUNTERS, APPLIED GOLD HOUR-MARKERS, CASEBACK FITTED WITH SAPPHIRE CRYSTAL PANE REVEALING THE MANUFACTURE PIAGET 855P MECHANICAL SELF-WINDING PERPETUAL CALENDAR MOVEMENT. APPROXIMATELY 72-HOUR POWER RESERVE.





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PORSCHE DESIGN *FLAT SIX EDITION 1*. MECHANICAL SELF-WINDING CHRONOGRAPH WITH PORSCHE DESIGN ROTOR SYSTEM, CHRONOMETER-CERTIFIED BY THE COSC. 46-HOUR POWER RESERVE. DATE AND DAY OF THE WEEK DISPLAYED AT 3 O'CLOCK. SATIN-BRUSHED AND POLISHED STEEL CASE, DOMED, GLAREPROOFED SAPPHIRE CRYSTAL; SATIN-BRUSHED STAINLESS STEEL BEZEL WITH TACHOMETRIC SCALE; INTEGRATED PUSHERS CONTROLLING THE CHRONOGRAPH; SATIN-BRUSHED STAINLESS STEEL FITTED WITH A SAPPHIRE CRYSTAL PLATE. WATER-RESISTANT TO 120 METRES.



OFFICINE PANERAI



THE NEW CHRONOGRAPH FROM OFFICINE PANERAI, IN ITS MANIFATTURA COLLECTION, DISTINGUISHED BY AN EXCLUSIVE MECHANICAL MOVEMENT, IS HOUSED IN THE TRADITIONAL 44 MM-DIAMETER LUMINOR 1950 CASE IN STEEL OR ROSE GOLD. THE P. 2004 CALIBRE, THE FIRST CHRONOGRAPH MOVEMENT ENTIRELY DEVELOPED AND PRODUCED BY OFFICINE PANERAI WITHIN ITS MANUFACTURE IN NEUCHÂTEL, FEATURES A SERIES OF NOTEWORTHY SPECIAL FEATURES AND INNOVATIONS: MANUAL WINDING, 8-DAY POWER-RESERVE WITH LINEAR READ-OFF; DUAL TIME ZONE WITH DAY/NIGHT INDICATION; SECONDS HAND RESET DEVICE TO ENABLE ACCURATE SYNCHRONISATION; SINGLE-PUSHER CHRONOGRAPH (THE HAND IS STARTED, STOPPED AND RESET BY SUCCESSIVE PRESSES ON THE SINGLE PUSHER), WITH COLUMN-WHEEL AND FRICTION COUPLING-CLUTCH. ITS THREE SUPERIMPOSED BARRELS GUARANTEE A CONSTANT SUPPLY OF ENERGY FOR A FULL EIGHT DAYS. ITS REMAINING POWER RESERVE IS DISPLAYED THROUGH AN APERTURE AT 6 O'CLOCK, GRADUATED FROM 0 TO 8 AND SWEEPED OVER BY A LINEAR-INDICATION MARKER. DUAL TIME ZONE, INDICATED BY A SECOND ARROW-TIPPED CENTRAL HAND, DAY/NIGHT APERTURE. WATER-RESISTANT TO 100 METRES. LIMITED EDITION OF 500 IN STEEL AND 250 IN ROSE GOLD. ALLIGATOR LEATHER STRAP IN BLACK (STEEL VERSION) OR CHESTNUT BROWN (GOLD VERSION).

LUMINOR 1950 8 DAYS CHRONO MONO-POUSSOIR GMT.



Since the venerable Manufacture Zenith awakened a few years ago from its long period of slumber, its brand image has undergone a radical transformation: the range of models has become not only more luxurious, but also more original and more exuberant. It is therefore no surprise to note that Zenith is also surfing the "techno" wave with its generously sized "Defy" collection featuring original shapes and exotic materials. The dials are daring compositions of metal and plastic featuring an intricate blend of appliqués, mesh and plates, in front of which assorted hands, stars and "paddle wheels" perform fascinating and intricate rotations. Function and functionality sometimes depend on the originality of designers, a fact that leads to some noteworthy consequences.

The Manufacture Jaeger-LeCoultre in the Vallée de Joux is distinguished by its steady stream of genuine technical innovations and by its use of parts made from new high-tech materials. In some cases, such as the high-tech Master Compressor Extreme LAB, these features are revealed for all to see, unencumbered by any dial. On the Master Compressor Diving Pro model, its mechanical depth gauge can also be triggered out of water at the flick of a finger, while the transmission pinions driving the hands may be observed through a dial opening.

In Chopard's L.U.C Tech Twist, the date crown is visible beneath a blackened steel movement forming a luxurious, multi-layer three-dimensional dial. Moreover, mechanical stage-setting effects are not restricted to ultra-complicated watches with hard to read multiple displays. Audemars Piguet has conducted major research in developing a new escapement and has treated the balance to a double-coiled spring. To ensure this exceptional technological gem should not be confined to secrecy in the depths of the movement, the regulating organ of the Millenary with deadbeat seconds has been placed in the foreground, on the dial side. On the watches in "La Tradition" collection by Breguet, the dial must also share the space beneath the crystal with various technical organs. The movements of these wristwatches, evoking the pocket-watches by the pioneering Abraham-Louis Breguet, are models of their kind serving an almost didactic role.

In the Blu Majesty Tourbillon MT3, not only is the movement in the foreground, it is actually the central element. Beneath a domed crystal, three combined tourbillons perform their rotations in a fascinating ballet, appearing beneath the dial like a sculpture in space. Their strict 12-hour or 60-minute cadence has enabled master-watchmaker Bernhard Lederer to use them as hands, cleverly concealing their complex workings by giving them a useful and visible function which allows an owner not too aware of the technical sophistication to enjoy the carefree pleasure of contemplating their intricate motion. However, anyone taking a closer look could well find themselves completely absorbed by this vision: the complex kinematics become a little less so with each passing minute, opening a window onto a truly fascinating world. ~

LOUIS VUITTON *TAMBOUR ORIENTATION*. ORIENTATION FUNCTION ENABLING THE USER TO FIND THE NORTH, IN WHICHEVER HEMISPHERE. EXCLUSIVE SELF-WINDING LOUIS VUITTON MOVEMENT. 42-HOUR POWER RESERVE. LUMINESCENT HANDS. GLAREPROOFED SAPPHIRE CRYSTAL. WATER-RESISTANT TO 100 METRES.



ORIS *ARTELIER SQUELETTE*. THE FIRST SKELETON WATCH IN THE CLASSIC ARTELIER LINE. THE 40 MM STEEL CASE REVEALS THE MECHANICAL SELF-WINDING MOVEMENT ENGRAVED WITH LOUIS XIV MOTIFS AND FEATURING BLUED SCREWS. SILVER-COLOURED RING-SHAPED DIAL. SAPPHIRE CRYSTAL. WATER-RESISTANT TO 30 METRES.



CHANEL *J12 GMT 42 MM*. SELF-WINDING MOVEMENT, 28,800 VIBRATIONS PER HOUR, 21 JEWELS. GMT FUNCTION ENABLING SIMULTANEOUS READ-OFF OF THE TIME IN TWO PARTS OF THE WORLD: LOCAL TIME ON THE MAIN DIAL; AND THE TIME IN THE COUNTRY OF ORIGIN ON THE 24-HOUR GRADUATED OUTER BEZEL BY MEANS OF THE GMT HOUR HAND. 42-HOUR POWER RESERVE. SUPERLUMINOVA COATED HANDS AND HOUR-MARKERS. GLAREPROOFED SCRATCH-RESISTANT SAPPHIRE CRYSTAL. WHITE CERAMIC STRAP. WATER-RESISTANT TO 100 METRES.

VACHERON CONSTANTIN *MALTE PERPETUAL CALENDAR CHRONOGRAPH - EXCELLENCE PLATINE COLLECTION*. MECHANICAL HAND-WOUND MOVEMENT. HOURS, MINUTES, SMALL SECONDS AT 9 O'CLOCK, COLUMN-WHEEL CHRONOGRAPH, 30-MINUTE COUNTER AT 3 O'CLOCK, CENTRAL CHRONOGRAPH HAND. PERPETUAL CALENDAR. MOON PHASES. 40-HOUR POWER RESERVE. 950 PLATINUM CASE. SANDBLASTED 950 PLATINUM DIAL. 11 APPLIED HOUR-MARKERS IN 18-CARAT WHITE GOLD. MOON-PHASE DISC IN 950 PLATINUM, ENGRAVED, PATINATED AND ENTIRELY FINISHED BY HAND. DARK BLUE HAND-SEWN ALLIGATOR LEATHER STRAP WITH SQUARE SCALES. LIMITED, INDIVIDUALLY NUMBERED EDITION OF 50.



THE MOST ELEGANT AND UNDERSTATED OF THE WATCH LINES FROM **IWC** SCHAFFHAUSEN CAN LAY CLAIM TO AN EXTREMELY NOBLE PREDECESSOR. THE *PORTOFINO HAND-WOUND* MODEL IS A RE-ISSUED TRIBUTE TO THE ORIGINAL PORTOFINO REF. 5251, AND FEATURES A HIGHLY ACCURATE MOON-PHASE DISPLAY.



GIRARD-PERREGAUX *WWTC FINANCIAL*. MECHANICAL SELF-WINDING "WORLD TIME" CHRONOGRAPH. TWO MOBILE RINGS AROUND THE DIAL: 24-HOUR RING SYNCHRONISED WITH THE HOUR HAND; AND ANOTHER CARRYING THE NAME OF 24 CITIES AND 4 STOCK EXCHANGES, INDICATING THE OPENING HOURS OF THE NEW YORK, LONDON, HONG KONG AND TOKYO STOCK EXCHANGES.



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Chopard

High-tech tradition

L.U.C Tech Regulator. The name “regulator” applies to the master clocks that watchmaking manufacturers used as a reference to set their timepieces. To facilitate accurate and immediate read-off, the hours, minutes and seconds were displayed along different axes. With the L.U.C Quattro Regulator, Chopard has recently distinguished itself by miniaturising this traditional mechanism to wristwatch size.

The L.U.C Tech Regulator is a daring new interpretation of this model. Clearly confident in its technical assets, it comes in a steel version that accentuates its pure lines. The four-barrel L.U.C movement, chronometer-certified by the COSC, is endowed with a 9-day power reserve appearing at 12 o'clock. The regulator displays – central minutes, hour subdial at 3 o'clock and seconds subdial at 6 o'clock – form an astonishing geometrical whole enlivened by a subtle play of colours and by hollowed blued steel “Dauphine” hands. The harmoniously balanced overall effect is completed at 9 o'clock by a 24-hour dual time-zone display with day/night zones.

L.U.C Tech Regulator: available in a limited, numbered edition of 250 in steel (ref. 168449-3001).



L.U.C

MANUFACTURE DE HAUTE HORLOGERIE
LOUIS-ULYSSE CHOPARD



Those who never have time

What if a chronograph – the etymology of which actually means “to write time” – were there not so much to “take our time” as to give us time? It is true that from its beginnings, the chronograph was designed to keep track of short intervals of time. So it was above all a professional instrument, intended for station masters and later for athletes and sports enthusiasts eager to measure their performances accurately. This is still true – at least in part, because the “chrono” gradually became a watch style in its own right. So it is customary to say that at one time or another, 95% of chronographs are used as egg timers. But is not this delight in accuracy, whether it applies to a cooking time, a 100-metre dash or a Formula One race, especially useful for counting all the time left over? That is, all the time that we have “gained”?



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THE ACCURATE

do less

[GEORG CHRISTOPH LICHTENBERG]

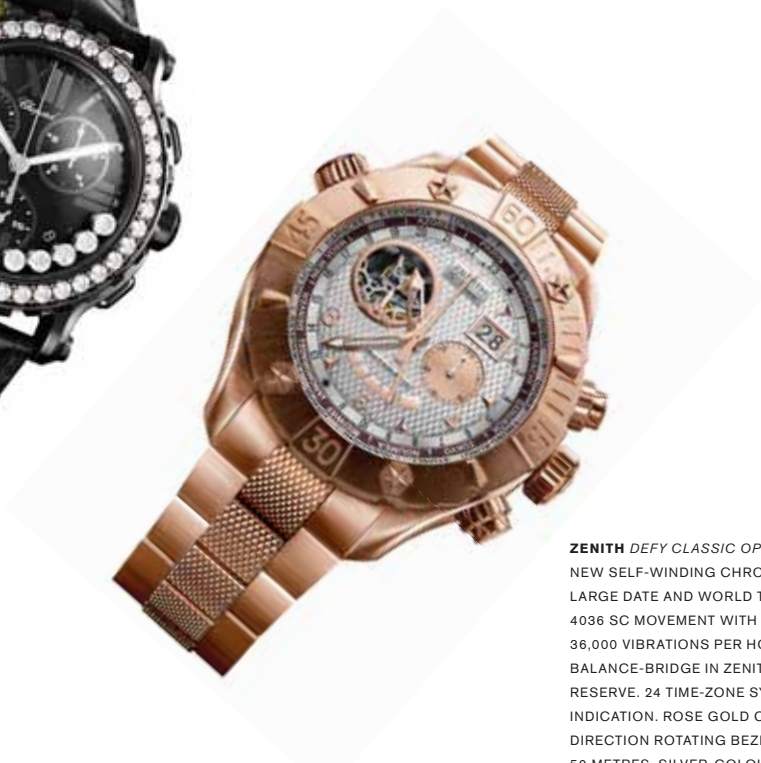


ROLEX OYSTER PERPETUAL COSMOGRAPH DAYTONA
18-CARAT WHITE GOLD CHRONOMETER. PINK MOTHER-OF-PEARL DIAL SET WITH DIAMONDS. BEZEL SET WITH BRILLIANTS. SCREW-LOCK PUSHERS. LEATHER STRAP WITH GOLD FOLDING CLASP. WATER-RESISTANT TO 100 METRES. SELF-WINDING MOVEMENT. SAPPHIRE CRYSTAL.





CHOPARD *HAPPY SPORT MARK II CHRONO ALL BLACK*. BLACKENED STEEL WATCH FROM THE "HAPPY SPORT" COLLECTION WITH BLACK DIAL AND 5 MOBILE DIAMONDS. ROTATING BEZEL. QUARTZ MOVEMENT, WATER-RESISTANT TO 30 METRES. BLACK CROCODILE LEATHER STRAP WITH BLACKENED POLISHED STEEL BUCKLE. ALTERNATIVE VERSION WITH FULL-SET BEZEL (2.20 CTS).



ZENITH *DEFY CLASSIC OPEN GRANDE DATE MULTICITY*. NEW SELF-WINDING CHRONOGRAPH MOVEMENT WITH LARGE DATE AND WORLD TIME DISPLAYS, EL PRIMERO 4036 SC MOVEMENT WITH BALANCE OSCILLATING AT 36,000 VIBRATIONS PER HOUR. SHOCK-ABSORBING BALANCE-BRIDGE IN ZENITHIUM Z'. 50-HOUR POWER RESERVE. 24 TIME-ZONE SYSTEM WITH DAY/NIGHT INDICATION. ROSE GOLD CASE (46.5 MM), SINGLE-DIRECTION ROTATING BEZEL. WATER-RESISTANT TO 50 METRES. SILVER-COLOURED GUILLOCHÉ DIAL WITH OPENING REVEALING THE MOVEMENT. ALLIGATOR LEATHER OR BROWN RUBBER STRAP, OR BRUSHED AND GUILLOCHÉ-PATTERNED ROSE GOLD.

IF ONLY ONE MECHANICAL COMPLICATION WERE AVAILABLE FOR WATCHES, THE CHOICE WOULD UNDOUBTEDLY FALL ON THE CHRONOGRAPH. NEXT TO THE BASIC INDICATIONS OF THE HOURS, MINUTES, SECONDS AND DATES, THE CHRONOGRAPH IS THE MOST POPULAR FUNCTION IN WATCHMAKING. THE SUCCESS OF THIS MECHANICAL FEATURE IS UNDENIABLE. BUT IF YOU LOOK CLOSELY, IT IS ALSO PARADOXICAL, BECAUSE THE FUNCTION ITSELF IS HARDLY EVER USED BY ITS OWNER. THAT DOESN'T PREVENT MANUFACTURERS FROM BRINGING OUT NEW DEVELOPMENTS IN THIS AREA AS A DEMONSTRATION OF THEIR TECHNICAL PROWESS. IN FACT, THE CHRONOGRAPH HAS BECOME A PERFECT SYMBOL OF THE EVOLUTION AND NEW STATUS OF MECHANICAL WATCHMAKING.

— **JEAN-PHILIPPE ARM**

CHRONOS SET THE PACE

One could believe that everything has already been done, and that apart from quartz, there were no new developments to be expected. But no, watchmakers pursue their quest. And the question that seemed strange a few years ago is still relevant: what's new in chronographs? And each time the answer is a litany of brands that regularly add a new chrono to their already voluminous collections.

ALL-TERRAIN CHRONOGRAPHS

There are of course lots of repeats, and under the fashionable coachwork, there's often the same old movement ticking away. For more than 30 years it's been known as the Valjoux 7750 and has amply proven itself as the tough and reliable all-terrain movement — a typical ETA (Swatch Group) product. Now in the public domain, the calibre and its incarnations have powered the models of a multitude of Swiss brands, as a base for other mechanical developments or personalised to the brand's own finish and decoration. It opened new avenues, particularly for brands that had acquired a solid reputation in that niche. The Valjoux 7750 has played a decisive role in the whole of the watch industry since its launch in 1973.

At that time, the chronograph was running out of steam. It had known glory for half a century, in particular during World War II. Since the late 1880s, more than 350 patents had been filed for chronograph mechanisms. But a good chrono wasn't cheap, mainly because of its essential component, the column-wheel. Dubois-Dépraz, specialist in mechanical modules in the Joux Valley, had already developed an alternative solution in the late 1930s that equipped 3.5 million watches. But demand plunged in the 1960s. By offering simple and less expensive construction in 1973, the Valjoux 7750 was to make the mechanical chronograph affordable to all, just when the industry became submerged by the quartz tsunami. The chronograph remained as an isolated but impregnable citadel before the mechanical reconquest of the 1980s. The two buttons and three subdials on the face became the rallying sign of the partisans of the mechanical watch.

VACHERON CONSTANTIN *CHRONOMÈTRE ROYAL 1907*. LIMITED SERIES OF 100 TO CELEBRATE THE 100TH ANNIVERSARY OF THE CHRONOMÈTRE ROYAL VACHERON CONSTANTIN IN 2007. NEW SELF-WINDING PROPRIETARY CALIBRE 2460 SCC BEARING THE DOUBLE HALLMARK OF GENEVA AND SWISS OFFICIAL CHRONOMETER TESTING (INSTITUTE) CERTIFICATION. STOP SECONDS DEVICE SERVING TO COMPLETELY STOP THE WATCH AND SET TO THE NEAREST SECOND. 40-HOUR POWER RESERVE. WHITE TRADITIONAL GRAND FEU ENAMELLED DIAL IN 18-CARAT GOLD UNDERGOING FIVE TO SEVEN FIRINGS AT HIGH TEMPERATURES. 18-CARAT ROSE GOLD CASE, SAPPHIRE CRYSTAL LIGHTLY CAMBERED ON THE DIAL SIDE AND TRANSPARENT SAPPHIRE CRYSTAL CASEBACK. WATER-RESISTANT TO 30 METRES. ALLIGATOR LEATHER STRAP.

SEIKO *SPRING DRIVE CHRONOGRAPH*. THE HIGH PRECISION OF THE VERTICAL COUPLING-CLUTCH AND COLUMN-WHEEL SPRING DRIVE CHRONOGRAPH MOVEMENT, COMPOSED OF 416 PARTS, IS ACCURATE TO WITHIN ONE SECOND A DAY. ITS DISPLAYS INCLUDE GMT, DATE AND 72-HOUR POWER-RESERVE INDICATIONS. STEEL CASE. BLACK DIAL WITH LIGHT RED ACCENTS. LIMITED EDITION OF 300.

FOR THE 140TH ANNIVERSARY OF **IWC**, THIS PROFESSIONAL CHRONOMETER POWERED BY PROPRIETARY CALIBRE 98300 IS BEING RE-ISSUED AS THE *PILOT'S HAND-WOUND MODEL*. A SPECIAL WATCH QUITE OBVIOUSLY DESTINED FOR PILOTS, IT FIRST CONQUERED AIRSPACE AS THE FIRST PROFESSIONAL WATCH FROM IWC SCHAFFHAUSEN.





38 WATCH YOUR TIME ACCURATE



VERSACE DV ONE. SHINY WHITE CERAMIC 42 MM CASE AND BRACELET, BEZEL SET WITH BAGUETTE-CUT SAPPHIRES, RUBIES OR DIAMONDS. WHITE DIAL WITH DIAMOND HOUR-MARKERS. SELF-WINDING ETA 28.94 CHRONOGRAPH MOVEMENT.

REVE. STEEL OR GOLD-PLATED CHRONOGRAPH, PRECIOUS VERSION WITH DIAMOND-SET BEZEL, MOTHER-OF-PEARL DIAL WITH DIAMOND HOUR-MARKERS, STEEL BRACELET OR LEATHER STRAP. ETA 251.471 CHRONOGRAPH MOVEMENT.

NEW EXPRESSIONS

Worn out by its own success, the chronograph's characteristic look gave way, 20 years later, to other expressions. The trend seems to be the single-button chrono with two subdials, a configuration dating from pocket-watch times. Better still, the most fashionable way to indicate the elapsed hours and minutes is on a central dial with coaxial hands, like the time-of-day indication. Other variations include jumping digital minutes in an aperture. The traditional two or three separate counters might soon be confined to household utility meters.

But in most cases, the central chronograph seconds continues to indicate the smallest unit of time on the largest scale around the dial.

Behind this blur of activity on the dial, one might suppose clever new mechanisms beneath it. It's not always so. The add-ons that translate into amazing new indications on the dial are relatively basic — cosmetics without the scalpel. Nevertheless the R&D departments have outdone one another in ingenuity over the last few years at such brands TAG Heuer, Lange & Söhne, Jaeger-LeCoultre, Maurice Lacroix, Ebel, Audemars Piguet or Porsche Design. Even Patek Philippe has produced its own, and necessarily innovative, chronograph construction. Nor are the independent watchmakers, in the wake of François-Paul Journe and De Bethune, lagging behind.

TO THE 10,000TH OF A SECOND...

Yet has there been any progress in the chronograph's precision? TAG Heuer, long a reference in the field, now provides timing to the 10,000th of a second for the Indy 500. But that's done electronically. At Baselworld 2005 it unveiled its first mechanical wrist chronograph reading to 1/100 seconds. Its "calibre 360" is fitted with two movements controlled by a single crown. The first beats at 18,000v/h to indicate the time of day. The second, dedicated to the measurement of elapsed times, beats 20 times faster at 360,000v/h.

François-Paul Journe last year joined TAG in the select "one hundredth of a second" club, but with a totally different solution. The integrated movement is powered from a single motor with flying seconds on a scale graduated in 100ths of a second. The dial of Journe's Centigraphe Souverain displays two more counters, rotating on 20-second and 10-minute dials respectively. All three dials have their own tachometer scales.

In both cases the achievement is astounding. But the scale of precision remains 10 times greater in a quartz chronograph by TAG Heuer for example. Given the inconsistent reflexes of the human who operates the chronograph, it is evident that the attraction of these mechanical gems lies far beyond their practical use. ▽

BULGARI DIAGONO PROFESSIONAL SCUBA CHRONO. SELF-WINDING CHRONOGRAPH MOVEMENT WITH OVERSIZED MINUTE HAND AND SINGLE-DIRECTION ROTATING BEZEL. 18-CARAT YELLOW GOLD CASE. BLACK VULCANISED RUBBER STRAP WITH YELLOW GOLD INSERTS AND FOLDING CLASP. MECHANICAL SELF-WINDING MOVEMENT. COSC-CERTIFIED. 42-HOUR POWER RESERVE. WATER-RESISTANT TO 300 METRES.



BULGARI ASSIOMA CHRONO PINK GOLD LIMITED EDITION. MECHANICAL SELF-WINDING MOVEMENT. EXCEPTIONAL MOVEMENT FINISHING: CÔTES DE GENÈVE MOTIF, BULGARI ENGRAVING ON THE OSCILLATING WEIGHT. 42-HOUR POWER RESERVE. PINK GOLD CASE. BROWN CROCODILE LEATHER STRAP. LIMITED EDITION OF 200.



TUDOR CHRONOGRAPH. STEEL MEN'S WATCH (41 MM). POLISHED CASE, STOP/START PUSHERS AT 2 AND 4 O'CLOCK, DATE CORRECTOR AT 10 O'CLOCK. SMALL SECONDS AT 9 O'CLOCK. SATIN-BRUSHED GRADUATED BEZEL SERVING AS A TACHOMETRIC SCALE. SAPPHIRE CRYSTAL. STEEL BRACELET. MECHANICAL SELF-WINDING MOVEMENT. WATER-RESISTANT TO 150 METRES.



LOUIS VUITTON SPEEDY RÉSERVE DE MARCHE. MANUFACTURE-MADE MOVEMENT CALIBRE LV91. 42-HOUR POWER RESERVE. 37.5 MM STEEL CASE. GLAREPROOFED SAPPHIRE CRYSTAL. LUMINESCENT HANDS. BLACK ALLIGATOR LEATHER STRAP. WATER-RESISTANT TO 100 METRES.



CARTIER PASHA SEATIMER CHRONOGRAPH. MECHANICAL SELF-WINDING MOVEMENT, CARTIER CALIBRE 8630, DATE, SINGLE-DIRECTION STEEL ROTATING BEZEL WITH LUMINESCENT INDEX, STEEL BEZEL RING ADORNED WITH CLOUS DE PARIS HOBNAIL PATTERN, 42.5 MM STEEL CASE, CROWN GUARD GRACED WITH A SYNTHETIC BLUE SPINEL, CHRONOGRAPH PUSHERS IN STEEL ADORNED WITH STEEL CLOUS DE PARIS HOBNAIL PATTERN OR IN BLACK RUBBER-CLAD STEEL, WHITE DIAL, STEEL BRACELET, STEEL FOLDING CLASP, WATER-RESISTANT TO 100 METRES.

PHOTO: PANSERI © CARTIER 2007



RAYMOND WEIL NABUCCO CHRONOGRAPH. MECHANICAL SELF-WINDING TRI-COMPAX VALJOUX CALIBRE 7753 CHRONOGRAPH MOVEMENT WITH ROUND DATE WINDOW. POLISHED STEEL CASE MEASURING 46 MM IN DIAMETER. BEZEL WITH TACHOMETRIC SCALE. LATERAL CARBON FIBRE INSERTS. STEEL BRACELET WITH CARBON FIBRE LINKS. WATER-RESISTANT TO 200 METRES.



FERRARI GRANTURISMO CHRONOGRAPHE. ENGINEERED BY OFFICINE PANERAI THE RELATIVELY DISCREET FORMAT OF ITS 40 MM-DIAMETER CASE AND THE ERGONOMIC RESEARCH THAT WENT IN TO DESIGNING IT ENSURE A PERFECT FIT ON ALL TYPES OF WRISTS, INCLUDING FEMINE ONES. CRAFTED IN POLISHED STEEL WITH SATIN-BRUSHED SIDES, THE EXTREMELY STURDY CASE MIDDLE OF THIS NEW SQUARE-SHAPED CHRONOGRAPH WITH ROUNDED ANGLES ENSURES WATER RESISTANCE TO 100 METRES. SELF-WINDING MOVEMENT, PANERAI CALIBRE OP XXIII. ROTOR ENGRAVED WITH THE FERRARI REARING-HORSE EMBLEM. CHRONOMETER-CERTIFIED (COSC).



PORSCHE DESIGN P6612 PTC LIMITED EDITION 333. SELF-WINDING CHRONOGRAPH WITH DATE DISPLAY; 42-HOUR POWER RESERVE; PORSCHE DESIGN ROTOR SYSTEM. BLACK DIAL WITH HOUR NUMERALS. ORANGE-COLOURED INDEXES COATED WITH A LUMINESCENT SUBSTANCE, BEZEL RING WITH TACHOMETRIC SCALE. CASE AND BEZEL IN SATIN-BRUSHED AND POLISHED TITANIUM. SCREW-DOWN TITANIUM CASE FITTED WITH A SAPPHIRE CRYSTAL; WATER-RESISTANT TO 100 METRES. PERFORATED LAMBSKIN STRAP WITH PIN BUCKLE. PRESENTED WITH CUFFLINKS AND KEY-RING.

HUBLOT BIGGER BANG IN TANTALUM. BIG BANG 44 MM, CASE AND BEZEL IN TANTALUM, OPENWORKED DIAL DESIGN, HUB1400CT HAND-WOUND TOURBILLON CHRONOGRAPH MOVEMENT, RUBBER STRAP, LIMITED NUMBERED EDITION OF 18.



★
ZENITH
SWISS WATCH MANUFACTURE
SINCE 1865

“Time
does not have the same
appeal for everyone.

WILLIAM SHAKESPEARE



CHRONOMASTER
Open
El Primero

CHRONOMASTER
Open
El Primero
GRANDE DATE

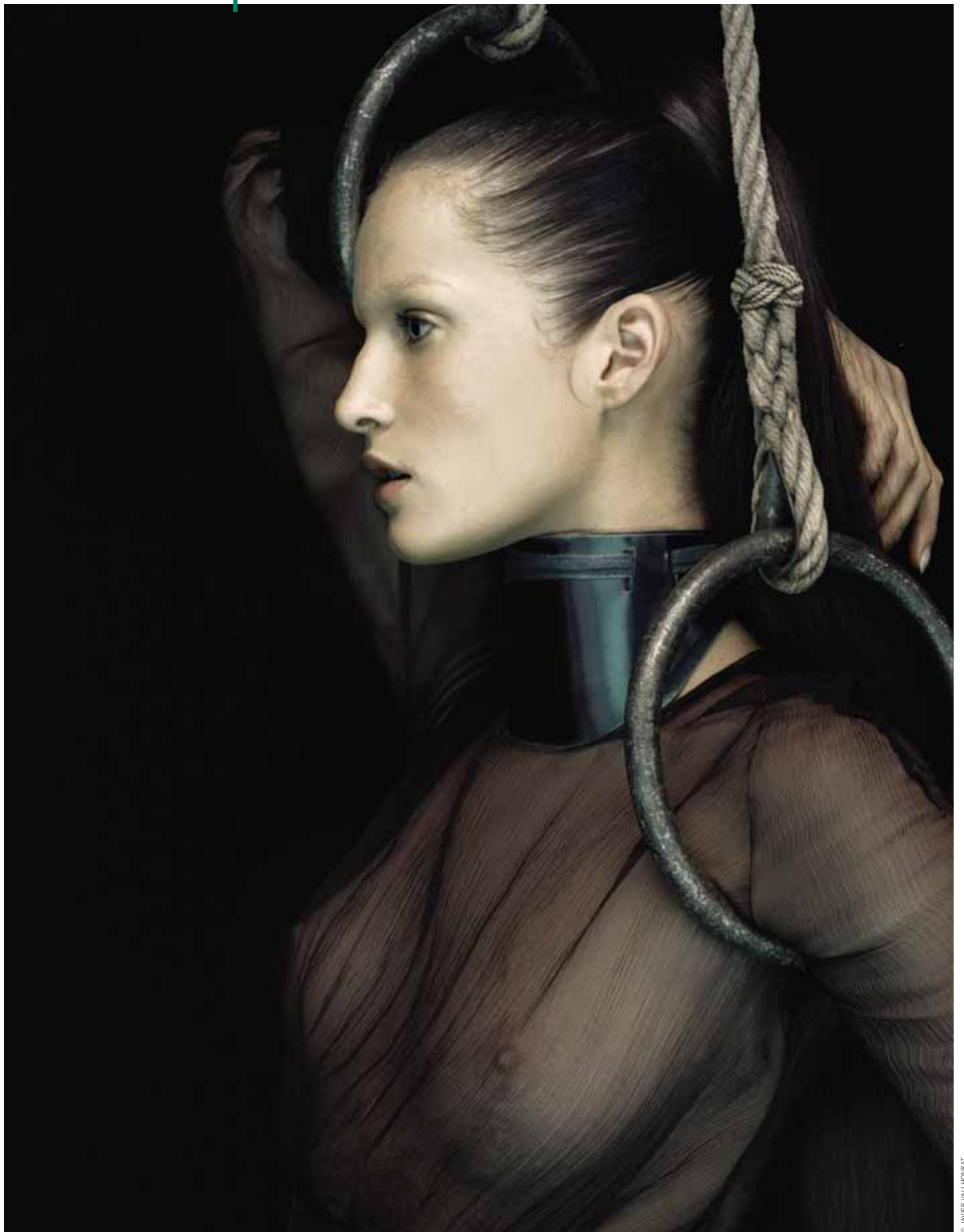
ChronoMaster Open, ChronoMaster Open Grande Date – Venice, Italy : Perfect marriage of Tradition and Modernity.
Icon of the ZENITH Manufacture, ChronoMaster Open reveals the 36,000 vibrations of the legendary El Primero Automatic Chronograph. Traditional yet Modern, the ChronoMaster constantly borrows the conventions of the past and projects them into the future. The collection is now enriched by the addition of a complication. The Open Grande Date has a patented three-disk mechanism housed in a steel or rose gold case that reveals a semi-transparent black or silver guilloché dial – a world premiere. The 4039 caliber manufactured in-house is driven by 331 components and has a 50-hour power reserve. The hand-made guilloché on the dial and the double fluted case hark back to the watchmaking heritage whilst the asymmetric design, with its play on openness and transparency, gives it a subtle touch of modernity.

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So that is what pleasure is?

Muscle simply for the sake of muscle obviously makes no sense and has no appeal. Strength becomes admirable when it allows itself to be tender. Women seem to have understood this perfectly, since they are the ones who in recent years have voted overwhelmingly in favour of the most patently virile, most visibly "well-muscled" watches. Italian women were the first to start wearing the heaviest, most sculpted and bulked-up watches on their wrists. Then the others all followed. Because, after all, is there not quite obviously a distinctive kind of charm and elegance in seeing this marriage – at first seemingly unnatural – between a slender wrist, the softness of smooth skin and the ruggedness of steel that is "all muscle"?



© JAVIER VALL-HONRAT

THE MUSCULAR

Tenderness and muscles mixed together,
pulling close
and letting go?

[ROBERT LALONDE]



ROLEX OYSTER PERPETUAL DATE GMT-MASTER II. STEEL CHRONOMETER. OYSTERLOCK BRACELET WITH OYSTERCLASP AND EASYLINK. ROTATING BEZEL AND 24-HOUR HANDS. INDEPENDENTLY ADJUSTED 12-HOUR HAND SIMULTANEOUSLY INDICATING THE TIME IN TWO TIME ZONES. SHOULDERS PROTECTING THE WINDING-CROWN. WATER-RESISTANT TO 100 METRES. SELF-WINDING MOVEMENT. SAPPHIRE CRYSTAL.



HUBLOT

GENEVE



⌚ BIG BANG ⌚

The fusion between
Ceramic, 18K Red Gold
and Rubber.



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MONTBLANC TIMEWALKER CHRONOGRAPH AUTOMATIC
SELF-WINDING CHRONOGRAPH MOVEMENT. STAINLESS STEEL
43 MM CASE WITH SAPPHIRE BACK, DOMED GLAREPROOFED
SCRATCH-RESISTANT SAPPHIRE CRYSTAL, FIXED BLACK
CERAMIC BEZEL, BLACK DIAL. BLACK CERAMIC WINDING-
CROWN ADORNED WITH THE MONTBLANC EMBLEM. BLACK
CERAMIC AND STEEL BRACELET WITH TRIPLE FOLDING CLASP.
WATER-RESISTANT TO 30 METRES.



BLANCPAIN FIFTY FATHOMS. BLACK DIAL,
SINGLE-DIRECTION BEZEL. SELF-WINDING
MOVEMENT. STEEL CASE.

OVERSIZE WATCHES HAVE RISEN FROM OBSCURITY TO BECOME WILDLY TRENDY. TODAY, THEY HAVE GRABBED THE SPOTLIGHT AS AN ALMOST STANDARD SARTORIAL FASHION. WHILE ONE MIGHT SUSPECT THAT THIS SUPER-SIZING IS CAUSED IN PART BY THE INCREASING SIZE OF THE WEARERS, A LITTLE DECODING WORK IS NEEDED TO UNCOVER THE REAL REASONS!

TIME WRIT LARGE

— **VINCENT DAVEAU**



PORSCHE DESIGN
DASHBOARD P'6612 PTC
THIS TIMEPIECE FEATURES
A NEW DESIGN AND A DLC
(DIAMOND-LIKE-CARBON)
COATING THAT IS BOTH
EXTREMELY HARD AND PER-
FECTLY SCRATCH-RESISTANT.
STRUCTURED DIAL ADORNED
WITH A DISTINCTIVE BEEHIVE
MOTIF, AVAILABLE IN BLACK
OR OFF-WHITE VERSIONS,
WITH TACHOMETRIC SCALE
INSPIRED BY THE NEW
DASHBOARD OF PORSCHE
CARS AFTER WHICH THE
LINE IS NAMED. APPLIED,
RHODIUM-PLATED AND DIA-
MOND-POLISHED NUMERALS
AND HOUR-MARKERS, HANDS
PARTIALLY COATED WITH SU-
PERLUMINOVA. SELF-WIND-
ING ETA 2894-2 MOVEMENT
WITH DEDICATED PORSCHE
DESIGN ROTOR, INSPIRED BY
PORSCHE WHEEL RIMS.

One must keep in mind that, in general, consumerism is subject to the whims of fashion. But fashion is itself subject to the changing tastes of a civilization. These various transformations are a reflection of generational cycles, in other words, of the ability of an age class to differentiate itself from the previous one by going against the latter's aesthetic canons. Commercial companies put this observation to use in order to perpetually boost the desire to buy. In short, the appearance of large watches on the

ORIS TT3 CHRONOGRAPH BLACK
WITH ITS CASE MEASURING 44.5 MM IN
DIAMETER AND CLAD IN BLACK TITANIUM,
ITS BLACK TACHOMETRIC BEZEL, ITS
BLACK CROWN AND PUSHERS, ITS BLACK
CARBON DIAL AND ITS BLACK RUBBER
STRAP, THE LATEST ORIS CHRONOGRAPH
IS THE MOST "MUSCULAR" EVER FROM
THE BRAND. MECHANICAL SELF-WINDING
MOVEMENT WITH RED ROTOR VISIBLE
THROUGH THE BACK. WATER-RESISTANT
TO 100 METRES.



HUBLOT BIG BANG KING PALLADIUM
BIG BANG 48 MM, PALLADIUM CASE, SINGLE-
DIRECTION ROTATING BEZEL IN PALLADIUM WITH
RAISED NUMERALS, BLACK DIAL, HUB21 MECHANICAL
SELF-WINDING MOVEMENT, RUBBER STRAP.



VERSACE DIVER. STEEL CASE WITH CRYSTAL BODY
AND BLACK CERAMIC ROTATING BEZEL. WHITE OR
BLACK DIAL. INTERCHANGEABLE STEEL BRACELET
WITH BLACK OR PU RESIN INSERTS. SELF-WINDING
THREE-HAND ETA MOVEMENT.

market about ten years ago was the result of several factors. Today, given the number of ways there are to get the correct time, owning an expensive mechanical watch is essentially a luxury. By winning back their place as a status symbol, which they had lost to cars between the 1970s and 80s, such watches have acquired the status of a piece of jewellery, the main function of which is to establish a personality. For some people, social distinction comes through horological instruments.

Someone who indulges in a muscle watch can assert that he is independent of the codes that govern human relations. That is why oversize watches were quickly adopted by eccentric artists, millionaires and the jet set. While allowing the self-glorification of individualism, they fall under the category of a relationship to objects in which, as in most primitive civilisations, robust size is a sign of good financial health or of power.

Moreover, increasing the size of watchcases without noticeably changing their aesthetic has allowed the brands to distinguish themselves from the productions of the past. By substantially increasing the diameter of the watches and gaining approval from a public that is always looking for something new, the Manufactures have succeeded in making the collection models, usually much smaller, look dowdy. Thanks to this, they are attracting a new clientele consisting largely of antique lovers who now acknowledge that they find their favourite collection watches a bit small for their taste. Since one must move with the times, some even go so far as to turn their backs on smaller models in favour of more ostentatious examples of the watchmaking art.

Times are changing quickly, and only a few vintage sports references or some of military origin are still in favour. This is logical, since the first large watches in recent wristwatch history were all intended for adventurers or soldiers. If we consider the great historical pieces that have been re-introduced on the market, we think of the creations of the Italian manufacture Officine Panerai, IWC's Grand Pilot model, or the Longines Angle Horaire; but also of a number of other free interpretations of historic models. While all of these pieces do indeed attract a clientele that likes to give itself a virile image, it would be wrong to think that big bruisers are the only ones to whom they appeal. Indeed, for just over five years, charming young ladies have been setting their hearts on certain instruments not originally intended for them. Yet this sudden fascination of large watches can easily be explained.

RICHARD MILLE RM003V2
TOURBILLON DUAL TIME ZONE
MOUNTED ON A CARBON
NANOFIBRE BASEPLATE, THIS
MECHANICAL HAND-WOUND
MOVEMENT IS EQUIPPED WITH
A DUAL TIME ZONE. SIMPLY
PRESSING THE PUSHER AT 9
O'CLOCK ENABLES THE USER TO
SET HIS WATCH TO A SECOND
TIME ZONE, DISPLAYED IN THE
FORM OF A GLAREPROOFED
SAPPHIRE DISC BEARING HOUR
MARKINGS. WATER-RESISTANT
TO 50 METRES.





INSPIRED BY THE PAST, BUILT FOR THE FUTURE.

LUMINOR 1950 TOURBILLON GMT.
Hand-wound mechanical Tourbillon
movement P.2005 calibre, three spring
barrels, second time zone with 12/24 hr
indicator, 6-day power reserve.
Steel case 47 mm Ø. Steel buckle.

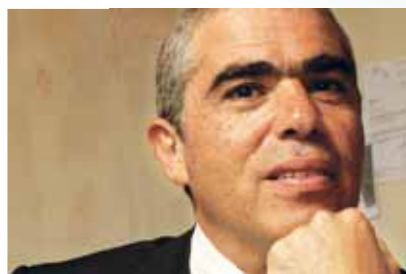


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LABORATORIO DI IDEE.

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LAURENT PICCIOTTO AN ENDURING LOVE OF SUBSTANTIAL SHAPES



LAURENT PICCIOTTO IS THE FOUNDER OF THE CHRONOPASSION BOUTIQUE IN PARIS. THIS MAN WHO IS EQUALLY FASCINATED BY HUMAN RELATIONSHIPS AND BY FINE WATCHMAKING ADMITS TO HAVING ALWAYS HAD A WEAKNESS FOR SIZEABLE WATCHES. HE HAS INDEED MADE THIS CONVICTION HIS PROFESSIONAL CREDO. THE WINDOWS OF HIS STORE DISPLAY VERY FEW CLASSIC-SIZE MODELS. HE HAS CHOSEN THIS PATH BECAUSE LARGE-DIAMETER WATCHES ARE EASILY IDENTIFIABLE AND ARE INTENDED FOR A CIRCLE OF INITIATES. HE PERSONALLY LOVES THE KIND OF VISUALLY DISTINCTIVE MODELS THAT AROUSE ADMIRATION, MATCHING THE WEARER'S PERSONAL IMAGE AND EVEN ENHANCING HIS APPEAL. A LARGER-THAN-LIFE FIGURE WHO LOVES FASHION AND PLAYS WITH IT FREELY, HE OBVIOUSLY ENJOYS WEARING MODELS THAT HE VIEWS AS CATALYSTS IN THE PROCESS OF NURTURING THE CONSTANT DESIRE FOR MORE... CHRONOPASSION BOUTIQUE, PARIS.

(VD)

WATCH
OVER

LOUIS VUITTON *TAMBOUR LV CUP BLACK REGATTA*. PROPRIETARY SELF-WINDING LV CALIBRE 171. REGATTA FUNCTION: THE COUNTDOWN (BASED ON THE LV CUP STARTING PRINCIPLE) OF THE 10 MINUTES PRIOR TO THE DEPARTURE IS EASY TO VISUALISE THANKS TO THE 5 DIAL APERTURES WHICH PROGRESSIVELY CHANGE FROM WHITE TO BLUE AND THEN FROM BLUE TO RED. FLYBACK FUNCTION SERVING TO STOP AND RESTART A NEW TIMING OPERATION AT A SINGLE PRESS. HARDENED BLACK STEEL XL CASE. WATER-RESISTANT TO 100 METRES.

WOMEN AND POWER

Some analysts think this fashion was the result of a purely fortuitous borrowing. They say it arose because designers looked for watches that could easily be identified by readers when worn by models in women's magazines; but it was also a by-product of the brands that advertised in these magazines.

And the choice was all the easier to make because these large timepieces did not look ludicrous on the wrists of women who, at heights of 1.75 metres and more, were as tall or nearly as tall as men. Having seen the watches showcased in this way, woman consumers finally wanted to try them out. The first to attempt the experience were those whose male companions owned a Luminor Panerai, a Rolex Submariner or a Royal Oak chronograph. Having the ideal product at hand, they took advantage of the fact that their men did not wear the watches with a suit or at work to claim them for themselves.

Of course, after a few weeks had passed, the trendiest of these women had taken the watches over for good. The question remains as to just how they managed to accomplish this! For the past ten years or so, women have taken possession of a large number of strictly masculine objects, with a marked predilection for all those characteristic of rank and file "macho men". By appropriating 4x4s, they asserted themselves and reduced the vehicles' former owners to the level of small-time adventurers or nouveaux riches looking for recognition. With their taste for acquiring bulked-up watches for their own benefit, one might suspect them of trying to add to their arsenal of symbols of masculine power or of the virility cult. These "incentive women" – marvellously embodied by Sophie Marceau, who wore an IWC Portuguese chronograph in Jérôme Salle's film *Antony Zimmer* – have most certainly pulled it off.



ETERNA *KONTIKI ANNIVERSARY* TO CELEBRATE THE 50TH ANNIVERSARY OF THE KONTIKI EXPEDITION, ETERNA PRESENTS A SPECIAL LIMITED EDITION OF 50 EQUIPPED WITH THE NEW ETERNA CALIBRE 3010 MOVEMENT WITH INSTANT DATE-JUMP CALENDAR. CENTRAL HOUR, MINUTE AND SECONDS HANDS, DATE WINDOW. THE GOLD-PLATED AND LUMINESCENT TRIANGULAR HOUR-MARKERS APPLIED ON THE CAMBERED DIAL REFLECT THE DESIGN OF THE FORMER MODEL. THE GOLD-PLATED LUMINESCENT HANDS GUARANTEE PERFECT READABILITY AGAINST THE BLACK DIAL BACKDROP. POLISHED AND SATIN-BRUSHED ROSE GOLD CASE. SCREW-DOWN BACK ENGRAVED WITH THE KONTIKI RAFT MOTIF IN TRIBUTE TO THOR HEYERDAHL'S FAMOUS EXPEDITION. WATER-RESISTANT TO 200 METRES.



CORUM *ADMIRAL'S CUP CHALLENGE 44 SPLIT-SECONDS* SPLIT-SECONDS SELF-WINDING CHRONOGRAPH, COSC-CERTIFIED CALIBRE CO-986. FINISH SPECIFICALLY DEVELOPED AND PRODUCED FOR CORUM. CENTRAL SPLIT-SECONDS FUNCTION. 42-HOUR POWER RESERVE. 44MM CASE IN 5N 18-CARAT GOLD. CARBON BEZEL. SCREW-LOCK RED GOLD CROWN, VULCANISED RUBBER CROWN GUARD. LEVER PUSHERS AND SPLIT-SECOND PUSHER WITH CARBON INSERTS. VULCANISED RUBBER SCREW-DOWN BACK WITH RED GOLD RAISED ENGRAVING OF THE ADMIRAL'S CUP. BLACK LACQUERED DIAL, APPLIED GOLD COUNTERS. HOUR-MARKERS REPRESENTED BY 12 NAUTICAL PENNANTS PAINTED ON THE INNER BEZEL RING. TWELVE-SIDED DOMED GLAREPROOFED SAPPHIRE CRYSTAL. WATER-RESISTANT TO 50 METRES.



THE *AQUATIMER AUTOMATIC* COMMEMORATES THE FIRST DIVER'S WATCHES FROM **IWC**, WHICH IN ITS ERA ACCOMPANIED THE PIONEERS OF AN INCREASINGLY POPULAR SPORT. CONTRARY TO ITS FORERUNNER, THIS MODEL FEATURES A TRANSPARENT CASEBACK ENABLING ONE TO ADMIRE THE PROPRIETARY CALIBRE 80111. WHEN IWC SCHAFFHAUSEN FIRST TOOK THE PLUNGE WITH A WATCH, THE FASCINATING UNDERWATER WORLD WAS VIRTUALLY UNEXPLORED. THE *AQUATIMER AUTOMATIC* IS A REMINDER OF THE EARLY DAYS OF SCUBA DIVING. ISSUED TO MARK THE BRAND'S 140TH ANNIVERSARY.



CHANEL *J12 SUPERLEGGERA* RUBBER IN SAPPHIRE-BLASTED BLACK CERAMICS AND ALUMINIUM, BLACK RUBBER STRAP.



SEIKO *VELATURA DIVER CHRONOGRAPH*. INTENDED FOR ALL KINDS OF NAUTICAL SPORTS, THIS CHRONOGRAPH IS WATER-RESISTANT TO 200 METRES AND FITTED WITH A SCREW-LOCK CROWN AND PUSHERS, AS WELL AS A SCREW-DOWN BACK. ITS ULTRA-READABLE DIAL IS PROTECTED BY A GLAREPROOFED SAPPHIRE CRYSTAL. URETHANE STRAP OR STEEL BRACLET WITH URETHANE INSERTS.





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THOMAS MAO A PASSIONATE PURIST



"I BOUGHT MY FIRST WATCH IN THE 1970S" RECALLS THOMAS MAO, NOW ONE OF THE LEADING INTERNATIONAL EXPERTS IN THE FIELD OF COMPLICATIONS. "IT WAS A SPECIAL OFFER ON THE BACK OF A COMIC STRIP BOOK. I ORDERED IT IMMEDIATELY. IT HAD A PIN-PALLET ESCAPEMENT AND WAS SO NOISY THAT IT WOULD NEVER PASS A MODERN SECURITY CHECK". IT WAS THEN AND THERE THAT THE AMERICAN, WHO HOLDS A DOCTORATE IN PSYCHOLOGY, BEHAVIOURAL RESEARCH AND MANAGEMENT, BEGAN TO NURTURE A PASSION FOR SMALL TIMEPIECES. "I SOON BECAME MORE DEMANDING: THE NEXT WATCH WAS AN ULTRA-THIN MECHANICAL HAND-WOUND VACHERON CONSTANTIN CAL. 1003 WATCH". LITTLE BY LITTLE, THOMAS MAO HONED HIS PREFERENCES, BUT WITHOUT SPECIALISING IN ANY PARTICULAR WATCH CATEGORY. "I ALWAYS BUY ON INSTINCT. IF THERE IS ONE THING I CAN'T STAND, IT'S BORROWING IDEAS FROM OTHERS AND GOING FOR 'ME-TOO' PRODUCTS. I HAVE A CERTAIN FLAIR BECAUSE I VIRTUALLY NEVER PART FROM A WATCH THAT I HAVE ACQUIRED. I'M A TRUE COLLECTOR."

IN 1997, THOMAS MAO FOUNDED THE INDEPENDENT INTERNET FORUM "THE PURISTS.COM", SUBSEQUENTLY SUBDIVIDED INTO BRAND FORUMS AS OF 2001. HE WELL REMEMBERS: "AUDEMARS PIGUET WAS THE FIRST BRAND TO GET ITS OWN FORUM". HIS SOLIDLY GROUNDED TECHNICAL KNOWLEDGE MEANS THAT HIS OPINION IS ALSO GREATLY APPRECIATED BY MOVEMENT DESIGN ENGINEERS AND THERE ARE TIMES WHEN HE COMES ACROSS CERTAIN CHARACTERISTICS IN A WATCH AND SAYS TO HIMSELF: "THAT WAS MY IDEA". (TD)

WATCH
LOVER



JAEGER-LECOULTRE MASTER COMPRESSOR DIVING PRO GEOGRAPHIC RECOGNISABLE BY ITS 46.3 MM DIAMETER AND ITS DISTINCTIVE APPEARANCE DUE TO THE PRESENCE OF A DEPTH GAUGE, THIS GRADE 5 SATIN-BRUSHED TITANIUM CASE HOUSES A NEW GEOGRAPHIC SPORTS MOVEMENT. THE USER NEED ONLY POSITION THE CITY SYMBOLISING A GIVEN TIME ZONE IN AN APERTURE AT 6 O'CLOCK, AND THE HOUR ZONE IS IMMEDIATELY DISPLAYED IN A 24-HOUR SUBDIAL AT 9 O'CLOCK. THE DEPTH INDICATION IS READ OFF BY MEANS OF A BLUE HAND MOVING ACROSS THE LUMINESCENT LOGARITHMIC SCALE OF THE DEPTH GAUGE ARRANGED AROUND THE BEZEL RING. WATER-RESISTANT TO 300 METRES.

JUMPING AT A BIG OPPORTUNITY

This new fascination on the part of the fair sex ought not to exempt men from purchasing instruments of enhanced size for themselves. Since this choice is a matter of pure fantasy, of course they will try to be more discriminating when selecting their purchase. There is no question of the most informed among them succumbing to the temptation of a model favoured by the girls. Men have reacted and are now turning to new types of outsized watches – those of a demonstrative nature that derives from a mixture of technologies or materials. For example, Hublot's Big Bang broke through quickly by associating its enlarged size with engineered materials. In the same spirit, to ensure that its models are suitable, Zenith has not hesitated to super-masculinise them. So it is conceivable that the sizes of pieces for men will continue to swell. They will be forced to, by some recent brands such as Alpina, MB&F, Hautlence, Volna, Urwerk, and BRM, which owe their existence partly to their ability to be noticed and make their wearers stand out. Having achieved their goal, now they can really go to town, because – especially in this register – there are no limits except to avoid looking too ridiculous... And in this competition where bigger is better, we know that women have more room to manoeuvre than their partners. So one might suspect that ultra-sized watches will become their domain unless men can accept, without complexes, a sharing of the same power symbols. From this point, it is only a short step to the prediction that the oversize watch of the future will be androgynous. ▾

ZENITH DEFY XTREME STEALTH LARGE DATE NEW SELF-WINDING EL PRIMERO 4039 SX MOVEMENT WITH PATENTED LARGE THREE-DISC DATE DISPLAY AND POWER-RESERVE MODULE ON THE HOUR AXIS. ZENITHIUM Z² SHOCK-ABSORBING SYSTEM. MEASURES 10THS OF A SECOND. 46.5 MM TITANIUM CASE WITH SINGLE-DIRECTION ROTATING BEZEL. MULTI-LAYER DIAL. ALUMINIUM PROPELLER-SHAPED BRIDGE. TITANIUM BRACELET WITH COMPOSITE OR KEVLAR INSERTS.



AUDEMARS PIGUET ROYAL OAK OFFSHORE VOLCANO CHRONOGRAPH. MECHANICAL SELF-WINDING CHRONOGRAPH. DATE. OVER 60-HOUR POWER RESERVE. VARIABLE INERTIA BALANCE. 3-POSITION WINDING CROWN. STAINLESS STEEL 42 MM CASE. BLACK DIAL WITH EXCLUSIVE "MÉGA TAPISSERIE" MOTIF. ORANGE HANDS AND NUMERALS. TACHOMETRIC SCALE. BLACK CROCODILE LEATHER STRAP WITH ORANGE STITCHING. WATER-RESISTANT TO 100 METRES.



ANTOINE PREZIUSSO B-SIDE. PATENTED DEPLOYMENT AND SWIVEL SYSTEM ENABLING ONE TO WEAR THE WATCH ON THE "TIME" SIDE OR ON THE MOVEMENT SIDE. AP T21 TOURBILLON MOVEMENT OR MECHANICAL SELF-WINDING ETA 3892 MOVEMENT, ENTIRELY HAND-ENGRAVED AND BLACK-GOLD COATED. ALLIGATOR LEATHER STRAP.

J. MICHAEL MEHLTRETTER HOMO FABER



J. MICHAEL MEHLTRETTER HAS BEEN DEALING WITH MECHANICAL WRISTWATCHES FOR 35 YEARS. HE IS ESPECIALLY INTERESTED IN 1950S AND 60S SELF-WINDING MOVEMENTS THAT ARE BOTH TECHNICALLY ADVANCED AND AESTHETICALLY SOPHISTICATED. THIS GOURMET WITH A TASTE FOR FINE RED BURGUNDY WINES HAS ASSEMBLED HIS VAST RANGE OF DETAILED KNOWLEDGE WITHIN A BOOK ENTITLED "DIE NOBLEN AUS DER SCHWEIZ" ("SWISS NOBILITY") AND IS HIGHLY REGARDED AS A SPECIALISED WRITER.

HE LOVES TO COMPARE THE COUNTLESS NEW CONSTRUCTIONS WITH THE ABOVE-MENTIONED FINELY CRAFTED PRODUCTS, AND IS EXTREMELY HARSH IN HIS JUDGEMENT OF TODAY'S ENGINEERS: "CURRENT MOVEMENTS MOSTLY AIM FOR TWO THINGS: A THIN STRUCTURE AND CHEAP PRODUCTION. THE SAME GOES FOR THE TREATMENT OF MATERIALS: BRANDS ARE MORE CONCERNED ABOUT CUTTING COSTS. THE STEEL PARTS THAT USED TO BE HARDENED TO THE CORE AND FINELY POLISHED ARE NOW MERELY SUPERFICIALLY HARDENED. IN THE LONG TERM, THIS ENDS UP HAVING AN ADVERSE EFFECT ON THEIR RESISTANCE TO WEAR AND TEAR, ALTHOUGH THIS SUPPOSEDLY DOESN'T BOTHER TODAY'S CONSUMERS."

AS FAR AS BUYING HISTORICAL WATCHES IS CONCERNED, J. MICHAEL MEHLTRETTER ADVISES COLLECTORS TO GO FOR SUPERIOR QUALITY PIECES BY THE GREAT MANUFACTURES SUCH AS PATEK PHILIPPE, VACHERON CONSTANTIN AND ROLEX. THE IWC, JAEGER-LECOULTRE AND OMEGA MODELS FROM THE FIFTIES AND SIXTIES ALSO DESERVE A MENTION AND ARE OFTEN CHEAPER AFTER A COMPLETE OVERHAUL THAN COMPARABLE BUT LESS NOBLE WATCHES FROM CURRENT PRODUCERS. (PB)





Daybreak. By Mikhail Gorbachev.

I pour myself a cup of tea and scan the papers for familiar faces.
My bags are barely unpacked and I'm feeling slightly at a loss
as it dawns on me that I'm actually at home, for a change.

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Three tenths of a
woman's beauty can be attributed to nature,

It would be easy to disagree with this Chinese proverb and correct it by saying that "a woman's beauty owes all to nature... and a great deal to finery." Or that "the most beautiful finery cannot provide what nature lacks." But the fact remains that there is no natural beauty that is not enhanced even more by the elegance of jewels. Provided, of course, that the jewellery — dazzling and glittering though it may be — is discreet and does not outshine nature but serves, accentuates and enhances it. What could be more pricelessly discreet for this purpose than a watch glinting on a wrist? Not so much to tell the time, and especially not to mark the passing of time, but to accentuate the beauty and fullness of the hours. Time is the most precious jewel of all.



THE FEMININE

seven tenths to her finery

[CHINESE PROVERB]



ROLEX OYSTER PERPETUAL LADY-DATEJUST PEARLMASTER. BEZEL SET WITH BAGUETTE-CUT SAPPHIRES, BRACELET AND DIAL SET WITH PRECIOUS STONES. GEM-SET MOTHER-OF-PEARL DIAL.





HUBLOT PORTO CERVO BIG BANG "41MM"

18-CARAT RED GOLD CASE SET WITH 198 WHITE DIAMONDS TOTALLING 0.96 CTS. RED GOLD BEZEL SECURED BY 6 TITANIUM SCREWS, SET WITH 114 WHITE DIAMONDS TOTALLING 1.22 CTS. WHITE DIAL WITH APPLIED RED GOLD NUMERALS AND HOUR-MARKERS. WHITE COMPOSITE RESIN LATERAL INSERTS. MECHANICAL SELF-WINDING CHRONOGRAPH MOVEMENT WITH DATE DISPLAY. 42-HOUR POWER RESERVE. ADJUSTABLE WHITE RUBBER TEXTURED STRAP. WATER-RESISTANT TO 100 METRES.

FEMININE WATCH YOUR TIME 49

WHO SAID WOMEN DON'T LIKE GOING BACK IN TIME? KEENLY AWARE OF THEIR KEY ROLE IN CONTEMPORARY SOCIETY, WOMEN ARE INCREASINGLY OPTING FOR MECHANICAL WATCHES, WHETHER SELF-WINDING OR HAND-WOUND. AND DIAMOND-SET VERSIONS AT THAT!

The head of the current German government is a woman. The Spanish Vice-President is also a lady more and more in view with the nation's affairs. In Argentina and Chile, two women hold the destiny of their respective country in their hands. In the United States, another woman may well win the nomination to run as president of the world's leading power. These are just a few examples of the active role that the so-called "weaker sex" is beginning to play in contemporary society. A role which, after generations of claims and conquests, is finally placing men and women on an equal footing. Watchmaking certainly does not intend to be left behind in this ongoing evolution.

It is important not to neglect a portion of the clientele which, as is the case for men, is displaying ever sharper watch knowledge and demanding high-quality products. These days nobody would dare to say that women "prefer wearing a quartz watch to avoid breaking a fingernail when they rewind it". That would be an anachronistic and totally irrelevant statement. In any case, many brands are currently offering mechanical self-winding and hand-wound models intended for women.

HIGHLY COMPLICATED WATCHES MADE FOR WOMEN

Even though some of these are in fact modified versions of masculine models, others are specifically designed and exclusively created with women in mind. Better still, more and more brands are even introducing highly complicated watches made for women. Witness many of the ladies' watches released by Audemars Piguet, the company that launched an extremely sophisticated Jules Audemars Tourbillon and Chronograph watch with a hand-wound movement and white gold case set with 250 diamonds. A genuine watch and jewellery symphony.

The same might well apply to the Blancpain Women collection launched last year by the brand from Le Brassus, some 10 years after creating the first ladies' Flyback chronograph. This collection is now enriched with a new time zone function. Featuring a 34 mm-diameter case in steel and white gold, with or without diamonds, this model also indicates the day and night hours by means of a sun and a moon crescent. In the same collection designed for women only, Blancpain has just presented a Complete Moon Phase Calendar, issued in a limited edition of 99. Both models are driven by a self-winding calibre with a 100-hour power reserve.

If there were ever a brand that has always focused on self-winding ladies' watches, Rolex would be the one. It has introduced several major successful models of this kind and most recently presented a special edition of the Oyster Perpetual Datejust. This jewellery watch is graced with a 36 mm white gold case set with diamonds and black sapphires, harmoniously teamed with a strap in stingray leather, rubber and diamonds.

The legendary 101 by Jaeger-LeCoultre deserves a special mention. The world's smallest mechanical movement has just been reinterpreted in a new Manchette or cuff-watch version, adorned with an extraordinary labyrinth composed of precious stones and white gold. Often regarded as the epitome of the finest watchmaking art, this calibre is composed of 98 tiny



LOUIS VUITTON

TAMBOUR TRUNKS AND BAGS. A RED OR "SILVER" DIAL FOR THIS LOUIS VUITTON TRUNKS AND BAGS MODEL. WHITE OR RED ALLIGATOR LEATHER STRAP. QUARTZ MOVEMENT. WATER-RESISTANT TO 100 METRES.

WOMEN PREFER MECHANICAL MODELS

— BY PALOMA RECIO, DIRECTOR OF R&E

parts weighing less than 1 gram in all. A jewel in every sense of the term and which has adorned eminent ladies such as Queen Elizabeth II who wore it for her coronation.

Cat's Eye is also an exclusively feminine model. This iconic Girard-Perregaux ladies' watch was first launched in 2004. The collection has developed steadily ever since and now includes models such as a self-winding version with small seconds, calendar and power-reserve, another with a hand-wound movement and tourbillon regulator, and a Bi-retro model with moon phases, seconds and retrograde day of the week indications. Moreover, this brand also keeps several self-winding ladies' watches in its range, such as the Laureato USA 98 Lady dedicated to the latest edition of the America's Cup. More recently, Girard-Perregaux launched the ww.tc.financial model which shows the opening times of the world's four largest stock exchanges and which, contrary to the Cat's Eye, is a smaller version of the magnificent men's model bearing the same name.

GREAT CLASSICS

Re-issuing a masculine model while adopting a smaller size and adorning it with precious stones is common practice among watchmakers thinking feminine. Patek Philippe, for example, in referring to its brand new Calatrava Travel Time, describes it as a "watch that is one of the great classics in the men's collection, but which will also appeal to women in this new version". It is indeed clear that this mechanical watch simultaneously indicating two time zones and graced with a mother-of-pearl dial in various colours and a bezel set with 48 diamonds does indeed give the woman wearing it a modern and dynamic image, even though it was created by one of the most classic manufacturers.

The feminine version of the Santos 100 by Cartier is also designed to give women a dynamic and strong image. This is another masculine classic that adopts a more feminine tone with a colourful leather or white rubber strap, while retaining its mechanical self-winding movement.

It is perhaps this widespread trend that has led Zenith, despite the fact that it has a rich collection of ladies' mechanical watches in its range (Starissime, Glam'Rock, Baby Doll, etc.) to proudly assert its claim of offering "His watch for her". This advertising campaign is based on the following idea: if women have in recent decades been "taking over" exclusively masculine objects such as trousers, why shouldn't they do the same with watches? For the brand headed by Thierry Nataf, "even if they are very feminine, they love



PATEK PHILIPPE LADIES' COMPLICATION REF. 4937 R

HAUTE JOAILLERIE AND COMPLICATIONS COMBINE IN THE FEMININE MODE IN THIS PINK GOLD ANNUAL CALENDAR WATCH ENTIRELY SET WITH 472 TOP WESSELTON FLAWLESS DIAMONDS, TOTALLING 3.06 CARATS. MECHANICAL SELF-WINDING MOVEMENT. POINTER-TYPE DAY AND MONTH DISPLAYS, DATE APERTURE, MOON PHASES, CENTRE SECONDS HAND. WHITE MOTHER-OF-PEARL DIAL, APPLIED GOLD BREGUET NUMERALS. SQUARE-SCALE HAND-SEWN MATT PEARLY WHITE ALLIGATOR LEATHER STRAP. SAPPHIRE CRYSTAL CASEBACK. WATER-RESISTANT TO 30 METRES.



CORUM ROMULUS GRANDE DATE

SELF-WINDING MOVEMENT WITH LARGE DATE, FINISH SPECIFICALLY DEVELOPED AND PRODUCED FOR CORUM. 42-HOUR POWER RESERVE. STAINLESS STEEL CASE AND 5N 18-CARAT RED GOLD BEZEL WITH "WAVE" PROFILE ENGRAVED WITH 12 ROMAN NUMERALS. WHITE GUILLOCHÉ DIAL. DOMED GLAREPROOFED SAPPHIRE CRYSTAL. WHITE SATIN STRAP. WATER-RESISTANT TO 50 METRES.





50 WATCH YOUR TIME FEMININE



RAYMOND WEIL FREELANCER
HOUSED BENEATH AN ELEGANT NATURAL WHITE MOTHER-OF-PEARL DIAL DUSTED WITH 11 FULL-CUT DIAMONDS ON CHATONS, BEATS THE HEART OF A MECHANICAL SELF-WINDING MOVEMENT, VISIBLE THROUGH AN EXQUISITE APERTURE AT 1 O'CLOCK. ERGONOMIC POLISHED AND BRUSHED BRACELET FITTED WITH AN RW SIGNATURE FOLDING CLASP.



ZENITH DEFY CLASS OPEN "HIS WATCH... FOR HER"
EL PRIMERO SELF-WINDING CHRONOGRAPH MOVEMENT, 36,00. VIBRATIONS/HOUR. 50-HOUR POWER-RESERVE MOVEMENT. STEEL CASE. BLACK, WHITE OR SILVER-COLOURED DIAL WITH 10 O'CLOCK OPENING REVEALING THE MOVEMENT. ALLIGATOR LEATHER STRAP.



CHANEL PREMIÈRE PERLES. 18-CARAT WHITE GOLD, DIAL SET WITH 34 BAGUETTE-CUT DIAMONDS, BRACELET COMPOSED OF WOVEN WHITE GOLD THREADS ADORNED WITH TWO ROWS OF 194 AKOYA PEARLS.



AUDEMARS PIGUET ROYAL OAK OFFSHORE LADIES' CHRONOGRAPH. MECHANICAL HAND-WOUND MOVEMENT. DATE, 40-HOUR POWER RESERVE, 18-CARAT ROSE GOLD CASE ENTIRELY SET WITH 323 BRILLIANT-CUT DIAMONDS (APP. 5.9 CARATS). MOULDED BEZEL IN VULCANIZED RUBBER. GUILLOCHÉ DIAL ON WHITE MOTHER-OF-PEARL. 8 DIAMOND INDICES, WHITE RUBBER STRAP WITH FOLDING CLASP SET WITH DIAMONDS.



MONTBLANC LADY ELEGANCE DIAMONDS
18-CARAT WHITE GOLD CASE SET WITH 109 TOP WESSELTON VVS DIAMONDS (0.382 CTS), DOMED GLAREPROOFED SCRATCH-RESISTANT SAPPHIRE CRYSTAL. MOTHER-OF-PEARL DIAL SET WITH MONTBLANC DIAMOND (0.1088 CTS) AND 91 TOP WESSELTON VVS DIAMONDS (0.273 CTS). 18-CARAT WHITE GOLD WINDING-CROWN ADORNED WITH MONTBLANC DIAMOND (0.055 CTS). 18-CARAT WHITE GOLD BRACELET SET WITH 282 TOP WESSELTON DIAMONDS (1.169 CTS) WITH TRIPLE FOLDING CLASP. HIGH-PRECISION QUARTZ MOVEMENT. WATER-RESISTANT TO 30 METRES.



SEIKO VELATURA WOMEN'S CHRONOGRAPH. DIAMONDS AND MOTHER-OF-PEARL ADORN THIS NEW 12-HOUR CHRONOGRAPH IN THE VELATURA COLLECTION FOR LADIES. THIS CHRONOGRAPH IS DRIVEN BY THE FAMOUS CALIBRE 7T92, WHILE THE STEEL BEZEL IS SET WITH 42 DIAMONDS AND THE MOTHER-OF-PEARL DIALS IN VARIOUS COLOURS ARE GRACED WITH 11 DIAMOND HOUR-MARKERS.



TUDOR CLASSIC
STEEL LADIES' WATCH (39 MM). PEARLY BLACK LEATHER STRAP; FOLDING CLASP. STEEL "SUNBRUSHED" BEZEL SET WITH 62 DIAMONDS. BLACK DIAL SET WITH 5 DIAMONDS, ARABIC NUMERALS. SAPPHIRE CRYSTAL. MECHANICAL SELF-WINDING MOVEMENT. WATER-RESISTANT TO 50 METRES.



CARTIER BALLON BLEU IN PINK GOLD, LARGE MODEL (42 MM). 18-CARAT PINK GOLD CASE. FLUTED CROWN IN 18-CARAT PINK GOLD ADORNED WITH A BLUE SAPPHIRE CABOCHON. LACQUERED GUILLOCHÉ OPALINE SILVERED DIAL, DATE WINDOW AT 3 O'CLOCK. SAPPHIRE CRYSTAL. ALLIGATOR LEATHER STRAP, 18-CARAT PINK GOLD FOLDING CLASP. SELF-WINDING CARTIER CALIBRE 049. WATER-RESISTANT TO 30 METRES.
PHOTO: PANSERI © CARTIER 2007

STRONG AND FEMININE

Still in the realm of symbols, TAG Heuer, fully aware of the potential represented by women, has gone for feminine interpretations of its most famous models. For its classic collection, the watchmaker has sought out icons symbolising women's active role in modern society, such as Maria Sharapova and Uma Thurman – who sees the image of women conveyed by the brand as “strong and feminine – energetic and determined, as well as appealing”. That assessment is certainly confirmed by the self-winding versions of the Monaco and Carrera Lady models.

In the same spirit, IWC has re-interpreted the medium-sized (35.6 mm) model of its legendary Da Vinci. The ladies' version is a self-winding watch featuring an original tonneau-shaped case and a transparent caseback in white gold, rose gold and steel. Among the medium-diameter models, one should also mention the brand-new and extremely attractive Ballon Bleu by Cartier, a perfectly round self-winding watch available in the three gold colours, with or without diamonds, and in a gold and steel version.

Whether through re-editions of men's models or original creations, women are beyond doubt showing an ever-growing interest in mechanical watches. In light of this fact, Louis Vuitton recently presented its first self-winding ladies' watch, the Tambour Diving Lady, a diver's watch water-resistant to 100 metres and crafted in rose gold with diamonds and in steel with or without diamonds.

The Master Compressor Diving Lady presented by Jaeger-LeCoultre last summer is a self-winding diver's watch (water-resistant to 300 metres) displaying a highly appealing and cosmopolitan image. This new generation of ideally sized (38 mm) watches created by one of the most contemporary brands in the business also offers GMT or chronograph functions, depending on the version.

THE QUINTESSENCE OF FEMININITY

When all is said and done, many watch manufacturers are currently contributing in their own way to developing women's taste for mechanical watches. But this list would be incomplete without one of the brands that embodies the quintessence of femininity. Chanel, which has made a strong impact with its J12 line, certainly deserves a mention. Since Jacques Helleu created the first model in 2000, the J12 watches have constantly evolved to reach the current pinnacle among the ladies' versions: the hand-wound Tourbillon Haute Joaillerie watch with white gold and black ceramic case and strap, set with a total of 568 rubies. Prior to that, there had been self-winding, chronograph and even GMT variations on the theme, available in different sizes and finishes and set with varying numbers of precious stones, but always in ceramics and in black and white – as indeed one would expect from the brand created by the legendary Mademoiselle Coco. ▽



JAEGER-LECOULTRE MASTER SPINNING. DRIVEN WITH AN AUTOMATIC JAEGER-LECOULTRE MOVEMENT, THIS PRECISION TIMEPIECE IS EQUIPPED WITH A COMPLEX AND SECRET SYSTEM COMBINING FIXED AND MOBILE ELEMENTS BENEATH THE WATCH GLASS: A SERIES OF CONCENTRIC MOBILE DISCS COMPOSES A CONSTANTLY CHANGING TABLEAU. ONE OF THE DISCS FEATURES A ROW OF BAGUETTE-CUT DIAMONDS. EACH MOVE OF THE WRIST SETS THE CIRCLE OF DIAMONDS, THE FLORAL DECORATIONS AROUND THE RIM AND THE RADIATING CENTRAL MOTIF INTO A FASCINATING SPIN.






UNLOCK AND CONQUER

Admiral's Cup Tides 48 Titanium

The signature nautical flags identify the ultimate timepiece that releases the extreme sportsman within. Built to the highest quality standards to easily handle the most intense conditions, the Tides 48 features a vulcanized rubber bezel and case-back fused to titanium for improved shock resistance. The Corum exclusive CO277 self-winding movement provides valuable information on the state of the tides with its customary accuracy and reliability. www.corum.ch

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CORUM
LA CHAUX-DE-FONDS, SUISSE



A MATCH FIRST MADE

The match between watchmaking and jewellery first occurred in 1550 when Jean Calvin forbade the jewellers of the city of Geneva to practice their craft that was deemed far too “frivolous”. Naturally at a loss as to how to apply their expertise, they turned to the making of watch cases which they decorated and set with precious stones. Ever since, watchmaking and jewellery have shared a common destiny, resulting in objets d’art and jewellery creations offering the added advantage of “telling the time”. With its gem-setting expertise, its engraving and decorative techniques, its skills in the art of enamelling and miniature painting, its taste for baroque shapes and its appetite for precious materials, jewellery has had a profound and lasting influence on watches, which it continues to exercise to this day. It has imparted a touch of glamour to the rigorously meticulous art of horology. Under its influence, watchmaking has been set free from various constraints and continues to demonstrate this liberty by adopting new shapes and different ways of viewing time.



CARTIER 5-ROW NECKLACE, PLATINUM AND DIAMONDS – INDE MYSTÉRIEUSE COLLECTION
PHOTO PHILIPPE LACOMBE © CARTIER 2008



CARTIER BOW WATCH, CARTIER LIBRE COLLECTION. RHODIUM-PLATED WHITE GOLD CASE SET WITH ROUND DIAMONDS. SILVER-COLOURED SUNRAY-BRUSHED LACQUERED DIAL. DARK GREY BRUSHED CANVAS STRAP, RHODIUM-PLATED 18-CARAT WHITE GOLD PIN BUCKLE. QUARTZ MOVEMENT. APPROXIMATELY 3.4 CARATS.
PHOTO ALI MAHDAVI © CARTIER 2008

MONICA BELLUCI FOR CARTIER
PLATINUM NECKLACE. ROSE-CUT DIAMOND. DAFFODIL-CUT BROWN-GOLD DIAMONDS. BRIOLETTE-CUT DIAMONDS. DIAMOND BALLS. BRILLIANTS. PLATINUM NECKLACE, BRIOLETTE-CUT DIAMONDS, DIAMONDS.
PHOTO SIMON HAWK © CARTIER 2007

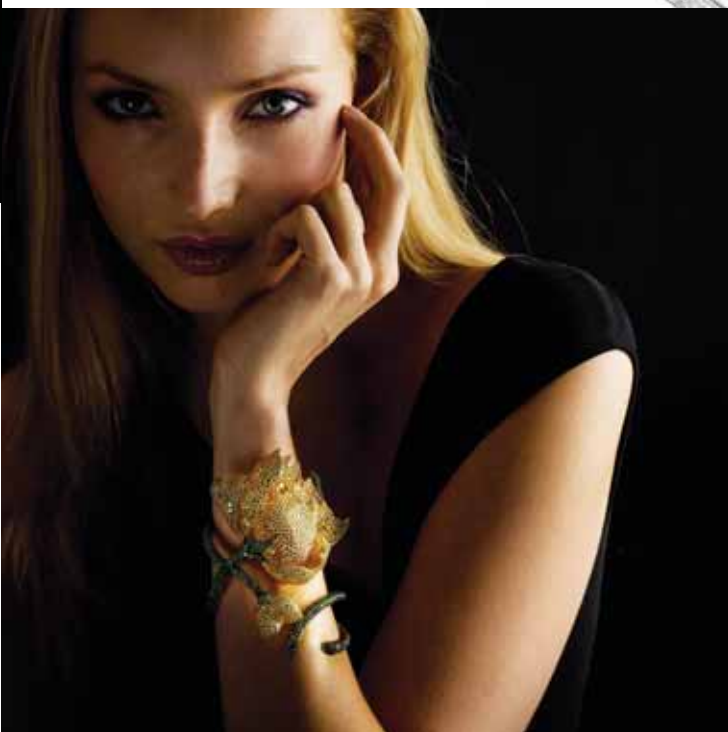




IN 1550



THE EPITOME OF **JAEGER-LECOULTRE'S** EXPERTISE IN THE FIELD OF HAUTE JOAILLERIE, *LA TULIPE* COMBINES TWO EXCEPTIONAL SKILLS: ARTISTIC EXPRESSION AND PRECISE TIME MEASUREMENT. POWERED BY A MECHANICAL HAND-WOUND MOVEMENT, JAEGER-LECOULTRE CALIBRE 846, THIS "SECRET" WATCH FEATURES A 24-CARAT YELLOW GOLD CASE FRAMING A GEM-SET DIAL CONCEALED BENEATH A FLOWER PETAL ADORNED WITH OVER 3550 STONES (APPROX. 85 CARATS): 1920 YELLOW SAPPHIRES (APPROX. 52 CARATS), 30 DIAMONDS AND STEMS FORMED FROM 1600 TSAVORITES (APPROX. 32.50 CARATS).



PIAGET INSPIRED BY THE ARCHITECTURE OF PARIS, AN 18-CARAT WHITE GOLD NECKLACE SET WITH 142 BRILLIANT-CUT DIAMONDS (APPROX. 13.36 CTS), 9 PEAR-CUT DIAMONDS (APPROX. 3.47 CTS), 10 BRIOLETTE-CUT DIAMONDS (APPROX. 6.47 CTS) AND 18-CARAT WHITE GOLD EARRINGS SET WITH 18 BRILLIANT-CUT DIAMONDS (APPROX. 1.59 CTS), 2 PEAR-CUT DIAMONDS (APPROX. 1.14 CTS) AND 4 BRIOLETTE-CUT DIAMONDS (APPROX. 2.45 CTS).

CHOPARD STUNNING NECKLACE SET WITH 2415 TSAVORITES TOTALLING 44 CARATS AND 13 CARATS OF ROSE-CUT DIAMONDS.



VAN CLEEF & ARPELS *CASTALIE* NECKLACE FROM THE ATLANTIDE COLLECTION IN WHITE GOLD WITH BRILLIANT-CUT DIAMONDS TOTALLING 29.55 CARATS; ORANGE COLOURED GOLD WITH MANDARINE GARNETS TOTALLING 70.06 CARATS.



VAN CLEEF & ARPELS *CHARMS* WATCH, *LARGE MODEL*. 38 MM-DIAMETER WHITE GOLD CASE SET WITH 3 ROWS OF DIAMONDS (3.16 CARATS). BYZANTINE WHITE GUILLOCHÉ DIAL, INTERCHANGEABLE SATIN STRAP.

WATCH
LOVER

GUADALUPE MENÉNDEZ A FASCINATION FOR TIME



THE FIRST TIME GUADALUPE MENÉNDEZ SLIPPED A WATCH ON HER WRIST WAS WHEN SHE WAS BARELY 8 YEARS' OLD. "BUYING A WATCH WAS LIKE ENTERING ANOTHER WORLD", REMINISCES A WOMAN WHO IS NOW AN ARCHAEOLOGIST AND A DOCTOR OF PHILOSOPHY AND LITERATURE. THAT WAS OVER 50 YEARS AGO, AND SINCE THEN HER PASSION FOR WATCHMAKING HAS INDUCED HER TO ENGAGE IN THE ENERGETIC DEFENCE OF MECHANICAL WATCHES. "IT FASCINATES ME TO IMAGINE HOW MANKIND HAS BEEN ABLE TO PLACE TIME WITHIN SUCH A SMALL MACHINE", SHE EXPLAINS. COURAGEOUS, ENERGETIC AND EVEN A LITTLE FEISTY, GUADALUPE CONSIDERS THAT "WATCHMAKING IS STILL A MACHO WORLD". TAKING THE EXAMPLE OF THE FAMOUS PATEK PHILIPPE WATCH IN WHICH A FATHER HANDS DOWN HIS WATCH TO HIS SON, SHE INDIGNANTLY QUERIES "WHY IS IT NEVER A WOMAN WHO GIVES A MECHANICAL WATCH TO HER DAUGHTER?" THE PROUD OWNER OF A PERSONAL COLLECTION COMPRISING OVER 80 WATCHES, THIS ELEGANT AND SMARTLY-DRESSED WOMAN WHO IS DETERMINED TO COUNTER THE TENDENCY OF ASSOCIATING WOMEN'S WATCHES WITH POOR TASTE, IS DELIGHTED THAT "MORE AND MORE BRANDS ARE MAKING JEWELLERY-WATCHES WITH MECHANICAL SELF-WINDING MOVEMENTS." HER FAVOURITE BRANDS INCLUDE PATEK PHILIPPE, BLANCPAIN AND AUDEMARS PIGUET. IN TERMS OF DESIGN "CARTIER IS DEFINITELY THE BEST", ACCORDING TO THIS INVETERATE COLLECTOR WHO OFTEN WEARS TWO WATCHES ON HER WRIST. CONSISTENTLY MECHANICAL MODELS, PREFERABLY SET WITH DIAMONDS. (PR)





Maybe the reason women love diamonds

With their eternal likeness to tears or stars, diamonds may well be "a girl's best friend"; but they certainly are the most beautiful companions for timepieces. The stones enhance the watches with their sparkle and accentuate their lines, make their shapes glow, pave their surfaces, fit into their bracelets, decorate their buckles and crowns. But beyond the magical sparkle they add, diamonds have a completely symbolic value: in the heart of their crystalline structure, they embody eternity itself, the absence of all measurement, whereas the passing of our time is measured. Diamonds are shaped like tears because they weep for our mortality. And the tears are shaped like stars.



© JUAN GATTI

THE GLAMOROUS

is that they look like tears

[MARCEL ACHARD]



AUDEMARS PIGUET MILLENNARY PIANOFORTE

WHITE GOLD CASE ENTIRELY SET WITH 311 BRILLIANT-CUT DIAMONDS (APPROX. 2.90 CARATS). 18-CARAT WHITE GOLD CROWN OR WHITE GOLD SET WITH A PURPLE RUBY CABOCHON. TWO-ZONE DIAL IN WHITE MOTHER-OF-PEARL WITH BLACK PIANO KEYBOARD MOTIF. DIAMOND-PAVÉ HOUR ZONE. BLACK CROCODILE LEATHER STRAP. THE WATCH COMES WITH AN ADDITIONAL STRAP IN DARK PURPLE CROCODILE LEATHER. MECHANICAL SELF-WINDING MOVEMENT. 60-HOUR POWER RESERVE.





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TAG HEUER AQUARACER LADY JOAILLERIE
NEW STEEL AND GOLD AQUARACER, STEEL AND 18-CARAT GOLD-PLATED BRACELET, 18-CARAT GOLD BEZEL AND 18-CARAT GOLD-PHATED HANDS, WHITE MOTHER-OF-PEARL DIAL ADORNED WITH 10 SPARKLING TOP WESSELTON DIAMONDS (0.098 CTS) AND SINGLE-DIRECTION ROTATING BEZEL SET WITH 42 TOP WESSELTON DIAMONDS (0.567 CTS).

IN ANTIQUITY, THE GREEKS CALLED THEM 'THE TEARS OF THE GODS'; THE ROMANS REFERRED TO THEM AS 'SPLINTERS FROM FALLEN STARS'; MARILYN LABELLED THEM A GIRL'S BEST FRIEND. WHATEVER YOU CALL THEM, DIAMONDS EVOKE DREAMS AND THE USE OF THEM IN THE MODERN WRISTWATCH HAS AT LAST MADE THAT DREAM ACCESSIBLE TO NEARLY EVERYONE.



PATEK PHILIPPE NAUTILUS JEWELLERY WATCH REF. 5722 G. NAUTILUS HAUTE JOAILLERIE COMPLICATION WATCH WITH MOON PHASES AND POWER RESERVE. THE FAMOUS NAUTILUS CASE CLAD IN WHITE GOLD IS ADORNED WITH 32 BAGUETTE-CUT DIAMONDS TOTALLING 5.7 CARATS. MECHANICAL SELF-WINDING MOVEMENT. MOON PHASES, POINTER-TYPE DATE DISPLAY AND POWER-RESERVE INDICATION. SMALL SECONDS HAND. BLACK AND BLUE DIAL, APPLIED GOLD HOUR-MARKERS WITH LUMINESCENT COATING. SQUARE-SCALE HAND-SEWN, SHINY NAVY BLUE ALLIGATOR LEATHER STRAP. SAPPHIRE CRYSTAL CASEBACK. WATER-RESISTANT TO 60 METRES.



THE TEARS OF THE GODS

— D. MALCOLM LAKIN

Once upon a time, some 4,000 million years ago and well before man invented time, about 160 kilometres below the Earth's surface in the molten rock of its mantle, there was a rather substantial amount of carbon floating around. Down there though it's hot, not just the 20 degrees required for a suntan, more like 400° Celsius and that heat, combined with the 2,800 kilos per square centimetre pressure at that depth on the carbon, formed diamonds. This was followed by a series of magma eruptions that forced the diamonds towards the surface of the earth waiting to be discovered in alluvial deposits and eventually in mines.

The Chinese used alluvial diamonds to cut their jade jewellery 5,000 years ago and way back in 296 BC India became the first country to mine diamonds, but it was the discovery of vast quantities of diamonds in South Africa where around a million carats a year have been mined since the mid-1900s, that finally made them a truly commercial product.

Man and in particular the ladies are fascinated by the allure of diamonds. They're the symbol of power, strength, matchless beauty and, of course, love and because of their incomparable brilliance diamonds have been a staple item in jewellery for centuries. But it wasn't until the early 1900s that the stone found a genuine appeal within the watch industry, although diamonds had been used in watches prior to that date.

IN THE BEGINNING ...

The first genuine wristwatch with diamonds was a key-winding lady's bracelet watch in 18 carat yellow gold with enamel and diamonds made by Patek in 1868 and sold to the Hungarian Countess Koscowicz for 1,200 Swiss francs on November 13, 1876. However, Empress Josephine was given two bracelets with watches set with diamonds and pearls in 1806 (Nitot, Paris), but these really were bracelets with the addition of a watch rather than the modern perception of a wristwatch.

Cartier first used diamonds to decorate their art deco-style watches in 1888 when the company produced three ladies' wristwatches with rose-cut diamonds and gold link bracelets, but they weren't overnight successes because long sleeves were fashionable. But in 1901-2 long sleeves and long gloves ceased to be the must for the ladies and Cartier seized the occasion to re-introduce wrist jewellery that included diamond-set timepieces. LeCoultre did much the same thing in 1890 with an 18-carat yellow and rose gold watch that was decorated with 46 diamonds and 20 rubies and from 1908 onwards regularly produced some exquisite diamond-set ladies' wristwatches.

Rolex too introduced diamond-set watches into their ladies' timepieces as early as 1910 and have continued to use them ever since and even Coco Chanel introduced a diamond-set watch in 1932 to accompany her diamond jewellery.

MODERN DAY CREATIONS

Diamond-set ladies' watches in gold or platinum continued to be manufactured throughout most of the 1900s by most of the major brands (Jaeger-LeCoultre, Patek Philippe, Audemars Piguet, Vacheron Constantin, Piaget, Longines, to name just a few). Then in 1976, Chopard introduced its Happy Diamonds Collection creating a new concept whereby mobile diamonds were placed between two sapphire crystals that moved to the rhythm of the wrist. But perhaps the most exciting innovation of that period was the brainchild of Severin Wunderman, who at that time held the license for the creation and commercial development of Gucci watches and was the first of what are now called fashion watches. Wunderman decided to unite diamonds with stainless steel for a Gucci watch, a hitherto unheard of combination, and in one fell swoop not only created an exciting new concept that changed the face of watchmaking, but also put the diamond within reach of the average consumer. Gucci led the way in this domain and today most watch companies now have a stainless steel ladies' or men's wristwatch set with diamonds.



PIAGET LIMELIGHT PARIS - NEW YORK. WATCH INSPIRED BY THE ARCHITECTURE OF NEW YORK. 18-CARAT WHITE GOLD CASE SET WITH 297 BRILLIANT-CUT DIAMONDS (APPROX. 5.4 CTS). BLACK DIAL SET WITH 99 BRILLIANT-CUT DIAMONDS (APPROX. 0.7 CTS). MANUFACTURE PIAGET 530P SELF-WINDING MOVEMENT. WHITE GOLD FOLDING CLASP SET WITH 24 BRILLIANT-CUT DIAMONDS (APPROX. 0.6 CTS). BLACK SATIN STRAP.



BULGARI ASSIOMA 26MM. 18-CARAT WHITE GOLD CASE SET WITH BRILLIANT-CUT DIAMONDS. CROWN SET WITH A ROSE-CUT DIAMOND. DIAMOND-PAVÉ DIAL. WHITE GOLD BRACELET SET WITH ROUND BRILLIANT-CUT DIAMONDS. TOTAL CARAT WEIGHT OF 6.3 CARATS. QUARTZ MOVEMENT.



CORUM ADMIRAL'S CUP COMPETITION 40. SELF-WINDING CALIBRE CO-092, SPECIFICALLY DEVELOPED AND PRODUCED FOR CORUM. HOURS, MINUTES, SECONDS AND DATE. 42-HOUR POWER RESERVE. 40 MM CASE IN 5N 18-CARAT RED GOLD OR STAINLESS STEEL CLAD IN WHITE VULCANISED RUBBER. 66 FULL-CUT DIAMONDS (TOTALLING 0.94 CARATS ON GOLD OR STEEL VERSIONS). SCREW-LOCK RED GOLD OR STEEL CROWN ENGRAVED WITH THE CORUM KEY. WHITE VULCANISED RUBBER CROWN GUARD. SCREW-LOCK BACK WITH RAISED ENGRAVING OF THE ADMIRAL'S CUP IN RED GOLD OR STEEL. WHITE MOTHER-OF-PEARL DIAL FOR THE GOLD VERSION OR WHITE LACQUERED FOR THE STEEL VERSION. HOUR-MARKERS REPRESENTED BY 12 NAUTICAL PENNANTS PAINTED ON THE INNER BEZEL RING. TWELVE-SIDED DOMED GLAREPROOFED SAPPHIRE CRYSTAL. STRAP IN WHITE CROCODILE LEATHER (FOR THE GOLD VERSION) OR WHITE VULCANISED RUBBER. WATER-RESISTANT TO 50 METRES (GOLD) OR 100 METRES (STEEL).



THIS IS SPRING DRIVE.



SPRING DRIVE
CHRONOGRAPH

A QUIET REVOLUTION IN LUXURY WATCHMAKING. IN SPRING DRIVE, ALL MOTION IS CIRCULAR, IN A SINGLE DIRECTION. THIS ALLOWS THE HANDS TO GLIDE, NOT TICK. DESIGNED FROM THE VERY START FOR PRECISION CHRONOGRAPH PERFORMANCE, WITH A VERTICAL CLUTCH AND A COLUMN WHEEL, SPRING DRIVE SETS A NEW STANDARD IN LUXURY CHRONOGRAPHS.

IS IT YOU?

www.seikospringdrive.co.uk

SEIKO



58 WATCH YOUR TIME GLAMOROUS



HUBLOT ONE MILLION \$ BB. BIG BANG 44 MM, SINGLE-PIECE WHITE GOLD CASE INVISIBLY SET WITH 322 BAGUETTE-CUT DIAMONDS (24.65 CTS), CROWN SET WITH 12 BAGUETTE-CUT DIAMONDS (0.8 CTS), WHITE GOLD DIAL SET WITH 129 BAGUETTE-CUT DIAMONDS (6.40 CTS), TOURBILLON CARRIAGE AT 6 O'CLOCK, HUB SOLO T SPECIAL-EXECUTION MECHANICAL HAND-WOUND PROPRIETARY MOVEMENT, RUBBER STRAP, WHITE GOLD CLASP FEATURING CAP SET WITH 30 BAGUETTE-CUT DIAMONDS (3.33 CTS), ONE-OF-A-KIND MODEL.



RAYMOND WEIL SHINE JEANS. RECTANGULAR CURVING STEEL CASE, FINELY POLISHED AND SET WITH 48 FULL-CUT VVS OR VS DIAMONDS. DOMED SAPPHIRE CRYSTAL. GREY DENIM-EFFECT DIAL. CENTRAL CURVING LUGS SET WITH 18 FULL-CUT VVS OR VS DIAMONDS. POLISHED STEEL BRACELET FITTED WITH AN RW FOLDING CLASP WITH DOUBLE SAFETY PUSHBUTTON OR TAUPE GREY DENIM-EFFECT STRAP WITH A PIN BUCKLE. PATENTED QUICK AND EASY WRISTBAND-CHANGE SYSTEM.



VERSACE DESTINY. 40 MM CASE IN YELLOW OR PINK GOLD-PLATED STEEL, OR PRECIOUS DIAMOND-ENCRUSTED VERSION. WHITE MOTHER-OF-PEARL OR BLACK ENAMEL DIAL. LEATHER OR SATIN STRAP. TECHNOMIME MOVEMENT. WATER-RESISTANT TO 3 ATM.

Within months, everyone from the oldest to the newest watch manufacturer jumped on the bandwagon and included at least one diamond-set stainless steel wristwatch. But creativity was abound and in the late 1990s, Franck Dubarry, the President of TechnoMarine caused a sensation at the Basel Fair by combining stainless steel and diamonds with the ultra mundane material of plastic, which was followed not too long after by a diamond and plastic Swatch watch which was launched in a limited edition. From there it was a minor leap for diamonds to become a trend and with it we began to see how creative watchmakers could be in their use of diamonds with them being set on the bezel, lugs, dial, crown and, inevitably on the bracelet.

SOMETHING FOR THE MALE OF THE SPECIES

With the beginning of the 21st century, another phenomenon took place: watch manufacturers began to use diamonds on the case of men's watches. Vacheron Constantin and Piaget had been making fabulous diamond-set watches for men, but almost exclusively for the Middle Eastern market. But suddenly the diamond had become a fashionable item for men, perhaps an extension of the trend of men wearing a diamond ear stud. Whatever the reason, the diamond was no longer the exclusive object of desire for women.

With the turn of the century an even more surprising trend gripped North America: bling. Bling was simply the most outrageous usage of gold, platinum and stainless steel with a lavish sprinkling of diamonds, to the point where one had the impression that it had become a contest as to who dazzled the most. All the A-list people in stage, screen and rap presentations shone like a condensed milky way with their jewellery and it was but a short step from there before this extravagance permeated down to the excessive use of diamonds in watches. Today though, bling seems to have had its fling.

In amongst all the sparkling white diamonds, Fawaz Gruosi, the President of de Grisogono launched his watch brand and created some remarkable mechanical watches not only using white diamonds but also contrasting them with what were then inexpensive black diamonds, a stone that was previously frowned upon by purists. His use of the black diamond was both imaginative and startlingly beautiful and the brand's success led to other companies emulating his use of what has now become an expensive stone.



LOUIS VUITTON TAMBOUR LADY DIVING. TAMBOUR MEDIUM WITH SELF-WINDING LV CALIBRE 78. SINGLE-DIRECTION ROTATING BEZEL RING OPERATED BY A SCREW-LOCK CROWN. OVERSIZED CROWNS WITH UNSCREWED WARNING SIGNAL. STEEL CASE AND BLUE MOTHER-OF-PEARL DIAL, OR ROSE GOLD CASE AND PINK MOTHER-OF-PEARL DIAL. HOUR-MARKERS SET WITH WHITE DIAMONDS.

CARTIER PERLES WATCH, COLLECTION CARTIER LIBRE. 18-CARAT WHITE GOLD SET WITH ROUND DIAMONDS AND TWO FRESHWATER PEARLS. WHITE MOTHER-OF-PEARL DIAL WITH FLINQUÉ MOTIF. DARK GREY BRUSHED CANVAS STRAP, 18-CARAT WHITE GOLD PIN BUCKLE SET WITH ROUND DIAMONDS. QUARTZ MOVEMENT. 389 DIAMONDS TALLING APPROXIMATELY 2.9 CARATS.

PHOTO: PANSERI © CARTIER 2007



RICHARD MILLE RM007 SERTIE CRAFTED IN RED OR WHITE GOLD; GEM-SET, PAVÉ, GUILLOCHÉ, ADORNED WITH BAGUETTE-CUT DIAMONDS OR RUBIES IN A RESOLUTELY "ART DECO" STYLE: THE MANY VARIATIONS OF THE RM 007 CASE DO NOT ECLIPSE THE TECHNICAL INNOVATIONS INHERENT TO THE BRAND SPIRIT. FUNCTIONS: HOURS, MINUTES, DATE AT 6 'CLOCK. GEM-SET WHITE GOLD DIAL, LUMINESCENT HOUR-MARKERS. WATER-RESISTANT TO 50 METRES.

CHANEL J12 EXCLUSIVE EDITIONS. 18-CARAT WHITE GOLD 41 MM CASE, SELF-WINDING MOVEMENT. DIAL SET WITH 264 DIAMONDS (0.6 CARATS) AND 9 DIAMOND HOUR-MARKERS. BEZEL SET WITH 36 BAGUETTE-CUT RUBIES (7 CARATS). CROWN ADORNED WITH A RUBY CABOCHON AND RUBY PUSHBUTTONS. BLACK CERAMIC STRAP. LIMITED NUMBERED EDITION OF 100.



SPECTACULAR CREATIONS

Today, the exciting trend of adding diamonds to watches has become a standard, a classic in watchmaking. Practically all of the world's leading brands have fabulous if not sensational diamond-set watches, brands like Audemars Piguet, Vacheron Constantin, Rolex, Piaget, Cartier, Zenith, Raymond Weil and Corum all offer time with the finest refinement in diamond designs. However, two brands in the last few years have introduced remarkably unique diamond-set creations: TAG Heuer and Hublot.

In its Haute Couture Collection, TAG Heuer created perhaps the most original of all watches to date, the eye-catching and highly innovative Diamond Fiction. The Diamond Fiction is not, as the name suggests, a mythical masterpiece, it is an outstanding watch that combines stonesetting and ground-breaking watchmaking technique. It is a stunning timepiece in stainless steel combined with a red satin bracelet that is literally dripping with 879 full-cut Top Wesselton diamonds. It uses an innovative avant-garde technology whereby 54 of the diamonds hide Light Emitting Diodes (LEDs) and at the press of a button they display the time through the diamonds in a dazzling red that matches the watch's elegant strap. Priced at 100,000 euros, the brand produced only three of these amazing creations and used the gorgeous Uma Thurman to model it.

Then last year Hublot introduced into its Big Bang Collection the extraordinary One Million \$ Big Bang watch which has 322 baguette diamonds on the case, 12 diamonds on the crown and 129 baguette diamonds on the dial. The total weight for the diamonds is 31.85 carats... and that really is a lot of sparkle.

So, you want a diamond? Go for a watch then, it's easier on the pocket and fabulous on the wrist. And what's more, there's nothing quite like a diamond to enhance that moment when you 'Watch your Time'. >



THE ENGINEERS OF TIME

The Worldtimer. One watch. Two time zones.

The perfect companion for cosmopolitans, thanks to its automatic movement with unique world time function. It allows the display of a second time zone on the dial in a mechanical-digital manner. The time of the second time zone is transferred to the hands by simply pressing a button.



More information: porschedesign@zeonltd.co.uk



PORSCHE DESIGN
WORLDTIMER
P'6750

Beverly Hills 13:08 ◀ | New York 16:08 ◀ | London 21:08 ◀ | Berlin 22:08 ◀ | Dubai 01:08 ◀ | Tokyo 06:08 ◀ | www.porsche-design.com/worldtimer



Time is the

It has been said that time is a circle, a wheel, an eternal renewal. But it has also been said that time is an arrow that is flying straight towards the unknown and never turns back. In its course, it carries us along through ever-changing landscapes. Time flies by and transforms everything as it passes. Rather than an eternal renewal, time is eternal change. It incessantly reinvents itself, forces us to innovate lest we stop. For example, watchmakers, its faithful servants, continually invent new forms and metamorphoses for it — so many incarnations under which, nevertheless, it always retains its implacable face.



© JUAN GATTI

THE INNOVATIVE

greatest innovator
[FRANCIS BACON]



ROLEX OYSTER PERPETUAL MILGAUSS
STEEL CHRONOMETER. PARAMAGNETIC OYSTER
BRACELET, OYSTERCLASP WITH EASYLINK.
WATER-RESISTANT TO 100 METRES. SELF-
WINDING. GREEN SAPPHIRE CRYSTAL.





RICHARD MILLE RM 020 TOURBILLON POCKET-WATCH

WITH THE RM 020 POCKET-WATCH, RICHARD MILLE REINTERPRETS TIME AND REVIVES THE POCKET-WATCH TREND. TECHNICALLY SPEAKING, THE POCKET-WATCH IS PARTICULARLY SUITED TO THE TOURBILLON, AS ABRAHAM-LOUIS BREGUET PROVED IN HIS DAY. IT IS BECAUSE THE POCKET-WATCH IS CONSTANTLY IN THE VERTICAL POSITION THAT THE TOURBILLON WAS CREATED. WHILE CLEARLY INSPIRED BY THE PAST, THE RM 020 IS AN INDISPUTABLY 21ST CENTURY WATCH. FUNCTIONAL, LIGHT AND EASY TO WEAR, THIS TWIN-BARREL TOURBILLON WATCH IS ALSO EXTREMELY ACCURATE. NO DETAIL HAS BEEN LEFT TO CHANCE. THE TIP OF THE TITANIUM CHAIN BECOMES A WINDER BY QUICKLY AND SMOOTHLY CONNECTING IT TO THE CROWN FOR EASY WINDING AND OPTIMAL TORQUE. ONCE THE CHAIN IS REMOVED, THE RM 020 BECOMES A DESK CLOCK THANKS TO A BASE SUPPLIED WITH THE WATCH. THE RM 020 IS AVAILABLE IN TITANIUM AND 18-CARAT GOLD OR IN TITANIUM ON A TITANIUM CHAIN.



INNOVATIVE WATCH YOUR TIME 61



ZENITH DEFY XTREME ZERO-G

NEW SELF-WINDING EL PRIMERO 8800 MOVEMENT WITH GYROSCOPIC CARRIAGE (160 PARTS INCLUDING 10 CONE-SHAPED GEAR TRAINS, 6 SPHERICAL WHEELS AND 6 BALL-BEARING MECHANISMS) ENSURING THE PERFECTLY HORIZONTAL POSITIONING OF THE REGULATING ORGANS. 36,000 VIBRATIONS PER HOUR. 50-HOUR POWER RESERVE. MEASURES SHORT TIMES TO WITHIN 1/10TH OF A SECOND. OFF-CENTRED ROTOR IN PLATINUM ON BALL-BEARING MECHANISMS. BLACK TITANIUM CASE (46.5 MM). MULTI-LAYER DIAL IN TRANSPARENT HESALITE GLASS, CARBON FIBRE AND ALUMINIUM. DOUBLE SAPPHIRE CRYSTAL ON THE FRONT, SAPPHIRE CRYSTAL ON THE BACK. TITANIUM BRACELET WITH KEVLAR INSERT.

— JEAN-PHILIPPE ARM

WATCHMAKERS IN THE CRUCIBLE

NEW MATERIALS: THE CURRENT OF THIS TREND RUNS DEEP, CARRYING WITH IT A NEW VOCABULARY. IF SOME OF THE WORDS MIGHT BE FAMILIAR IN A DIFFERENT CONTEXT, THE NEOLOGISMS COINED IN THE RESEARCH LABORATORIES CAN ONLY BEWILDER THE LAYMAN. NEW MATERIALS ARE THE WATCH INDUSTRY'S LATEST HOBBY — FOR GOOD REASONS AS WELL AS FASHIONABLE ONES.

The new vocabulary is becoming background noise: silicon, carbon, tantalum, alusic, easium, magnesium, zenithium... you have to remember your Latin. It has become obligatory to trumpet the latest material in promotional literature, for there's no future without it.

WATCHMAKING AND METALLURGY

Watchmakers have always had a close rapport with metallurgy, stimulating the development of new alloys for their particular purposes. It was for watchmaking that Charles-Edouard Guillaume from Neuchâtel invented Invar and then Elinvar and won the Nobel Prize for physics in 1920. His nickel-steel with chrome and tungsten enabled balance-springs to tolerate variations in temperature. Better performance has always been a strong driver of horological research, but another stimulus has also played its part: aesthetic considerations. A third, and perhaps self-destroying impulse is the overriding need to come out incessantly with something new, world premieres and patents — grist to the marketing mill. Whatever the motive, the creativeness of this sector of the industry is breathtaking.

BEYOND GOLD

Before lighting this multi-material firework display, the luxury brands had to unlock their inhibitions in easy stages. Take the exterior coachwork of the watch: it used to be simple — to protect delicate mechanisms, a solid case in precious metal was the answer, and that boiled down to gold or platinum. It needed a lot of nerve 30 years ago for Audemars Piguet to come out with a luxury sports watch in steel at a gold-watch price. It was an equally courageous leap for Hublot, more than 20 years ago, to propose a strap in rubber, while just 10 years ago Bulgari had the effrontery to sign off a rubber strap with an aluminium case. It opened a breach that would never be closed, especially since, at the other end of the range, plastics and polymers were being accepted into society and a new category had taken shape in the design and technology niche. Rado led the way with its high-tech cases in ceramics — a material now given Chanel's blessing.

Staying with the coachwork — watch cases — the limits imposed by ordinary milling tools shaping blocks of metal have been burst asunder by such processes as sintering, which is essentially reducing the metal to powder and injecting it into a mould. The technique, which makes possible daring curves and the most complex shapes, is also applicable to non-metals of all kinds, including ceramics. Such qualities as porosity, resistance, hardness, and colour can be specified, or surfaces allowing advanced treatments against corrosion and wear.

THE VIRTUE OF LIGHTNESS

Materials like titanium or carbon composites that combine hardness and strength with low weight became essential as the fashion for huge watches outbid itself with even bigger ones — great for massive wrists, but a disaster for the ordinary mortal. The emergence in the luxury sector of materials whose value is lightness is ironical; until then, a reasonably sized watch, but with heft, proclaimed its worth in the weight of gold.



JAEGER-LECOULTRE MASTER

COMPRESSOR EXTREME LAB. CLAD IN ITS HIGH-TECH EXTERIOR, THE MASTER COMPRESSOR EXTREME LAB PREFIGURES THE WATCHES OF TOMORROW. ITS MOVEMENT OPERATES WITHOUT ANY LUBRICATION, EVEN AT TEMPERATURES OF MINUS 40°C, WHEN THE OILS AND GREASES OF A CLASSIC WATCH FREEZE UP AND STOP THE MOVEMENT. A NEW BALANCE-WHEEL GEOMETRY, THE USE OF LIGHTER AND MORE RESISTANT MATERIALS FOR THE ESCAPEMENT AND A STATE-OF-THE-ART TOURBILLON REGULATOR ENABLE JAEGER-LECOULTRE CALIBRE 988C TO SET NEW PRECISION BENCHMARKS. PROTECTED BY 6 PATENTS, THIS OUTSTANDING MODEL IS ISSUED IN EXTREMELY LIMITED NUMBERS.



PORSCHE DESIGN WORLDTIMER P 6750. WITH THIS PORSCHE DESIGN WORLDTIMER, ETERNA REINTERPRETS THE WORLD TIME FUNCTION THANKS TO A MECHANISM THAT IS UNIQUE IN ITS KIND. THIS HIGHLY FUNCTIONAL MODEL ENABLES SIMULTANEOUS DISPLAY OF TWO OUT OF 24 TIME ZONES. SIMPLY PRESSING A PUSHPIECE TRANSFERS THE REFERENCE TIME TO THE CENTRAL HANDS. MECHANICAL SELF-WINDING MOVEMENT. BLACK OR TITANIUM DIAL WITH HOUR NUMERALS; HANDS AND INDEXES COATED WITH A LUMINESCENT SUBSTANCE. MATT TITANIUM OR BLACK PVD-COATED CASE. WATER-RESISTANT TO 100 METRES. BLACK RUBBER STRAP WITH FOLDING CLASP.



SEIKO ARCTURA 9T THE LATEST KINETIC CHRONOGRAPH 9T82 FEATURES AN ULTRA-MODERN EXTERIOR. FIVE INTERIOR DIALS, POWERFULLY HIGHLIGHTED BY CIRCULAR RINGS, CREATE A BRILLIANT, SIMPLE AND ULTRA-READABLE DESIGN. AN AVANT-GARDE MODEL ISSUED IN A LIMITED EDITION OF 500.





ORIS, OBSTINATION REWARDED



BARELY TWO DECADES AGO, WHEN THE ENTIRE SWISS WATCH INDUSTRY WAS LEFT REELING IN THE WAKE OF THE QUARTZ TIDAL WAVE AND HAD ALL BUT GIVEN UP ON MECHANICAL WATCHES (BEFORE THE LATTER MADE THEIR SPECTACULAR SUBSEQUENT COMEBACK), THE ORIS BRAND AND ITS BOSS ULRICH HERZOG DECIDED TO ROW FIRMLY AGAINST THE TIDE BY DECIDING NEVER TO MAKE QUARTZ WATCHES AND TO REST STUBBORNLY LOYAL TO THE MECHANICAL WATCH. THIS HAS PROVED A WISE CHOICE. TODAY, THIS BRAND SPECIALISING IN MECHANICAL WATCHES "AT SMART PRICES", AS MR. HERZOG LIKES TO SAY, IS IN A STRONGER POSITION THAN EVER. THE BRAND DOES INDEED OFFER A REMARKABLE QUALITY/PRICE RATIO THAT IS PRETTY HARD TO MATCH. ORIS HAS BUILT THE SUCCESS OF ITS COLLECTIONS ON FOUR MAIN PILLARS: MOTOR SPORTS, DIVING, AVIATION AND – IN AN ENTIRELY DIFFERENT SPHERE – CULTURE AND IN PARTICULAR JAZZ, TO WHICH THE ORIS ARTELIER COLLECTION IS DEDICATED. DESPITE ITS INHERENTLY MASCULINE GENES, ORIS IS NONETHELESS BECOMING INCREASINGLY APPEALING TO A FEMININE CLIENTELE. THIS IS DOUBTLESS DUE TO THE FACT THAT WOMEN HAVE GRADUALLY BEEN MORE ACCUSTOMED TO WEARING WATCHES WITH A BROAD DIAMETER. OVER AND ABOVE THIS TREND-RELATED FACTOR, THEY ALSO SEEM INCREASINGLY INTERESTED IN THE MECHANICAL 'ENGINES' THROBBING BENEATH THE INCREASINGLY SOPHISTICATED WATCH 'BONNETS'. NONETHELESS, ULRICH HERZOG POINTS OUT THAT "ANOTHER KEY TO OUR SUCCESS IS OUR AESTHETIC CONSISTENCY. OUR DESIGN IS CONSISTENTLY DEDICATED TO SERVING THE WATCH FUNCTIONS. WE AIM TO OFFER PRODUCTS THAT ARE INDEED BEAUTIFUL AND ATTRACTIVE, BUT ALSO TOTALLY WEARABLE IN ALL CIRCUMSTANCES." VIVIDLY ILLUSTRATING THIS APPROACH THAT SEEKS TO COMBINE ELEGANCE AND EFFICIENCY, THE NEW ORIS TT3 CHRONOGRAPH 2ND TIME ZONE ALSO TESTIFIES TO THE BRAND'S ONGOING INVOLVEMENT IN SPORT – IN THIS CASE FORMULA 1 MOTOR RACING THROUGH ITS PARTNERSHIP WITH THE WILLIAMS TEAM.. (PM)



SILICON IN THE MOVEMENT

In the recesses of the movement inside the watch, new technologies have inspired such watchmakers as Ludwig Oechslin, at Ulysse Nardin, or the development teams at Patek Philippe, for example. Deep etching of silicon wafers and photo-etching in other materials to produce components beyond the reach of conventional methods, opened the way to a wide field of applications. The Swatch Group, Rolex and their followers also joined the trend, while brands like Audemars Piguet and Richard Mille went all the way. Now all you need to do is pick and test from a wide range of materials, each with unique attributes to cope with the mechanical environment of the watch. Characteristics in demand include elasticity or rigidity, and resistance to corrosion, scratches, pressure, temperature changes and magnetism — plus it has to be easy to engineer and manufacture.

REDUCING FRICTION

Watchmakers want one thing above all: the right amount of slide or the ideal coefficient of friction. Their quest for perpetual motion dates from the dawn of horology and the ultimate goal is to use as little energy as possible. Since lubrication is both the Achilles' heel of finest mechanisms and the bane of the after-sales department, who are familiar with consumer lethargy when it comes to maintenance, the fascination for silicon is understandable. Its ability to function without oil in the regulating organ of the watch is its major benefit. Silicon is one of the 13 different materials that went into Jaeger-LeCoultre's 2007 Master Compressor Extreme Lab, which is exemplary of the trend.

The growing list of brands announcing recourse to new materials deserves a cheer. However, we cannot know their long-term performance. But for the moment no brand has yet stood up to say: "we have never used new materials and we never will!"



TAG HEUER GRAND CARRERA CALIBRE 17 RS CHRONOGRAPH EXCLUSIVE COSC-CERTIFIED MECHANICAL MOVEMENT. LARGE 43 MM SIZE, SCREW-LOCK CROWN, SCREW-LOCK PUSHERS AND APPLIED DATE WINDOW AT 6 O'CLOCK. BLACK OR SILVER-COLOURED DIAL EQUIPPED WITH TWO ROTATION SYSTEMS (INSPIRED BY GT ENGINES, THIS TECHNOLOGICAL INNOVATION ENABLES A COMPLETELY NEW TIME DISPLAY MODE FEATURING INTUITIVE READ-OFF AND DIRECT ACCESS TO INFORMATION), WITH CÔTES DE GENÈVE MOTIF PATTERN AND DIAMOND-POLISHED FACETS: SMALL SECONDS AT 3 O'CLOCK AND CHRONOGRAPH MINUTES AT 9 O'CLOCK. STEEL BRACELET OR ALLIGATOR LEATHER STRAP WITH SOLID STEEL FOLDING CLASP WITH SAFETY PUSHERS AND HAND-APPLIED TAG HEUER LOGO.



FERRARI GRANTURISMO GMT ALARM ENGINEERED BY **OFFICINE PANERAI** SPORTS WATCH WITH DUAL TIME-ZONE DISPLAY AND PROGRAMMABLE STRIKING MECHANISM. STAINLESS STEEL SQUARE CASE WITH ROUNDED ANGLES, ALTERNATING POLISHED AND SATIN-BRUSHED FINISHES. 45 MM IN DIAMETER. WATER-RESISTANT TO 100 METRES. SELF-WINDING MOVEMENT, PANERAI CALIBRE OP XXIV, 13 LIGNES, 31 JEWELS. 47-HOUR POWER RESERVE, CÔTES DE GENÈVE MOTIF, BLUED SCREWS. ROTOR ENGRAVED WITH THE REARING-HORSE EMBLEM.

RAYMOND WEIL DON GIOVANNI COSÌ GRANDE TWO TIME ZONES SINGLE MECHANICAL SELF-WINDING MOVEMENT CONTROLLING TWO TIME ZONES. THE LOCAL TIME IS SHOWN IN THE LOWER PART ON A 12-HOUR SCALE, WHILE THE 24-HOUR TIME-ZONE APPEARING IN THE UPPER PART ENABLES ONE TO DISTINGUISH BETWEEN AM AND PM, DAY AND NIGHT. RECTANGULAR STEEL CASE ON FULL-GRAIN STRAP OR STEEL BRACELET WITH FOLDING CLASP.



ORIS TT3 CHRONOGRAPH TWO TIME ZONE TITANIUM WITH BLACK COATING AND ROSE GOLD. MECHANICAL SELF-WINDING MOVEMENT WITH CHRONOGRAPH AND DUAL TIME-ZONE FUNCTIONS. CENTRAL HOUR AND MINUTE HANDS, SMALL SECONDS AT 9 O'CLOCK. CHRONOGRAPH WITH CENTRAL SWEEP SECONDS HAND, ALONG WITH OFF-CENTRED MINUTE AND HOUR COUNTERS. CENTRAL DISPLAY OF A SECOND TIME ZONE, DATE AT 6 O'CLOCK. CARBON DIAL, ROSE GOLD APPLIED NUMERALS AND ROSE GOLD-PLATED POLISHED HANDS WITH LUMINESCENT COATING. TITANIUM CASE WITH BLACK COATING AND APPLIED 24-HOUR BEZEL. SCREW-DOWN BACK WITH MINERAL GLASS. WATER-RESISTANT TO 100 METRES. ROSE GOLD-PLATED STEEL CROWN WITH "QUICK LOCK" SYSTEM. ROSE-GOLD PLATED STEEL PUSHERS. DOMED SAPPHIRE CRYSTAL GLAREPROOFED ON THE INSIDE. RUBBER STRAP WITH PVD 5N COATED INTEGRATED MOBILE LUGS. PVD COATED STEEL FOLDING CLASP.



THE FIRST MODEL CAUSED A SENSATION WHEN IT WAS LAUNCHED, ENDOWED WITH AN AVANT-GARDE FORMAL LANGUAGE THAT TURNED PLENTY OF HEADS. THE **DA VINCI AUTOMATIC** BY **IWC** CELEBRATES ITS COMEBACK WITH THE PROPRIETARY CALIBRE 80111 MOVEMENT. THIS MODEL IS INSPIRED BY NO LESS A FIGURE THAN THE LEGENDARY RENAISSANCE GENIUS WHOSE NAME IT BEARS.



GE | GUY ELLIA



JUMBO CHRONO

Anije **Paris**

Doux Joaillier **Courchevel** Zegg & Cerlati **Monaco** Frojo **Saint Tropez** Carat & Time **Saint Barthelemy**

Piantelli **London** Avakian **Geneva** Hubner **Vienna** Diamond Time **Athens** Steltman **Den Haag**

Lydion Mucevher **Antalya** Azal **Dubai** Harvey Nichols **Dubai** Louvre **Moscow** Crystal **Kiev** Cellini **New York** Westime **Los Angeles**

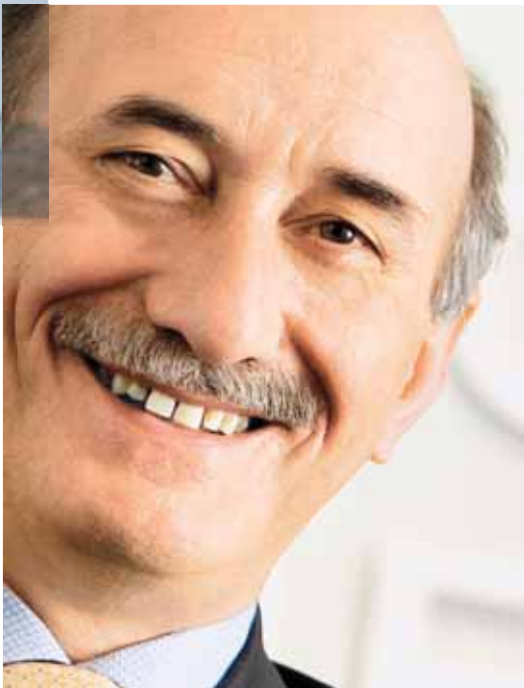
www.guyellia.com



64 WATCH YOUR TIME **PEOPLE**



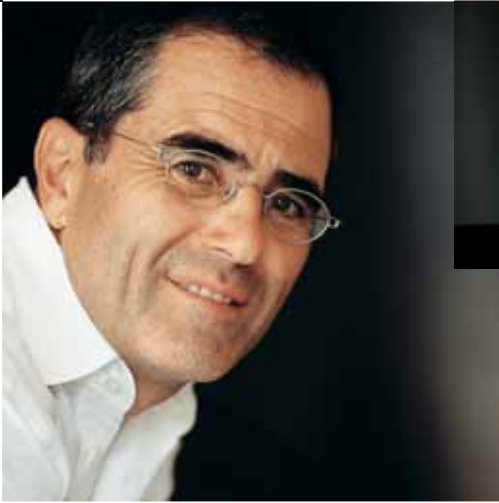
RICHARD MILLE MONTRES **RICHARD MILLE** "HAVING ONE OF MY WATCHES ON MY WRIST MEANS MUCH MORE THAN LOOKING AT THE TIME. IT MEANS SEEING WHAT TIME IT IS NOW, BUT ALSO CONTEMPLATING THE FUTURE. IT IS AN ESSENTIAL FOUNDATION, A PLACE FOR EXPERIMENTATION THAT I CAN USE AS A SPRINGBOARD TO PROJECT MYSELF ONTO MODELS YET TO COME AND THEIR CHARACTERISTICS — WHILE KEEPING TODAY'S CONSISTENCY IN MIND. ALL I NEED TO DO IS LOOK AT THE COLLECTION TO SEE THAT WHILE THE MODELS ARE ALL DIFFERENT, NOTHING GOES AGAINST THE SPIRIT OF THE WHOLE."



PHILIPPE LÉOPOLD-METZGER **PIAGET**
"FOR ME, CHOOSING MY WATCH EACH MORNING, PUTTING IT ON, AND REWINDING IT IF NECESSARY IS ONE OF MY FAVOURITE MOMENTS OF THE DAY. IT IS AN INTIMATE AND EMOTIONAL MOMENT, A MOMENT OF HAPPINESS. EVERY WATCH I WEAR REFLECTS A FACET OF MY PERSONALITY AND EXPRESSES A SKILFUL ALCHEMY OF ELEGANCE, CREATIVITY, DISCRETION AND TECHNICAL EXPERTISE. I HAVE THE PRIVILEGE OF CHOOSING AMONG MANY WATCHES THAT I LOVE, SOME VERY NEW AND OTHERS OLDER. I LIKE THE LOOK OF WATCHES THAT ACQUIRE A PATINA WITH AGE. DURING THE DAY I OFTEN PLAY WITH MY WATCH OR LOOK AT THE SUBTLE MOVEMENT OF THE TOURBILLON. I HAVE A TACTILE RELATIONSHIP WITH MY WATCHES AND I APPRECIATE THE HARMONIOUS AND REFINED OUTLINES OF THESE EXCEPTIONAL TIMEPIECES. MY WATCHES SET THE RHYTHM OF MY LIFE, BUT THEY REMAIN, ABOVE ALL, PIECES OF JEWELLERY WITH WHICH I DEVELOP A GENUINE RAPPORT."



STANISLAS DE QUERCIZE **VAN CLEEF & ARPELS**
"WEARING A WATCH MEANS BEING ABLE TO LIVE MORE INTENSELY. BY NATURE, OUR LIVES ARE LIMITED. WE HAVE SCARCELY MORE THAN 100 YEARS ON THIS EARTH, AT MOST, AND SOMETIMES WE ARE TEMPTED TO FORGET THIS AND BELIEVE THAT WE ARE ETERNAL. A PRECIOUS WATCH ON OUR WRIST, A FAITHFUL COMPANION AT WHICH WE LOOK REGULARLY EACH DAY, ASKS US THESE QUESTIONS: 'WHAT ARE YOU DOING WITH YOUR PRECIOUS TIME? ARE YOU LOVING ENOUGH? LIVING ENOUGH? GIVING ENOUGH?'"



OLIVIER BERNHEIM **RAYMOND WEIL** "I HONESTLY ADMIT THAT IT IS HARD FOR ME TO GO WITHOUT A WATCH. I LOVE THE OBJECT FOR ITSELF, AND I NEED ITS TOUCH, ITS WEIGHT ON MY WRIST. I ADMIT THAT EVEN THOUGH THERE ARE OTHER OBJECTS THAT TELL TIME, I CAN'T DO WITHOUT A WATCH, IT IS A LITTLE LIKE AN INTEGRAL PART OF MYSELF. I HAVE BEEN WEARING WATCHES SINCE I WAS A CHILD, IT IS A HABIT. WHEN I DON'T HAVE ONE ON, WHICH IS VERY RARE, I FEEL LIKE SOMETHING IS MISSING."

ULRICH HERZOG **ORIS** "I CERTAINLY NEED AN INSTRUMENT THAT WILL GIVE ME THE TIME, BE RELIABLE, AND APPEAL TO ME, ALL AT ONCE. A WATCH IS A SUPERB 'TOY' FOR A MAN AND A REFLECTION OF ITS WEARER'S PERSONALITY. IT IS ALSO THE ONLY PIECE OF JEWELLERY WORN BY MOST MEN. SINCE I PLAY SEVERAL SPORTS, I LIKE TO WEAR A WATCH THAT IS BOTH SPORTY AND NOT OUT OF PLACE AT WORK OR WHEN I GO OUT. BUT ALL OF THIS REALLY STARTS TO MEAN SOMETHING WHEN I FEEL THE MECHANICAL MOVEMENT TICKING INSIDE MY WATCH. I AM FASCINATED BY THIS COLLECTION OF MECHANICAL PIECES THAT COMBINE TO GIVE ME THE TIME SO ACCURATELY."





WHY DO YOU WEAR A WATCH?

CYRILLE VIGNERON CEO OF **CARTIER**
FRANCE AND MANAGING DIRECTOR FOR
EUROPE. "BEING TIED TO THE CYCLE OF
HUMAN TIME. WEARING A PRECIOUS
OBJECT. EXPRESSING A STYLE, A DESIRE,
A MOOD."



JEAN-CLAUDE BIVER
HUBLOT "WEARING A WATCH
THAT APPEALS TO ME IS LIKE
DRIVING A BEAUTIFUL CAR,
SPORTING A CASHMERE
SWEATER OR WALKING IN
CUSTOM-MADE SHOES. THE
WATCH IS AN INTEGRAL PART
OF ME AND MY PERSONALITY.
THE WATCH SPEAKS TO ME,
IT IS MY COMPANION AND
BRINGS ME LUCK. I CAN'T
IMAGINE A DAY WITHOUT MY
WATCH."



ANGELO BONATI **OFFICINE PANERAI**
"ASIDE FROM THE OBVIOUS AND BASIC
FUNCTION OF TELLING TIME, WEARING
A WATCH ALLOWS YOU TO EXPRESS ON
YOUR WRIST A WORLD MARKED BY ITS
CULTURE AND TRADITIONS. THE WATCH
IS NOT ONLY AN ACCESSORY BUT
ALSO AN EMOTION THAT IS CONVEYED
THROUGH THE PERSON WHO MAKES IT
AND THE PERSON WHO WEARS IT."



PHILIPPE MOUGENOT **CHANEL**
"TO WEAR A WATCH SUCH AS A
'J12' IS TO BE 'IN,' TO LIVE TO THE
BEAT OF AN ETERNAL MODERNITY,
TO CASUALLY WATCH THE HOURS
GO BY AND TO ALWAYS BE AHEAD
OF TIME!"



ANTONIO CALCE **CORUM** "FOR ME, WEARING A WATCH IS A VERY EMOTIONAL THING. FIRST,
BECAUSE IT IS PART OF MY LIFE AND I CAN'T GO WITHOUT WEARING ONE. AND THEN, A WATCH
IS A LIVING BEING WITH A BEATING HEART. I MUST FEEL ITS WINDING MECHANISM. WITH A
LOOK, I PLUNGE INTO THE WORLD OF CRAFTSMANSHIP WHOSE VALUES CHARACTERISE IT.
EACH OF ITS COMPONENTS IS OF MAJOR IMPORTANCE AS FAR AS ITS AESTHETIC AND TECHNICAL ASPECTS ARE CONCERNED. THAT IS WHAT THRILLS ME."



JEAN-MARC PONTROUÉ EXECUTIVE VICE
PRESIDENT PRODUCT STRATEGIES &
DEVELOPMENT **MONTBLANC** INTERNATIONAL
GMBH. "WE ARE IN A PROFESSION THAT OFFERS
US THE INCREDIBLE OPPORTUNITY TO CHOOSE,
EVERY MORNING, THE TIMEPIECE THAT BEST FITS
OUR MOOD. THAT IS A VERY PERSONAL ACT, WHICH
ALSO EXPRESSES YOUR ABILITY TO MATCH THIS
LONE MASCULINE JEWEL TO YOUR CLOTHING
EVERY DAY... A WATCH IS AN ACCESSORY THAT
IS NOT DECORATIVE, AS A PIECE OF JEWELLERY
MIGHT BE, BUT FUNCTIONAL: IT WILL SET THE
RHYTHM OF YOUR DAY, MAKE YOU SPEED UP
OR EVEN, MORE RARELY, SLOW DOWN THE
MOMENTS YOU EXPERIENCE. IT COMMUNICATES
TO OTHERS THE VALUES OF CULTURE, PRESTIGE
AND TIMELESSNESS THAT YOUR BRAND CONVEYS
THROUGH IT... FINALLY, IT REASSURES YOU AND
GIVES YOU THE INDESCRIBABLE PLEASURE OF
WEARING A PIECE MANUFACTURED WITH TALENT
AND PASSION BY OUR MASTER WATCHMAKERS."



MONTBLANC STAR NICOLAS RIEUSSEC MONOPUSHER CHRONOGRAPH. WATCH WITH STANDARD TIME, DATE, CHRONOGRAPH AND POWER-RESERVE DISPLAY. MONTBLANC PROPRIETARY HAND-WOUND MOVEMENT, CALIBRE MB R100, TWIN BARRELS AND BALANCE-STOP DEVICE. CHRONOGRAPH WITH SINGLE-PUSHER SYSTEM AT 8 O'CLOCK, COLUMN WHEEL, VERTICAL COUPLING-CLUTCH. 72-HOUR POWER RESERVE WITH TWIN BARREL. RHODIUM-PLATED BRIDGES WITH *CÔTES DE GENÈVE* MOTIF. SPECIAL TOOTH PROFILE FOR ENHANCED ENERGY TRANSMISSION. DISPLAY OF THE HOURS AND MINUTES ON AN OFF-CENTRED DIAL. DATE POINTER. CHRONOGRAPH FEATURING A NEW TYPE OF INDICATION ON 60-SECOND AND 30-MINUTE COUNTERS USING ROTATING DISCS AND FIXED HANDS. POWER-RESERVE INDICATION ON THE BACK OF THE CASE.

RIEUSSEC, A NAME THAT WRITES THE HISTORY OF TIME

The single-pusher Montblanc Star Nicolas Rieussec is dedicated to the man who invented the chronograph in 1821. Originally, this was in fact a wooden case containing a clock movement driving two rotating dials on the cover. Above these dials was a fixed marker that released a drop of ink onto the dial each time the user pressed a button. For the very first time,

A BLEND OF TRADITION AND INNOVATION

Montblanc MB Calibre R1000 is a hand-wound movement driving displays of the day and date, equipped with a classic column-wheel chronograph mechanisms and a modern coupling-clutch with a vertical plate. The chronograph is operated by a pusher on the side of the case at 8 o'clock. The hour is displayed in an off-centred sub-dial also bearing a scale running from 1 to 31 and serving to indicate the date inside the hour circle. The movement houses two barrels that guarantee a 72-hour power reserve, which is indicated on a display located on the back of the movement and which may be viewed through a sapphire



MONTBLANC PRESENTS ITS FIRST MOVEMENT MADE ENTIRELY IN ITS OWN WORKSHOPS

Montblanc is launching its first chronograph equipped with a movement developed and made entirely within the company workshops: the single-pusher Montblanc Star Nicolas Rieussec.

This is an important step for the brand, since it signals the "official" entry of this company, historically specialising in wrist instruments, into the rarefied sphere of classic watch "Manufactures".

"We are really proud of this first movement, of our own creation. It fully justified our claim to be a key player in the field of mechanical watches," explains Lutz Bethge, CEO of Montblanc International. Montblanc began making incursions into this field just over 10 years ago.

a device thus enabled a precise recording of the exact times achieved by race horses. It was dubbed the "chronograph", from the Greek words *chronos*, meaning time, and *graphein*, meaning writing. It therefore seems quite logical that the first watch movement developed by Montblanc – which has asserted itself as the world's leading producer of high-end writing instruments – should be inspired by the man who invented "the writing of time". Moreover, the principle of rotating dials inspired the design of the new Montblanc chronograph and gives this watch its immediately recognisable appearance.



crystal. Montblanc also offers a self-winding version of this movement, Montblanc MB Calibre R200.

The single-pusher Montblanc Star Nicolas Rieussec is available in limited numbers: 25 in 950 platinum, 75 in white gold and 75 in 18-carat yellow gold, as well as 125 watches in 18-carat rose gold. In harmony with traditional watchmaking methods, the precious metal cases measuring 43 mm in diameter are cold-moulded and finished by hand. A domed sapphire crystal that is glareproofed on both sides protects the dial, while the sapphire crystal on the back provides a view of the decorated movement, its chronograph mechanism and the power-reserve indicator. (PM)

18-CARAT RED GOLD 43 MM CASE. CONVEX SAPPHIRE CRYSTAL, GLAREPROOFED ON BOTH SIDES. TRANSPARENT SAPPHIRE CASEBACK. WATER-RESISTANT TO 30 METRES. WINDING CROWN IN 18-CARAT RED GOLD WITH INLAID MOTHER-OF-PEARL MONTBLANC EMBLEM. BEIGE DIAL WITH BLACK NUMERALS ON THE APPLIED HOUR CIRCLE. *CÔTES DE GENÈVE* MOTIFS BETWEEN 4 AND 8 O'CLOCK. CHESTNUT BROWN ALLIGATOR LEATHER STRAP WITH DOUBLE FOLDING CLASP IN 18-CARAT RED GOLD. PLATINUM VERSION IN LIMITED EDITION OF 25. WHITE GOLD VERSION IN LIMITED EDITION OF 75. YELLOW GOLD VERSION IN LIMITED EDITION OF 75. RED GOLD VERSION IN LIMITED EDITION OF 125.

A LEGACY FOR TOMORROW

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PRECIOUS FINE
WATCHMAKING
DRAWS ITS
LEGITIMACY FROM
KNOW-HOW AND
INNOVATION.

THE FONDATION
DE LA HAUTE
HORLOGERIE,
THROUGH ITS
ACTIVITIES,
FOSTERS AND
BRINGS TO LIFE
VALUES OF
CREATIVITY,
CULTURE AND
TRADITION.

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