

SPECIAL ADVERTISING SUPPLEMENT TO
THE NEW YORK TIMES

A woman with a black bob haircut and white face paint is looking down. Her neck and upper chest are overlaid with a complex, red mechanical watch movement, including gears, levers, and a rotor. The background is black with a red circular shape at the top left.

WATCH YOUR TIME

SPECIAL WATCH PORTFOLIO

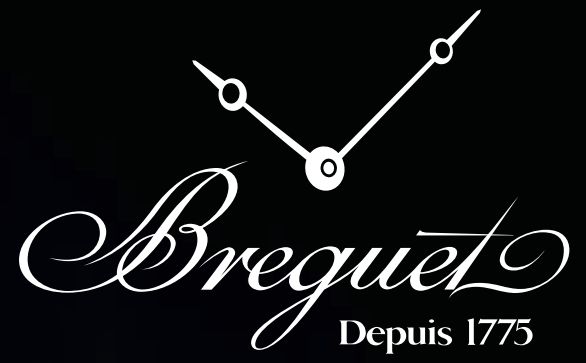


Breguet, the innovator.

Invention of the Breguet balance spring, 1795

The balance spring gives time rhythm and sets its rate – the key to a watch's precision. With its many patented innovations, the Tradition 7047PT with fusee tourbillon pushes the limits of precision time-keeping by combining the accuracy of the Breguet balance-spring's terminal curve, conceived in 1795, and the anti-magnetic properties of silicon. History is still being written ...

www.breguet.com/inventions



Breguet
Depuis 1775



BREGUET BOUTIQUES - 779 MADISON AVENUE NEW YORK +1 212 288-4014 - 280 NORTH RODEO DRIVE BEVERLY HILLS +1 310 860-9911

WWW.BREGUET.COM





PATEK PHILIPPE
GENEVE

Begin your own tradition.

Something truly precious
holds its beauty forever.



Twenty-4® steel Ref. 4910/10A, white gold ring and earrings.

Tel: (1) 212 218 1240
patek.com



The Ralph Lauren Stirrup Watch

18K ROSE GOLD LARGE MODEL. MANUFACTURE MOVEMENT. SELF-WINDING CHRONOGRAPH.
261 COMPONENTS, 41 JEWELS, 48-HOUR POWER RESERVE. SWISS MADE.

NEW YORK LONDON PARIS MILAN TOKYO GREENWICH BEVERLY HILLS CHICAGO DALLAS CANNES ST MORITZ GSTAAD MACAU SHANGHAI
RALPHLAURENWATCHES.COM

OUR COVER
SERGE LUTENS



Serge Lutens has, since the 1960s, realized a body of visual artwork that has become a reference in the world of design, fashion and images in general. *"Between 1960 and 2010 I have staged, photographed and filmed characters as versions of myself,"* he says.

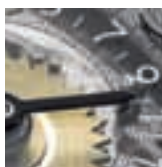
Since the 1980s and in parallel to this activity, Serge Lutens developed a passion for perfume. For decades now he creates new fragrances, initiating a true revolution in the world of perfumes and recognized by the prestigious Fragrance Foundation which honored him with several distinctions (FIFI Awards). Since 2000 his olfactory creations are grouped under the label "Parfums Serge Lutens".

The cover photograph is part of a series created by Serge Lutens in October 1989 as a tribute to "Suprématisme".



HUBLOT BIG BANG CLASSIC ALL BLACK.
THE SOPHISTICATED CHIC OF AN ALL-BLACK VERSION OF THE LEGENDARY BIG BANG. 45 MM POLISHED CERAMIC CASE, SATIN-FINISH CERAMIC BEZEL WITH SIX TITANIUM SCREWS. MAT BLACK MICROBLASTED DIAL, MICROBLASTED FACETTED SKELETON HANDS. SELF-WINDING MECHANICAL MOVEMENT. ADJUSTABLE RUBBER STRAP. WATER-RESISTANT TO 100 M.

PUBLISHER-FOUNDER CHRISTIAN LLAVALL-UBACH
MANAGING DIRECTOR ISABELLE BOUDRINGHIN
DEVELOPMENT MANAGER ERIC DUMATIN
EDITORIAL DIRECTOR GRÉGOIRE BAILLOD
WRITERS CAROL BESLER, CHRISTOPHE CACHERA, VINCENT DAVEAU, LAURIE KAHLE, D. MALCOLM LAKIN, ROBERTA NAAS, CHRISTOPHE ROULET
TRANSLATION SANDRA PETCH
ART DIRECTION LA FONDERIE (GENEVA), VINCENT FESSELET, YAN RUBIN
PHOTOENGRAVING BOMBIE (GENEVA)
PRINTED IN ITALY BY MAESTRO



WATCH YOUR TIME

SPECIAL WATCH PORTFOLIO

USA EDITION ~ SUNDAY, OCTOBER 24, 2010

This advertising supplement is produced by Editions Temps International and did not involve the reporting or editorial staff of The New York Times.

THE WATCH AVENUE ----- 11

NOT JUST THE TIME ----- 13

PATEK PHILIPPE ----- 16
MAKING WATCHES FOR ETERNITY

TAG HEUER ----- 18
PIONEERING TIME MEASUREMENT FOR 150 YEARS

ZENITH ----- 20
EL PRIMERO 40 YEARS IN POLE POSITION

COMPLICATED WATCHES ----- 25

COLLECTING TIME ----- 33

JAEGER-LECOULTRE ----- 37
ENDLESSLY INNOVATIVE

WESTIME ----- 38
A PASSION FOR WATCHES

BREGUET ----- 40
THE INSPIRED INVENTOR OF THE TOURBILLON

A WATCH FOR ALL REASONS ----- 43

RALPH LAUREN ----- 47
OPENS ITS FIRST WATCH & JEWELRY SALON IN THE US

GIRL TIME ----- 49

VACHERON CONSTANTIN ----- 53
A LEGACY OF EXCELLENCE

HEAVY METAL ----- 55

SEIKO ----- 57
MANUFACTURE OF THE RISING SUN


OMEGA ----- 58
MASTERS OF INNOVATION AND ACCURACY



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

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

Patrimony Traditionnelle Calibre 2755

 *Hallmark of Geneva, Pink gold case, Hand-wound mechanical movement, Minute-repeater, Tourbillon, Perpetual calendar*

Réf. 80172/000R-9300

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



VACHERON CONSTANTIN

Manufacture Horlogère, Genève, depuis 1755.

For more information, contact our Concierge at 1 (877) 862-7555 or visit www.vacheron-constantin.com

★
ZENITH

EL PRIMERO STRIKING 10th
Swiss manufactured high frequency chronograph
(patent N° ep 1 499 929 b1)



ZENITH, THE PIONEER SPIRIT SINCE 1865

TOURNEAU

LOCATIONS NATIONWIDE OR SHOP-AT-HOME: 800.348.3332
WWW.TOURNEAU.COM



THEWATCHAVENUE.COM

You can stay in any State of the Union or travel in any country in the world, an internet connection is all you need to enter The Watch Avenue, a 3D world of watches, brought to life by virtual reality and web technology. All the luxury watches, all the new models just released by major Swiss brands are just a click away, along with photos, films, information, reports, explanations. Whatever time of night or day, you can get any information you may need on watches.



"It's an immersive experience, a new way to discover watches. A cross between a website, a glossy magazine and brick-and-mortar stores," notes Christian Clément, one of the inventors of the Avenue whose ultra-realistic backdrop is the kind of grand thoroughfare found in the chic shopping districts of Europe's capital cities.

The names above the doors are those of prestigious watch brands. One click reveals the spacious, elegant interiors, each designed to reflect the personality of the individual brand. "It was extremely important to us that visitors to the Vacheron Constantin virtual store should be surrounded by the atmosphere of Vacheron Constantin," Chief Executive Juan-Carlos Torres, explains. Once inside a store, choose any one of the displays, then a model. Zoom in to inspect each detail. View as many watches as you wish, or go into a different store and browse the collections there instead.

Maybe come back to where you began. It's entirely up to you. You are the guest of honor. The Watch Avenue exists to please you. There are many ways to explore the Avenue: click to your heart's desire, use the search engine to locate a specific model, or put your trust in technology. "The Watch Selector is an innovative application that guides users towards the watches they are looking for," explains James, one of the webmasters who worked on the project. "Technology makes choosing a watch easier." Enter



your criteria and the Selector will cross-reference them with the hundreds of watches on the Avenue. It then proposes a shortlist of models that correspond exactly to the type of watch you are looking for. Once you have made your choice, the Selector displays a full description and details of the nearest (real) store to where you are. The Avenue is also a unique source of information. From a highly technical question to a glamorous video, it's all there. The news-stand is your chance to catch up on online media, including The Watch Daily where articles by specialist journalists bring essential, real-time information on the latest brands, new models and international events. The Watch Avenue also has its own cinema, showing videos, commercials and reports from the brands, and a bookstore selling specialist publications. The Geneva School of Watchmaking has a virtual branch, where a teacher explains the secrets behind complications. The *Fondation de la Haute Horlogerie* is also present, with information on watchmaking's professions, and exploits past and present. The Watch Avenue speaks several languages, with versions in Mandarin Chinese and Spanish soon to launch. The websites of some of the world's most prestigious newspapers open on the site. You can also spot Avenue banners on the homepages of Le Monde (lemonde.fr), The New York Times (nytimes.com) and International Herald Tribune (iht.com).

The Watch Avenue is also on social networking sites, with a Facebook page (<http://www.facebook.com/TheWatchAvenue>) and a Twitter account (<http://twitter.com/TheWatchAvenue>). As Pauline Lip, one of the site's fans, remarks: "Even when you're not on the Avenue, the Avenue stays with you!"



TWO HEARTS. REAL PRECISION.



DUOMÈTRE À QUANTIÈME LUNAIRE.

Jaeger-LeCoultre Calibre 381.

The Dual-Wing concept is a genuine horological revolution featuring two distinct mechanisms synchronised by a single regulating organ. The patented jumping stop seconds function enables time-setting to the nearest 1/6th of a second.

YOU DESERVE A REAL WATCH.


JAEGER-LECOULTRE

JAEGER-LECOULTRE BOUTIQUES

Los Angeles • 9490B Brighton Way • Beverly Hills, CA 90210 • 310-734-0525

Boca Raton • 312 Plaza Real • Boca Raton, FL 33432 • 561-368-3866

Excuse me, do you have the time? How long since someone asked you that? It's a question that's going out of style, along with *Got a light?* Yet while smokers are a diminishing breed, time is still very much with us... despite the impression we have less and less of it. Thankfully, the Earth still rotates on its axis in 24 hours, and orbits the Sun in pretty much 365 days. After almost five centuries, the Gregorian calendar still dictates our years, schedules, statistics and celebrations. There was a time when we got up and went to bed with the

Hence the appeal of owning more than one watch to show the different sides of your personality, adapt to life's every occasion and mood, and symbolize the milestones in your life. Behind every watch lies a story. It brings to life memories of when and why you bought it, your feelings when you chose it, or who gave it to you. Both given and received, a watch is unforgettable. The watch your father gave you when you started college. Your graduation watch. The watch you bought when you made your first million. The watch engraved with your undying love.

We don't need a watch to remind us of the time. We need a watch to remind us who we are. We need a watch to savor every passing moment. And to live each second to the full.

NOT JUST THE TIME

sun. It was enough to know what day it was. No one worried about hours and minutes until the railway suddenly made distances, and time, so much shorter. Now every minute of the day is accounted for: never, since the dawn of time, have we run to such tight schedules.

Why is it then that hardly anyone asks the time these days? Because time is everywhere. On your cell phone. On your dashboard. On network news channels. On your computer screen, and a million other places. We're constantly informed what time it is where we are, and even where we aren't, in time zones from New York to Hawaii.

When time is on every corner, why wear a watch?

Because the watch I wear gives my time. Not anyone and everyone's time. My time. Not theoretical, universal time, but a personal, intimate, almost secret time. Have you noticed how some hours fly by faster for you than for the rest of the world; when you're with the people you love, for example. This is something your watch will confirm, including after you've turned off your cell phone to enjoy each moment undisturbed. Your watch does more than its primary function of giving the time. It also says who you are, or at least hints strongly at your personality. Outgoing or reserved, your watch reveals all. It tells the world you're extravagant, elegant, sporting, classic, and much more.



COTY BAYS - WWW.HERANDORICH

The entire *Watch Your Time* team, in memory of
Christian Llavall-Ubach, Publisher-Founder



A QUEST FOR DEPTH.

ROYAL OAK OFFSHORE DIVER

Designed and developed for deep-sea exploration, the Royal Oak Offshore Diver is equipped with a dedicated divingscale on an inner rotating dial ring and meets the demanding criteria of the Swiss watch industry diver's watch norms. Water-resistant to 300 meters. Stainless steel case. Proprietary selfwinding caliber 3120, all parts finely decorated; oscillating weight engraved with the AP monogram as well as the Audemars and Piguet family crests.

AUDEMARS PIGUET BOUTIQUES

65 East 57th Street, New York, NY 888.214.6858

Bal Harbour Shops, Bal Harbour, FL 866.595.9700

www.audemarspiguet.com



AP

AUDEMARS PIGUET

Le maître de l'horlogerie depuis 1875



THIERRY STERN,
PRESIDENT OF
PATEK PHILIPPE

A simple reason lies behind a decade of impressive growth at Patek Philippe, now with the fourth generation of the Stern family at its head: timepieces that will remain for generations to come, as record prices at auction remind us.

"PATEK PHILIPPE IS A LEGEND"

"Patek Philippe is truly a legend," observed Geoffroy Ader, European Head of Watches at Sotheby's. "It is one of the few brands to have made every known complication. Possibly it has also been overwhelmed by collectors' enthusiasm. Think of the Patek Philippe Museum in Geneva, where the first floor is given over to watches by the Manufacture, while the second displays timepieces from 1530 to 1839, the year Patek Philippe was established. The message is clearly that the firm is the direct descendant of these centuries of watchmaking. No one else can make such a claim. All of which has conferred star status on the brand."



THE NEW CH 29-535 PS CHRONOGRAPH MOVEMENT FOUND IN THE REF. 5170J MODEL INTRODUCES SIX PATENTED INNOVATIONS.

tion and precision of every movement, case and dial, and making constant improvements to quality. We now have over 50 different movement types and are always alert to new developments. We manufacture our own parts, knowing that our annual production uses 15 million components. Patek Philippe has never taken the easy option to increase production. We have always put the quality of our timepieces first. These are the elements that make the brand unique."

C. R.

PATEK PHILIPPE: MAKING WATCHES FOR ETERNITY



PATEK PHILIPPE 5951. PATEK PHILIPPE BREAKS A WORLD RECORD BY CREATING THE THINNEST SPLIT-SECONDS MONOPUSHER CHRONOGRAPH WITH A PERPETUAL CALENDAR: 7.3 MM ONLY. COLUMN-WHEEL-CONTROLLED SPLIT-SECOND CHRONOGRAPH MOVEMENT, PERPETUAL CALENDAR DISPLAYING DAY, MONTH, LEAP YEAR AND A DAY/NIGHT INDICATION. 37 MM PLATINUM CASE WITH TRANSPARENT CASEBACK. BLACK DIAL WITH 18-K WHITE GOLD HOUR MARKERS AND LEAF-SHAPED HOUR AND MINUTE HANDS. HAND-STITCHED ALLIGATOR STRAP, PLATINUM PIN BUCKLE.

Patek Philippe again stole the show at an auction held by Christie's Geneva in May. The Manufacture's timepieces are, without doubt, the most coveted among collectors. Among the lots coming under the hammer, a Patek Philippe Ref. 1527 gold chronograph from 1943 went for \$5.7 million, more than doubling its pre-auction estimate of \$1.5 to 2.5 million. The sale set yet another record for the Geneva Manufacture.

This is evidenced by the company's growth. Some 500 staff moved into its new manufacturing facilities in Geneva in 1996; more than 1,300 are employed there today. The Manufacture has launched some ambitious projects over the past fifteen years, opening a new production center for cases and bracelets in 2003, a new building for its case-making, polishing and stone-setting partner companies in 2009, and the transfer of its movements component-manufacturing activities to a new site in 2010. This additional capacity means the brand can meet the strong demand for its complication watches.

ONE OF A KIND

Quality, innovation and, most importantly, continuity are uppermost at Patek Philippe as the Patek Philippe Seal, introduced in 2009, shows. Its standards are among the most draconian in the profession. "The brand has never strayed from its course which is to manufacture superlative timepieces," declared Thierry Stern, who succeeded his father, Philippe, at the head of the firm. "Each year we produce some 30,000 mechanical watches and some 10,000 quartz watches, respecting the sophistica-

PATEK PHILIPPE NAUTILUS CHRONOGRAPH. NEW CHRONOGRAPH VARIATION OF THE MYTHICAL CASUAL SPORTS WATCH NAUTILUS. SELF-WINDING MECHANICAL MOVEMENT, COLUMN-WHEEL CHRONOGRAPH WITH 60-MINUTE MONOCOUNTER AND SWEEP SECONDS. DATE AT 3 O'CLOCK. 45.60X45.52 MM. 18-K ROSE GOLD CASE WITH TRANSPARENT CASEBACK. HAND-STITCHED ALLIGATOR STRAP WITH FOLD-OVER CLASP IN 18-K ROSE GOLD. WATER-RESISTANT TO 120 METERS.



Finally, a navigation system without that annoying voice.



Portuguese Yacht Club Chronograph. Ref. 3902: "Please make a U-turn if possible." The instruments used by sailors in the tradition of Vasco da Gama are less intrusive. One of the legends of navigation is the Portuguese Yacht Club Chronograph. Its IWC-manufactured movement with flyback function and automatic double-pawl winding guarantees precise landings. And even if you happen to head off in the wrong direction, no one's going to start nagging you. *Mechanical IWC-manufactured movement | Flyback function | Automatic IWC double-pawl winding system | Date display | Antireflective sapphire glass | Sapphire-glass back cover | Water-resistant 6 bar | 18 ct red gold | IWC. Engineered for men.*

IWC
SCHAFFHAUSEN
SINCE 1868

WEMPE

EXQUISITE TIMEPIECES & JEWELRY
700 FIFTH AVENUE & 55TH STREET · NEW YORK · 212.397.9000
Hamburg Berlin Munich Dusseldorf Frankfurt London Madrid Paris Vienna www.wempe.com

IWC SCHAFFHAUSEN BOUTIQUES

9490C BRIGHTON WAY THE PALAZZO HOTEL
BEVERLY HILLS, CA 90210 CASINO LEVEL, LAS VEGAS
TEL. 310-734-0520 TEL. 702-650-0817

FOR ADDITIONAL INFORMATION OR TO REQUEST A CATALOG, PLEASE CALL 1-800-432-9330 OR VISIT OUR WEBSITE, WWW.IWC.COM

JEAN-CHRISTOPHE BABIN,
PRESIDENT AND
CEO OF TAG HEUER



these 150 years, the brand has stood out for technical innovations that now belong to the wider history of watchmaking. The oscillating pinion is the perfect example, as CEO Jean-Christophe Babin explains: "This invention was patented in 1887 and is now a part of virtually every mechanical chronograph. TAG Heuer has incorporated it into its new Caliber 1887 which joins the Carrera line."

A BRIEF HISTORY OF TAG HEUER TIME

TAG Heuer has never ceased to break new ground in this specialty field of chronographs. In 1911, it launched the legendary Time of Trip, the first "dashboard chronograph" for cars and aircraft. This was followed in 1916 by the Mikrograph, the first

high-performance electric sports car at the forefront of automotive and horological design and technology. It accelerates faster than virtually any petrol supercar, and is twice as energy-efficient as the Toyota Prius." The Odyssey of Pioneers took in sixteen world cities, with exhibitions and events retracing TAG Heuer's history in each one. For the US leg of the tour, the Roadster pulled up in Los Angeles (July 27-31), Miami (August 17-21) and New York (August 31-September 5). The last word goes to Jean-Christophe Babin: "With The Odyssey of Pioneers, two avant-garde brands share their values of innovation, performance, precision and energy-efficient luxury."

E. D.

TAG HEUER: PIONEERING TIME MEASUREMENT FOR 150 YEARS

TAG Heuer has never ceased to innovate throughout its century and a half existence. This year the brand is celebrating its mastery of time with The Odyssey of Pioneers.

The year 2010 will be remembered as a milestone in TAG Heuer's history. Established by Edouard Heuer in 1860, in the Swiss Jura mountains, the company is celebrating a century and a half of pioneering exploits in the measurement of time. During



TAG HEUER MONACO V4. THE UNIQUE BELT-DRIVEN SELF-WINDING MECHANICAL MOVEMENT BUILDS ON ENGINE TECHNOLOGY. THE OPEN DIAL REVEALS THE MECHANISM WITH HAND-FINISHED BRIDGES. BLUE FACETTED HANDS, SMALL SECONDS AT 4 O'CLOCK. EXCLUSIVE TUNGSTEN LINEAR OSCILLATING WEIGHT CONNECTED TO TWO PAIRS OF COUPLED BARRELS WITH DIFFERENTIAL LINK. 40.5 MM SQUARE PLATINUM CASE. WATER-RESISTANT TO 50 M. ALLIGATOR STRAP WITH BLUE TOP STITCHING. LIMITED EDITION OF 150.

1/100th of a second stopwatch. In 1966, the Microtimer became the first portable timepiece accurate to 1/1,000th of a second. The Caliber 360 Concept Chronograph, unveiled in 2005, was the first mechanical wrist chronograph to measure time to 1/100th of a second. Two years later, the brand launched the Link Caliber S, the first electro-mechanical chronograph, again with 1/100th of a second precision. The list of innovations continues with concept watches, such as the V4 and its belt-driven transmission, and the Pendulum which, in a revolutionary development, replaces the balance spring with magnetic force.

THE ODYSSEY OF PIONEERS

With inventions such as these to its credit, the TAG Heuer name has become synonymous with speed and sport. Continuing in this vein, the brand has struck up a partnership with Tesla Motors, a leader in clean electric sports cars. As the Swiss watchmaker celebrates its 150th anniversary year, the two partners have embarked on a major venture: The Odyssey of Pioneers, or a 23,000 mile round-the-world tour between March and October by the TAG Heuer Tesla Roadster. Says Jean-Christophe Babin: "This is a one-off,



TAG HEUER GRAND CARRERA CALIBER 36 RS 2 CALIBER CHRONOGRAPH. WINNER OF THE 2008 GENEVA WATCHMAKING GRAND PRIX IN THE SPORTS CATEGORY, THIS SELF-WINDING CHRONOGRAPH IS THE ONLY MODEL CAPABLE OF MEASURING TENTHS OF A SECOND AND DISPLAYING THEM BY MEANS OF ITS ROTATING FLANGE. STYLISH TITANIUM CARBIDE-COATED 43 MM CASE. CALIBER 36 RS WITH POWER RESERVE AND TWO ROTATING SYSTEMS IN "BLACK GOLD" INDICATING THE CHRONOGRAPH MINUTES AT 3 O'CLOCK AND CHRONOGRAPH HOURS AT 6 O'CLOCK. LINEAR SECONDS AT 9 O'CLOCK. NEW TITANIUM CARBIDE AND RUBBER STRAP WITH FOLDING CLASP.

F.P. JOURNE

Invenit et Fecit

Entirely invented and manufactured in-house

fpjourne.com



Chronomètre Bleu - 18K Solid Gold movement - Tantalum Case

B O U T I Q U E

721 Madison Avenue, New York, NY 10065, T +1 212 644 5918, ny@fpjourne.com

JEAN-FRÉDÉRIC DUFOUR,
CEO OF ZENITH



History presents a strong case for the brand's qualities of precision and reliability, two of the strengths behind its success. "Zenith has done everything to ensure that aficionados are first to benefit from its success." The 600,000 El Primeros sold in 40 years are living proof of the company's decades-long production in Fine Watchmaking.

In Chinese pronunciation, the Zenith name conveys values of reliability, truth and precision. Knowing this, the brand can but make every endeavor to ensure its customers take pride in their purchase. "A Zenith watch is a real watch. It's a little piece of heritage. My ambition is to make people happy by offering them a high precision instrument", says Jean-Frédéric Dufour. His vision for the company is to "make Zenith the brand that opens the door to



ZENITH EL PRIMERO 1/10TH SECOND CHRONOGRAPH. THIS MAJOR NEW MODEL FROM ZENITH INCORPORATES THE LEGENDARY EL PRIMERO MOVEMENT, ONE OF THE FIRST TO MEASURE 1/10TH OF A SECOND. THE CENTRAL CHRONOGRAPH HAND SWEEPS THE DIAL IN 10 SECONDS INSTEAD OF THE USUAL SIXTY. 42 MM CASE IN STEEL OR ROSE GOLD WITH SAPPHIRE CRYSTAL BACK. NEW SELF-WINDING MECHANICAL MOVEMENT. SMALL SECONDS AT 9 O'CLOCK, DATE AT 6 O'CLOCK. CHRONOGRAPH 60-MINUTE COUNTER AT 6 O'CLOCK, 60-SECOND COUNTER AT 3 O'CLOCK. ALLIGATOR STRAP WITH RUBBER LINING. WATER-RESISTANT TO 100 M.

ZENITH: EL PRIMERO 40 YEARS IN POLE POSITION

The new Chief Executive of Zenith since June 3rd 2009, Jean-Frédéric Dufour has taken time to soak up the Manufacture's philosophy before expressing his vision. "I wanted to gain a true understanding of the brand, and so I looked at the intangible facts that underlie the quality of its production. I spent a long time studying the archives so that I could grasp its core substance. My research led me to the conclusion that here is a brand with an unimagined and very much under-exploited force." Zenith has indeed developed 500 movements in almost a century and a half, and won close to 1,500 first prizes in chronometry trials, including a majority of records in the series watch category, meaning models that will be offered to customers.

manufacture timepieces." This explains why the firm, despite being one of watchmaking's most prestigious names, runs a tight pricing policy without diminishing the emotional spark that aficionados are searching for. Both mainstays in their category, the El Primero and Elite calibers carry the emotional weight that comes with being part, in many people's view, of horological history. The new collection of timepieces unveiled from January 2010 confirms that Jean-Frédéric Dufour's strategic direction is well-grounded. "During the speculative bubble, watch prices increased by an unjustified amount. It was time to come back down to earth and offer customers very beautiful, impeccably precise timekeeping instruments at an appropriate price. The results speak

for themselves." As a man who believes in the power of fundamentals, Jean-Frédéric Dufour advocates simple solutions. Hence El Primero and Elite movements feature in the new Captain collection: the first, in its day, to successfully combine precision with elegance. "My wish in relaunching our icons is to show that Zenith belongs heart and soul to Fine Watchmaking." Jean-Frédéric Dufour has listened to the grass roots and is imposing Zenith as a name that immediately springs to mind. He is doing this by reviving the Manufacture's history and reawakening its essential values. "Zenith has a rich past. Modern precision timekeeping originated with the brand, whose extraordinary heritage is a combination of performance and beauty. With a heritage like this, we should go far and for a long time."

V. D.

ZENITH MANUFACTURE, LE LOCLE, 1908



ZENITH ELITE 681 ULTRA THIN. AT JUST 7.6 MM HIGH, THIS CLASSIC WATCH EMBODIES THE ELEGANCE AND EXPERTISE OF ZENITH. 40 MM CASE IN 18-K ROSE GOLD OR STEEL WITH SAPPHIRE CRYSTAL BACK SHOWING THE ELITE SELF-WINDING MECHANICAL MOVEMENT. TUNGSTEN OSCILLATING WEIGHT WITH CÔTES DE GENÈVE DECORATION. SILVERED DIAL, DAUPHINE HANDS, FACETTED HOUR MARKERS, SMALL SECONDS AT 9 O'CLOCK. ALLIGATOR STRAP WITH RUBBER LINING AND PIN BUCKLE. WATER-RESISTANT TO 50 M.

TIME CRAFTERS



WITH
PROMOTIONAL
SUPPORT
FROM

The New York Times

NEW YORK FIRST LUXURY WATCHMAKING FAIR

www.timecrafters.us

13-15 May 2011

The Times Center *242 West 41st Street - New York City*

AN EVENT
CREATED BY
EDITIONS TEMPS INTERNATIONAL

editions@temps-international.com



T H E A R T O F F U S I O N


HUBLOT
GENEVE



F1™ KING POWER
THE OFFICIAL WATCH OF FORMULA 1™

Formula 1™, the world's most technologically advanced sport and the pinnacle of motor racing. Hublot is proud to present the F1™ King Power, our first vision for the Official Watch of Formula 1™ series, which embodies the very essence of this legendary sport. Luxury, a dedication to perfection, and exotic, super performing materials such as ceramic, carbon, titanium and rubber are expertly fused using the most advanced, cutting edge manufacturing techniques. In Formula 1™ we have found a brand with which we truly feel at home. We think the same and we are the same. The F1™ King Power is the first incarnation of the ultimate realisation of the Art of Fusion.

Hublot TV on: www.hublot.com



WEMPE

EXQUISITE TIMEPIECES & JEWELRY
ESTABLISHED 1878

700 FIFTH AVENUE & 55TH STREET
NEW YORK • 212.397.9000

WWW.WEMPE.COM



IWC PORTUGUESE GRANDE COMPLICATION.

THE NEW FLAGSHIP OF THE MOST CELEBRATED WATCH FAMILY FROM IWC, FEATURING A PERPETUAL CALENDAR MECHANICALLY PROGRAMMED UNTIL 2499 AS WELL AS A PERPETUAL MOON PHASE DISPLAY, CHRONOGRAPH AND MINUTE REPEATER. 45 MM 18-K RED GOLD CASE. SELF-WINDING MECHANICAL MOVEMENT. SILVER-PLATED DIAL. DARK BROWN ALLIGATOR STRAP STITCHED WITH 18-K RED GOLD THREAD. LIMITED TO 50 PIECES PER YEAR. AVAILABLE AT ALL IWC BOUTIQUES IN NORTH AMERICA (BEVERLY HILLS - 310-734-0520 / LAS VEGAS - 702-650-0817) AND WEMPE NEW YORK.

COMPLICATED WATCHES SET SINGULAR TRENDS

— ROBERTA NAAS

In a centuries-old craft it isn't always easy to invent something new — especially when the craft is an object less than two inches in diameter. In luxury watchmaking, however, whose roots are 500 years deep, the finest master watchmakers spend years tirelessly toiling with miniscule pieces to fit inside watches in new and different ways to qualify as inventions and world firsts.

ZENITH EL PRIMERO TOURBILLON. NEW TOURBILLON CHRONOGRAPH WITH A UNIQUE AND PATENTED DATE AROUND THE TOURBILLON CARRIAGE. HIGH FREQUENCY EL PRIMERO MECHANICAL CHRONOGRAPH MOVEMENT. 44 MM CASE IN 18-K RED GOLD, AVAILABLE IN STEEL. TRANSPARENT SAPPHIRE CASEBACK. ALLIGATOR STRAP LINED WITH A RUBBER PROTECTION, TRIPLE FOLDING BUCKLE.



The world's most prized timepieces are those with complex movements that contain up to 600 or 700 pieces. Called "complicated" watches, these masterpieces are among the highest feats — created by craftsmen who put their hearts into their making. Designed as heirloom pieces, complicated watches are some of the most intriguing — and often expensive — timepieces. Offering functions beyond simple time telling, they are often chock-full of such features to measure split seconds or track dates, years — even leap years — for centuries to come. This fascinating arena of watchmaking — where timepieces sell for hundreds of thousands of dollars — is commanding an ever increasing amount of attention from watch collectors and enthusiasts around the world. Celebrities, politicians and businessmen and women with an interest in top-quality mechanics are paying closer attention to the limited-edition and one-of-a-kind pieces being unveiled by the world's best brands — and often putting themselves on months-long waiting lists to buy these complicated watches.

While some functions built into these machines may seem superfluous, complicated timepieces are the ultimate expression of what the watchmaker, engineer and artisan can accomplish with gears, wheels, springs and plates. Essentially, a complicated watch is a mechanical "computer" that not only keeps time, but also uses hundreds of other tiny parts within the movement to operate secondary and tertiary tasks, like logging moon phases or audibly chiming the time with miniature hammers and gongs. Like the most esteemed painting, these coveted devices often take years to develop and months to build just one.

NINE MONTHS IN THE MAKING

"We develop our timepieces three or four years in advance of their unveiling," says Larry Pettinelli, President of Patek Philippe USA, "In some instances it takes nine months from the launch of a watch to its delivery, because it takes that long to build one." To date, the most valued complications in a watch include minute repeaters that chime the time on a series of gongs, tourbillons that house a special escapement to compensate for errors in timing due to gravity's effects on the movement, and "equations of time" that display the difference between an average day and a true solar day. There are also Grande Complications housing three or more of these elite complexities. Generally, watches in this category fetch well over \$100,000 retail because of the hundreds of parts and hundreds of hours of hand-finishing and assembling required. The tier of complicated watches below that retails in the \$25,000 to \$100,000 price range. It includes perpetual calendars with day, date, leap year and moonphase indications, and chronograph rattrapantes that can time multiple events simultaneously, including lap times. "Complications have always been important because they are the highest achievement in the watchmaking art," says Jean-Claude Biver, CEO of Hublot. "They remain eternal, despite economic crises or trends. Which complications are in demand may vary, but they always prevail." %



CHOPARD L.U.C. TOURBILLON ENGINE ONE. INSPIRED BY THE WORLD OF AUTOMOBILES. RECTANGULAR TITANIUM CASE (35.4X44.4 MM). SIXTY-HOUR POWER-RESERVE INDICATOR SHAPED LIKE A PETROL GAUGE AT 12 O'CLOCK. HAND-WOUND MANUFACTURE MECHANICAL TOURBILLON MOVEMENT, FASHIONED LIKE AN ENGINE BLOCK AND MOUNTED ON SHOCK ABSORBERS. WATER-RESISTANT TO 50 M. LIMITED EDITION OF 150 FOR THE 150TH ANNIVERSARY OF THE BRAND.



HUBLOT GOLD KING POWER GMT. 48 MM KING POWER CASE IN KING GOLD, AN INNOVATIVE GOLD ALLOY WITH 5% PLATINUM. MICROBLASTED BLACK CERAMIC BEZEL WITH MOLDED BLACK RUBBER AND SIX BLACK PVD TITANIUM SCREWS. HAND-WOUND TOURBILLON MOVEMENT, 90-HOUR POWER RESERVE. SECOND TIME ZONE IN A SUBDIAL AT 1 O'CLOCK. RETROGRADE DATE AT 9 O'CLOCK. ARTICULATED BLACK RUBBER STRAP. WATER-RESISTANT TO 100 M. LIMITED EDITION OF 28.

GREUBEL FORSEY DOUBLE TOURBILLON TECHNIQUE. ROBERT GREUBEL AND STEPHEN FORSEY SIGN A HOROLOGICAL MASTERPIECE THAT BLENDS HIGH LEVEL TECHNICAL MASTERY WITH INCREDIBLE AESTHETIC FINISHING. THE MOVEMENT FEATURES THE PROPRIETARY DOUBLE TOURBILLON 30° ESCAPEMENT TO WHICH HAVE BEEN ADDED FOUR FAST-ROTATING CO-AXIAL BARRELS PROVIDING A 120 HOUR POWER RESERVE. HAND-WOUND MECHANICAL MOVEMENT. 47.5 MM DIAMETER 18-K RED GOLD CASE WITH TRANSPARENT BACK. HOUR AND MINUTE HANDS IN GOLD. HAND-STITCHED ALLIGATOR STRAP WITH 18-K GOLD FOLDING BUCKLE.



REDEFINING COMPLICATION

As watchmaking has moved into the 21st century, it has witnessed a repositioning and rethinking of what constitutes a complication, and in some instances new categories may be dawning. One is watch movements utilizing silicium (silicon) parts. Indeed, silicium may well revolutionize the complicated watch industry. The material is stronger and makes a movement almost lubricant-free, reducing required service or maintenance. Some of the savviest brands (including Ulysse Nardin, Patek Philippe, Breguet) are utilizing silicium in their calibers. Ulysse Nardin was in the vanguard here as the first to use silicium in watches in 2000, experimenting with the material in a host of calibers. "The use of silicon and high-frequency movements will definitely become important factors in the future developments of sophisticated mechanical movements since they push back the physical limits for high-performance in terms of accuracy, anti-magnetism and wear and reduce servicing," says Rodolphe Schulthess, Breguet's vice president of sales. Of nine introductions unveiled earlier this year, he notes, one of the most important is the Breguet Tradition Fusee Tourbillon because it houses a patented Breguet silicon balance spring and patented titanium carriage and balance wheel. Breguet introduced its first wristwatches with silicon balance spring and escapements in 2006 and has worked with this material ever since. While demand for tourbillons and high-tech materials remains strong, as the economy has shifted, so has what is demanded. Calls now are for specialty pieces that house singular complications, as they offer more "affordable" price points.

SINGLE COMPLICATIONS

"The trend now is toward single complications," says Benoit de Clerck, President of IWC North America. "People want an annual calendar, a perpetual calendar, a rattrapante, or a watch with just one or two complications in it; something classical in look." IWC, which builds Grande Complications, minute repeaters and tourbillons, this year, offers a host of annual and perpetual calendars and chronograph rattrapantes. %



OMEGA SKELETONIZED TOURBILLON CO-AXIAL PLATINUM. UNIQUE CENTRAL TOURBILLON MECHANISM WITH TITANIUM ROTATING CAGE. SELF-WINDING SKELETONISED MOVEMENT WITH CO-AXIAL ESCAPEMENT AND ROTOR WITH SAPPHIRE PLATE. COSC CERTIFICATION. HANDS ETCHED ON SAPPHIRE CRYSTAL DISCS AND CONNECTED TO THE MOVEMENT AT THEIR PERIPHERY. PLATINUM CASE. BLACK ALLIGATOR STRAP. LIMITED EDITION OF 18.



AUDEMARS PIGUET JULES AUDEMARS CHRONOMETER. THIS HIGH-PRECISION WATCH FEATURES THE REVOLUTIONARY AUDEMARS PIGUET ESCAPEMENT. PRESENTED IN 2006, IT OPERATES LUBRICANT-FREE, ENSURES EXCELLENT EFFICIENCY, AND SUPERIOR SHOCK-RESISTANCE. SPECTACULAR THREE-DIMENSIONAL MOVEMENT DESIGN, DECORATED AND FINISHED BY HAND ACCORDING TO THE GRAND WATCHMAKING TRADITION. ULTRA-HIGH FREQUENCY (43,200 VPH). HAND-WOUND MOVEMENT, 56-HOUR POWER RESERVE. EXTRA LARGE 46 MM CASE IN PLATINUM 950 WITH SAPPHIRE CRYSTAL CASEBACK. WHITE ENAMEL DIAL. BLACK ALLIGATOR STRAP.

At this extremely high-end of watchmaking, complicated timepieces are handmade in very limited numbers, often, as one-of-a-kind pieces. Collectors can find themselves on waiting lists for certain types of complications for months, even years, and sometimes still not be able to purchase the desired watch. While years ago, the trend was to pack as many complications as possible into a watch, the turn of the new millennium witnessed the tourbillon craze emerging strong. Indeed, race is on amongst the world's finest watchmakers to push the envelope of creativity around this particular complication. The tourbillon is one of the most revered and beautiful watchmaking accomplishments. The watch typically features an aperture on the dial just so one can view the constantly rotating tourbillon cage – its mesmerizing motion almost a dance in flight.

TOURBILLON CRAZE

To this day, watchmakers vie to create the lightest-weight tourbillon, the thinnest tourbillon, flying tourbillons, double, triple and quadruple tourbillons – all in an effort to create more beautiful, more accurate and more exciting tourbillon timepieces. So advanced and hybrid have the permutations and variations of tourbillon timepieces become that some brands have even developed a method to move the tourbillon escapement outside of the watch movement itself and place it as a rotating module on the watch dial, or even on the watch case side. The Tourbillon Relatif from Piaget, for instance, separates the tourbillon carriage from the rest of the movement and suspends it on the minute hand. Cartier this year launched the Ronde Astrotourbillon, whose manual winding Caliber was five years in the making. The tourbillon carriage rotates around the dial and is positioned above the movement instead of integrated into it, placed between two dial plates for striking visual effect. Montblanc's newest ExoTourbillon Chronographe reconfigures the design, as well. Its balance is separated from the cage and oscillates outside on a higher level (hence the name Exo).

LIMITED SUPPLY

Still, the development and the production of these tourbillons is extremely limited. According to Biver, the entire Swiss watch industry produced 4,000 to 5,000 tourbillons for the world last year – more than was produced in 400 years – and that is still a minuscule part of the world's watch production and consumption. So tourbillons remain a coveted complication. Collectors keep demanding more and Swiss brands struggle to comply. In a major move for its future, Hublot recently purchased BNB, a highly regarded movement manufacturer. Since 2006, BNB had been building the Hublot tourbillons exclusively, but thanks to this move, Hublot is producing its own tourbillon watches (as well as its minute repeaters).



URWERK UR-202 TURBINE AUTOMATIC WHITE GOLD. THE ALREADY VERY INVENTIVE URWERK WATCH NOW FEATURES A WINDING SYSTEM REGULATED BY AIR. THIS WAY OF USING FLUID DYNAMICS IN A WRISTWATCH IS A WORLD PREMIERE. THE MOVEMENT FEATURES THE PROPRIETARY REVOLVING SATELLITE COMPLICATION WITH TELESCOPIC MINUTES HANDS, MOON PHASE AND DAY/NIGHT INDICATORS. IT IS HOUSED IN A 45.6X43.5X15 MM MICRO SANDBLASTED AND SATIN FINISHED 18-K WHITE GOLD CASE. THE DIAL IS MADE IN ARCAP P40 AND HAS A SUPERLUMINOVA TREATMENT ON THE HOUR AND MINUTE MARKERS. SELF-WINDING MECHANICAL MOVEMENT CALIBER UR 7.02.

1860 ——— 1916 ——— 1969 ——— 2010 ———



Grand Prix d'Horlogerie
de Genève



PIONEERING SWISS WATCHMAKING
FOR 150 YEARS

- 1860 Edouard Heuer founded his workshop in the Swiss Jura.
- 1916 First mechanical stopwatch accurate to 1/100th of a second.
- 1969 First automatic chronograph.
- 2010 Grand Carrera Calibre 36 RS Caliper Chronograph, the first automatic instrument mastering and displaying 1/10th of a second.



TAGHeuer

SWISS AVANT-GARDE SINCE 1860

1.866.675.2080 www.tagheuer.com

Its Portuguese Perpetual Calendar is an exceptional work with displays for the date, day, month, year in four digits and perpetual moon phase. One model (Ref. 5021) displays the number of days until the next full moon and the moon's course, and features mirror images of the moon in the northern and southern hemispheres. It is so accurate that it deviates from the moon's actual progress by just 12 seconds in one lunar period.

IMPROVING FUNCTIONALITY AND READABILITY

"Single complications are very important to us," says Gaetan Guillosson, A. Lange & Söhne US Brand President. "We try to make complications that not only represent watchmaking art, but also improve the functionality and readability of the watch, which is a complication in itself." A. Lange & Söhne has achieved this in multiple ways, including developing its own hairspring, and launching its own annual calendar with a mechanical digital

readout that is exceptionally easy to read. This year, in its Homage to "F.A. Lange Collection," the brand also unveiled its sophisticated 1815 Moonphase watch in its unique honey gold. It is so precise that it takes 1,058 years for its slight error in moonphase tracking to add up to a deviation of one day relative to the actual lunar cycle. Only 256 pieces will be built.

A LANGE & SÖHNE 1815 MOONPHASES. PERFECT ILLUSTRATION OF THE GERMAN MANUFACTURE'S PHILOSOPHY: MAKING STATE-OF-THE-ART TIMEPIECES COMBINING EXTREME PRECISION AND READABILITY. INDEED, IT SHOULD TAKE MORE THAN A 1,000 YEARS FOR THE MOON PHASE TO SHOW AN ERROR SUPERIOR TO ONE DAY. MANUALLY WOUND MECHANICAL L943.2 CALIBER, 45-HOUR POWER RESERVE. WITH 37.4 MM HONEY-COLORED 18-K GOLD CASE WITH A TRANSPARENT BACK. THE DIAL AND THE LUNAR DISC ARE ALSO IN SOLID GOLD. HAND-STITCHED ALLIGATOR STRAP WITH 18-K GOLD PRONG BUCKLE. LIMITED EDITION OF 265.



SEIKO PREMIER KINETIC PERPETUAL. PERPETUAL CALENDAR THAT REQUIRES NO ADJUSTING UNTIL 2100, LARGE DATE AND SECOND TIME ZONE. THE KINETIC CALIBER 7D56 IS WOUND BY THE MOVEMENT OF THE BODY. MONTH AND LEAP YEAR AT 6 O'CLOCK, 24-HOUR INDICATOR AT 4 O'CLOCK. LEATHER STRAP WITH TRIPLE FOLDING BUCKLE. WATER-RESISTANT TO 100 M.



FREDERIQUE CONSTANT MAXIME HEART BEAT MOON & DATE. FEATURING THE ICONIC HEART BEAT APERTURE AT 12 O'CLOCK, THIS MODEL IS ENDOWED WITH A MOON PHASE INDICATOR AND A DATE POINTER. SELF-WINDING CALIBER. 42 MM CASE IN STEEL WITH PINK GOLD POLISHED BEZEL. GUILLOCHÉ DIAL COMBINING SUNRAY PATTERN IN THE CENTER AND "CLOU DE PARIS" DECORATION. BROWN ALLIGATOR STRAP.

THE CHRONOGRAPH REVISITED

At Patek Philippe this year, says Pettinelli, the brand unveiled more simple complications in Basel, including chronographs and annual calendars, than in the past eight years at the fair. Among the launches were a ladies chronograph and the much-awaited men's chronograph (Ref. 5170), a manually wound caliber with classic column wheel chronograph developed and crafted in the brand's workshops. The timepiece holds six patents and offers a traditional look inspired by 1950s chronographs with a sweep seconds hand and 30-minute counter. Audemars Piguet this year unveiled the new ChronoAP, housing the high-tech three-dimensional Audemars Piguet escapement first released in 2006. The movement beats twice as fast as most movements (at an exceptional 43,200 vibrations per hour) and operates lubricant free. According to Francois Henry Bennahmias, president and CEO of Audemars Piguet North America, "In addition to traditional complications, today we must focus on offering efficiency, shock resistance, and complex watches that withstand normal wear and tear and offer real ease of use. The consumer wants to be sure the watch they buy today will work in the year 2020 or 2030." ▾



HUBLOT BODE BANG. BIG BANG 44.5 MM CASE IN SANDBLASTED BLACK CERAMIC. MECHANICAL SELF-WINDING CHRONOGRAPH MOVEMENT. DATE AT 4H30. ADJUSTABLE BLACK RUBBER STRAP WITH CLASP IN BLACK PVD STEEL. LIMITED TO 250 NUMBERED PIECES.

"Our customers are everywhere so we have to be everywhere too. Today's customer has many different passions. Wherever they go, they have to see the Hublot name to feel that the brand is part of their world," explained Jean-Claude Biver, CEO of Hublot, when asked about the brand's multiple partnerships, including high-profile alliances

HUBLOT AND BODE MILLER JOIN FORCES

with FIFA for the South Africa and Brazil World Cups, and with Formula 1. One of the faces of the brand is the skier Bode Miller, the Bad Boy of the slopes who brought home three medals from the Vancouver 2010 Winter Olympics, claiming gold in the Super Combined, silver in the Super-G and bronze in the Men's Downhill. "Hublot is proud to have as its ambassador such a talented and exceptional sportsman who is capable of truly great things," the brand

declared, pointing out that Miller was world champion in all disciplines in 2005 and 2008. When Hublot heard that Miller intended continuing his career after Vancouver, it immediately renewed



BODE MILLER AND CELEBRITY FRIENDS PARTICIPATED IN HUBLOT "TENNIS FUSION" CHALLENGE TO SUPPORT HARLEM JUNIOR TENNIS AND EDUCATION PROGRAM.

its support of the champion. The brand has also created a watch in his name – the Bode Bang launched in New York in December 2009 – a Big Bang chronograph whose case and bezel are in microblasted

black ceramic, with the skier's signature emblazoned across the white dial. The link between Bode Miller and Jean-Claude Biver, and the values they share, have inspired Hublot to donate a portion of sales of the watch to the Turtle Ridge Foundation, set up by Bode Miller and his family in 2005 to enable young people to take part in sports that wouldn't otherwise be available to them.

**THE FUTURE OF
FINE WATCHMAKING**



**UR-CC1
BLACK COBRA**
URWERK®
BAUME & MERCIER GENEVE

URWERK has its origins in the town of Ur in Mesopotamia. In 6000 BC, Ur's inhabitants, the Sumerians, defined the very first unit of time; thus laying the foundation for the measurement of time as we know it today. Our work is a tribute to this past so much linked up to our present. Enter with us the circle of time.

URWERK®
BAUME & MERCIER GENEVE

WWW.URWERK.COM
310.205.5555

RICHARD MILLE

A RACING MACHINE ON THE WRIST





RM 027 TOURBILLON RAFAEL NADAL

Titanium baseplate with
bridges of aluminum lithium
Variable inertia free sprung balance
Fast rotating barrel
(6 hours per revolution instead of 7.5)
Barrel pawl with progressive recoil
Winding barrel teeth and third-wheel pinion
with central involute profile
Spline screws in grade 5 titanium
for the bridges and case
Carbon composite case with monobloc
caseband and bezel

\$525,000

RICHARD MILLE BOUTIQUE

RODEO DRIVE, BEVERLY HILLS
310.285.9898
richardmille.com



AUDEMARS PIGUET ROYAL OAK CHRONOGRAPH 1362.

A STRONG DESIGN FOR A WATCH IN WHICH SEVERAL ELEMENTS CONTRAST ONE WITH ANOTHER: PINK CASE, GRAY SCREWS, CREAM COLOR DIAL WITH BLACK AND WHITE SUB-DIALS. THE CASE ALSO ALTERNATES VERTICALLY BRUSHED AND MIRROR POLISHED SURFACES. SELF-WINDING MECHANICAL MOVEMENT CALIBER 2885 WITH CHRONOGRAPH, SMALL SECOND AND DATE FUNCTIONS. 40-HOUR POWER RESERVE. 39 MM X 49.5 MM 18-K PINK GOLD CASE. ALLIGATOR STRAP WITH PINK GOLD FOLDING CLASP. WATER-RESISTANT TO 50 METERS.

COLLECTING TIME

— CAROL BESLER

What makes a watch collector's heart beat faster than a 30-second tourbillon? A fresh crop of special-edition watches to add to his must-have list.

For watch lovers, exploring the annual Swiss watch fairs is the ultimate treasure hunt, where the prize is a first glimpse of the latest introductions destined to become the next collectors' pieces. The following top-10 list of treasures saves you the trouble of the hunt. Each of these new introductions is special for its own reason (or reasons): either it represents a new development in an iconic collection, a new combination of complications in a particular model, a totally unique watchmaking invention, or it houses a unique variation on a high complication. It will be difficult to choose just one.

CARTIER ASTRO TOURBILLON ROTONDE

The cage of this tourbillon rotates not only on its axis, but around the dial. It is attached to the center seconds hand and so rotates it once every 60-seconds, producing more than the usual show of virtuosity in a tourbillon. The movement is a hand-wound flying tourbillon, produced in-house by Cartier and cased in pink gold. "The movement is revolutionary", says Thierry Lamouroux, marketing and development manager of Cartier's watch division, "because it is pure innovation." Cartier became a *manufacture* watchmaker two years ago, now making and developing its own movements, including complications such as this one.

CARTIER ROTONDE ASTROTOURBILLON.

THIS NEW MOVEMENT HAS BEEN PRODUCED BY THE CARTIER MANUFACTURE IN LA CHAUX-DE-FONDS AFTER A 5-YEAR LONG DEVELOPMENT PHASE. IT CREATES A TRULY STRIKING VISUAL EFFECT AS THE TOURBILLON CARRIAGE TURNS NOT ONLY ON ITSELF BUT ALSO ALL AROUND THE MULTI-LEVELLED DIAL IN 1 MINUTE. HAND-WOUND MECHANICAL MOVEMENT CALIBER 9451 MC, WITH A 48-HOUR POWER RESERVE. 47 MM DIAMETER 18-K CASE FEATURING A TRANSPARENT BACK AND A BLUE SAPPHIRE SET CROWN. BROWN ALLIGATOR STRAP WITH DOUBLE ADJUSTABLE 18-K PINK GOLD FOLDING CLASP. WATER-RESISTANT TO 30 METERS.



IWC TOURBILLON MYSTÈRE

The Mystère's tourbillon cage is positioned at 12 o'clock instead of the conventional 6 o'clock spot, with the cage and gold balance brilliantly contrasting against a blackened background plate. A flyback date indicator adds to the dance on the dial created by the oscillating balance inside the tourbillon cage. As a flying tourbillon, the escapement is cantilevered off a single bridge, which, together with the mirrored ring around the opening, creates the illusion that the cage is spinning in mid-air. IWC will make 250 pieces in platinum and 500 pieces in pink gold.

PANERAI LUMINOR TOURBILLON EQUATION OF TIME

The equation of time function usually includes a miniature sky view, either on the dial or caseback. In keeping with Panerai's characteristically minimalist dial design, the sky view is engraved on the caseback of this new watch, rather than the dial. In fact, the only indication to signal that this watch is also a tourbillon is the tiny dot that travels around the seconds subdial, driven by the tourbillon carriage underneath the dial plate – even the sunrise/sunset indicator is tucked away on the flange. The watch, which is the most complicated ever developed by Panerai, does, however, indicate the equation of time variance on the dial.

ROLEX SUBMARINER OYSTER PERPETUAL DATE

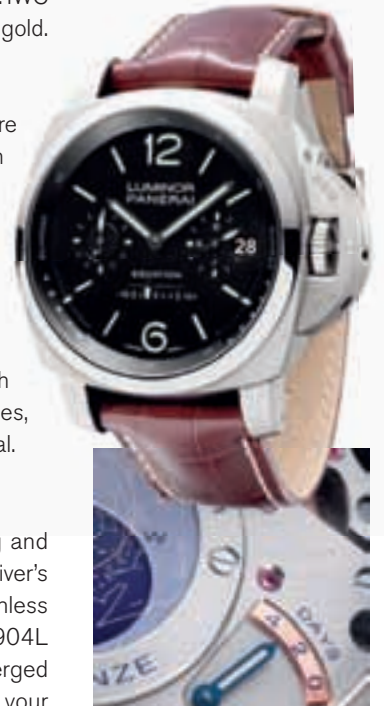
The Rolex Sub is the watch industry's most enduring and widely-imitated iconic collection, and the quintessential diver's watch. The latest, with a Big Date, is a long-awaited stainless steel version – not just any kind of steel but tough, 904L steel. How tough? – you could be frozen, beaten, submerged to 1,000 feet underwater, incinerated or shot at, and your watch would survive. (The bezel is Cerachrom, a combination of ceramic and platinum, which is bullet-proof). Like all Rolex watches, it is COSC certified. %



ROLEX OYSTER PERPETUAL SUBMARINER DATE. 40 MM OYSTER CASE IN 904L STEEL. UNIDIRECTIONAL ROTATING BEZEL WITH 60-MINUTE GRADUATION IN PLATINUM AND BLACK CERACHROM INSERT. TRIPLOCK SCREW-DOWN CROWN. SELF-WINDING MECHANICAL MOVEMENT, COSC CERTIFIED CHRONOMETER. DATE AT 3 O'CLOCK WITH CYCLOPS LENS. STEEL BRACELET WITH GRIDLOCK CLASP. WATER-RESISTANT TO 300 M.



IWC PORTUGUESE TOURBILLON MYSTÈRE. RETROGRADE FLYING TOURBILLON ESCAPEMENT SITUATED AT 12 O'CLOCK AND LARGE RETROGRADE DATE INDICATOR AT 7H30. HAND-WOUND MECHANICAL MOVEMENT WITH 7-DAY POWER RESERVE. RUTHENIUM BLACK DIAL WITH 44.2 MM PLATINUM CASE WITH SEE-THROUGH SAPPHIRE-GLASS BACK. ALLIGATOR STRAP. LIMITED EDITION OF 250.



PANERAI LUMINOR 1950

L'ASTRONOMO. THE MOST COMPLICATED WRISTWATCH SO FAR BY THE FLORENTINE BRAND, THIS ASTRONOMICAL MODEL IS A TRIBUTE TO GALILEO. THE PROPRIETARY MOVEMENT COMBINES A TOURBILLON, EQUATION OF TIME (LINEAR INDICATOR AT 6 O'CLOCK), SUNRISE AND SUNSET TIMES (VISIBLE ON THE FLANGE), DATE, MONTH, FOUR-DAY POWER-RESERVE INDICATOR AND A MAP OF THE NIGHT SKY ON THE BACK OF THE 50 MM SATIN-FINISH TITANIUM CASE WITH SAPPHIRE CRYSTAL BACK. BLACK DIAL, POLISHED BEZEL, LUMINOUS NUMERALS, HOUR MARKERS AND HANDS. HAND-WOUND MECHANICAL MANUFACTURE MOVEMENT CALIBER P.2005/G. ALLIGATOR STRAP WITH SATIN-FINISH TITANIUM ADJUSTABLE BUCKLE. WATER-RESISTANT TO 100 M.



PIAGET 1200P AUTOMATIC

This is the right piece for collectors who yearn to add a distinguished dress watch to their collections without compromising on substance. Piaget's new 1200P caliber is the automatic version of the brand's famously slim 12P hand-wound movement. The 1200P measures in as the world's thinnest automatic movement, at 2.35 mm thick, compared to the manual version at 2.30 mm. It is appropriately cased in an 18-K white gold anniversary edition of the Altiplano and is limited to 235 pieces.

PIAGET ALTIPLANO AUTOMATIC 43 MM. A CLASSIC MODEL AND SYMBOL OF PIAGET'S EXPERTISE IN THE CREATION OF ULTRA-THIN WATCHES, THIS TIMEPIECE SETS TWO RECORDS: ONE FOR THE WORLD'S THINNEST WATCH (5.25 MM) AND ONE FOR THE THINNEST MOVEMENT (2.35 MM). NEW PIAGET 1200P CALIBER SELF-WINDING MECHANICAL MOVEMENT WITH MICRO-ROTOR. 43 MM CASE IN WHITE GOLD OR ROSE GOLD. THE PRESTIGIOUS FINISH OF THE MOVEMENT – CIRCULAR CÔTES DE GENÈVE, CIRCULAR-GRAINED PLATE, CHAMFERED BRIDGES, ROSE GOLD OSCILLATING WEIGHT WITH THE PIAGET COAT OF ARMS – IS DISPLAYED THROUGH THE SAPPHIRE CRYSTAL CASEBACK. SILVERED DIAL WITH BLACK BATON HOUR MARKERS AND BATON HANDS. SMALL SECONDS BETWEEN 4 AND 5 O'CLOCK. ALLIGATOR STRAP WITH GOLD PIN BUCKLE.

BREGUET TRADITION FUSEE TOURBILLON

This watch is a paragon of innovation; not just compared to other watches but to Breguet's own signature style. The Tradition collection stands apart from the brand's heritage as a traditional, classic line. The edgy, open movement with its sandpaper-like, black finish on the bridges is controversial among Breguet fans, who are divided on whether they like the combination of ultra-modern, open-worked movement with traditional guilloché dial and fluted, platinum case. On the technical side, a silicon balance distinguishes it as technically superior – a Breguet signature. "Fusee" refers to the fusee-and-chain regulating system. The silicon balance spring is friction- and corrosion-resistant.

TAG HEUER CARRERA CALIBER 1887

TAG Heuer's new caliber 1887 chronograph movement derives its name from the date when company founder Edouard Heuer patented the oscillating pinion that, in one form or another, is used in most column-wheel chronograph movements. TAG's updated version of the pinion enables the chronograph to start in less than 1/1000th of a second and ensures the movement is more shock resistant than a vertical clutch system.



TAG HEUER CARRERA CALIBER 1887. THE FIRST MODEL TO FEATURE TAG HEUER'S PROPRIETARY CHRONOGRAPH MOVEMENT, THE SELF-WINDING MECHANICAL CALIBER 1887. COLUMN-WHEEL CHRONOGRAPH AND A NEW INTERPRETATION OF THE OSCILLATING PINION, AN ESSENTIAL COMPONENT OF THE CHRONOGRAPH, PATENTED BY HEUER IN 1887. 41 MM STEEL CASE. SATIN-FINISH POLISHED STEEL BRACELET.

PATEK PHILIPPE REF. 5170. PATEK PHILIPPE'S NEW MEN'S CHRONOGRAPH IS DRIVEN BY A NEW PATEK PHILIPPE HAND-WOUND MOVEMENT, WHICH WAS FIVE YEARS IN DEVELOPMENT AND FOR WHICH SIX PATENTS WERE FILED. CENTER SECONDS HAND, PULSOMETRIC SCALE WITH GRADUATIONS FOR 15 PULSATIONS. 30-MINUTE COUNTER AT 3 O'CLOCK, SMALL SECONDS AT 9 O'CLOCK. CLASSIC 39 MM ROUND CASE IN YELLOW GOLD WITH SCREW-DOWN SAPPHIRE CRYSTAL BACK. 65-HOUR POWER RESERVE. PATEK PHILIPPE SEAL. HAND-STITCHED ALLIGATOR STRAP WITH FOLDING BUCKLE. WATER-RESISTANT TO 30 M.




PATEK 5170 CHRONOGRAPH

The new caliber CH29-535 PS, is a manually wound chronograph caliber that was five years in the making, and, to the surprise of many watch connoisseurs, first launched in a ladies' case in Paris last November (Ref. 7071). The men's version, the Ref. 5170, was the brand's major launch at the Basel fair in April. The movement incorporates six patented innovations that attest to Patek's celebrated obsession with the minutiae of watchmaking technology. In a nutshell, the new refinements, many of which constitute total refabrications of components, not only make the watch run more smoothly but render it more self-adjusting and maintenance-free. %

F.P. JOURNE CHRONOMÈTRE À RÉSONANCE. THE FAMOUS GENEVA WATCHMAKER CELEBRATES THE 10TH ANNIVERSARY OF ONE OF HIS MOST EMBLEMATIC TIMEPIECES. THE NATURAL RESONANCE PHENOMENON CREATED BETWEEN ITS TWIN BALANCES GIVES THE WATCH AN UNEQUALLED PRECISION. 24-HOUR INDICATOR. HAND-WOUND PINK GOLD MECHANICAL MOVEMENT, FEATURING 2 INDEPENDENT GEAR TRAINS, ESCAPEMENTS, BALANCES AND SMALL SECONDS. POWER RESERVE: 40 HOURS. 38 MM CASE. ALLIGATOR STRAP WITH PIN BUCKLE.



BREGUET TRADITION TOURBILLON FUSÉE. A DEMONSTRATION OF TECHNICAL SOPHISTICATION IN A TIMEPIECE WHOSE LARGE 60-SECOND TOURBILLON AT 1 O'CLOCK JUXTAPOSES THE SMALL OFF-CENTRE DIAL AT 7 O'CLOCK. HAND-WOUND MECHANICAL MOVEMENT WITH TOURBILLON, SILICON BALANCE SPRING AND TITANIUM BALANCE. A FUSEE-AND-CHAIN TRANSMISSION ENSURES CONSTANT FORCE FOR AS LONG AS THE WATCH IS RUNNING. ROUND 41 MM CASE IN 950 PLATINUM WITH FLUTED CASE BAND AND SAPPHIRE CRYSTAL BACK. DIAL IN SILVERED GOLD WITH GUILLOCHÉ HAND ENGRAVING. 50-HOUR POWER RESERVE. BLACK ALLIGATOR STRAP. WATER-RESISTANT TO 30 M.



28 YEARS. 230 PATENTS.
AT LAST, A WATCH THAT REFLECTS THE NATURAL,
CONTINUOUS FLOW OF TIME. SPRING DRIVE.

©2010 SEIKO WATCH CORPORATION

SEIKO

DEDICATED TO PERFECTION

ANANTA. More than 30 years ago, a SEIKO engineer dreamed of a new kind of watch that would reflect the real flow of time. 28 years of R&D later, Spring Drive was born, the only watch in the world with hands that move with no tick and no noise, in perfect glide motion. Today, with an accuracy 5 times greater than any other mechanical chronometer and a design inspired by Katana, the ancient Japanese art of sword making, only the Spring Drive Moon Phase respects the continuous silent and graceful orbit of the planets. SeikoUSA.com



AUDEMARS PIGUET ROYAL OAK EQUATION OF TIME. FOR THE FIRST TIME, THE LEGENDARY OCTAGONAL WATCH FEATURES A SERIES OF ASTRONOMICAL COMPLICATIONS: THE EQUATION OF TIME, A PERPETUAL CALENDAR, THE INDICATION OF SUNRISE AND SUNSET TIMES AND AN ASTRONOMICAL MOON. THE SELF-WINDING MECHANICAL MOVEMENT CALIBER 2120/2808 IS MADE OF 423 COMPONENTS AND HAS A 40-HOUR POWER RESERVE. 42 MM 18-K PINK GOLD CASE. GOLD HOUR AND MINUTE HANDS WITH LUMINESCENT COATING. ALLIGATOR STRAP WITH PINK GOLD FOLDING CLASP. WATER-RESISTANT TO 50 METERS.

AUDEMARS PIGUET ROYAL OAK EQUATION OF TIME

This is the first perpetual calendar/equation of time version of Audemars Piguet's iconic Royal Oak. A great feature is its ability to be calibrated to specific world cities, for each of which it can indicate the precise time of sunrise and sunset, as well as equation-of-time variance. (Real time, according to a sundial, for example, does not indicate the same time as your watch; the differences can add up to 16.25 minutes. This variation is due to the earth's elliptical path around the sun as well as its tilted rotation axis.) The watch, with caliber 2120/2808, will be made in 18-K rose gold or steel.

LONGINES LINDBERGH'S ATLANTIC VOYAGE WATCH. REISSUE OF A 1933 WATCH, MADE FOR THE AMERICAN PILOT CHARLES LINDBERGH FOR HIS NON-STOP FLIGHT ACROSS THE ATLANTIC. 47.5 MM ROUND CASE IN STEEL OR ROSE GOLD. HINGED CASEBACK THAT OPENS ON A SAPPHIRE CRYSTAL. SELF-WINDING MECHANICAL CHRONOGRAPH MOVEMENT. BLUED HANDS. ALLIGATOR STRAP WITH PIN BUCKLE.



LONGINES LINDBERGH ATLANTIC VOYAGE

Heritage watch companies like Longines are increasingly reaching into their archives to celebrate their heritage. It's their way of letting us know they've been making watches for a long time and they know what they're doing. This chronograph is a reworking of a watch originally designed by the brand for Charles Lindbergh for his 1933 voyage around the North Atlantic. Like the original, it is a two-dial chronograph that measures time to the fifth of a second, with a tachymeter for measuring speeds of up to 500 kph (on a scale that you can actually read, thanks to the enormous, nearly 48 mm dial). The back of the case opens up, hunter-style, to reveal the movement. The inside of the cover is engraved with the edition number and a dedication to the Lindbergh journey. It is equipped with the Longines caliber L705 (ETA A07 231) movement. Beautiful, streamlined lugs and a coin-edge bezel are aesthetic bonus features. ▾



URWERK UR-103T MEXICAN FIRELEG. LAST ITERATION OF THE 103 MODEL AND ITS INNOVATIVE TIME INDICATION BY ROTATING SATELLITES, THIS "TARENTULA" VERSION TAKES THE GUISE OF THE MEXICAN FIRELEG WITH VIVID ORANGE LUMINESCENT MARKINGS. CASE IN STAINLESS STEEL WITH ALTIM TREATMENT, 50X36 MM. PROPRIETARY MANUAL WINDING MOVEMENT WITH 36-HOUR POWER RESERVE.

OCTA PERPETUELLE, THE EIGHTH WONDER



FRANÇOIS-PAUL JOURNE

When François-Paul Journe was hard at work on the first self-winding caliber that would bear his *Invenit et Fecit* signature, he knew he had to find a way to accommodate future complications without enlarging the movement. He also set himself the challenge to propose an elegant, innovative range

with harmony of style, built on an automatic-winding caliber with a variable inertia balance that would offer irreproachable timekeeping and stability. All these criteria came together in the Octa line, which made its debut in 2001. True to Journe's original idea, the first Octa timepieces were fitted with a self-winding movement with an exceptional five-day power reserve, and whose height of 10.6 mm (0.4 inch) is unchanged regardless



F.P. JOURNE OCTA PERPETUELLE TITANIUM. HAND-WOUND MECHANICAL MOVEMENT IN 18-K ROSE GOLD WITH PERPETUAL CALENDAR, RETROGRADE DATE AND LEAP YEAR INDICATION. 40 MM TITANIUM CASE, SAPPHIRE CASEBACK. ALLIGATOR STRAP. ANNIVERSARY EDITION LIMITED TO 99 PIECES.

of additional complications. It took Journe five years to bring this technical prowess to completion. Over the years, the Octa collection has welcomed new models with complications such as power reserve, moon-phases and annual calendar. For the eighth model in the range, the Octa Perpetuelle Titanium, François-Paul Journe

A UNIDIRECTIONAL ROTOR

The self-winding movement is manufactured in 18-K rose gold, as is the movement of every François-Paul Journe watch. It is built on the Octa Caliber 1300.3 with retrograde date, day aperture, month aperture, and leap years indicated in the month of February. The calendar automatically adjusts to the 28, 29, 30 or 31 days in the month, and recognizes leap years. Note that François-Paul Journe had adapted his self-winding movement to people with a more sedentary lifestyle, thanks to an off-centered rotor with a self-locking ball bearing system. These ceramic ball bearings allow the rotor to move in one direction only. When the wearer isn't moving, the rotor returns to its initial position. This system takes advantage of the slightest movement to ensure optimized winding of the watch.

The months are initially set by means of the safety pusher at 8 o'clock. It cannot be accidentally activated and is designed for use without specific tools. The Octa Perpetuelle premiered at the F.P. Journe store in Tokyo, and is available for purchase exclusively from François-Paul Journe in Geneva, Hong Kong, New York, Paris, Boca Raton, Tokyo and Beijing.

NO OTHER WATCHMAKER HAS DEVELOPED AS MANY INNOVATIVE MOVEMENTS AS JAEGER-LECOULTRE SINCE ITS FOUNDATION IN 1833.



"The mechanical watch hasn't said its last word," commented Claude-Henri Chablotz who chaired the organization committee. "Watchmakers are passionate about science and precision, and new techniques in design and machining, together with new materials, inspire them to develop calibers that give an avant-garde image to new mechanical watchmaking." Proving his point, the watchmakers at Jaeger-LeCoultre took the top two spots in the competition with the Master Tourbillon (Caliber 978) and Reverso Gyrotourbillon 2 (Caliber 174) models. Both these

century, the Manufacture's watchmakers and artisans have produced 68 calibers which have generated 80 patents and numerous world-firsts: the spherical tourbillon on two axes; the first wristwatch with three dials driven by a single movement; the first lubricant-free wristwatch; the first grande sonnerie to reproduce the entire Westminster Chimes; and the most complicated wristwatch in the world,

ENDLESSLY INNOVATIVE

JAEGER-LECOULTRE

Jaeger-LeCoultre has developed a thousand calibers over the course of its history, half of which with complications, and filed 390 patents. This year's Duomètre à Quantième Lunaire is a perfect example of the Manufacture's technical virtuosity.

The older generation of watchmakers was nostalgic about the timing competitions that challenged them to produce the most precise timepieces possible, and which disappeared in the 1970s with the invasion of quartz. Now these competitions are staging a return, thanks to the Horological Museum in Le Locle (Neuchâtel) which in 2009 launched the International Chronometry Competition.

watches sailed through the battery of timing trials, shock and magnetism tests to prove, were it ever necessary, the positive impact of the tourbillon on precision.

A PIONEER OF FINE WATCHMAKING

Such a performance owes nothing to chance. Established in 1833, Jaeger-LeCoultre is one of the most inventive and most prolific Swiss manufactures. The company, which gathers 40 different professions under its one roof, has created no fewer than a thousand calibers during its lifetime. And this spirit of innovation lives on: over the first decade of the twenty-first



JAEGER-LECOULTRE HYBRIS MECHANICA À GRANDE SONNERIE. A HOROLOGICAL MASTERWORK OF NO FEWER THAN 26 COMPLICATIONS, INCLUDING A GRANDE SONNERIE WITH THE WORLD'S FIRST COMPLETE WESTMINSTER CHIMES SOUNDING THE HOURS, QUARTERS AND MINUTES, FLYING TOURBILLON, PERPETUAL CALENDAR WITH RETROGRADE HANDS AND JUMPING HOURS. HAND-WOUND MECHANICAL MOVEMENT. 44 MM WHITE GOLD CASE.

part of the famous Hybris Mechanica 55 trilogy, Jaeger-LeCoultre maintains the pace of innovation with the Duomètre à Quantième Lunaire, unveiled this year. The Duomètre line again breaks new ground in fine watchmaking with a movement whose innovative structure

guarantees outstanding precision. This was achieved thanks to the Dual-Wing, a concept developed by Jaeger-LeCoultre in response to a recurrent problem in complicated mechanical timepieces: any additional complication consumes energy and consequently jeopardizes precision. The Manufacture has overcome this by developing a movement with two independent mechanisms, each with its own going-train and power supply. The first delivers power to the regulating organ while the second drives the watch's indications of hours, minutes, seconds, date, large moonphases and jumping seconds with one-sixth increments. A mechanical ballet choreographed by Jaeger-LeCoultre's research and development laboratory.

C. R.



JAEGER-LECOULTRE MASTER TOURBILLON 978. WINNER OF THE 2009 CHRONOMÉTRIE COMPETITION FOR ITS SUPERIOR ACCURACY, THIS MODEL IS EQUIPPED WITH A TOP-FLIGHT TITANIUM TOURBILLON REGULATOR IN A HIGH-PRECISION SELF-WINDING MECHANICAL MOVEMENT FEATURING A NEW BALANCE DESIGN OF VERY LARGE DIMENSIONS. 41.5 MM CASE IN STEEL, 18-K PINK GOLD OR PLATINUM WITH OPEN SAPPHIRE CRYSTAL CASEBACK. ALLIGATOR STRAP WITH FOLDING BUCKLE. WATER-RESISTANT TO 50 METERS.

John Simonian, his wife Barbara, and now son Greg have made Westtime, established in 1987 in Los Angeles, the ultimate destination for aficionados of extraordinary timepieces on the West Coast. As the authorized dealer for 50 brands and distributor of many independent watchmakers, this family business leads the way for Fine Watchmaking in the United States.

He has a reputation as a mover and shaker of watchmaking, a man with an uncanny knack for picking out talented new names and bringing them to an audience in the United States. Over a twenty-year period, John Simonian has made Westtime and its two Los Angeles boutiques – the first in the Westside Pavilion and the second, opened in 2003, on Beverly Hills' Rodeo

A FAMILY BUSINESS

Despite this success, John Simonian, who was born in Beirut of Armenian descent, has never departed from a philosophy that combines passion with professionalism in a business led by traditional family values. "I was born into watchmaking," he says. "My father and his uncle both imported Swiss watches. Very young I did deliveries for him. I was only 12 when I went with him to the Swiss factories. I guess this is genetic. Now my son Greg has joined the group; he was appointed President of Westtime this year. Right after his last day of university, that same afternoon he was

VACHERON CONSTANTIN AMERICAN 1921. A REINTERPRETATION OF A 1921 VINTAGE MODEL, THEN THE PERFECT DANDY WATCH AND NOW APPEALING TO A BROADER PUBLIC. ROSE GOLD CASE MEASURING 40 MM IN DIAMETER, WINDING CROWN SET AT AN ANGLE AND DIAGONAL DIAL READ-OFF, BLACKENED GOLD HANDS. MECHANICAL HAND-WOUND CALIBER BEARING THE POINÇON DE GENÈVE QUALITY HALLMARK.



WESTIME: A PASSION FOR WATCHES

Drive – a haven for anyone with a passion for beautiful timepieces. Only a handful of retailers anywhere in the world can claim this kind of status. As the authorized dealer for some 50 brands, Westtime is regarded as one of the most influential shops of the watch planet.

in Vegas to attend JCK with my team and myself. He already spent a year in Switzerland, working at Longines and Blancpain. Like me, he grew up with watches. He was always around in the store when he was a kid, even helping customers, and traveling with me to Switzerland."

"As the fourth generation of a family that has such strong associations with watchmaking, I had to understand the business from the inside," Greg Simonian explains. "My impression is that we are experiencing a revolution in the watch industry. I'm constantly amazed by the innovation, inventiveness and complexity these companies deliver. Contemporary watchmakers are creating unprecedented concepts for their timepieces' movements and indications, yet at the same time virtually all of them use the barrel, a centuries-old mechanism, to supply power. It's this fusion of old and new technologies that is driving watchmaking forward. This is something we at Westtime support. I believe a watch is a unique means of expressing an individual's personality." This is the attitude that has earned Westtime its loyal clientele, often serving the children of the very first customers.

GREG SIMONIAN, PRESIDENT OF WESTIME, REPRESENTS THE FOURTH GENERATION OF HIS FAMILY INVOLVED IN THE WATCH INDUSTRY.



A GRADUAL PROCESS

John Simonian has been instrumental in bringing fine watchmaking to the United States since the opening of the first Westime store in 1987, a year after the family moved to Los Angeles. "Americans didn't have yet a great culture of watches at the time," he recalls. The move into Fine Watchmaking would nonetheless be gradual. "You cannot enter this business at the high end. You cannot just come in and say, hey I want to become an Audemars



THE ORIGINAL 6,000-SQUARE-FOOT WESTIME BOUTIQUE AT WESTSIDE PAVILION OFFERS A WIDE SELECTION OF NEARLY 50 TOP WATCH BRANDS AT EVERY PRICE POINT.



OPENED IN 2003, WESTIME BEVERLY HILLS IS AN INTIMATE, MULTI-LEVEL BOUTIQUE ON RODEO DRIVE, LOS ANGELES' MOST GLAMOROUS SHOPPING DISTRICT.



RICHARD MILLE RM 017 TOURBILLON. A NEW VARIATION ON THE EXTRA-THIN RECTANGULAR CASE. AT JUST 8.7 MM, THIS HIGH-TECH TIMEPIECE IS ONE OF THE THINNEST TOURBILLON CONSTRUCTIONS AVAILABLE. THE TRANSPARENT DIAL REVEALS THE HAND-WOUND MOVEMENT WITH VARIABLE INERTIA BALANCE. CARBON NANOFIBRE BASE PLATE. PUSHBUTTON FUNCTION SELECTOR IN THE CROWN FOR FAST TIME-SETTING OR WINDING. HOUR AND MINUTE HANDS CAN BE INDEPENDENTLY SET. 72-HOUR POWER-RESERVE INDICATOR.

dealer or a Breguet dealer. You have to start low and climb up. It takes time and effort, and some people are not willing to pay the price. I remember our first Swiss brand was TAG Heuer in 1987. Going from Japanese to TAG Heuer was a big deal for us. Next came Rado, then Tissot. Our first luxury brand was IWC in the early 90s. Frank Muller was then added and more brands followed. It's a process."

TALENT SCOUT

Becoming an authorized dealer of prestigious brands wasn't the end of this process. John Simonian, his son Greg care as much about personal relationships as he does about business, and for the past several years he has used his "nose" to sniff out the rising stars of contemporary watchmaking who had yet to make a name in the US market. In 2001, he became the

first North American retailer for Richard Mille. The two are now good friends. Six months down the line, he was given the distribution business for the brand in the United States and Canada, then in 2005 the rights for the rest of the Western Hemisphere.

Greubel Forsey, MCT, Urwerk... other names followed, all at the forefront of watchmaking technology yet totally unknown to the American public. John Simonian distributes these brands via his company, Ildico. "A lot of brands or groups are coming with their own boutiques. This helps newcomers in the market by making room for them at retailers. You just have to find those newcomers before someone else does and, most importantly, like the person behind the products. One of the reasons I went with independent brands is because my good customers all had their Breguet, their Vacheron Constantin, their Audemars Piguet and Richard Mille. I brought them something new." West Coast watch aficionados have a lot to thank John Simonian for.

Christophe Roulet

**BOUTIQUE RICHARD MILLE
FALL 2010**

**BOUTIQUE HUBLOT
DECEMBER 2010**

In 1801, Abraham-Louis Breguet patented his idea for the tourbillon, a device to compensate the effects of the Earth's gravity on timepieces. This queen of complications has continued to inspire watchmakers ever since.

Seven chapters of a manuscript – dictated by Abraham-Louis Breguet, completed by his son, and believed by many to have been lost – came under the auctioneer's hammer in Geneva this May. This "crucial

document in the history of watchmaking" was purchased by the late Nicolas G. Hayek, Chairman of the Swatch Group and Montres Breguet, for \$2.2 million. Breguet is one of the most influential figures in the history of time measurement, which gives the full measure of the importance of these texts which set down the master watchmaker's inventions, secrets and experience. One of the seven manuscripts is entitled *Equation of Time, Calendars and Tourbillons*. The tourbillon is one of Breguet's revolution-



BREGUET CLASSIQUE GRANDE COMPLICATION REF. 5347. THE DOUBLE TOURBILLON OF THIS MASTERPIECE ROTATES IN STEP WITH THE HOURS SO THAT THE HOUR HAND IS AN EXTENSION OF THE BRIDGE SUPPORTING THE TWO TOURBILLON CARRIAGES. 18-K PINK GOLD CASE OF 44 MM. SAPPHIRE CASEBACK. HAND-GUILLOCHÉ CENTER PLATE. ROSE GILT OPENTIPPED BREGUET MINUTE HAND. BROWN ALLIGATOR STRAP.

BREGUET: THE INSPIRED INVENTOR OF THE TOURBILLON



ary innovations, and its complexity was such that no machine of the day was capable of shaping and tempering the steel cage without deforming it. The entire tourbillon had to be fashioned by hand. Only after the great man's death was the Breguet company able to deliver tourbillon watches of satisfactory quality to its clients.

A ROTATING CAGE

But what, exactly, is the tourbillon? Unsurprisingly, Breguet's research was driven by watchmakers' never-ending quest for precision. He realized that the Earth's gravity had an undesirable effect on the movement's regulating organ, the part that produces the tick-tock sound of a mechanical watch. Breguet also observed that the balance pivots wore out more quickly because of the poor quality oil used as lubricant. Because the only portable timepieces in these latter years of the Age of Enlightenment were pocket watches, their movement only ever functioned in two positions: horizontal at night when the watch was laid on a table by its owner's bed, and vertical during the day, slipped inside a waistcoat pocket. This meant the pivots rubbed constantly against the same points of friction, which caused the oil to coagulate.

Breguet found the solution to this dual dilemma of gravity and lubricant in the tourbillon, a cage that rotates on itself and which contains the heart of a mechanical movement: the escapement and regulating organ. The tourbillon compensates variations in rate while ensuring oil is evenly distributed across the friction surfaces. Like the seconds wheel, most tourbillons make a complete rotation in one minute, although this can vary from 20 seconds to 90 minutes. This complication has continued to fascinate watchmaking's greatest exponents ever since. They have taken Breguet's concept to new extremes of micromechanical prowess, with double axis and triple axis tourbillons, flying tourbillons, inclined tourbillons, double tourbillons rotating at different speeds, even quadruple tourbillons with differential. At this degree of complexity, watchmaking becomes an art; a concept Abraham-Louis Breguet would not have disowned.

C. R.



BREGUET TOURBILLON MESSIDOR REF. 5335. SETTING A MAGNIFICENT STAGE FOR ITS TOURBILLON REGULATOR, THIS MODEL FEATURES AN OPENWORKED HAND-WOUND MOVEMENT ENTIRELY ENGRAVED BY HAND, AND VISIBLE THROUGH THE TRANSPARENT DIAL AND SAPPHIRE-CRYSTAL CASEBACK. 40 MM CASE IN 18-K ROSE GOLD. BROWN ALLIGATOR STRAP.



FREDERIQUE CONSTANT GENEVE



Live your passion

Innovation and uncompromising quality are the hallmarks of Frédérique Constant. Driven by an unparalleled passion for precision and craftsmanship, our watchmakers manufacture Geneva timepieces of contemporary, classic design and exceptional value.



Maxime
Manufacture
Automatic

Frédérique Constant USA

For information and to receive a catalogue, please contact us:
1-877-61-WATCH or info@usa.frederique-constant.com
www.frederique-constant.com



OMEGA SEAMASTER PLOPROF 1200M.

AN EXTREME DESIGN THAT SIGNS A WATCH CREATED FOR AN EXTREME ENVIRONMENT. WATER-RESISTANT TO 1200 M, IT FEATURES A BI-DIRECTIONAL BEZEL, A HELIUM ESCAPE VALVE AND A SCREW-IN CROWN. DATE FUNCTION. SELF-WINDING MOVEMENT CALIBER 8600 WITH CO-AXIAL ESCAPEMENT AND 2 BARRELS MOUNTED IN SERIES THAT GENERATE A 60-HOUR POWER RESERVE. OFFICIAL CHRONOMETER CERTIFICATE DELIVERED BY THE COSC. 55X48 MM STEEL CASE AND BLACK DIAL. RUBBER STRAP.

A WATCH FOR ALL REASONS – AND SEASONS

— D. MALCOLM LAKIN

A friend of mine, let's call him Irving for the sake of simplicity, recently entered a famous and very large watch store in New York, gazed around him at the multitude of display cabinets and windows and was amazed at the sheer magnitude of choice available. With his mouth agape and displaying a bewildered look, a large softly spoken salesman approached him and asked if he could be of assistance. "I want to buy a sporty looking watch," Irving confessed. "I know nothing about watches, but I want something sporty!"

The salesman smiled, nodded and asked "What for?" Rather taken aback by the seemingly stupid question, Irving somewhat irritably retorted, "Not that it has anything to do with you, but I'd like something different and a little more modern than the one I have. My great aunt recently passed away leaving me some money in her will and she said, and I quote you on this, 'He should equip himself with a decent timepiece instead of asking everyone within a radius of five meters the time.' So if you don't mind, I'd like to ..."

"I'm sorry sir, you seem to have misunderstood my question," the salesman interrupted, "when I said what for, I meant what do you want to use the watch for."

Now a little embarrassed by his outburst, Irving mumbled, "The time?"

CHRONOGRAPHS & CHRONOMETERS

At this point the salesman, showing an infinite amount of patience for the horological philistine before him, explained, "A watch is much more than simply a watch, more than just a means of telling the time. In addition to all sorts of complications that include the moon's phase and power reserve, watches are now specifically designed to cater for the demand of a varying, discerning and ever-expanding clientele. And none more so than in the category we refer to as sports watches, that's watches for diving, flying, sailing, skiing, golfing and so on."

The first watches he was shown were chronographs, which the salesman explained were used for various sports activities whereby you can check the speed a man runs the 800 meters in the Olympics, check lap times at a Grand Prix or, if you prefer, even use as an egg timer. He was shown the ever popular and classic Omega Speedmaster a stainless steel watch used for measuring short time periods. With its black enamel dial with counters for seconds, minutes and small seconds, a stainless steel bracelet and being water-resistant to 100 meters, the salesman also pointed out that it was very similar in appearance to the watch worn by the first American astronauts on the moon and that it is a certified chronometer. √



VACHERON CONSTANTIN OVERSEAS CHRONOGRAPH. 18-K ROSE GOLD CASE WITH 42 MM DIAMETER AND BACK STRUCK WITH THE "OVERSEAS" MEDALLION. MECHANICAL SELF-WINDING CHRONOGRAPH MOVEMENT PROTECTED BY AN ANTI-MAGNETIC SOFT IRON CAGE. SMALL SECONDS AT 6 O'CLOCK AND LARGE DATE AT 12 O'CLOCK. 18-K ROSE GOLD BRACELET WITH FOLDING CLASP FEATURING A MALTESE HALF-CROSS. SUPPLIED WITH A SECOND VULCANISED RUBBER STRAP. WATER-RESISTANT TO 150 METERS.



TAG HEUER AQUARACER 500M CALIBER 16. THE FIRST CHRONOGRAPH IN THE AQUARACER COLLECTION, THIS NEW MODEL FEATURES A POWERFUL, FULLY FUNCTIONAL DESIGN FOR GREAT LEGIBILITY AND EASY HANDLING UNDER WATER. 44 MM STAINLESS STEEL CASE WITH HELIUM VALVE. UNIDIRECTIONAL ROTATING BEZEL. AUTOMATIC CHRONOGRAPH MOVEMENT WITH DATE. BLACK DIAL WITH VERTICAL STREAK EFFECT. LUMINESCENT HANDS AND MARKERS. 3 ROW STEEL BRACELET. WATER-RESISTANT TO 500 M.

OMEGA SPEEDMASTER PROFESSIONAL APOLLO – SOYUZ CHRONOGRAPH. THIS COLLECTOR WATCH COMMEMORATES THE 35TH ANNIVERSARY OF ONE OF THE MOST FAMOUS HANDSHAKES IN HISTORY: THE ONE GIVEN BY THE US ASTRONAUT STAFFORD TO THE RUSSIAN COSMONAUT LEONOV AFTER THEIR RESPECTIVE SPACECRAFT APOLLO AND SOYUZ DOCKED IN SPACE ON JULY 24TH, 1975. ALL THE US ASTRONAUTS WHO TOOK PART IN THIS MISSION WORE AN OMEGA SPEEDMASTER. THIS ANNIVERSARY VERSION FEATURES A METEORITE DIAL AND ITS CASEBACK IS ENGRAVED WITH THE NAMES OF THE RUSSIAN AND AMERICAN PARTICIPANTS. SELF-WINDING MECHANICAL MOVEMENT CALIBER 1861 WITH CHRONOGRAPH FUNCTION, TACHOMETER AND 48-HOUR POWER RESERVE. 42 MM STEEL CASE. WATER-RESISTANT TO 50 M. STEEL BRACELET. LIMITED EDITION OF 1975 PIECES.



looks heavy but is in fact very light because the case is made from titanium. Irving rejected these watches on the grounds that whenever he went out in a boat he felt seasick. Since diving made him feel claustrophobic, he decided to forgo the Aquatimer by IWC and the superb new J12 Marine by Chanel that the salesman proposed.

Irving said that he was confused by it being a chronometer when he thought it was a chronograph. The salesman calmly explained that many people were puzzled by these two words, but a chronograph is used to measure specific times in hours, minutes and seconds, whereas a chronometer is an officially tested timepiece that has been certified as meeting specific horological standards. Irving seemed satisfied, but explained that the Speedmaster didn't appeal to him since he suffered from vertigo.



RALPH LAUREN SPORTING CHRONOGRAPH. 39 MM CASE IN SATIN-FINISH STEEL. SCREW-DOWN BEZEL. SAPPHIRE CRYSTAL BACK. CLASSIC ROMAN NUMERALS. SELF-WINDING MANUFACTURE CHRONOGRAPH MOVEMENT MADE BY JAEGER-LECOULTRE FOR RALPH LAUREN. BLACK ALLIGATOR STRAP WITH STEEL PIN BUCKLE.

RACING, SAILING AND FLYING

Next he was shown the new Jaeger-LeCoultre Duometre à Chronographe in rose-colored gold, a watch with a revolutionary 'Dual-Wing' concept with two watch mechanisms that was accurate to 1/6th of a second. This, Irving felt, looked beautiful but was too complicated for his inexperienced eyes. This was followed by the Monaco Automatic Chronograph by TAG Heuer – an iconic, square timepiece with counters for seconds and minutes and a date window at 6 o'clock. Inspired by Steve McQueen and his Porsche 917K in the 1970 movie 'Le Mans'. Although he liked this watch, Irving confided that since he didn't drive he thought it would be a little inappropriate. The salesman then changed tacks and brought out the TAG Heuer Aquaracer which is designed to provide the accuracy that all water sports demand and is also water-resistant to 300 meters. Since this didn't get the nod from Irving, he proposed the Luminor Submersible by Panerai which has an automatic mechanical movement, has an Incabloc® anti-shock device, and has functions for hours, minutes, small seconds, date and the calculation of immersion time. In brushed titanium it is a superb timepiece that is robust,



IWC AQUATIMER CHRONOGRAPH EDITION GALAPAGOS ISLANDS. DIVER'S WATCH WITH A 44 MM STAINLESS STEEL CASE FEATURING A SPECIAL VULCANIZED RUBBER COATING. NEW OUTER ROTATING BEZEL RING. MECHANICAL CHRONOGRAPH MOVEMENT, DATE WINDOW AND DAY OF THE WEEK INDICATION, SMALL SECONDS WITH STOP SECONDS DEVICE. INTERCHANGEABLE WRISTBANDS. RELIEF ENGRAVING OF A GIANT TORTOISE ON THE CASEBACK, IN TRIBUTE TO THE CHARLES DARWIN FOUNDATION. WATER-RESISTANT TO 120 METERS.



JAEGER-LECOULTRE DUOMÈTRE À CHRONOGAPHE. A VERY ORIGINAL INTERPRETATION OF THE CHRONOGRAPH COMPLICATION, THIS WATCH DEMONSTRATES AGAIN THE INVENTIVE TALENT OF THE VALLÉE DE JOUX MANUFACTURE. THE HAND-WOUND MECHANICAL MOVEMENT, CALIBER JLC 380 "DUAL WING", FEATURES TWO BARRELS, TWO POWER RESERVES AND TWO GEAR TRAINS. ONE OF THEM IS ENTIRELY DEDICATED TO THE SINGLE-PUSH CHRONOGRAPH COMPLICATION THAT HAS A "FOUDROYANTE" SECOND HAND. 50-HOUR POWER RESERVE. 18-K PINK GOLD CASE WITH TRANSPARENT BACK. ALLIGATOR STRAP WITH PINK GOLD FOLDING CLASP. WATER-RESISTANT TO 50 METERS.

ARTHRITIS AND SEASICKNESS

Exhibiting the patience of Job, the salesman suggested TAG Heuer's golf watch (an arthritic back eliminated that possibility); the Montbrillant by Breitling with its famous circular slide rule, counters at 9 and 3 o'clock and a traditional 1/100th of an hour display, not to mention a unique caseback with a conversion scale for the main aviation weights and measures (rejected because he is frightened of flying and really didn't need to make any special calculations); Audemars Piguet's Royal Oak Offshore Chronograph (the nauseous problem again) and Hublot's Big Bang with diamonds was immediately rejected since he felt that diamonds look tacky on him.



HUBLOT BIG BANG EARL GRAY. SOFT BUT INTENSE MATT GRAY FINISH ENHANCED BY BAGUETTE DIAMONDS AROUND THE DIAL. BIG BANG 41 MM STEEL CASE. GRAY TANTALUM-COLORED DIAL. MECHANICAL SELF-WINDING CHRONOGRAPH MOVEMENT. STEEL BRACELET. WATER-RESISTANT TO 100 M.

Showing no signs of relinquishing his challenge, the intrepid salesman then brought out a Nautilus by Patek Philippe, Vacheron Constantin's Overseas Chronograph, a Marine Type XX by Breguet, an El Primero Chronograph by Zenith, Richard Mille's Diver's Watch RM 028, the Spring Drive Spacewalk by Seiko, Longines' Admiral and their Conquest Chronograph, all of which were met with nods of approval for their aesthetics but met with the same vacuous set of reasons as to why those particular watches didn't look right on Irving's wrist.

It was at this point that the salesman finally showed a little impatience by asking why he wanted to look at sports watches if he didn't actively participate in any sports.

"Well," Irving explained, "it's not necessarily what you actually do, it's the impression that these watches give to one's friends and acquaintances. I want to be able to wear a watch that makes me look like an active person and impress my work colleagues, but I also want one that I can wear when I'm invited out to a black tie event, or going to the movies with my girlfriend." √

SEIKO SPRING DRIVE SPACEWALK. A VERY CONVENIENT WATCH FOR YOUR NEXT TRIP TO OUTER SPACE AS IT HAS BEEN SPECIFICALLY DESIGNED FOR THIS PURPOSE AND TESTED IN 2008 DURING A MISSION TO THE INTERNATIONAL SPACE STATION! INDEED, IT CAN RESIST EXTREME TEMPERATURES, PRESSURE AND RADIATION CONDITIONS INVOLVED IN ANY SPACE WALK. SELF-WINDING MECHANICAL MOVEMENT CALIBER SPRING DRIVE 5R86 FEATURING CHRONOGRAPH, GMT, POWER RESERVE INDICATOR AND DATE FUNCTIONS. 53 MM DIAMETER HIGH-INTENSITY TITANIUM CASE. EQUIPPED WITH A BALLISTIC NYLON STRAP WITH TITANIUM BUCKLE AND VELCRO FASTENING, THE WATCH IS ALSO DELIVERED WITH AN EXTRA ELASTIC NYLON STRAP. WATER-RESISTANT TO 100 METERS.



ZENITH EL PRIMERO 36,000 VPH CHRONOGRAPH. THE LATEST CHRONOGRAPH FROM ZENITH IS DRIVEN BY THE NEW EL PRIMERO 400B MANUFACTURE MOVEMENT, BEATING AT 36,000 VIBRATIONS PER HOUR. 42 MM STEEL CASE WITH SAPPHIRE CRYSTAL BACK. SELF-WINDING MECHANICAL CHRONOGRAPH MOVEMENT. 30-MINUTE COUNTER AT 3 O'CLOCK, 12-HOUR COUNTER AT 6 O'CLOCK, SMALL SECONDS AT 9 O'CLOCK. DATE AT 6 O'CLOCK. STEEL BRACELET WITH TRIPLE FOLDING BUCKLE. WATER-RESISTANT TO 100 M.



RICHARD MILLE RM 028. THE SECOND ROUND DIVING WATCH FROM RICHARD MILLE. 47 MM TITANIUM CASE. ROTATING BEZEL SECURED BY TWO

PUSHERS. SAPPHIRE CRYSTAL DIAL. SELF-WINDING SKELETON MOVEMENT. VARIABLE GEOMETRY ROTOR. BASE PLATE AND BRIDGES IN TITANIUM. RUBBER STRAP. WATER-RESISTANT TO 300 M.



LOUIS VUITTON TAMBOUR SPIN TIME GMT. EXTRA LARGE TAMBOUR CASE (44 MM) IN 18-K WHITE GOLD. MECHANICAL AUTOMATIC MOVEMENT. GMT FUNCTION, DATE AT 4H30 AND LEVEL UP SYSTEM. BLACK ALLIGATOR STRAP.

RICHARD MILLE RM 023. CURVED TITANIUM CASE. SELF-WINDING SKELETON MOVEMENT WITH VARIABLE GEOMETRY ROTOR REVEALED THROUGH THE SAPPHIRE CRYSTAL BACK. ASYMMETRICAL ROMAN NUMERALS ON THE SAPPHIRE CRYSTAL DIAL. SCULPTED CROWN WITH ALCRYN COLLAR. BASE PLATE, BRIDGES AND BALANCE COCK IN GRADE 2 TITANIUM. BLACK ALLIGATOR STRAP WITH FOLDING BUCKLE.



AUDEMARS PIGUET ROYAL OAK OFFSHORE DIVER. THE SENSE OF POWER AND DISTINCTION EXUDED BY THE ROYAL OAK OFFSHORE DIVER STEMS BOTH FROM ITS PERFORMANCES AND ITS APPEARANCE. A DIVER'S WATCH IN ALL ITS PRISTINE SIMPLICITY, IT IS EQUIPPED WITH THE STELLAR MANUFACTURE AUDEMARS PIGUET SELF-WINDING MOVEMENT CALIBRE 3120. 42 MM STAINLESS STEEL CASE, WATER RESISTANT TO 300 M. INNER ROTATING RING WITH DIVER SCALE. BLACK DIAL WITH EXCLUSIVE "MEGA TAPISSERIE" MOTIF. LUMINESCENT HANDS AND HOUR MARKERS. BLACK RUBBER STRAP WITH OVERSIZED STAINLESS STEEL PIN BUCKLE.

GAME, SET AND MATCH

A couple of hours later, as the weary and long-suffering salesman was accompanying Irving to the door, they passed in front of the Rolex display, where lo and behold, the new Rolex Submariner Date in stainless steel with its green dial and bezel was sitting proudly on a miniature cushion. Irving bought it immediately. The salesman, somewhat taken aback by the speed with which Irving had finally chosen a watch and become a client, asked what it was that attracted him to the Rolex. "I love watching tennis on television, especially Wimbledon in England. The color of the dial reminds me of the grass on the centre court." Apparently, Irving thinks the sun shines out of Roger Federer's racket bag and it helps that Federer is the Rolex ambassador.

Irving left the shop a few thousand dollars lighter, none the wiser about the mysteries and vast array of sports watches available, but content with his purchase and in particular that he had mentally navigated through the full gamut of his illnesses without turning green. ▼

ROLEX OYSTER PERPETUAL SUBMARINER DATE. NEW MODEL WITH GREEN CERACHROM BEZEL INSERT AND GREEN GOLD DIAL. 40 MM OYSTER CASE IN 904L STEEL. UNIDIRECTIONAL ROTATING BEZEL WITH 60-MINUTE GRADUATION IN PLATINUM. TRIPLOCK SCREW-DOWN CROWN. SELF-WINDING MECHANICAL MOVEMENT, COSC CERTIFIED CHRONOMETER. DATE AT 3 O'CLOCK WITH CYCLOPS LENS. STEEL BRACELET WITH GRIDLOCK CLASP. WATER-RESISTANT TO 300 M.



BRM TRI-ROTOR. A DESIGN INSPIRED BY MOTOR SPORTS AND AN INNOVATIVE SELF-WINDING SYSTEM BY MEANS OF THREE SMALL ROTORS IN FORTAL HR, MOUNTED ON CERAMIC BALL BEARINGS AND SECURED BY CARBON BALL ARMS. 48 MM CASE IN GRADE 2 TITANIUM. SKELETON DIAL WITH YELLOW HANDS. SELF-WINDING MECHANICAL MOVEMENT IN ARCAP (CORROSION-RESISTANT ALLOY), MOUNTED ON THREE CARBON FIBER TRIANGLES WITH THREE PROGRESSIVE-WOUND SPRINGS. BLACK LEATHER STRAP WITH DOUBLE STITCHING. WATER-RESISTANT TO 100 M.



TISSOT VELOCE-T GENT. REVOLUTIONARY NEW CHRONOGRAPH MOVEMENT IN AN ELEGANT CASE WITH SPORTY ACCENT. STAINLESS STEEL CASE WITH SEE-THROUGH BACK. AUTOMATIC CHRONOGRAPH MOVEMENT. BEZEL WITH TACHYMETER SCALE. BLACK RUBBER STRAP WITH FOLDING CLASP. WATER-RESISTANT TO 100 M.



FREDERIQUE CONSTANT HEALEY CHRONO AUTOMATIC. NEW LIMITED EDITION BORN OUT OF THE COLLABORATION WITH THE AUSTIN HEALEY OWNER CLUBS AROUND THE WORLD. 43 MM ROSE GOLD PLATED CASE AND CHOCOLATE BROWN DIAL. MECHANICAL CHRONOGRAPH MOVEMENT. DATE AT 6 O'CLOCK. STITCHED LEATHER STRAP.



SUGGESTING A PRIVATE DRAWING ROOM, THE NEW RALPH LAUREN WATCH & JEWELRY SALON IS LOCATED IN THE BRAND'S NEW YORK FLAGSHIP STORE AT 888 MADISON AVENUE.

flagship store at 888 Madison Avenue, across from the landmark Rhinelander Mansion store at number 867, now extensively renovated. Ralph Lauren has used this twin presence on one of New York's most prestigious avenues to create distinct environments for its collections. In a first for the brand, the Rhinelander Mansion is entirely dedicated to Ralph Lauren menswear, complemented by the watch collections. The new flagship store is devoted to the women's and home collections, together with the first Ralph Lauren Watch & Jewelry Salon in the United States, a development that is coherent with the brand's emphasis on selective distribution.

RALPH LAUREN DIAMOND LINK STIRRUP TIMEPIECE. UNIQUE AND IMMEDIATELY IDENTIFIABLE AS QUINTESSENTIAL OF THE DESIGNER, THE SHAPE OF THIS WATCH IS INSPIRED BY RALPH LAUREN'S HERITAGE EQUESTRIAN STYLE. THIS NEW RALPH LAUREN TIMEPIECE EXUDES GLAMOROUS SOPHISTICATION WITH A FULL PAVÉ DIAMOND CASE AND FULL PAVÉ DIAMOND CHAIN LINK BRACELET, POWERED BY A MANUALLY-WOUND MANUFACTURE MOVEMENT. EXCLUSIVE DEBUT AT THE NEW 888 MADISON AVENUE FLAGSHIP.



RALPH LAUREN OPENS ITS FIRST WATCH & JEWELRY SALON IN THE US

Ralph Lauren has chosen New York and the new Madison Avenue flagship, across the street from the renovated landmark store, for the brand's first Watch & Jewelry Salon in the United States.

After Boulevard Saint-Germain in Paris, New Bond Street in London, and One Central in Macao, Ralph Lauren has chosen New York for its first American Watch & Jewelry Salon. This is a prestigious location if ever there was, inside the new



THE SAINT-GERMAIN WATCH SALON IN PARIS HAS THE ATMOSPHERE OF A GENTLEMEN'S STUDY, WITH DARK WOOD PANELING AND BESPOKE LEATHER CHAIRS.

EACH SALON HAS ITS OWN MOOD

Each Watch Salon is tailored to its environment, to reflect the spirit of its surroundings and the unique feel of the city itself. These dedicated spaces also emphasize that watches are very much a part of the Ralph Lauren lifestyle. Customers enjoy exclusive and professional service in an intimate setting. The Saint-Germain Watch Salon, for example, has the atmosphere of a gentleman's study, with dark wood paneling and bespoke leather chairs. The New York Salon suggests a lady's private drawing room with its numerous feminine and luxurious touches. Sales associates, all specialized in the intricacies of mechanical watchmaking, offer personalized advice and irreproachable after-sales service.

THE HIGHEST STANDARD

The decoration of the flagship store at 888 Madison Avenue is inspired by the classic Beaux-Arts architecture of the four-story building, whose limestone façade, painted wood windows, and wrought iron balcony railings are typical of Upper East Side town houses. The Watch & Jewelry Salon has a dedicated entrance that leads to a series of lavishly decorated yet intimate,

welcoming spaces. No detail has been neglected in creating a suitably prestigious environment for the first Ralph Lauren Fine Jewelry collections: Chunky Chains, Diamond Link, Equestrian, New Romantic and Monogram. They complement the three Ralph Lauren Fine Watch collections – Slim Classique, Sporting and Stirrup – all paired with mechanical movements by the renowned Swiss manufacturers IWC, Jaeger-LeCoultre and Piaget.

"I have always designed with the goal of creating an entire world around my products," declared Ralph Lauren at the debut of the brand's watch collections. "These watches represent everything I stand for in terms of quality, authenticity and beauty. Thanks to the collaboration with the Richemont Group this dream has become a reality: fine timepieces that truly reflect my vision." A vision which now applies equally to Fine Jewelry.

C. R.



HUBLOT BIG BANG ALL WHITE GOLD DIAMONDS.
41 MM CASE IN 18-K RED GOLD. BEZEL SET WITH
114 DIAMONDS (1.22 CARATS). WHITE DIAL. SELF-WINDING
CHRONOGRAPH MOVEMENT. 18-K RED GOLD BRACELET.

GIRL TIME

— LAURIE KAHLE

Designers seduce women with feminine watches that offer more than just a pretty face.

The most famous and complicated woman's timepiece of all time was a pocket watch produced for Marie Antoinette by star watchmaker Abraham-Louis Breguet, who, as the legend goes, received the commission from her lover. Tragically, she met the guillotine 34 years before the watch was completed in 1827, so she never even saw it. While Breguet produced rare pieces for the French queen and Caroline Murat, Queen of Naples, watches historically were a male domain. It wasn't that long ago when watchmakers simply scaled down a men's model, sprinkled it with diamonds, and, voila, you have a watch for women. That approach has dramatically changed in recent years as manufacturers seek to woo women with a full spectrum of inherently feminine designs that allow them to express their ever-changing moods. As you might expect, a women's watch wardrobe evokes her closet, which contains everything from trendy fashion frivolities to jeans to ladylike classics. Women would never wear a man's suit that was re-cut and frilled up to look more feminine, so they expect their timepieces to be conceived and designed for them just like their fashions.

LADIES FIRST

In a bold and surprising move, Patek Philippe introduced its much anticipated caliber CH 29-535 PS manually wound chronograph movement in a women's watch, the Ref. 7071, which is reaching stores this fall. Aptly dubbed Ladies First, this cushion-shaped chronograph clearly intends to make a statement that complicated watches for women are not an afterthought at Patek Philippe. "As ladies' watches have gotten larger, the ability to introduce complications like a chronograph has increased," explains Larry Pettinelli, president of Patek Philippe USA. "Until a few years ago, a ladies' case this large would not be marketable." The setting of diamonds under the crystal is a subdued flourish that stays true to the company philosophy that diamonds are an accent rather than the focus of attention. In a refreshing flip of the status quo, the women's 7071 will be followed by a men's watch powered by the same movement.



PATEK PHILIPPE LADIES FIRST CHRONOGRAPH. HOROLOGICAL EXPERTISE MEETS GLAMOUR IN THIS WOMEN'S CHRONOGRAPH. 18-K ROSE GOLD ASYMMETRICAL CUSHION-SHAPED CASE (39X35 MM) WITH SAPPHIRE CRYSTAL BACK. SILVERED WHITE OPALINE DIAL WITH GUILLOCHÉ "FLAME" MOTIF. 136 ROUND DIAMONDS (0.58 CARATS) SET IN THE FLANGE. SELF-WINDING MECHANICAL MOVEMENT. COLUMN-WHEEL CHRONOGRAPH. 30-MINUTE COUNTER AT 3 O'CLOCK, SMALL SECONDS AT 9 O'CLOCK. HAND-STITCHED ALLIGATOR STRAP WITH WHITE TOP STITCHING. WATER-RESISTANT TO 30 M.

Traditionally, fashion brands focus on style more than substance, so they have eschewed mechanical movements in favor of simple, inexpensive quartz varieties. But Dior, Ralph Lauren and Chanel, in particular, stand out for their ability to blend the craft-intensive world of haute couture with that of high horology. These fashion powerhouses have managed to impress the most ardent technical experts with their inventive complicated movements. For example, Chanel partnered with visionary movement maker Renaud et Papi to launch this year's intriguing men's J12 Rétrograde Mystérieuse with a crown that rises vertically from the sapphire crystal and a mind-boggling minute indication necessitated by the hand's blocked path around the dial due to the crown's unconventional placement.

FASHION GOES MECHANICAL

Chanel's interest in mechanical watchmaking emerged with the 2008 debut of the J12 Caliber 3125 powered by a modified Audemars Piguet automatic movement that also drives the slick Intense Black J12. The newest member of the brand's best-selling family is the automatic J12 Marine, a serious dive watch that is outfitted in scuba gear and ready to plunge 300 meters with a unidirectional rotating bezel for recording dive times, luminescent raised hands and numerals, and a screw-in crown. Meanwhile, Dior put a new spin on the world time concept with the Dior 8 Fuseaux Horaires movement developed by designers Orny et Girardin. The design's orbiting satellite indicates the time in eight world capitals as it completes a full turn in 24 hours while also revolving around the dial every 12 hours. Dior is utilizing this novel movement in eight Art Deco-inspired gold and lacquer models and 100 chic, mother-of-pearl and diamond models. Laurence Nicolas, president of Dior Montres, points out that the artistic vision originates in the Paris studios and is then passed to the watchmakers to evaluate technical feasibility and execute the concept in a functioning timepiece. He compares the process to haute couture where designers call upon artisan seamstresses, embroiderers, lace makers, and bead makers to realize their fantastical fashions. The embodiment of this expression is the new Dior Cristal Haute Couture Passage collection of eight one-of-a-kind watches each directly borrowing its palette and design elements from a specific haute couture ensemble. %



JAEGER-LECOULTRE REVERSO SQUADRA DUETTO HAUTE JOAILLERIE. THIS WATCH COMBINES THE SOPHISTICATION OF A MANUFACTURE MECHANICAL MOVEMENT WITH AN ORIGINAL AESTHETIC AND THE ICONIC REVERSO REVOLVING CASE. SELF-WINDING MECHANICAL MOVEMENT WITH SECOND TIME-ZONE AND DAY/NIGHT INDICATOR. 18-K PINK GOLD CASE, MOTHER-OF-PEARL DIAL, BEZEL SET WITH 213 DIAMONDS. WHITE ALLIGATOR STRAP WITH FOLDING BUCKLE.



DIOR CRISTAL *8* FUSEAUX HORAIRES. SPECIAL LIMITED EDITION OF 100 PIECES WITH AN EXCLUSIVE FEATURE DISPLAYING LOCAL TIME AND 8 TIME-ZONES AND A DAY/NIGHT INDICATION. SWISS-MADE SELF-WINDING MECHANICAL MOVEMENT. 38 MM STAINLESS STEEL CASE WITH DIAMOND SET BEZEL. MOTHER-OF-PEARL DIAL. STEEL BRACELET SET WITH WHITE CRYSTAL SAPPHIRE.

VACHERON CONSTANTIN LADY KALLA FLAMME. THIS NEW MODEL REINTERPRETS THE ICONIC LADY KALLA MODEL LAUNCHED IN 1982, WHILE INNOVATING BY THE FIRST EVER USE IN THE WATCH INDUSTRY OF A NEW ASYMMETRICAL "FLAME" DIAMOND CUT THAT REFLECTS THE LIGHT IN AN EXTREMELY DISTINCTIVE WAY. 18-K WHITE GOLD CASE AND DIAL RESPECTIVELY SET WITH 20 AND 60 FLAME-CUT DIAMONDS WHICH, TOGETHER WITH THE 120 DIAMONDS STUDDING THE BRACELET, MAKE A TOTAL OF ALMOST 36.5 CARATS. MECHANICAL HAND-WOUND VACHERON CONSTANTIN MOVEMENT WITH OVER 30-HOUR POWER RESERVE.

HAUTE COUTURE WATCHMAKING

High-jewelry pieces are the haute couture of watchmaking. The fact that these extravagant, often one-of-a-kind creations also happen to tell time is hardly the point. Old-guard manufacturers such as Vacheron Constantin, Audemars Piguet, Patek Philippe, and Piaget tap their considerable resources to produce lavish special editions that test the skills of Switzerland's most accomplished gem setters. At Piaget, a bracelet watch is set with various cuts of black and white diamonds to resemble a piano keyboard, while Vacheron Constantin's Kalla Flame is laden with asymmetrical flame-cut diamonds. Such rare jewels show off a brand's creativity and its mastery of the art much like the fashion houses do with couture.



Jewelling is one of watchmaking's historic *métiers d'art*, which also include enameling and engraving. These centuries-old decorative techniques have been experiencing a renaissance in recent years, turning timepieces into works of art. "Telling a story that generates emotion is what we are looking to do from the first drawing," says Louis De



VAN CLEEF & HARPELS LE PONT DES AMOUREUX. 38 MM WHITE GOLD CASE SET WITH DIAMONDS. DIAL MOTIF IN ENAMEL, BRIDGE AND LOVERS IN WHITE GOLD. ENGRAVED CASEBACK. MECHANICAL MOVEMENT WITH RETROGRADE HOUR AND MINUTE. WHITE ALLIGATOR STRAP. LIMITED NUMBERED EDITION.

Meckenheim, Van Cleef & Arpels' watch marketing manager. For example, this year's *Le Pont des Amoureux* (Lovers' Bridge) depicts two lovers who rendezvous at the *Pont des Arts*, a pedestrian bridge in Paris. The scene is painted using a technique called *contre jour*, which employs black and white enamel to create gradations of light and dark. %

AUDEMARS PIGUET TAKES ON AMERICA

In the ten years since taking over at the head of Audemars Piguet North America in 2000, François Henry Bennhamias has achieved astounding results in building business for the brand in the region. It has shed its traditional, conservative image to win a new reputation for contemporary, edgy designs. The first step in reconquering the market was an exhibition of exceptional timepieces commemorating Audemars Piguet's 125th

anniversary. This was staged alongside a charity auction where 35 stars, including Arnold Schwarzenegger, Sharon Stone, Tom Cruise and Kurt Russell, modeled an Audemars Piguet watch. Proceeds from the sale of these watches raised \$1.5 million dollars for the Arnold Schwarzenegger and Muhammad Ali foundations. Ten years later, the Manufacture renewed the event, this time collecting \$816,000 for charities supported by Bill Clinton, Shaquille O'Neal and Jay-Z. Over these ten years, François Henry Bennhamias has entirely restructured the watchmaker's distribution network in the United States. The turnaround has been spectacular, with revenues rocketing from \$6 million in 1999 to \$78 million in 2008.

Audemars Piguet has covered a lot of ground over the past decade, although its objective remains unchanged: exclusive products and outstanding service. "At the end of the day, we're pretty much a welcoming, relaxed brand," François Henry Bennhamias declares. "We tell our customers 'welcome to the family' because we want to build a lasting relationship with each of them. This is all part of the concept of excellence. The luxury industry has been too sure of itself these past years. At Audemars Piguet, we prefer to listen to the people who appreciate our products."



AUDEMARS PIGUET SPECIAL EDITION MILLENNARY ASTROLOGIA PERPETUAL CALENDAR. REPRESENTING THE PASSAGE OF TIME FROM BOTH AN EARTHLY AND ASTRONOMIC PERSPECTIVE, THIS ASTROLOGICAL COMPLICATION FOR LADIES ELEGANTLY RENDERS THE FOUR SEASONS AND TWELVE SIGNS OF THE ZODIAC. MANUFACTURE MECHANICAL SELF-WINDING MOVEMENT WITH 21-K GOLD ROTOR. 18-K PINK GOLD CASE WITH BRILLIANT-CUT DIAMONDS. NIGHT-BLUE SATIN BAND WITH DIAMOND SET 18-K PINK GOLD AP CLASP.



VANESSA WILLIAMS (CENTER) WITH ALICE AND FRANÇOIS BENNHAMIAS, DIRECTOR OF AUDEMARS PIGUET NORTH AMERICA, AT THE BRAND'S "TIME TO GIVE" CHARITY AUCTION.

Governor

An elected official
or a part in a
striking watch?

Discover the world of Fine Watchmaking
at www.hautehorlogerie.org


FONDATION DE LA
HAUTE HORLOGERIE

The Foundation's Partners: A. Lange & Söhne | Antoine Preziuso | Audemars Piguet | Baume & Mercier | Cartier | Chanel | Chopard | Corum | Fédération de l'industrie horlogère suisse | Girard-Perregaux | Greubel Forsey | Hermès | Hublot | IWC | Jaeger-LeCoultre | JeanRichard | Montblanc | Musée d'art et d'histoire de Genève | Musée d'Horlogerie Beyer, Zürich | Musée d'horlogerie du Locle, Château-des-Monts | Musée international d'horlogerie, La Chaux-de-Fonds | Panerai | Parmigiani | Perrelet | Piaget | Richard Mille | Roger Dubuis | TAG Heuer | Vacheron Constantin | Van Cleef & Arpels | Zenith

The double retrograde movement developed by renowned watchmaker Jean Marc Wiederrecht moves the couple closer with the passing of each hour until they meet at 12 o'clock twice a day to kiss and return to their starting point. "To give life to the story, we needed to have a very specific and extraordinary movement," explains De Meckenheim. "The technique serves the story but is not the objective. In men's watches, we create the movement first with a performance objective, then we build the watch around the movement. It's the opposite when we develop a ladies' watch: We create the design and then find the best techniques in art dial making or mechanical movement development to give life to the drawing."

ARTISTIC HANDICRAFTS

Cristina Thévenaz, CEO of DeLaneau, was a pioneer in reviving the time-honored Geneva arts of enamel painting and engraving and pairing them with original complicated movements conceived for women. DeLaneau's 1608 may appear deceptively simple with its side-by-side jumping hour and minute indications mimicking a digital readout, but the movement represents a noteworthy technical achievement. The condensed time display also provides an expansive open dial that serves as a canvas for DeLaneau artisans, who create only unique pieces. "We play with a palette of highly specialized handicrafts," explains Thévenaz, who plans to open the brand's first US boutique on Madison Avenue this fall. "That artistry mixes with the technical aspect of the movement. I want to marry the DeLaneau heritage in jewelry with a new kind of passion for horology."



RALPH LAUREN STIRRUP FULL PAVÉ DIAMONDS. WHITE GOLD STIRRUP-SHAPED CASE SET WITH 348 DIAMONDS. DIAMOND-SET CROWN. HAND-WOUND MANUFACTURE MECHANICAL MOVEMENT BY JAEGER-LECOULTRE FOR RALPH LAUREN. 70-HOUR POWER RESERVE. WHITE ALLIGATOR STRAP LINED WITH BLACK ALSAVEL. WHITE GOLD FOLDING BUCKLE.



FREDERIQUE CONSTANT MAXIME MANUFACTURE LADIES. THIS NEW MANUFACTURE TIMEPIECE FOR WOMEN COMBINES TECHNICALITY WITH ELEGANCE. 39 MM STAINLESS STEEL CASE WITH ROSE GOLD BEZEL SET WITH 52 DIAMONDS. WHITE MOTHER-OF-PEARL DIAL WITH SUNBURST GUILLOCHÉ. WHITE SATIN STRAP.

Of course, sometimes, girls just want to have fun, throw on a pair of jeans, and wear a watch that is both sturdy and stylish. Speaking to our sporty sides, Hublot uses colored gems to electrify its Tutti Frutti collection, and Audemars Piguet revisits its flagship Royal Oak offshore in a ladylike 37 mm dimension.

STYLE, QUALITY AND ROMANCE

Ultimately, the most memorable women's timepieces are those that manage to fulfill women's desires for style, quality, and romance. Breguet managed to hit all three pulse points with this year's Reine de Naples automatic strike, which commemorates the 200th anniversary of what the brand claims is the first wrist-worn watch made for Caroline Murat, Queen of Naples. The egg-shaped musical watch marks the passing of each hour with an automatic chime courtesy of a new movement specifically developed for women's watches. The mother-of-pearl dial showcases the striking mechanism through two apertures in the dial, delighting the eyes as well as the ears. Even Marie Antoinette would have been impressed. ▾



AUDEMARS PIGUET ROYAL OAK OFFSHORE CHRONOGRAPH. DESIGNED FOR REFINED WOMEN WITH A STRONG AND SLIGHTLY IMPERTINENT NATURE, THIS NEW PIECE FEATURES A MANUFACTURE CHRONOGRAPH MOVEMENT IN AN ICONIC 37 MM ROYAL OAK CASE IN STAINLESS STEEL. BLACK RUBBER-MOULDED BEZEL WITH 32 DIAMONDS. RUBBER STRAP WITH STEEL FOLDING CLASP. WATER-RESISTANT TO 50 M.



SWATCH SIGN IN THE SKY. NEW COLLECTION WITH SELF-WINDING MECHANICAL MOVEMENT. CHRONOGRAPH FUNCTION AND DATE AT 3 O'CLOCK. TRANSPARENT PLASTIC CASE. STEEL BEZEL, CROWN AND PUSHERS. WHITE RUBBER BRACELET.

BREGUET REINE DE NAPLES 8978. CELEBRATING THE 200TH ANNIVERSARY OF THE WRISTWATCH CREATED BY BREGUET FOR THE QUEEN OF NAPLES, THIS ELABORATE *COMPLICATION* STRIKES THE HOURS AUTOMATICALLY, A CHARMING AND DISCREET WAY OF SIGNALLING THE PASSAGE OF TIME. EGG-SHAPED CASE IN 18-K WHITE GOLD. BEZEL SET WITH 30 DIAMONDS. MOTHER-OF-PEARL DIAL. ENGRAVED SELF-WINDING MECHANICAL MOVEMENT IN THE SHAPE OF A DOVE. WHITE ALLIGATOR STRAP.



JUAN-CARLOS TORRES, CEO
OF VACHERON CONSTANTIN



year's crop of timepieces is nothing short of astounding. First the new collection, La Symbolique des Laques, which calls on the ancestral know-how of the masters of Japanese lacquer to create dials whose exquisite subtlety complements the mechanical virtuosity of the movement. This year, Vacheron Constantin demonstrates the full extent of its expertise with timepieces that honor its distinguished past.

EXCEPTIONAL TIMEPIECES

The company lives up to its maxim, penned in 1819 by François Constantin: "Do better if possible, and it is always possible." With excellence as its watchword and the

THE MASTER OF EXTRA-THIN

"This year, we are returning to the elegance which has always distinguished Vacheron Constantin, with extra-thin watches," said Juan-Carlos Torres. Indeed, the company has always excelled in the manufacture of extra-thin watches, which it considers a complication in its own right. Its Historique Ultra-fine 1955 is fitted with the Caliber 1003, dating from 1955. At just 1.64 mm high (less than 0.065 inch), it is the thinnest hand-wound mechanical movement to date. Joining it is the Historique Ultra-fine 1968,

A LEGACY OF EXCELLENCE AT VACHERON CONSTANTIN

Vacheron Constantin has condensed its heritage in its new models for 2010, with a collection of Japanese lacquer dials representing the decorative arts, movements that highlight astronomical complications, and extra-thin timepieces.

"For a brand which masters extra-thin movements and grandes complications, anything else is of disconcerting facility," declared Juan-Carlos Torres, CEO Vacheron Constantin, at January's Salon International de la Haute Horlogerie in Geneva. Translating words into action, each of the models presented this year is a demonstration of mastery from the oldest Manufacture in the world, established in 1755 and boasting more than two and a half centuries of uninterrupted production. Whether grandes complications, extra-thin models, or new incursions into the decorative arts, this

Poinçon de Genève, the most illustrious Swiss quality standard, as its reference, Vacheron Constantin pushes at the limits of the art of time measurement. In 1935, for example, it produced one of the most complex pocket watches ever known for King Farouk of Egypt, a piece that took five years to complete. When the company reached the milestone of 250 years in 2005, it knew it had to do justice to its past.

Enter the Tour de l'Île, the most complicated watch of that time, with two dials and an unprecedented combination of sixteen horological and astronomical complications. The Saint Gervais, another anniversary model, became the first timepiece to incorporate a perpetual calendar and a tourbillon with a 250-hour power reserve. Never resting on its laurels, Vacheron Constantin has unveiled three exceptional and highly complicated platinum models in 2010, including the Patrimony Traditionnelle Caliber 2253. This symbol of horological savoir-faire features a tourbillon, a perpetual calendar, an equation of time, sunrise and sunset times, and a 14-day power reserve.

driven by the Caliber 1120 at 2.25 mm high (barely 0.089 inch). Its gold oscillating weight is decorated with a Maltese Cross, the hallmark of an enduring and exceptional presence in Fine Watchmaking.

C. R.

VACHERON CONSTANTIN HISTORIQUE
ULTRA-FINE 1968. A RE-ISSUE OF
AN ULTRA-THIN WATCH FROM 1968,
AT JUST 5.5 MM THIS CLASSIC
TIMEPIECE SHAVES 1 MM FROM ITS
PREDECESSOR'S HEIGHT. 35.2 MM
SQUARE CASE IN ROSE GOLD. SILVERED
DIAL WITH BATON HOUR MARKERS AND
HANDS. SELF-WINDING EXTRA-THIN
MOVEMENT (2.45 MM) BEARING THE
PRESTIGIOUS POINÇON DE GENÈVE.
BLACK ALLIGATOR STRAP. WATER-
RESISTANT TO 30 M.



VACHERON CONSTANTIN PATRIMONY TRADITIONNELLE
CALIBER 2253. GRANDE COMPLICATION ASTRONOMICAL
WATCH COMPRISING A TOURBILLON, PERPETUAL
CALENDAR, EQUATION OF TIME, SUNRISE AND SUNSET
TIMES (IN THE CUSTOMER'S CITY OF CHOICE) AND 14-DAY
POWER-RESERVE INDICATOR ON THE REVERSE SIDE.
HAND-WOUND MANUFACTURE MECHANICAL MOVEMENT.
43 MM CASE IN 950 PLATINUM WITH SAPPHIRE CRYSTAL
BACK. FROSTED DIAL, APPLIED HOUR MARKERS, BEVELLED
DAUPHINE HANDS. HAND-STITCHED DARK BLUE ALLIGATOR
STRAP WITH PLATINUM BUCKLE. WATER-RESISTANT TO
30 M. LIMITED AND NUMBERED EDITION OF 10.



VACHERON CONSTANTIN QUAI DE L'ILE DATE-DAY POWER RESERVE
PALLADIUM TITANIUM. THIS RESOLUTELY CONTEMPORARY COLLECTION
COMBINES CUTTING-EDGE TECHNOLOGIES WITH THE BEST OF
TRADITIONAL WATCHMAKING EXPERTISE. CUSHION-SHAPED CASE IN
950 PALLADIUM AND GRADE 2 TITANIUM. PROPRIETARY SELF-WINDING
MOVEMENT BEARING THE PRESTIGIOUS HALLMARK OF GENEVA. DAY-
DATE AND POWER-RESERVE INDICATIONS. SEMI-TRANSPARENT DIAL
WITH BANKNOTE-TYPE SECURITY PRINTING. ALLIGATOR LEATHER STRAP.

HEAVY METAL

— CAROL BESLER

What's in a watch case? There have been more developments in new alloys and materials for watch cases in the past five years than in the previous 50 years. From PVD to DLC, here is a glossary of metals and materials to help make sense of the options.



OMEGA SEAMASTER PLANET OCEAN LIQUIDMETAL® LIMITED EDITION FEATURING A WORLD PREMIER DIVING BEZEL COMBINING BLACK CERAMIC WITH LIQUIDMETAL NUMBERS AND SCALING, PARTICULARLY RESISTANT TO SCRATCHING AND CORROSION. 42 MM STEEL CASE WITH SCREW-IN CROWN AND HELIUM ESCAPE VALVE. SELF-WINDING MECHANICAL MOVEMENT WITH CO-AXIAL ESCAPEMENT, CERTIFIED CHRONOMETER. STEEL BRACELET. WATER-RESISTANT TO 600 M. LIMITED TO 1948 PIECES, THE DATE OF THE SEAMASTER MODEL LAUNCH.

STAINLESS STEEL

The vast majority of watches today are stainless steel, and the standard is 316L surgical steel: iron mixed with a small amount of carbon. Because it is non-allergenic, this grade is also used for surgical instruments. It is also known as marine grade stainless steel due to its strong resistance to chloride corrosion. So indestructible is 316L that it has also been used for components in nuclear reprocessing plants.

GOLD

Gold is the long-time standard in luxury watches. Over the past five years, red gold has replaced yellow gold as the preferred standard color, but yellow and white gold are far from extinct. It is alloyed with other metals, which increase its resistance and change its color. Yellow gold is made of gold, silver and copper. Red gold is made of copper and gold (silver will lighten the tone, resulting in what is called pink gold), and white gold is copper, gold and a lightener – either nickel or palladium or another platinum metal.



FREDERIQUE CONSTANT MAXIME MANUFACTURE GOLD. NEW MODEL IN A 42 MM 18-K ROSE GOLD CASE WITH SAPPHIRE CASEBACK. MANUFACTURE AUTOMATIC CALIBER WITH DATE. SILVERED DIAL WITH CENTRAL "GUILLOCHÉ" DECORATION. BROWN ALLIGATOR STRAP WITH FOLDING BUCKLE. WATER-RESISTANT TO 50 METERS.

PLATINUM

Platinum is an elite, expensive metal, often used for special-edition watches. It is heavy, but has the highest resistance to corrosion and tarnish, and will never chip or splinter. Even when platinum scratches, the metal doesn't wear away, but is simply displaced. Platinum is precious not only because of its durability, pliability and density, but because of its rarity. It is 30-times rarer than gold. Important diamonds are often set in platinum because of its hardness.

PVD

Physical Vapor Deposition (PVD) is a process that bonds a micron-thick layer of compounds to metal. The finish never wears off. It is used in machinery and tooling to decrease friction wear on metal parts. It has also been used on transmission gears and engine parts of Formula One cars. Most PVD is black, but the underlying finish of the metal can affect the hue and level of gloss.

PALLADIUM

Palladium has been used in jewelry off and on for decades – it was first used when platinum was declared a strategic metal for military use in 1939. A few years ago, jewelers and watchmakers rediscovered palladium as an ideal substitute for nickel in white gold (nickel makes gold white, but is a proven allergen). As one of the four platinum group metals, palladium has the purity and luster of platinum and a whiter color. But it is about a third of the price, and it's 44% lighter than platinum, which makes it highly wearable. %



F.P. JOURNE TOURBILLON SOUVERAIN. AN EMBLEMATIC MODEL FROM THE SOUVERAINE COLLECTION BY FRANÇOIS-PAUL JOURNE, CONSIDERED AS ONE OF THE GREAT CONTEMPORARY WATCHMAKERS. PROPRIETARY HAND-WOUND MOVEMENT ENTIRELY MADE OF 18-K PINK GOLD AND BOASTING UNIQUE CHRONOMETRIC PERFORMANCES THANKS TO ITS TOURBILLON WITH CONSTANT-FORCE DEVICE. THIS MODEL ALSO FEATURES A RARE COMPLICATION, DEADBEAT SECONDS, IN WHICH THE SECONDS HAND REMAINS MOTIONLESS UNTIL THE SECOND HAS ACTUALLY ELAPSED. RED OR WHITE GOLD DIAL, 38 OR 40 MM CASE IN PLATINUM OR 18-K RED GOLD.

RICHARD MILLE RM 022. AERONAUTIC TECHNOLOGY FOR THE TITANIUM CASE (48X39.7 MM) AND BASE PLATE IN HONEYCOMBED ORTHORHOMBIC TITANIUM ALUMINIDES WITH CARBON NANOFIBERS. SECOND TIME ZONE ON A CENTRAL SAPPHIRE DISC WITH HOURS VISIBLE AT 3 O'CLOCK. HAND-WOUND TOURBILLON MOVEMENT. 70-HOUR POWER RESERVE WITH INDICATOR AT 11 O'CLOCK. TORQUE INDICATOR (MAINSRING TENSION) AT 1 O'CLOCK. CROCODILE STRAP WITH FOLDING BUCKLE.



TITANIUM

Titanium is the super metal of the watch industry. Originally used in the aerospace industry, it is 30% stronger than steel and nearly 50% lighter – the catch is that it's more expensive. It is highly corrosion-resistant; when exposed to the atmosphere, titanium forms a tight oxide film that resists a variety of materials that can corrode other metals. It is especially resistant to salt water corrosion, which makes it ideal for diver's watches.

CERAMIC

Ceramic makes an ideal watch case material because of several amazing properties: It is temperature resistant, hypo-allergenic, and will never rust, rot or scratch. And if you're the James Bond type, you will be pleased to know it is also bullet proof – ceramic is used to make vests that resist bullets from high caliber rifles. It is also used to make knife blades that stay sharper longer than steel. Ceramic can be infused with any color, and is blessed with a silky texture that takes a high polish.

DLC

DLC, or Diamond-like Carbon is emerging as a hot new watch case material, giving tough-guy titanium a run for its money. The surface of a DLC watch is coated with something very much like synthetic diamond, giving it an incredible surface hardness (diamond is the hardest substance known to man). DLC is nearly impossible to scratch. It is used on components in the engines of super sport motorcycles, military equipment and on implantable human heart pumps.

URWEK UR-CC1 "BLACK COBRA". GRAY GOLD CASE TREATED WITH ALTIM (ALUMINIUM TITANE NITRIDE) WHICH MAKES IT 10 TIMES HARDER. MANUAL WINDING PROPRIETARY MOVEMENT WITH LINEAR JUMPING HOURS INDICATION AND LINEAR RETROGRADE MINUTES SECONDS DISPLAYED BOTH LINEALLY AND DIGITALLY – A WORLD FIRST.



IWC DA VINCI CHRONOGRAPH CERAMIC. FEATURING A COMBINATION OF ZIRCONIUM OXIDE CERAMIC FOR THE CASE AND GRADE 5 TITANIUM FOR THE BEZEL, CASEBACK, CROWN AND PUSHERS. SELF-WINDING CHRONOGRAPH MOVEMENT WITH FLYBACK FUNCTION AND DATE. BLACK CALFSKIN STRAP WITH FOLDING BUCKLE.



COMPOSITES

Some watch companies alloy their own gold and develop their own materials. Panerai, for example, just introduced a new case material that is a composite of aluminum and ceramic. It is highly resistant to scratches and temperature changes and is lightweight. Panerai introduced the composite in its Radiomir Marina Militare line this year, with a Panerai caliber P.2002/7 8-day, hand-wound movement.

DUAL CARBON

Montblanc also entered the realm of new materials this year, with a dual-carbon treated case, introduced in its TimeWalker Dual Carbon series. The case is finished with a special thermal carbon treatment in addition to the standard DLC (diamond-like carbon) finish. ▾



AUDEMARS PIGUET MILLENNARY CARBON ONE. STRAIGHT OUT OF THE AUDEMARS PIGUET RESEARCH LAB, THIS MODEL OFFERS A THREE-DIMENSIONAL DESIGN, INNOVATIVE MATERIALS, A MANUFACTURE MOVEMENT WITH TOURBILLON, CHRONOGRAPH AND A TEN-DAY POWER RESERVE. FORGED CARBON OVAL CASE (47X42 MM) WITH BLACK CERAMIC BEZEL, CROWN AND PUSHERS. BLACKENED TITANIUM CASEBACK FITTED WITH SAPPHIRE CRYSTAL. HAND-DECORATED MOVEMENT VISIBLE THROUGH THE OPENWORK DIAL. HAND-STITCHED CROCODILE STRAP. WATER-RESISTANT TO 20 M. LIMITED EDITION OF 120.



PANERAI RADIOMIR COMPOSITE MARINA MILITARE. THE CERAMIZED ALUMINIUM OF THE CASE AND BEZEL IS PRODUCED USING AN INNOVATIVE TECHNIQUE, BORROWED FROM THE AERONAUTIC INDUSTRY. THIS COMPOSITE MATERIAL OFFERS EXCEPTIONAL QUALITIES: HARDER THAN STEEL, TITANIUM OR HIGH-TECH CERAMIC, IT IS ALSO LIGHTER AND TOTALLY BIO-COMPATIBLE. MATT DARK BROWN 47 MM CASE WITH COORDINATING BROWN DIAL, LUMINOUS NUMERALS, HOUR MARKERS AND HANDS, SMALL SECONDS AT 9 O'CLOCK. HAND-WOUND MECHANICAL MOVEMENT CALIBER P.2002/7. EIGHT-DAY POWER RESERVE. VINTAGE LEATHER STRAP. WATER-RESISTANT TO 100 M.



MONTBLANC TIMEWALKER DUAL CARBON. THE DEEP BLACK OF THIS MODEL'S CASE RESULTS FROM A DUAL CARBON PROCESS, WHICH MAKES ITS STEEL CASE EVEN MORE UNYIELDING. SELF-WINDING MECHANICAL CHRONOGRAPH MOVEMENT WITH DATE. 43 MM CASE. CHRONOGRAPH PUSHERS IN 18-K RED GOLD. BLACK ALLIGATOR STRAP. WATER-RESISTANT TO 30 M.

SHINJI HATTORI,
CEO OF SEIKO

would give purely mechanical watchmaking a second lease on life. These explorations produced the Kinetic movement, followed five years ago by the revolutionary Spring Drive movement.

Perhaps the best way to grasp the full potential of Seiko's products is to talk to its President and CEO, Shinji Hattori. A cultivated man and direct descendant of the company's founder, he has always considered precision to be the first luxury to offer consumers. He acknowledges that it would have been unthinkable, five years ago, to imagine Seiko as an integrated manufacture producing its own components for its mechanical and electronic watches. It was only with the advent of the Quiet Revolution and the Spring Drive movement that the company really opened its doors to the media and to con-

whose powerful, contemporary design is freely inspired by katanas (hand-forged swords, considered as veritable treasures), is driven by traditional mechanical movements, made in Seiko's workshops, and by Spring Drive calibers which are produced

SEIKO: MANUFACTURE OF THE RISING SUN

Established in Tokyo in 1881 by Kintaro Hattori, Manufacture Seiko has a history to rival that of the most prestigious Swiss firms. Very early on, it succeeded in combining typically Japanese values with more western ones. Building on a defining passion for perfection, Seiko shaped the future of the global watch sector when in 1969 it launched the first ever analogue quartz watch and, four years later, the first timekeeping instrument with liquid crystal display (LCD). With quartz established as the benchmark for precision, Seiko began a fundamental research programme that



SEIKO GRAND SEIKO 50TH ANNIVERSARY. FIVE YEARS IN DEVELOPMENT, THE SELF-WINDING CALIBER 9S85 BEATS AT 36,000 VIBRATIONS PER HOUR. THE BALANCE SPRING DELIVERS AN EXTENDED 55-HOUR POWER RESERVE WITH NO LOSS OF PRECISION. SAPPHIRE CRYSTAL CASEBACK. WATER-RESISTANT TO 100 M.

noisseurs. In four years, one hundred journalists have witnessed for themselves that Seiko is a genuine manufacture, and one of the few with the capacity to produce not just external elements (cases and sapphire crystals) but every component for its mechanical movements, including balance springs, and all those for its quartz calibers.

Over recent years, Seiko has become aware how essential it is for an enlightened public to perceive the brand as a classic manufacture with the capacity to produce quality mechanical movements. As Mr Hattori confirms, "The more we establish Seiko's credibility as a manufacturer of very high-end watches, the more the Spring Drive will be accepted and appreciated at its true value." A logical conclusion, given that 80% of the components for this revolutionary caliber, which is as accurate as a quartz movement, are the same as in a classic mechanical "motor". Seiko launched the Ananta collection in 2009. This new generation of timepieces,



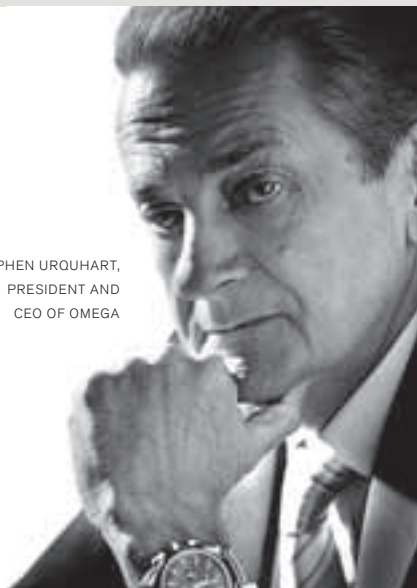
SEIKO ANANTA SPRING DRIVE CHRONOGRAPH. THIS STYLISH CHRONOGRAPH IS POWERED BY THE HIGH-PRECISION, SELF-WINDING MECHANICAL SPRING DRIVE MOVEMENT. THE DESIGN OF THE 46 MM TITANIUM CASE IS INSPIRED BY THE SHAPE OF TRADITIONAL JAPANESE KATANA SWORDS. CHRONOGRAPH UP TO 12 HOURS, CENTRAL GMT HAND, 72-HOUR POWER-RESERVE INDICATOR BETWEEN 6 O'CLOCK AND 8 O'CLOCK. LIMITED EDITION OF 150.

and assembled exactly like a classic caliber. As such, Ananta embodies the company's pride in its Japanese heritage and savoir-faire, and in its purely watchmaking potential.

For those in the know, Grand Seiko, launched this year for the brand's 50th anniversary, representing the Japanese firm's highest level of expertise. Clearly, this luxurious signature should help instill Seiko as a genuine manufacture in customers' minds. The final word goes to Mr Hattori: "By guaranteeing our customers that a higher-priced watch carries true value, the industry is protecting its own future. We have no other goal in launching our new collections than to strengthen the conviction that from beauty comes perfection."

V. D.

STEPHEN URQUHART,
PRESIDENT AND
CEO OF OMEGA



OMEGA'S FORESIGHT

In 1999 after five years of gestation, Omega, in collaboration with George Daniels, the English master watchmaker, made what Stephen Urquhart, describes as a "massive investment" in the production of the now famous Co-Axial calibers of mechanical escapement movements, "and it plays a prominent role in watchmaking with the industrialization of the technology," Urquhart underlines. Introduced initially in the elegant Omega De Ville watches, these ultra-sophisticated movements offer a hitherto unrivalled accuracy in chronometric performance and are now used for other models including the

and scaling, made of this alloy, appear in an eye-catching silver color that contrasts dramatically with the black ceramic background. The result is an aesthetic innovation only made possible by several exciting ground-breaking processes.

OMEGA AND SPORT

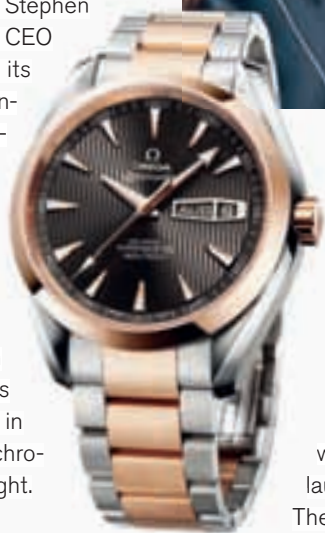
Omega's association with sport is as much a part of its DNA as its technical innovations. As the pre-eminent timekeeper for the Olympic Games, athletics' meetings and other major sporting events

OMEGA: MASTERS OF INNOVATION AND ACCURACY

What other brand in today's remarkable horological landscape can boast of being the only watch on the moon? In the days when the moon was still awaiting Neil Armstrong's famous "That's one small step for [a] man, one giant leap for mankind" in 1969, "NASA chose the Omega Speedmaster as the best watch amongst a list of thirteen, which included some American brands," explains Stephen Urquhart, the President and CEO of Omega. It also provided its Apollo astronauts with a standard issue Omega Speedmaster Professional wristwatch, which, contrary to all the other Apollo equipment, was not specifically made for NASA but was a standard Omega Speedmaster available from any watch retailer – which guarantees the watch its rightful place in history. It is still the official chronograph on every NASA flight.



NICOLE KIDMAN IS A
LEADING AMBASSADOR
OF THE BRAND



Seamaster Planet Ocean Automatic Chronometer, a watch resistant to the pressure of underwater depths at 800 meters. This unique movement is also used in the Limited Edition of the Seamaster Planet Ocean Liquidmetal® watch, another first that was launched in October last year.

The Liquidmetal® alloy used in the watch is a zirconium-based alloy with a non-crystalline atomic structure. Its fusion temperature is half that of conventional titanium alloys but when it is cooled, its hardness is three times as great as that of stainless steel. Its structure allows it to bond seamlessly with the ceramic bezel whose numbers

for decades, accurate timekeeping is of primordial importance and Omega is the holder of scores of records for accuracy.

"The Olympic Committee chose Omega for its precision," Urquhart reveals, "and we will, of course, be present in London's Olympic Games in 2012 as well as those in Rio in 2016. Sport is a vital part of Omega's life and each medal is linked to our timing. Also, we are present in the major golf tournaments around the world – a sport, by the way, that will be included in the 2016 Olympics."

As to the brand's future in the United States, Stephen Urquhart added, "Our development in the USA is on-going and after the opening of the Omega boutique in New York, mono-brand boutiques in Chicago and other American cities will be inaugurated in the foreseeable future."

E. D. - M. L.

OMEGA SEAMASTER AQUA TERRA CHRONOMETER.
THIS COLLECTION FEATURES TEAK CONCEPT DIALS WITH VERTICAL LINES EVOKING THE WOODEN DECKS OF LUXURY BOATS. CO-AXIAL MOVEMENT WITH BIDIRECTIONAL AUTOMATIC WINDING. 41.5 MM STEEL AND RED GOLD CASE AND BRACELET. GOLD HANDS AND HOUR-MARKERS WITH SUPERLUMINOVA INSERTS. DATE WINDOW AT 3 O'CLOCK. 60-HOUR POWER RESERVE. WATER-RESISTANT TO 150 METERS.



WWW.THEWATCHAVENUE.COM



ENTER THE MOST PRESTIGIOUS
WATCH STORES

WWW.THEWATCHAVENUE.COM

A virtual immersion in the world of watchmaking

OMEGA

www.omegawatches.com



WHY CO-AXIAL? YOU'LL HAVE ALL THE TIME TO FIND OUT.

THE EXCLUSIVE OMEGA CO-AXIAL TECHNOLOGY REDUCES FRICTION AND OFFERS GREATER ACCURACY OVER TIME.

SEAMASTER AQUA TERRA CO-AXIAL CHRONOMETER

711 Fifth Avenue • New York • t. 212 207 3333


OMEGA
swiss made since 1848