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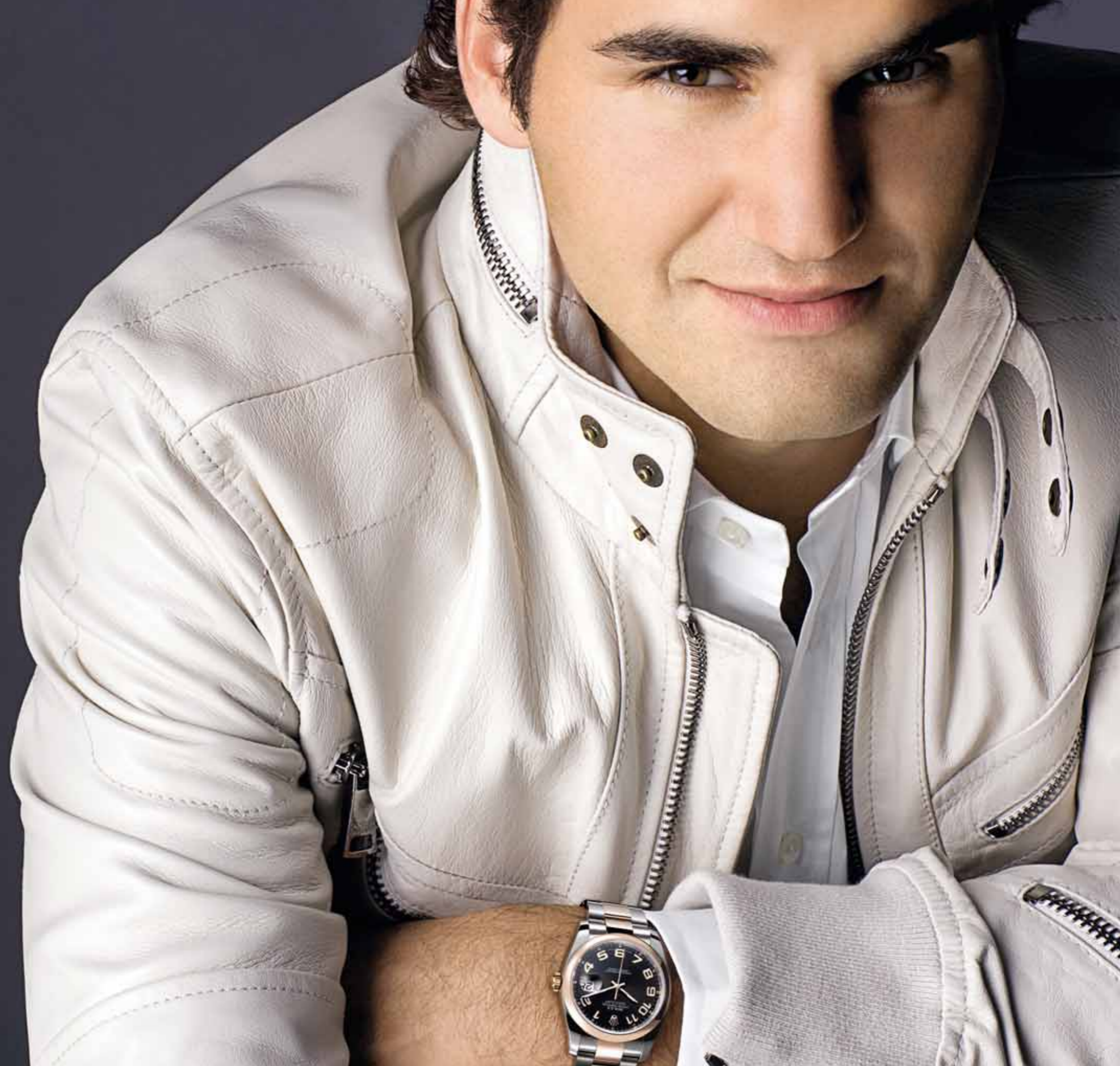
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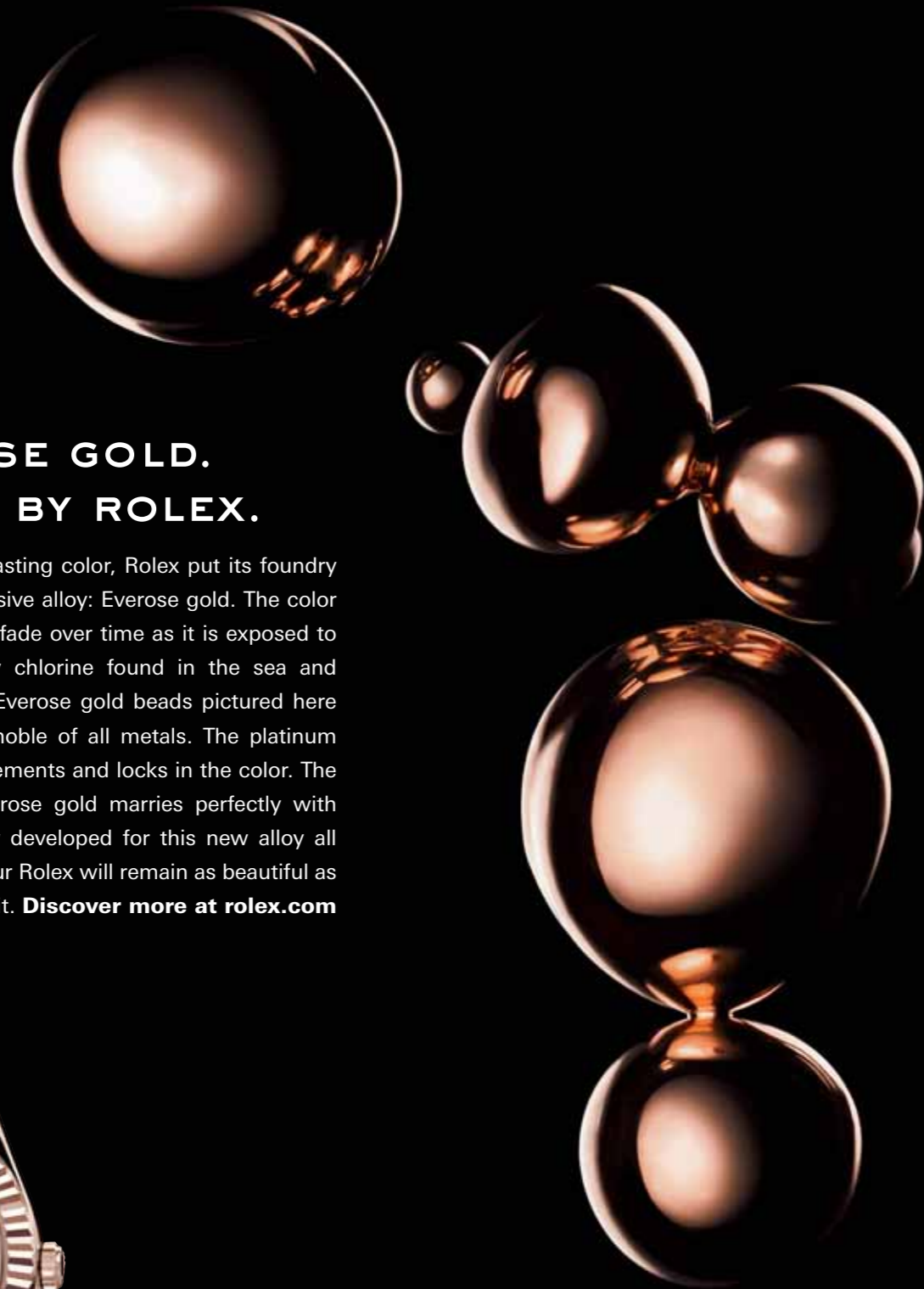
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**OUR COVER
JUAN GATTI**



Juan Gatti was born in Buenos Aires, Argentina in 1950. After graduating in Visual Arts from Buenos Aires University, Juan started his career as art director. In 1985, after moving to Spain, he opened his own graphic design studio in Madrid. Since then, Juan Gatti has progressively evolved in his work, collaborating regularly with some of the most prestigious clients in the world (*Italian Vogue*, *Spanish Vogue*, *Vanity Fair USA*, *Christian Dior Perfumes*, *Loewe*, *Chloé*, etc.) while also creating books for photographers such as Peter Lindbergh and Bruce Weber. On the side, he works with the Spanish film director Pedro Almodovar, for whom Juan Gatti has been contributing all the posters and certain scenography. He was awarded with a National Design Prize 2004 and in 2008 received an award from *Vogue España* for his works and contribution to the magazine.



WATCH YOUR TIME

SPECIAL WATCH PORTFOLIO

USA EDITION ~ SUNDAY, OCTOBER 12, 2008

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DOUGLAS KENNEDY

AN AMERICAN WHO LIVES LIFE ON HIS OWN TERMS

— MARIE-PIERRE VALLI

Douglas Kennedy is the most famous American writer in Europe. His books sell hundreds of thousands of copies. Bookstores find it difficult to keep them in stock. Here in the United States, however, Kennedy is not so well known, boycotted by publishing houses. Why? Is it because he personifies a different America? Yet the man — haunted by the fleetingness of time and the emptiness of our consumerist existence — really has only one creed, and that is Art.

We met at the Café de Flore, in Paris, in the neighborhood of Saint Germain des Prés. He was right on time for our 11 o'clock appointment. As he happily extended his hand, I noticed that he had rounded out a bit with age (in both senses of the term). He greeted me with a pleasant "Bonjour" with a slight American accent. Several young Parisians sitting at a nearby table in this legendary café could not believe their eyes. Douglas Kennedy, in person, sitting only a few feet away! (After he left, they came over to ask me if it was really him). Kennedy put his umbrella on a bench and began by apologizing while looking at his watch. "I don't have much time, only half an hour. Is that ok?" Seeing me frown, he took out his cell phone and dialed. "Hello. I will be late..." After hanging up, he cheerfully added, "Now we have one hour."

HIS CONCERN: DAILY LIFE AND ITS MEDIOCRITY

Assuredly, the man was in a hurry. Along with his success, time has become a precious commodity. To say he has become successful is perhaps an understatement. His latest book, *The Woman in the Fifth*, published in 2007, sold over 600,000 copies in France and 250,000 in London. Although he has not been published in his native America for more than a decade, he has triumphed everywhere else. Today, Douglas lives in London with his wife, Amelia, and their two children. He also has a pied-à-terre in Paris, in this same intellectual and Bohemian neighborhood. Over the last few years, he has learned French and now speaks it fluently. "France? I like it here, and the French adore American culture... but yes, it's a damned shambles here," he declared, seeming to delight in the last phrase. For him, life is elsewhere, away from the famous "daily existence" that he writes about in his books. Death? "It doesn't scare me," he answered, brushing the idea away with a flick of his wrist. What really concerns him, however, is the cul-de-sac (also the title of one of his books) of daily life — a detestable job, a failed marriage, trapped in personal problems. It is for these reasons that he can only live "elsewhere," somewhere between his homes in London, Berlin, Malta, and Paris.



© PHILIPPE MATSAG, OPALÉ

AMERICA IS HIS SUBJECT

"My books have been translated into 18 languages," he continued with a smile. "I have a publisher in all those countries." Then the smile disappeared. "But yes, it does hurt me that I don't have a publisher in my own country." The reason for this lack of support is not because he has ignored America. On the contrary, the many facets of this nation make up the subjects of all his books. Among his thrillers are *The Pursuit of Happiness*, which portrays a journalist caught up in the web of McCarthyism, and *A Special Relationship*, in which a young woman dreams only of a quiet life with her husband, children, and a 4 x 4. George Bush's decision to go to war and the resulting events shatter her dream. "Since Bush became President, America's image has become disastrous around the world. The only positive thing to come out of this mess is that I have met many interesting people, artists for the most part, who, like me, were anti-Bush."

Kennedy is more than a clever author of thrillers. He incarnates a part of the American subconscious, revolted by materialism and the blindness that it produces.

THE CALL OF AMERICA

Kennedy admits to being somewhat of a schizophrenic — he criticizes his country while also adoring it. He loves it so much that, after his long 20-year exile, he purchased a home in Maine. Surprising, don't you think, for a man who recently mused, "Hell? It is living in a small town in the middle of Maine where shopping at the mall is the main cultural activity."

Douglas Kennedy, the writer who creates nightmares throughout his books, continues his own pursuit of happiness, which takes him, in a strange twist of fate, towards America.



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Upon your arrival at the *thewatchavenue.com*, a hostess will greet you and guide you around the site. She will also answer your questions. Getting around *thewatchavenue.com* is not only easy, it is fascinating and fun. You can leisurely stroll from one boutique to another, or you can go directly to the location of your choice by clicking on an interactive map. Everything has been designed to make your visit comfortable, enjoyable, and informative. And, you can never get lost, whether you are a regular visitor or are coming for the first time.

THE WATCH SELECTOR — AN EASY-TO-USE SELECTION TOOL

In order to assist you in your research on watches, *thewatchavenue.com* offers the Watch Selector. Simply by indicating your search criteria for the kind of watches you are seeking, the Watch Selector will provide you a list corresponding to your choice among all the watches on the site. Each watch comes with a description and the address of the retail store nearest you that carries it. Each boutique also offers its own Watch Selector that allows you to select a timepiece from among those offered by that particular brand.

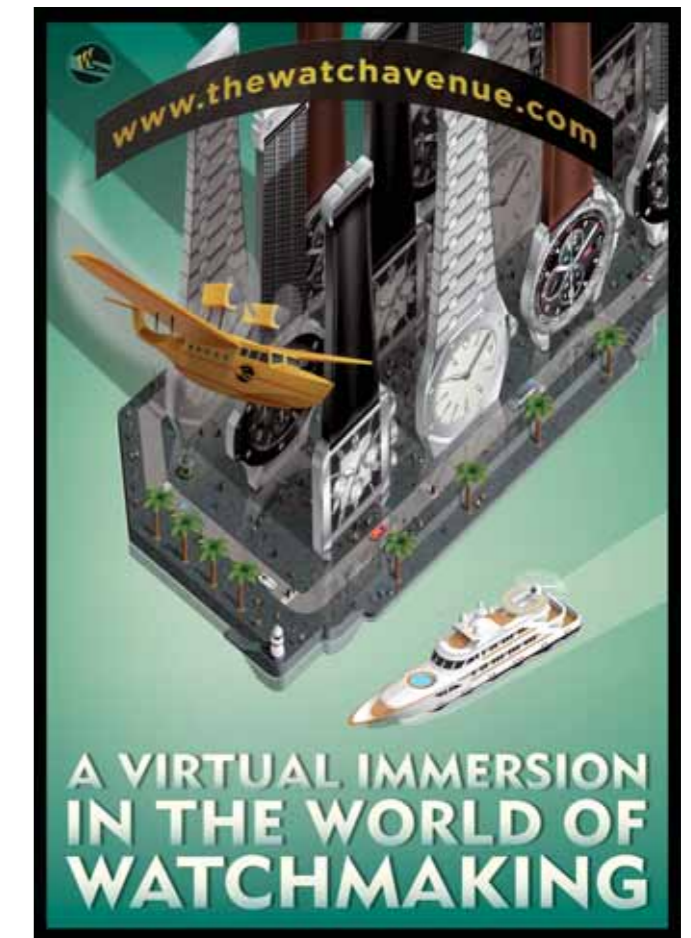
THE DAILY WATCH, A SITE WITHIN A SITE

When you stop at one of the kiosks in *thewatchavenue.com*, you can read The Daily Watch. A veritable site within a site, The Daily Watch provides a wealth of information with news about watch brands, the latest technical advances in timekeeping, people in the industry, and international events related to watches. Written by international journalists specializing in watches, and updated daily, this site also has sections where you can learn about the history of watchmaking techniques and early watches.

AND EVEN MORE TO COME

This is only the beginning since, in the coming months, many more surprises will await you at each visit to *thewatchavenue.com*. Among them will be special events and exhibitions, as well as the continual addition of new boutiques to enrich this amazing site as it expands — a dynamic and ongoing activity.

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Humankind's first attempts to measure time involved placing a stick in the sand and then observing how its shadow changed as the sun moved from dawn to dusk. Drawing reference points in the sand, these early innovators were then able to divide the day into measurable units. Around 4,000 to 5,000 years later, while the technique has vastly evolved, we are still at the same basic point in the measure of time. The reference marker that allowed ancient civilizations to originally "master" time — the stick — has now transformed into a watch. It is no longer the sun that gives us the time but rather a complex and minuscule mechanical cosmos whose gears imitate the progression of the stars.

We carry our "stick" with us and it tells time both during the day and at night. For all the technical advances over time, we have piously maintained the idea — born in the skies — that time takes the form of a circle, a circle that was made by the sun and now by the hands, a circle indifferent to our moods, a circle with no end — the circle of time.

When the ancients discovered the measure of the sun's time, they also invented the art of community living. By dividing time, they showed us how to share. Time — even more than space — is the only objective measure that unites us all, regardless of who we are or where we are. Perhaps this is one of the reasons why modern civilizations feel such an undeniable attachment for watches. This is especially true for mechanical watches since they depend solely upon us for the energy that makes them run.

Some people have predicted the end of the watch because today time is everywhere — on our computers, cell phones, and blackberries. But they are wrong because humans are not only rational creatures. They are sensual and subtle beings. If we need to know the time, it is to synchronize ourselves with the world around us. Ours is an intimate and secret relationship with the time that passes. This "passing time" is not merely everyone's time. It is also a very personal time that no one else can measure for us.

The watch, our watch, is the utmost living symbol of time. It is also the most personal of objects; we wear it next to our skin

A STICK IN THE SAND

to grace our wrist. It is an object that endures, that reminds us of many moments in the past, that makes us wait for that special moment in the future. The watch is also a "social" object. From the choice of a timepiece, from its simplicity and purity or its complexity and extravagance, from its utilitarian and technical appearance or its graceful beauty, the watch reveals a small part of who we are.



So, for all these reasons, the watch continues to fascinate and attract. We might even say that it will continue to do so forever. It is far from a commonplace object since the choices are now greater and more tempting than ever in the history of timekeeping. In this complex world, the watch — our watch — is like a stick in the sand for all time.

— CHRISTIAN LLAVALL-UBACH, PUBLISHER

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AUDEMARS PIGUET: WELCOME TO THE (EXCLUSIVE) FAMILY

Over the last ten years, the way that Americans perceive the independent Swiss watch manufacturer, Audemars Piguet, has changed greatly. From its initial conservative and very traditional image (Audemars Piguet was founded in 1875), the brand is now viewed as daring and strongly contemporary.



GOV. ARNOLD SCHWARZENEGGER AND FRANÇOIS HENRY BENHAMIAS

Two factors are responsible for this transformation. First of all, under the leadership of Georges-Henri Meylan, the brand took advantage of its extraordinary creative potential and its liberty (Audemars Piguet is a family-owned and independent enterprise). Secondly, François Henry Benhamias was appointed to head up its American subsidiary.

The recapture of the North American market began in 2000 with a vast exhibition showcasing 125 unique watches commemorating the 125th anniversary of Audemars Piguet. For the occasion, Benhamias organized a large charity event called "Time to Give." Some 35 celebrities, including Arnold Schwarzenegger, Sharon Stone, Sofia Loren, Muhammad Ali, Tom Cruise, and Kurt Russell all wore an Audemars Piguet on their wrist. These same 35 watches were then sold at auction, with the resulting \$1.5 million donated to the charitable foundations of Schwarzenegger and Muhammad Ali. This was the beginning of a new age for Audemars Piguet in the United States. Eight years later, the same event was repeated but this time, it brought in more than \$8 million, which went to the respective chari-



table foundations of former President Bill Clinton, Shaquille O'Neal, and Jay Z, who partnered with Audemars Piguet for the charity function. Benhamias also went to work reconstructing the brand's entire U.S. distribution network. He reduced the number of sales points from 95 in 1999 to 47 today, while sales increased from \$6 million in 1999 to \$88 million in 2007, with "only" 3700 watches sold this same year. This corresponds to an average price



SHAQUILLE O'NEAL AND HIS SPECIAL ROYAL OAK

of \$40,000 per watch. It has been quite a remarkable journey. According to Audemars Piguet, this notion of exclusivity must involve not only the products themselves, but also the quality of service provided to its clients. Who are the brand's clients? François Henry Benhamias explains, "Audemars Piguet is a very exclusive brand, certainly, but it is also a relaxed and friendly brand. For the most part, our clients are high achiev-

ers and hard workers who like to reward themselves with an exceptional timepiece. We think of ourselves as a welcoming brand, and to all of our clients, we say 'Welcome to the family!' This means that we maintain a unique and very personalized relationship with each and every one of them. It is not just about one to one. In our opinion, the notion of excellence is our primary preoccupation. I believe that the luxury industry today commits too many sins of pride. We try, on the contrary, to totally and fully listen to all of those who appreciate our products."

While Audemars Piguet is well known for its exceptional and highly complex mechanical watches crafted in the grand tradition of the master watchmaker, the brand is also a pioneer in exclusive sports timepieces, beginning with the launch in 1972 of the Royal Oak, which has since become a true icon in the sports category.



Audemars Piguet's sporty image has been strengthened even more by its participation in the America's Cup, on the side of the double winner, Alinghi, as well as by its continued presence at the highest levels of the world of golf.



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With 143 years of uninterrupted activity, Zenith belongs to the bastion of great Swiss watch manufacturers. Acquired eight years ago by the world's largest luxury group, LVMH (which also owns, in the watch sector, the brands Louis Vuitton and TAG Heuer, among others), the venerable brand is managed by the dynamic Thierry Nataf. Before coming into LVMH's fold, Zenith was considered as a sort of "Sleeping Beauty" but, under Nataf's direction, the brand has awakened in a veritable renaissance. Borrowing a phrase from the French writer, André Malraux, Nataf sums up the rebirth of Zenith in this way: "The future is a present given to us by the past."

ZENITH, "THE FUTURE IS A PRESENT GIVEN TO US BY THE PAST."



THE EL PRIMERO 4021SX MOVEMENT

"Zenith is like a tree," Nataf goes on to explain in more detail. "It has very deep roots, an extremely solid trunk, and large branches that stretch out towards the future." Thierry Nataf intends to nurture this "tree" so that it thrives in two directions: at its "roots," by drawing on its ancestral savoir-faire and its grand tradition of mechanical timekeeping; and at its "branches," which are reaching far into the skies of innovation, technology, and the avant-garde.

For watch enthusiasts and consumers alike, the brand produces several families of watches that range from the most classical and traditional to the most remarkable and futuristic. Yet, they all express, in their own particular manner, a unique and distinct equilibrium, combining elegance with modernity.

Their common heritage, beyond a particular style and recognizable design elements, lies in their "motorization." Zenith is, of course, especially noted for its famous El Primero mechanical movement. Dating back to 1969, the El Primero is one of the extremely rare chronograph movements whose balance (the watch's regulating organ) oscillates at the very high frequency of 36,000 vibrations per hour (compared to 28,800 on average). This high rate provides the watch with extraordinary precision. Available in both automatic and manual-winding models, this exceptional

movement can also accommodate numerous complications. In one form or another, in simple or ultra-sophisticated versions, the El Primero equips many Zenith timepieces, conferring on them a very special quality. It is, in a way, their common "trunk" whose reliability has long since been proven. Beyond the brand's authentic timekeeping heritage, LVMH and Thierry Nataf have totally revamped Zenith so that today it is one of the trendiest brands in the industry. Diligently and patiently, Nataf has created collections that are perpetually renewed. This year, he is proposing two distinct types of timepieces. On one hand are the Class and Academy Collections, offering well-balanced and magnificent pieces in the grand tradition of the art of mechanical timekeeping. On the other hand are the Port Royal and Defy Collections, evoking modernity and strength with an avant-garde appearance. Whether men's or ladies' models, the codes of the Class and Academy Collections convey a very pure vision of timekeeping, yet a vision that is classically contemporary since these watches are bright, cheerful, and well proportioned. The harmony of the shapes and lines, the refined choice of colors, the extreme attention to decoration, and the nobility of the materials all come together in models that range from the most stylishly simple (hours, minutes, small seconds) to the most elegantly complex (universal time with Multicity, tourbillon chronographs, minute repeaters, grand complications, etc.). In contrast, the modern Port Royal and Defy Collections provide a powerful "punch" to the Zenith lineup, according to Nataf. These watches employ the most futuristic materials and come in the most unexpected forms. The cases are thicker and equipped with anti-shock technologies that make these timepieces resistant to even the most extreme conditions. They are designed to go where the action is. Together, these two complementary branches harmoniously grow together on Zenith's tree of time.



THIERRY NATAF PRESIDENT AND CEO ZENITH



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It would be an understatement to say that Richard Mille took the world of watches by surprise. Launching his brand exactly at the turn of the millennium, he shook up the watch industry. You could even say that he transformed it, pushing it into the 21st century. Richard Mille's timepieces incorporate a breath of fresh air where everything — from design to finished product, from shape to utilization — is new and original. This fresh breeze, however, has



original — by the best specialists in each sector. Most participants in this network are located in the traditional timekeeping regions where great Swiss watchmaking has been carried out for the last 450 years. He thus has a dual approach to watchmaking. All Richard Mille timepieces are on the cutting edge of technology but all of their components are original and hand-finished as has always been the case in prestige timekeeping. This highly labor-intensive approach explains the low number of watches made by Richard Mille — approximately 2,500

RICHARD MILLE: WATCHES BORN AT THE ADVENT OF THE 21ST CENTURY

not gone unnoticed by others who have tried to imitate him.

Watch enthusiasts in North America immediately understood that Richard Mille's brand of timekeeping was unlike any other. Distributed in the United States since the end of 2001, he quickly conquered the most prestigious showcases in America (beginning with the famous Cellini in New York). He himself admits to being surprised at how fast his reputation has spread throughout the country. His success is undoubtedly related to the radical and very architectural style that embodies the efficiency, ergonomics, ease of use, and robustness so prized by North American watch enthusiasts. Drawing inspiration from the spirit of the Formula 1 and its related technologies, Richard Mille built his watches like race cars. The precision of their construction, reliability, and performance make them veritable mechanical machines for the wrist.

It is not unusual for watchmakers to design their timepieces based on available component parts. But that would not do for Richard Mille. All the parts in his watches are original. Nothing is "standard" and for a good reason — they need to meet certain design specifications. The form of a Richard Mille watch thus directly follows its function. Mille is also a pioneer when it comes to materials. Just like in the F1 and in aeronautics, he was one of the first to realize the incredible potential offered by new metal and non-metal alloys such as ceramic, carbon nano-fiber, and silicon, among others, in providing novel technical solutions.

DESIGNATED MANUFACTURE

To reach his goals, Richard Mille opted for a special structure that he calls "designated manufacture." Under his supervision, this structure allows for the production of the brand's components — all

per year. They are destined essentially to an elitist and well-informed clientele, aficionados who understand the culture of exceptional timekeepers and rightfully expect premiere quality service. "Often, when a customer brings a watch in for servicing, for example," explains Richard Mille, "I will personally talk to him to explain how and why we will work on his watch, or how we will upgrade it by incorporating new parts."

In Mille's opinion, this transparency is much more effective than doing a major marketing blitz. Richard Mille watches are distributed in the United States in Beverly Hills, Boca Raton, Carmel, Chicago, Greenwich, Highland Park, Ketchum, Las Vegas, Los Angeles, New York, and Seattle.



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



Squadrons overhead? They just want to have a look.



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Mechanical chronograph movement | Self-winding | Day and date display | Soft-iron inner case for protection against magnetic fields (figure) | Antireflective sapphire glass, secured against drops in pressure | Water-resistant 6 bar | Ceramic



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LET LESS BE MORE!

— D. MALCOLM LAKIN

If you're in the movies or a leading showbiz personality, don't bother about reading this article because you'll already have a watch that has a bezel that spins at high speed and cuts through ropes, has a retracting wire thread for strangling people and produces a read-out on tape. On the other hand, if you're not James Bond but into modern "music", you'll have joined the bling gang and sport one of those massive diamond-encrusted timepieces favored by rappers.

Sandwiched between those two categories are the complicated watches that do everything from buzzing when your aqua lung is running low or emitting a radio signal should you have crash landed your Lear jet in the Amazon jungle. But as Mr. and Mrs. Everyman, do we really need all these additional features? Of course these watches will look oh so impressive on our wrist, but let's be honest — most of us now have a mobile telephone that also gives the time and often an Internet connection, and when we're at home our laptops have many of the same features. So all we really need on our wrist is a simple watch that tells the time, no?



MONTBLANC "COLLECTION VILLERET 1858" SECONDE AUTHENTIQUE. THREE-HAND WATCH WITH SUBSIDIARY SECONDS. CAMBERED, FULLY POLISHED CASE. DIAMETER 41 MM, HEIGHT 12.65 MM. SCREWED BEZEL WITH CAMBERED SAPPHIRE CRYSTAL. SCREWED SAPPHIRE CRYSTAL CASEBACK AND A DOMED, HINGED CUVETTE WITH A PATENTED RELEASE MECHANISM ACTUATED BY THE STRAP LUGS. LIMITED EDITIONS IN PLATINUM 950, 18K WHITE GOLD OR RED GOLD. MANUALLY-WOUND MOVEMENT (SIGNED MINERVA, VILLERET) WITH 50 HOURS' POWER RESERVE WHEN FULLY WOUND.

MINIMALISM

So, if we're going to go for simplicity, let's look at what the well-dressed man or lady about town is or could be wearing. But just a word of warning before we go any further: minimalism in the watch world doesn't necessarily mean that the timepiece is going to be inexpensive. There are, of course, some excellent "simple" timepieces what we call two- or three-hand watches (i.e. hour, minutes, and seconds indications) at very reasonable prices, but if you're looking for the ultimate classic look that reeks of sheer class and unmitigated elegance, why not spoil yourself and spend a little more on a brand that offers all the necessary guarantees and an excellent after-sales service — should you ever need it. So let's get down to the nitty gritty. One of the world's oldest, finest and most reputable brands is Vacheron Constantin. Founded way back before even I was writing about watches — 1755 to be exact — the company is renowned for its exquisite craftsmanship and quality, not to mention a reputation for creating and manufacturing complex timepieces that are the envy of both kings and collectors. Nevertheless, at the other end of the watchmaking curve, Vacheron Constantin also has a Patrimony Collection with some of the most simple and elegant watches that you'll find anywhere. The simplest in terms of readability (only hours and minutes) is the Patrimony Extra-Plates in 18K pink gold which has a manual-winding Caliber 1003 movement and only hour markers on the dial. The Patrimony Contemporaine, which comes in either 18K yellow or white gold, is equipped with a manual-winding Caliber 1400 movement and that model has hour and minute markers on the dial. Staying with the minimalist concept, but adding a seconds hand and a date aperture at 6 o'clock, there is the Patrimony Contemporaine self-winding, which comes with, as the name suggests, a self-winding Caliber 2450 movement. These Vacheron Constantin watches have to be the benchmarks in the art

VACHERON CONSTANTIN

PATRIMONY CONTEMPORAINE SELF-WINDING. SIMPLICITY IS A DEMANDING EXERCISE IN STYLE. AS THE NEW PATRIMONY CONTEMPORAINE SELF-WINDING WATCH SHOWS PERFECTLY. IN THE SPIRIT OF THE HISTORIC ULTRA-THIN MODELS THAT HAVE MADE VACHERON CONSTANTIN'S REPUTATION, THIS 18K PINK GOLD CASE — ALREADY INTRODUCED IN WHITE GOLD AND YELLOW GOLD VERSIONS — IS ONLY 8.31 MM THICK.



JAEGER-LECOULTRE MASTER ULTRA THIN.

JAEGER-LECOULTRE IS PERPETUATING ITS LONGSTANDING TRADITION WITH TWO WATCHES EXTOLLING THE VIRTUES OF ABSOLUTE FINESSE. WITH ITS ULTRA-THIN 1.85 MM CALIBER AND ITS 38 MM PINK GOLD OR STEEL CASE FEATURING PURE, SLEEK LINES, THE MASTER ULTRA THIN 38 IS THE EPITOME OF ELEGANT UNDERSTATEMENT. MEANWHILE, IN ITS 40 MM CASE, THE MASTER GRANDE ULTRA THIN EMBODIES HOROLOGICAL REFINEMENT — FROM THE SUBTLE DESIGN OF ITS LUGS TO THE CLARITY OF ITS DIAL FEATURING A SMALL SECONDS SUBDIAL.



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



HUBLOT BIG BANG "CLASSIC". THE BIG BANG EVOLVES FURTHER AND MIRRORS ITS CLASSIC DESIGN IN A STYLISH, SPORTY ATTRACTIVENESS. THE ZIRCONIUM CASE, GRACED WITH A SATIN-FINISH BLACK CERAMIC BEZEL, SURROUNDS A GENUINE CARBON DIAL FEATURING CLEAN AND SOBER LINES. ALBEIT WITH A FINER PROFILE, IT KEEPS THE LOOK OF A BIG BANG, WHILE MAINTAINING A MORE TRADITIONAL ASPECT.

F.P. JOURNE CHRONOMÈTRE SOUVERAIN. GENEVA WATCHMAKING GRAND PRIX FAVORITE MEN'S WATCH 2005. THE STUNNING SIMPLICITY OF A HIGH-PRECISION WRISTWATCH. INSPIRED BY EARLY 19TH-CENTURY MARINE CHRONOMETRY, IT FEATURES TWO SUPERBLY EXECUTED HOROLOGICAL ILLUSIONS: ON THE DIAL, JOURNE ACHIEVES A PLEASING BALANCE AND HARMONY BY ALTERING THE SIZE AND BOLDNESS OF THE NUMERALS.

CHOPARD L.U.C. XP A VERY SIMPLE AND BEAUTIFUL 18K ROSE GOLD WATCH WITH A MECHANICAL SELF-WINDING MOVEMENT. SLATE-GRAY DIAL WITH ALLIGATOR LEATHER STRAP, WATER-RESISTANT TO 30 METERS.

of horological minimalism. Chopard, renowned as much for its superb bejeweled watches as its L.U.C. watches with complications, has introduced the ultimate in minimalism — the L.U.C. XP. With only the hour and minute hands and four Arabic numbers on the supremely elegant slate-gray dial, you can't get much less in the way of visuals for your money. On the other hand, what you don't see and what you're spending your hard-earned pennies on is the L.U.C. 96HM self-winding mechanical movement with two barrels that offer a 65-hour power reserve in an ultra-thin 18K rose gold case. The diameter of the watchcase is 39.5 mm and its thickness is a mere 6.8 mm, making it a chic, easy-to-wear timepiece. The elegant brown leather strap also understates and the combination says as much about your character as a blinding flash of bling.

Patek Philippe has several minimalist-style timepieces and the Gondolo 5124 is a masterpiece of the genre. Available with either a white or yellow gold rectangular case and equipped with a manually wound mechanical movement, it has a "vintage rose" dial with only one numeral (12) on the dial and eleven elegant hour markers. The passing seconds are indicated at 6 o'clock and its pure simplicity is maintained with an alligator strap. Another brand with various outstanding but low-key timepieces is Jaeger-LeCoultre. The Reverso (that's the one that swivels to reveal either the movement, another time zone or a plain metal back) is a classic of pure, uncluttered elegance, however the Master Ultra Thin 38 model keeps information and decoration to an absolute minimum with simply hour and minutes hands with a 12 and a 6 being the only numerals on the dial. The equally refined Master Grande Ultra Thin, has the addition of a seconds counter at 6 o'clock, has no numerals at all on the dial and the watch itself is a mere 3.98 mm thick. The watch is equipped with a new Jaeger-LeCoultre Caliber 896 mechanical movement that includes several technical innovations.

PURITY OF STYLE

When speaking about pure, simple elegance, the Portuguese by IWC has to become a part of the equation. A classic timepiece first introduced in 1939, the brand has launched a new Limited Edition (500 watches) model in platinum or stainless steel in homage to the original. Equipped with a manual-winding movement with a sapphire crystal on the back of the watch, the Portuguese Hand-Wound has a diameter of 44 mm and is 10 mm thick. With a power reserve of 46 hours and water-resistant to 30 meters, this is a watch that can be proudly worn anywhere.

Piaget, another specialist in elegance, has introduced a new Altiplano model in typical minimalist style with a dial that features an intriguing seconds counter situated between 10 and 11 o'clock. The watch is in 18K white gold with a silvered dial and has an ultra-thin mechanical hand-wound movement. The classical appearance is enhanced by the simplicity of a black alligator strap. Zenith, renowned nowadays for its bold and powerful timepieces has also succumbed to the lure of minimalism with a genuine class act called the Class Automatic Central Seconds. There are a couple of versions, but the all black version (black guilloché dial with black alligator strap) is as cool and stylish as you'll find anywhere and it is equipped with an excellent Elite Caliber 679 mechanical movement and a sapphire crystal caseback.

GO FOR SIMPLICITY

Needless for say, it is impossible to mention all the fine minimalist, chic and ultra-thin watches that are on the market today. Practically all the leading brands have a watch that does nothing more than give the time in hours and minutes — and often the seconds. Big and bold has been the trend in watches for a few years now, with numerous additional functions that make the watch look busy and, in some cases, not too easy to read. The other fashionable detail is that watchcases are often enhanced by diamonds — for both men and women. So today, if you're looking for something different, something that will make you stand out in a crowd, go for simplicity and rely on the purity and elegance of what you're wearing to capture the attention of other watch aficionados. Sometimes less is more and this might be your opportunity to be more with less. ▼

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



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UP TO DATE ON THE DATE

— VINCENT DAVEAU

We might think that having the time displayed on a watch is enough to satisfy anyone. Well, that is simply not the case! For many people, having the hours and minutes shown on their watch, although important, is not really enough. They also want to have the date and even sometimes the name of the day and month as well. Fortunately, for many centuries, watchmakers have satisfied this demand by making luxury timepieces that provided a maximum amount of information on the dial.

Contrary to what might seem logical for the display of various calendar indications — as, for example, something apparently as simple as showing the date in a large window on the dial — these came about only centuries after the invention of the famous “perpetual calendar” device. This particular type of mechanism, or as watchmakers call it, “complication,” could accurately indicate the current day, date, and month right up to the year 2100. It might seem strange that these complex devices were, in fact, invented way before other ostensibly “uncomplicated” developments but to understand this remarkable technical evolution, we must recognize that watchmakers enjoy making things complicated. And, what certain psychoanalysts suspect to be an expression of pleasure, it is, in reality, simply the product of a keen sense of business. After all, if something is rare, don't people expect it to be expensive?

GETTING VALUE FOR THE MONEY

As far back as the 17th century, the grand masters of timekeeping knew how to create precise and extraordinarily complicated calendar mechanisms for pocket watches. These remarkable timepieces were capable of displaying the day, date, month, and sometimes the moon phases as well as other complementary zodiac information on the dial, and yet they could barely tell the correct time of day! These marvelous watches also had one defect. During leap years, it was necessary to manually add a date between February 28 and March 1. It wasn't until 1795 with the invention of the



ROLEX DAY-DATE II. THE DAY-DATE II CASE IS CRAFTED FROM A BLOCK OF 18K YELLOW, WHITE OR ROSE GOLD, OR PLATINUM. FITTED WITH A FLUTED OR POLISHED BEZEL, IT IS WATER-RESISTANT TO A DEPTH OF 100 METERS (330 FEET). EQUIPPED WITH THE NEW CALIBER 3156, DESIGNED AND MANUFACTURED ENTIRELY BY ROLEX. IT IS FITTED WITH NEW PARAFLEXSHOCK ABSORBERS AS WELL AS A PARACHROM HAIRSPRING, EXTREMELY RESISTANT TO SHOCKS AND MAGNETIC FIELDS. CERTIFIED AS A CHRONOMETER BY THE SWISS OFFICIAL CHRONOMETER TESTING INSTITUTE (COSC), IT HAS A POWER RESERVE OF 48 HOURS. FOR OPTIMAL COMFORT, THE DAY-DATE II IS EQUIPPED WITH A NEW SUPER-PRESIDENT BRACELET AND A CROWN CLASP, THE ROLEX PATENTED INVISIBLE CLASP.



ZENITH MEGA PORT ROYAL. OPEN GRANDE DATE. MASTERING THE PASSAGE OF TIME IS DENOTED WITH A DAY-BY-DAY PROGRESSION AND FOR THIS A NEW COMPLICATION HAS BEEN ADDED: THE NEW EL PRIMERO 4039 B CHRONOGRAPH, VISIBLE THROUGH THE RECTANGULAR OPENING AT 11 O'CLOCK.

Perpetual Calendar by the brilliant watchmaker, Abraham-Louis Breguet, that this simple manipulation finally became an ancient memory. This delicate device, which automatically adds a day for February 29 once every four years, is still one of the most appreciated refinements in timekeeping today. Such respected brands as Audemars Piguet, Girard-Perregaux, Breguet, Jaeger-LeCoultre, among others offer them in their product line up. In the public's eye, it is assuredly the Geneva brand, Patek Philippe, which has most nurtured the traditions of mechanical timekeeping. Yet, a few years ago, the 140-year-old Swiss German brand, IWC, located in Schaffhausen, has taken a large bite of the market with the development of a “complete perpetual calendar” mechanism. It indicates the date, day, month, leap year, and lunar phases, with the added display of the year in four figures — a rare luxury.

HAVING THE APPEARANCE OF PERFECTION

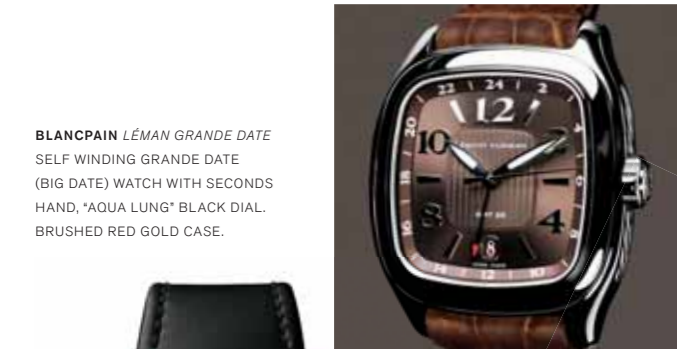
In today's world of information overload, some preconceived ideas are hard to overcome. Many people think they can recognize a perpetual calendar watch by the number of windows on the dial. Nothing could be further from the truth since some timepieces, such as Zenith's Grande Chronomaster XXT Perpetual Calendar, provide this information using hands instead of windows. On the other hand, watches that display the date, day, month, and sometimes the lunar phases are not necessarily perpetual calendar timepieces. Although they may outwardly appear to be, some watches actually have “complete calendars,” systems that must be corrected every month. Requiring a certain amount of handling, these mechanisms were largely used, especially in the United States, by the brands Movado and Jaeger-LeCoultre. Still in use today by Zenith, the complete calendar function is also found in the Okeanos Moon Timer by Universal Genève, as well as in watches made by other major brands.



MONTBLANC SPORT RED GOLD LADY. HIGH PRECISION QUARTZ MOVEMENT BIG DATE AT 3 O'CLOCK. 18K RED GOLD CASE, FITTED WITH A BEZEL SET WITH 136 TOP WESSELTON VVS DIAMONDS. MOTHER-OF-PEARL DIAL. WHITE RUBBER STRAP.



VACHERON CONSTANTIN QUAI DE L'ILE. THE NEW QUAI DE L'ILE LINE FROM VACHERON CONSTANTIN INTRODUCES A UNIQUE DIMENSION IN THE WORLD OF HAUTE HORLOGERIE. PERSONALIZED TO MEET THE CLIENT'S WISHES, THIS RESOLUTELY CONTEMPORARY WATCH COMBINES THE MOST ADVANCED TECHNOLOGIES WITH THE FINEST HOROLOGICAL SAVOIR-FAIRE. INNOVATIVE, ORIGINAL, CONTEMPORARY AND SOPHISTICATED, THE QUAI DE L'ILE LINE MEETS THE DEMANDS OF TOMORROW'S HAUTE HORLOGERIE: PERSONALIZATION, SECURITY, SERVICE, EXCELLENT WORKMANSHIP, AND SAVOIR-FAIRE. THE CASE IS REVOLUTIONARY. THE DIAL INCORPORATES A WHOLE RANGE OF SECURITY-PRINTING TECHNOLOGIES. THE TWO SELF-WINDING MECHANICAL MOVEMENTS – STAMPED WITH THE GENEVA HALLMARK – HAVE BEEN DESIGNED AND DEVELOPED AT VACHERON CONSTANTIN. AND THE PRODUCT'S ACCESSORIES – BOX, PASSPORT, USB KEY, AND MULTIMEDIA ELEMENTS – BREAK NEW GROUND IN THE WORLD OF WATCHMAKING. THE QUAI DE L'ILE LINE WILL BE LAUNCHED WITH TWO MODELS IN 2008: THE QUAI DE L'ILE DATE SELF-WINDING AND THE QUAI DE L'ILE DAY-DATE AND POWER-RESERVE SELF-WINDING.



BLANCPAIN LÉMAN GRANDE DATE SELF WINDING GRANDE DATE (BIG DATE) WATCH WITH SECONDS HAND, "AQUA LUNG" BLACK DIAL. BRUSHED RED GOLD CASE.

DAVID YURMAN 41MM THOROUGHbred BELMONT GMT. STAINLESS STEEL, DOMED SAPPHIRE CRYSTAL. BRONZE DIAL WITH GUILLOCHÉ CENTRAL ZONE. SWISS AUTOMATIC SELF-WINDING GMT ETA MOVEMENT WITH DATE WINDOW.



PATEK PHILIPPE REF. 5207. GRAND COMPLICATION WITH MINUTE REPEATER, INSTANTANEOUS PERPETUAL CALENDAR IN APERTURES, AND TOURBILLON. IN THE CATEGORY "EXCEPTIONAL WATCHES" THIS TIMEPIECE ELEVATES THE PERPETUAL CALENDAR TO A NEW LEVEL OF TECHNICAL INGENUITY, WITH A MINUTE REPEATER AND A TOURBILLON AS WELL AS AN INSTANTANEOUS PERPETUAL CALENDAR WITH APERTURE DISPLAYS FOR THE DAY, DATE, MONTH, AND LEAP-YEAR CYCLE. ADDITIONALLY, IT FEATURES A MOON PHASE DISPLAY AND A DAY/NIGHT INDICATION. BECAUSE OF ITS EXTREME COMPLEXITY, HOWEVER, ONLY VERY FEW OF THESE WATCHES CAN BE CRAFTED IN THE COURSE OF A YEAR.

Recently, however, the complete calendar has been losing ground before the slow but steady advance of the "annual calendar" mechanism. This device, developed a little more than ten years ago by Patek Philippe and also used by Omega in its De Ville Hour Vision, meets current expectations in terms of both maintenance and expense. Yet, for many clients, all of this useful information is really too much; all they want to do is read the time and date.

THE ESSENTIAL DATE
 Contrary to what we might expect, a lot of people don't remember the date, even if they do always remember the day of the week and the month. For watchmakers, the date therefore seemed like an important, even essential, element to add to the dial of their wristwatches. In 1945, Rolex invented a way to show the date in a window on the dial. Before then, it was displayed by means of a hand that pointed to a number at the edge of the dial. Rolex's very innovative method initially used red and black numbers, alternately, to assure the consumer that this new type of date indication was working. Later, this technique lost ground as people started demanding a more rapid date change that was easy to carry out.

The new method came at the same time as the system allowing the day of the week to be displayed in letters. This invention, dating to 1955 and 1956, was a veritable world's first, and once again, came from the workshops at Rolex. With a loupe called "Cyclops" that magnified the date, Rolex's new device became the standard for aficionados whose ideal watch provided the essential date on a daily basis. This all worked fine until the end of the 1990s when A. Lange & Söhne introduced a watch with a date display that was revolutionary both in terms of its size and in the innovation of its construction. Using an ingenious mechanism presenting the ones and tens on two separate disks, the German brand enlarged the date in a spectacular fashion. It also elevated the stature of this function, since, over the years, the date had become practically useless due to its small and unreadable size. And, since the client who would purchase this type of luxury watch was very rarely 20 years of age, and thus rarely had the eyesight of a 20-year-old, he would appreciate being able to easily read the date without having to embarrassingly move the watch close to his face. In addition, with well-targeted marketing efforts, A. Lange & Söhne turned this distinctive way of reading the date into a veritable expression of watchmaking luxury — a fact not lost on other brands which drew inspiration from it for their own models. %

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EXAMPLES OF SIMILAR BUT NOT IDENTICAL CALENDARS

The extremely accurate perpetual calendar — displaying the day, date, month, leap year, and often moon phases — is the most advanced of all the calendars developed by watchmakers. This type of watch also requires the most care and maintenance from its owners. To ensure that it lasts forever, or at least until the next servicing of the movement (which on average is once every five years), it is vitally important that the watch never stop running.

If the watch should stop for any length of time, it is often preferable to take the sleeping beauty to a watchmaker who is trained to make the various and necessary adjustments. An error in handling one of these fine mechanisms can result in a lot of extra time correcting it, or may even lead to damage, thus requiring repairs. For this reason, when the watch is not being worn, it should be placed on an automatic watch winder.

For those people who find this type of care to be too time-consuming or too constraining, they might prefer the Perpetual Calendar watches made by Moser & Cie, for example. In these watches, the adjustments are as simple as the displays. There are also the annual calendar watches to be considered.

Much simpler to use, the annual calendar mechanism has a simple version indicating the date and month, as well as a more complete version showing the day, date, month, and sometimes moon phases. They require a manual correction only once a year, between February 28 and March 1, but they do not need to be corrected on the last day of each 31-day month. One convenience of this type of calendar watch is that it can be left in a safe place without having to necessarily continuously wind it using an automatic watch winder. Owners of annual calendar timepieces will particularly appreciate just how easy they are to use.



F.P. JOURNE CHRONOMÈTRE À RÉSONANCE
FRANÇOIS-PAUL JOURNE PAYS TRIBUTE TO THE RESEARCH CONDUCTED ON RESONANCE BY THE GREAT 18TH CENTURY WATCHMAKERS WITH THE PRESENTATION OF THE FIRST WRISTWATCH RESONANCE CHRONOMETER. WHAT ACTUALLY IS THE RESONANCE PHENOMENON? ANY ANIMATE BODY TRANSMITS A VIBRATION TO ITS ENVIRONMENT. WHEN ANOTHER BODY PICKS UP THIS VIBRATION, IT ABSORBS ITS ENERGY AND BEGINS TO VIBRATE AT THE SAME FREQUENCY. RESONANCE CONCERNS ALL FIELDS INCLUDING THOSE RELATED TO MECHANICAL ENGINEERING. PLATINUM CASE AND WHITE GOLD DIAL OR ALL RED GOLD. THE TWO TIME INDICATIONS MAY ALSO BE USED AS TWO INDEPENDENT TIME ZONES.

BETWEEN TWO TIME ZONES

The high increase in the number of intercontinental travelers, especially business travelers, has caused watchmakers to create specific watches that can help these global players in their quest for the correct time.

These specialized watches — whether a GMT timekeeper, or a model giving two or more different time zones simultaneously, or a “Universal Time” version — are not all the same. Therefore, to choose the model that most fits your needs, it is important to understand the various features.

A TRAVELER'S TIME — A SKILLFUL BLEND OF HISTORY AND GEOGRAPHY

To better understand the usefulness of a time instrument equipped with a mechanism that can give the time in different parts of the world, it helps to think of the earth as an orange. Like the fruit, the planet was divided into 24 parts, each emanating from the center at a 15-degree angle, by the Convention that was held in Washington DC in 1884. This division was made necessary because of the continual acceleration in transportation, even though it took several decades to finally be put into practice. Some countries, however, such as India (GMT plus 5 hours 30 minutes), Nepal (GMT plus 5 hours 45 minutes), and southern Australia (GMT plus 9 hours 30 minutes, “Australian Central Standard Time”), did not adhere to the whole-hour intervals. Instead, they created their own system of partial hours, without even thinking of the poor watchmakers who then had to find mechanical solutions for indicating all these different time zones on one single watch.



CHOPARD MILLE MIGLIA GT XL GMT.
THE OUTSTANDING CHARACTERISTICS OF THE NEW MILLE MIGLIA GT XL GMT INCLUDE A DUAL TIME ZONE INDICATION AND A REPRESENTATION OF THE GLOBE AT THE CENTER OF THE DIAL. OVERSIZED 12 AND 6 O'CLOCK ARABIC NUMERALS AND SUPERLUMINOVA HOUR-MARKERS AS WELL AS THE HOUR AND MINUTE HANDS. THE WATCH, FITTED WITH A NATURAL RUBBER STRAP RESEMBLING THE TREAD OF THE 1960'S DUNLOP RACING TYRES, COMES IN A CHOICE OF STEEL (BLACK DIAL) OR 18-CARAT ROSE GOLD (SLATE-GREY DIAL) VERSIONS.

IWC DA VINCI PERPETUAL CALENDAR
EDITION KURT KLAUS IN STAINLESS STEEL. AFTER THE LIMITED DA VINCI PERPETUAL CALENDAR SPECIAL EDITION KURT KLAUS IN PLATINUM AND ROSE GOLD, HERE IS A NEW STAINLESS STEEL EDITION. APART FROM THE DATE, DAY, MONTH, FOUR-DIGIT YEAR AND PERPETUAL MOON PHASE DISPLAYS, EACH OF THE WATCHES BEARS KURT KLAUS' SIGNATURE IN THE BOTTOM RIGHT-HAND CORNER OF THE DIAL AND A RELIEF ENGRAVING OF THE DESIGNER ON THE BACK COVER.



A MOVEMENT OF HISTORICAL SIGNIFICANCE IN MONTBLANC WATCHMAKING



MONTBLANC

THE MONTBLANC STAR NICOLAS RIEUSSEC MONOPUSHER CHRONOGRAPH

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



Montblanc® www.montblanc.com

JAEGER-LECOULTRE REVERSO SQUADRA WORLD CHRONOGRAPH POLO FIELDS. EXTREME DESIGN, CERAMIC CASE; THE TECHNICAL WATCH PAR EXCELLENCE. A CHRONOGRAPH WITH PERFECTLY READABLE INDICATIONS AS WELL AS A LARGE DATE DISPLAY. THE BACK IS DEDICATED TO AN INDICATION THAT IS VITAL TO THOSE WHOSE PASSION LEADS THEM TO TRAVEL THE GLOBE: THE WORLD-TIME FUNCTION, INSTANTLY SHOWING THE TIME IN EACH TIME ZONE. TWIN-BARREL AUTOMATIC CALIBER 753.



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

SIMPLE AND EFFECTIVE

The simplest solution for creating different time zones is the one used in GMT watches (GMT stands for Greenwich Mean Time). The principle consists of making the hour hand for the second time zone make one complete rotation of the dial in one day (i.e. 24 hours), while the hour hand for the local time turns in its two normal 12-hour cycles. This system was created by Rolex in 1955 at the request of the American airline company, Pan Am. Rolex has used it since that very first model right up to the Rolex Oyster Perpetual GMT-Master II today. It has also been taken up by other brands, such as Chanel, Ebel, Chopard, and IWC (under the UTC label). In a large country such as the United States, which has five different time zones (including Hawaii and Alaska), the use for a dual time zone watch is quite obvious.

DOUBLE OR NOTHING

The other method of showing two or more times on the same dial consists of installing several movements, either mechanical or quartz. Employed by Jacob & Co., this method is, however, not universally used. Most often, the watch will contain a single movement to which another module, indicating the second time zone, has been added. This type of system is used by Raymond Weil in its TTZ (Two Time Zone) model. A different example is given by Jaeger-LeCoultre's Reverso Duoface. This rectangular watch has two completely different dials, one indicating home time and the other providing the second time zone, and both easily correctable. Other options also exist to manage the various time zones

around the globe. With its BC4 Flight Timer, Oris uses an ingenious system that gives the time of the second time zone on the main dial, while the home time is kept on a sub-dial as a reference. This type of presentation exists in various forms, and lets people better manage the unpleasant effects of jet-lag. Today, brands such as Parmigiani Fleurier with its Kalpa Hémisphères, and Franck Muller with its Cintrée Curvex 8880 Master Calendar Master Banker, propose models that can correct the second time zone to the minute — a rare feat in timekeeping. This might seem like a detail, but it allows the world traveler to use his watch in those countries with partial-hour time zones as mentioned above (India, Nepal, Australia).



CORUM ROMULUS RETROGRADE ANNUAL CALENDAR. EQUIPPED WITH AN AUTOMATIC RETROGRADE ANNUAL CALENDAR MOVEMENT ESPECIALLY DEVELOPPED BY CORUM ON A VAUCHER MANUFACTURED BASE. "SUN GUILLOCHE" WITH 60 GRADUATIONS BLACK DIAL. "WAVE-PROFILE" 18K WHITE GOLD OR RED GOLD POLISHED CASE, WITH 12 SATIN FINISHED ROMAN NUMERALS BEZEL. DIAMOND SET MODEL ADORNED WITH ~153 FULL-CUT DIAMONDS (TOTAL ~0.62CT).

PATEK PHILIPPE WORLD TIME WATCH REF. 5131 ITS MECHANISM FOR THE PERMANENT DISPLAY OF ALL 24 TIME ZONES AND ITS AMAZINGLY FAST ADJUSTABILITY TO ANY LOCAL TIME, CONSTITUTE A TECHNICAL COUP THAT WILL APPEAL TO EVERYONE WHO ADMIRES USEFUL COMPLICATIONS. IN TURN, ITS CLOISONNÉ ENAMEL DIAL WILL DELIGHT CONNOISSEURS OF THE ART OF ENAMELLING. FINALLY, WATCH COLLECTORS WILL BE PLEASED TO SEE THIS PARTICULAR TYPE OF TIMEPIECE — AT INTERNATIONAL AUCTIONS, ITS PREDECESSORS FETCH ASTRONOMICAL PRICES — BACK IN THE GENEVA BRAND'S STANDARD COLLECTION.

GIRARD-PERREGAUX WW.TC FINANCIAL TITANIUM. THE ONLY WATCH IN THE WORLD TO DISPLAY BOTH THE WORLD'S 24 TIME ZONES AND THE BUSINESS HOURS OF THE NEW YORK, LONDON, HONG KONG, AND TOKYO STOCK MARKETS. THE SYSTEM IS BASED ON TWO MOBILE DISCS AROUND THE DIAL: A RING REPRESENTING THE 24 HOURS IS SYNCHRONISED WITH THE HOUR HAND. A SECOND RING MAY BE SET WITH THE CROWN AT 9 O'CLOCK. IT DISPLAYS THE NAMES OF THE CITIES AND THE FOUR STOCK MARKETS OPENING PERIODS. WHEN THE RED INDEX ON THE HOUR RING IS OPPOSITE ONE OF THESE PERIODS, THE CORRESPONDING MARKET IS OPEN. BESIDES THE CENTRAL HOUR AND MINUTE, THE WW.TC FINANCIAL TITANIUM ALSO OFFERS A CHRONOGRAPH, A SMALL SECOND, AND DATE AT 1.30.



BLANCPAIN LÉMAN COMPLETE CALENDAR. A SELF-WINDING COMPLETE CALENDAR FEATURING ON AN OPALINE DIAL MOON PHASES, SMALL SECONDS-HAND, CORRECTORS UNDER THE LUGS. RED GOLD CASE. POWER RESERVE 100 HOURS.



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Chopard



High-tech tradition

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

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

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



L.U.C

MANUFACTURE DE HAUTE HORLOGERIE
LOUIS-ULYSSE CHOPARD



ROLEX PRINCE REF. 5443/9. THIS 18K WHITE GOLD MODEL IS ADORNED WITH "RAYON FLAMMÉ DE LA GLOIRE" TWO-TONE BLACK AND SILVER-COLORED DIAL WITH MIXED COUNTERS, ARABIC NUMERALS, AND HOUR-MARKERS, RED MINUTE TRACKS.

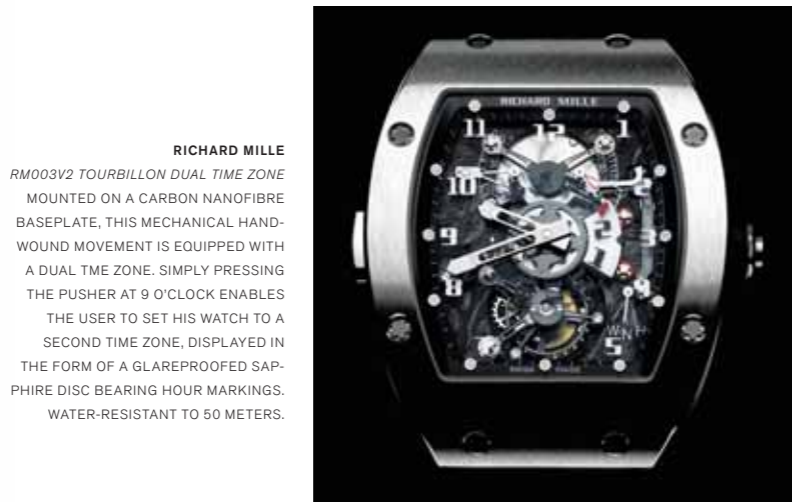
EMBRACING THE WORLD'S TIME AT A SINGLE GLANCE

For some professions — high finance, for example — knowing the correct time in the world's capitals is essential. Patek Philippe has long understood this and has offered, since the 1930s, a watch that has become a global standard — the World Time 5131. With this timepiece, the local time can be read as usual on the dial, while the capitals in the world's 24 time zones can be seen on a ring around dial. One of the most interesting features of this "Universal Time" mechanism is that it is possible to display the correct time in each of these 24 cities on the dial by simply pressing a button. The method is also used in watches such as the Worldtimer P6750 by Porsche Design and the Master Geographique by Jaeger-LeCoultre. The "Heures du Monde" (World Time) is another device that provides its wearer with the time in 24 cities although it does not include this last feature mentioned above. This time zone mechanism is found in watches such as ww.tc 24 Hour Shopping by Girard-Perregaux and the Traveller Elite Multicity by Zenith, among many others. ▾

F.P. JOURNE OCTA CALENDRIER. THE CALENDAR WHICH DISPLAYS THE DAY AND MONTH THROUGH TWO SEPARATED WINDOWS ADVANCES INSTANTANEOUSLY AND IS SELF-ADJUSTING FOR THE MONTHS OF 29, 30 AND 31 DAYS. THE OCTA ANNUAL CALENDAR AUTOMATICALLY MOVES FROM MONTH TO MONTH. IT ONLY NEEDS TO BE ADVANCED MANUALLY AT THE END OF FEBRUARY, THREE YEARS OUT OF FOUR. FOR NON LEAPYEARS, THE CALENDAR MUST BE MOVED FROM FEBRUARY 28 TO 29 BY A SINGLE TURN OF THE CROWN AND THE CALENDAR AUTOMATICALLY MOVES FROM FEBRUARY 29 TO MARCH 1.



CONCORD C1 WORLDTIMER. A CONCENTRATED BLEND OF MECHANICAL ENGINEERING HOUSED WITHIN AN IMPOSING 47 MM-DIAMETER CASE THAT OPENS UP WHOLE NEW VISTAS FOR GLOBETROTTERS BY OFFERING THEM TIME WITHOUT BORDERS. POWERED BY A DUBOIS DÉPRAZ CALIBER SELF-WINDING MOVEMENT, THE C1 WORLDTIMER IS AS EASY TO READ AS IT IS TO HANDLE. ATHLETIC, DUSKY CASE MADE FROM STEEL COATED WITH DLC (DIAMOND-LIKE CARBON).



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



EBEL 1911 BTR GMT. THE GMT LINE OFFERS MEN A CHANCE TO SPORT THE DYNAMIC CHRONOGRAPH LOOK WHILE PROVIDING A HIGHLY PRACTICAL 24-HOUR SECOND TIME-ZONE FUNCTION. A CLOSER LOOK AT THE COUNTERS REVEALS AN OVERSIZED SMALL SECONDS DISPLAY AT 9 O'CLOCK, OPPOSITE A SLIGHTLY SMALLER POINTER-TYPE DATE DISPLAY AT 3 O'CLOCK.

VACHERON CONSTANTIN OVERSEAS DUAL TIME IN PINK OR WHITE GOLD, DIAMOND-SET AND ON WHITE STRAPS, THE OVERSEAS DUAL TIME FEATURES A DATE AND TWO OTHER VERY PRACTICAL COMPLICATIONS: A SECOND TIME ZONE AND A POWER RESERVE. ITS 18K 5N PINK OR WHITE GOLD CASE, GENEROUS 42-MM DIAMETER AND CLEAR-CUT, HARMONIOUS LINES GIVE THIS TIMEPIECE A VERY STRONG CHARACTER.



ZENITH
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SINCE 1865

“Whatever does not destroy me makes me stronger.”

FRIEDRICH NIETZSCHE



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SPORTING IT ON THE WRIST

— JAMES MALCOMSON



TAG HEUER MONACO CHRONOGRAPH. MONACO: A PRESTIGIOUS CIRCUIT WHOSE ORIGINAL TRACK IS A VERY SPECIAL EXPERIENCE FOR DRIVERS. IN 1969, IN HONOR OF THIS UNIQUE GRAND PRIX, TAG HEUER LAUNCHED A CHRONOGRAPH WITH A NEW DESIGN. ITS WATER-RESISTANT SQUARE CASE — THE FIRST IN WATCHMAKING HISTORY — HOUSES THE CHRONOMATIC, THE WORLD'S FIRST AUTOMATIC CHRONOGRAPH MOVEMENT WITH A MICROROTOR. STEVE MCQUEEN HAD AN EMPATHY FOR THIS AUDACIOUS, REBELLIOUS WATCH AND IN 1970 CHOSE TO WEAR IT IN THE FILM 'LE MANS,' DEDICATED TO MOTOR RACING. THE MONACO HAS LOST NONE OF ITS ORIGINALITY AND STILL EMBODIES THE AVANT-GARDE SPIRIT THAT INSPIRES TAG HEUER.

Americans are practical people. Whenever they see a situation that may involve scrapes, impacts and general knocking around — most activities we call sports — one of their first inclinations is to take off their wristwatch. These are sound instincts, because the last thing you want to do as you fall trying to make a tennis shot or wipe out on your mountain bike is to wreck a handsome and potentially expensive watch in the process. That being said, the purpose of this article is to unlearn these natural yearnings for preservation of property, and spend even more on a watch that is specially constructed for your favorite activity.

In the interests of clarity (and probably credibility), we should also make a distinction between utility and practicality. All the watches you will see herein have some kind of utility. An extra function, a specialized design, or some kind of protection from adverse conditions is the essence of modern sports watches. They are the things you will appreciate and enjoy in pieces like this. They may not be in the slightest bit practical. The most practical sports watch you can buy is the cheap, plastic, digital variety. Not only are they equipped with highly accurate quartz movements (most high-end watches are mechanical), their prices make them virtually disposable. Scratch the crystal? Just pop down to the drug store and get a new one.

In our humble opinion, however, plastic watches have little else to recommend them. The real purpose of a sports watch is to allow you, or other people, to admire them. Exciting a little envy on or off your chosen playing field is where the modern Swiss sports watch comes into its own. The trick to finding the right one is to match your own sense of sportiness to a watch with the appropriate style and functionality. As you might expect, there is quite a range between watches that are seemingly designed for base jumping, and those that are a perfect match for a glass of champagne in the grandstands. %.



ROLEX OYSTER PERPETUAL SEA-DWELLER DEEPSEA. WATERPROOF TO AN EXTREME DEPTH OF 3,900 METERS (12,800 FEET), THIS NEW-GENERATION DIVER'S WATCH IS A TOTALLY NEW WATCH THAT BENEFITS FROM IMPORTANT TECHNICAL INNOVATIONS. IT IS EQUIPPED WITH A RINGLOCK SYSTEM, A NEW CASE ARCHITECTURE PATENTED BY ROLEX, WHICH ALLOWS THE WATCH TO RESIST THE COLOSSAL PRESSURE EXERTED BY WATER AT GREAT DEPTHS. IT IS THE FIRST WATCH TO FEATURE A BRACELET WITH A DOUBLE EXTENSION SYSTEM MAKING IT EASILY ADAPTABLE FOR GREATER COMFORT IN WEARING OVER A DIVING SUIT.

BLANCPAIN FIFTY FATHOMS FOR WOMEN. THESE NEW LADIES' VERSIONS OF THE FIFTY FATHOMS REFLECT THE KEY SIGNATURE FEATURES OF THE FAMOUS DIVING WATCH – SAME EXCLUSIVE BLANCPAIN SELF-WINDING MOVEMENT WITH A 5-DAY POWER RESERVE; SAME SIZE OF THE STEEL CASE; SAME WATER RESISTANCE TO 300 METERS AND SAME OVERSIZED HANDS AND HOUR-MARKERS FOR OPTIMAL READABILITY – BUT ARE CLEARLY DESIGNED FOR CONTEMPORARY WOMEN: THEIR DIAL IS ADORNED WITH WHITE MOTHER-OF-PEARL, THEIR HANDS, HOUR-MARKERS AND BEZEL MARKERS ARE COATED WITH A PASTEL-COLORED LUMINESCENT MATERIAL, WHILE A SAIL CANVAS STRAP MATCHING THE CHOSEN SHADE SETS A FINISHING TOUCH.



CHOPARD HAPPY SPORT CHRONO MARK II ALL BLACK. BLACKER THAN BLACK, MONOCHROME, POWERFUL, MINIMALIST. ITS CARBON-TREATED STEEL CASE AND BUCKLE GUARANTEE IMPECCABLE SCRATCH-RESISTANCE. DIAMOND ARE SPINNING FREELY AROUND THE BLACK DIAL DISPLAYING THE HOURS, MINUTES AND SECONDS. CONTEMPORARY, TRENDY, SPORTY, AND DISCREET, BLACK MEETS THE REQUIREMENTS OF A MODERN AND VARIED WARDROBE AND MATCHES ALL KINDS OF STYLES, WHILE DISPLAYING A NATURAL PENDANT FOR THE BLACK DINNER SUIT, THE QUINTESSENCE OF ULTIMATE CHIC.

The most specialized and robust sports watches are undoubtedly those that are made for diving. Good dive watches are built for much more than simply keeping the water out of the movement. Their strong cases and thick crystals make them excellent all-around sports watches. "Professional scuba divers have the most demanding reliability and quality requests for watches," says Stephane Linder, product development manager at sports-watch maker TAG Heuer. "Their needs became the basic platform for our general sports watches." TAG Heuer incorporated a number of diver-friendly features into their pieces, including a screw-down crown for extra (200 meters) water resistance; luminescent markers on the dial and a double safety clasp on the bracelet.



HUBLOT BIG BANG "BULLET BANG". A BIG BANG WITH EXTREME ROBUSTNESS, IN AN EXTRA-DURABLE MATERIAL, TOTALLY SCRATCH-RESISTANT, WHICH CONTRASTS WITH THE RUBBER STRAP. CASE AND BEZEL ARE MADE OF THIS ALLOY OF CERAMIC AND METALS SUCH AS TUNGSTEN OR BRONZE, WHICH GIVE THE TIMEPIECE ITS COLOR. IT FEATURES A COLUMN-WHEEL CHRONOGRAPH.

EBEL 1911 BTR AUTOMATIC CHRONOGRAPH. IN THE 1911 BTR AUTOMATIC CHRONOGRAPH DRIVEN BY CALIBER 139, EBEL HAS MOVED THE CHRONOGRAPH MINUTE COUNTER TRADITIONALLY POSITIONED AT 3 O'CLOCK AND TRANSFORMED IT INTO A 120° REGISTER FEATURING A THREE-ARM CHRONOGRAPH MINUTE HAND. THE RESULTING INDICATION IS INFINITELY MORE LEGIBLE THAN THE STANDARD DISPLAY MODE.



TAG HEUER GRAND CARRERA CHRONOGRAPH CALIBER 17 RS ROSE GOLD LIMITED EDITION. A COSC-CERTIFIED CHRONOGRAPH IN 18K ROSE GOLD: THE LARGER (43MM) STOPWATCH SIZE, SCREWED-IN CROWN, SCREW-IN PUSHBUTTONS AND HAND-APPLIED DATE WINDOW AT 6 O'CLOCK, GIVE IT THE DISTINCTIVE LOOK OF A CLASSIC TAG HEUER CHRONOGRAPH. TWO LIMITED EDITIONS OF 500 ARE AVAILABLE WITH HAND-SEWN BROWN ALLIGATOR STRAP, 18K GOLD PIN BUCKLE, AND A SILVER OR BROWN DIAL EQUIPPED WITH 2 ROTATING SYSTEMS IN 18K ROSE GOLD (SMALL SECONDS AT 3 O'CLOCK; CHRONOGRAPH MINUTE AT 9 O'CLOCK).



Other companies have tried even more exotic touches. Jaeger-LeCoultre has added a functioning depth gauge on its Master Compressor Geographique Pro, which has been tested to a depth of over 1,000 meters. Such extreme performance — the latest Rolex Sea-Dweller goes down to 3,900 meters (over 12,000 feet!) — exposes a certain Walter Mitty quality in these watches. No conventional diver would ever survive a trip to even 1,000 meters, nor are many likely to need the special helium release valve offered by some extreme diving watches, which apparently comes in handy in decompression chambers. Simply enjoying the possibility of activities like this may be enough for many of these watch owners.

But if you fit this profile, don't feel badly. Most of the engineers who design these watches don't get any closer to deep sea diving. Most dive watches are tested in special pressure chambers that mimic the stresses on a watch as it is submerged to increasing depth. The gradually increasing pressure of a normal dive actually improves the performance of the seals on the watch's case, which is an important thing to remember if you happen to wipe out on your water skis or contemplate a pike from the ten-meter platform at the local swimming pool. The sudden and uneven burst of water pressure from incidents like this can ruin even the fanciest dive watch. You've been warned.

Violent contact like the unpleasant situations mentioned above can do more than drown a watch. If it's one of the nicer mechanical models, strong shocks can displace or break the most delicate metal parts inside. Protecting watches from this kind of abuse has been a long-standing challenge for sports watches, but lately it has added to their style. Swiss maker Wyler was one of the first companies to experiment with special movement constructions that afforded some protection to delicate parts. In their latest watches, this idea of shock protection has been applied to the entire watch, the Wyler Chronograph, which is a sandwich of metal plates separated by shock absorbing springs. /.

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AUDEMARS PIGUET LADIES' ROYAL OAK OFFSHORE CHRONOGRAPH. THE LADIES' ROYAL OAK OFFSHORE CHRONOGRAPH COMBINES GEM-SET PINK GOLD WITH VARIOUS SUBTLE SHADES OF WHITE. ITS RUBBER-MOULDED BEZEL AND PUSHERS ECHO THE WHITE RUBBER STRAP, WHILE THE DIAL IS GRACED WITH A "MÉGA TAPISSERIE" GUILLOCHÉ ENGRAVED MOTIF AGAINST A WHITE MOTHER-OF-PEARL BACKGROUND. THIS VISUAL EFFECT IS FURTHER ENHANCED BY THE COLLECTION'S FAMOUS ENTIRELY DIAMOND-PAVÉ "STRONGBOX" CASE.



CHOPARD L.U.C. CHRONO ONE FLYBACK HOUSING A MOVEMENT ENTIRELY IN-HOUSE DESIGNED, DEVELOPED AND PRODUCED, THIS NEW CHRONOGRAPH OFFERING A FLYBACK FUNCTION BEATS TO THE CADENCE OF THE NEW L.U.C. 11 CF MOVEMENT, CHRONOMETER-CERTIFIED BY THE COSC. CRAFTED IN 18K WHITE OR ROSE GOLD, WATER-RESISTANT TO 30 METERS, FITTED WITH SHAPED PUSHERS AND A CROWN BEARING THE L.U.C. LOGO, IT IS EQUIPPED WITH A SAPPHIRE CRYSTAL GLASS AND TRANSPARENT BACK.



DE WITT ACADEMIA NIGHT CHRONOGRAPH. DEWITT'S ACADEMIA NIGHT CHRONOGRAPH MEASURES SHORT PERIODS OF TIME IN A DAY AND NIGHT MODE. OFFERING BOTH FUN AND FUNCTIONALITY, THIS CREATION, DRESSED IN A NOBLE CASE WITH AN "IMPERIAL COLUMNS" MOTIF, INDICATES DAY AND NIGHT WITH SUPERLUMINOVA ALTERNATING BETWEEN THE WHITE AND BLACK AREAS. WHILE THE AESTHETIC PRINCIPLES OF THE CHRONOGRAPH SEQUENTIAL SECONDS COUNTER REMAIN UNCHANGED, THIS MODEL IS NOW PRESENTED IN A PINK GOLD OR A PINK AND WHITE GOLD CASE AND HIGHLIGHTS THE NOCTURNAL LEGIBILITY OF ITS INDICATIONS.



PORSCHE DESIGN DASHBOARD P'6612 PTC. THE P'6612 PTC AGAIN DRAWS INSPIRATION FROM THE DASHBOARD OF PORSCHE SPORTS CARS. DISTINCTIVE TYPICAL HONEYCOMB PATTERN IN BLACK AND OFF-WHITE, CHRONOGRAPH FUNCTION, STOPWATCH HAND, MINUTE MARKINGS AND THE "DASHBOARD" LOGOTYPE HIGHLIGHTED IN RED. EQUIPPED WITH A SPECIAL PORSCHE DESIGN ROTOR, BASED ON THE DESIGN OF A PORSCHE SPORTING WHEEL RIM.



Three years ago Jaeger LeCoultre tried an even more technical approach to a movement suspension system for shock protection. Their Extreme World Chronograph featured an air cushion around the movement that could reduce G-forces on the watch as much as 50 percent. A simpler system may be in the offing from German maker Glashutte Original. This traditional mechanical watchmaker has taken the very modern approach of surrounding the movement inside its Sports Evolution Impact model with a shock-absorbing gel. Protecting watches from stresses and strains is at best an imperfect science. Sports watch design at many of the best companies has come to the same sound conclusion reached by most mature athletes — that physical abuse is best avoided altogether. The top Swiss companies have proven themselves adept at creating pieces that take elements of hard-core sports watches and meld them into designs that emphasize good looks over actual performance. These pieces are available at a wide variety of prices, like any other class of watch. Precious metals naturally cost more, but the higher price tags also accompany more quality and

complexity of construction, a certain originality of design, and most importantly prestige. Those looking for a blue-chip classic will not go wrong with a Royal Oak from Audemars Piguet or a Nautilus from Patek Philippe. Originally created in the early 1970s, these were two of the first watches to boast an integrated metal bracelet, which is now a standard feature on most sports watches. Although it is a more recent design, Breguet's Marine watches combine traditional Swiss aesthetics — which stem from early nineteenth century pocket watches — with a modern sporty look. The most recent editions of Marine possess a sharpened look with the addition of a rubber bracelet, a feature borrowed from dive watches. Cartier has also added rubber accents and bracelets to its Santos 100 and Pasha Seatimer models. The combination of materials, like rubber with steel, gold, or titanium, is a look that has become popular in the last few years since the advent of timepieces like the Big Bang from Hublot, itself a fine example of the elegant sports watch. Rubber adds both interesting texture and a note of understatement like an old-fashioned alligator strap. But in keeping with the ethos of the sports watch, it remains impervious to a dip in the family swimming pool.

VACHERON CONSTANTIN OVERSEAS CHRONOGRAPH. IN A NEW PINK GOLD VERSION, THE SPORTY, STYLISH 42-MM CASE DISPLAYS ALL THE QUALITIES ASSOCIATED WITH THE COLLECTION: SLEEK LINES, MALTESE-CROSS-INSPIRED BEZEL, LUMINESCENT HOUR-MARKERS, SCREW-DOWN PUSH-PIECES, WATER-RESISTANCE TO A DEPTH OF 15 ATM. AS THE PINK GOLD HANDS AND HOUR-MARKERS ARE COATED WITH A WHITE LUMINESCENT MATERIAL, THIS UNPRETENTIOUS YET SOPHISTICATED DESIGN PROVIDES OPTIMAL LEGIBILITY IN ANY CIRCUMSTANCES. EQUIPPED WITH AN ANTI-MAGNETIC SHIELD THAT PROTECTS THE MECHANICAL MOVEMENT AND COMPLEX GEAR-TRAINS FROM DISTURBANCES CAUSED BY LOCAL MAGNETIC FIELDS.



More than a few timepieces have ratcheted up their sporty style to the next level: unrestrained bravado. Strapping on one of Panerai's massive Luminor Marina models, one gets a subtle feeling that anything short of hand-to-hand combat might be possible while wearing this timepiece. It might be the fact that the watch was originally designed for Italian naval commandos, thereby endowing it with all the qualities of a modern sports watch, but more than likely it is the sheer size and volume of this piece that exudes confidence. √

Antonio Stradivari, 1720



WAIT.



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Roger Dubuis' Easy Diver model is a case of slightly more genteel but no less profound bravado in a sports watch. With a hefty case and water resistance rated to 300 meters, the Easy Diver would seem like a normal diving watch were it not fitted with a flying tourbillon — one of the most complicated and delicate movements in fine watchmaking. The man who wears this watch must maintain an attitude that is nothing short of cavalier, either toward his sports or toward his \$75,100 investment.

Although these pieces are more properly characterized as sporty watches, rather than actual sports watches, they are in fact more functional pieces of equipment than their more extreme cousins. They are perfectly designed for the environment in which you are likely to take a fine, and probably expensive, timepiece. And if that happens to be the bar at the club rather than some dank ocean reef or godforsaken mountaintop, who are we to quibble?



CORUM ADMIRAL'S CUP CHALLENGE 44 SPLIT-SECOND WITH ITS FAMOUS TWELVE-SIDED CASE AND VULCANIZED RUBBER GUARD PROTECTING A SCREW-LOCK CROWN, THIS RED GOLD MODEL IS PART OF A MARITIME WORLD BUILT ON THE PAST AND LOOKING FIRMLY TO THE FUTURE. AT ITS HEART BEATS THE TRIED AND TESTED 13 1/4" CO-986 MOVEMENT. THANKS TO ITS SPLIT-SECOND FUNCTION, THIS 31-JEWEL CHRONOGRAPH CALIBER ENABLES SMOOTH AND EASY MEASUREMENT OF SEVERAL SPLIT TIMES. WHETHER TO KEEP TRACK OF OPPONENTS IN A REGATTA OR OF ONE'S POSITION ON A MAP OR CHART, THE ADMIRAL'S CUP CHALLENGE 44 SPLIT-SECONDS IS DESIGNED TO MEET THE NEED.

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

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



ORIS BC4 FLIGHT TIMER. YOU CAN CONSIDER THE MECHANICAL AUTOMATIC BC4 FLIGHT TIMER YOUR OWN PORTABLE COCKPIT. IT HAS ALL THE INFORMATION YOU NEED AT YOUR FINGERTIPS, INCLUDING THE DATE AT 6 O'CLOCK AND A SECOND TIME ZONE WITH A DAY/NIGHT WINDOW AT 3 O'CLOCK. THE PROMINENT VERTICAL CROWN AT 2 O'CLOCK TURNS THE SPECIAL INNER DIAL RING TO SHOW A THIRD TIME ZONE.



A QUESTION OF TIMING

It would seem from the discussion above that watches have only been adapted for sports with great difficulty, since shocks and water are anathema to their good health. The exception to this rule is racing and one of the most refined and classic types of watches: the chronograph. Simply put, a chronograph is a watch that can measure elapsed times on command — essentially a stopwatch on your wrist. Today, wristwatch chronographs are easily identified by their characteristic two buttons on either side of the crown (one to start and stop and the other to reset) and by the circular counters (usually two or three) on the dial to track elapsed hours, minutes and seconds.

The applications for any type of racing are obvious. No matter who comes in first, an interested party, be it a driver on the course, a sailor on the water, or especially a fan in the stands, will want to know the exact time and compare it with other performances. The easily operated chronograph watch is perfectly suited to the task.



IWC AQUATIMER CHRONOGRAPH "COUSTEAU DIVERS". RESCUE MISSION: THE AQUATIMER CHRONOGRAPH "COUSTEAU DIVERS" FROM IWC HAS EMBARKED ONCE AGAIN IN SUPPORT OF THE LEGACY OF JACQUES-YVES COUSTEAU. THE LIMITED EDITION WILL HELP TO PRESERVE THE LEGENDARY RESEARCH VESSEL "CALYPSO" FOR POSTERITY.



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

You can use a chronograph to easily record an elapsed time. A popular variety, known as a flyback chronograph, will let you start recording another time instantaneously without stopping the mechanism and resetting. A much more complicated watch, the split-seconds or rattrapante chronograph, allows the recording of a second elapsed time — say the first of two finishers of the race — while the other time is still running. Chronographs first appeared in the early nineteenth century, and as their name suggests — chronograph combines the words time and to write — the first models actually plotted elapsed time on the dial with ink. Versions which bear close resemblance to modern types appeared late in the nineteenth century in pocket watches and were shrunk to wristwatch proportions early in the twentieth. Their popularity grew in parallel with that of motor sports and other widely viewed forms of racing. Naturally professional timing in sports today relies on the accuracy of quartz. In wristwatches, however, mechanical movements retain the currency both for their function and beauty.

Just look at the back of a mechanical chronograph with a see-through case back and you'll understand why. The movements on the finest of them are some of the most beautiful you can find, and in the smooth action of the start and reset buttons, you can feel the watchmaker's hand adjustment and finishing. The modern self-winding ones, like the Zenith Grand Chronomaster Open or the Omega Speedmaster, are models of precision. And the movement inside a wide variety of chronographs is one of the most accurate and reliable in any watch, chronograph or not. Even if you never use the function, and sadly many people never do, the layout of the dial, which looks like a dashboard on the wrist, simply exudes speed. Luxury wristwatches get far more complicated and expensive, but many of the most discriminating watch collectors remain addicted to the chronograph. ✓



SEIKO ARCTURA ULTIMATE KINETIC CHRONOGRAPH. THIS CHRONOGRAPH COMBINES THE RELIABILITY AND HIGH ACCURACY OF KINETIC TECHNOLOGY WITH THE TRADITIONAL ATTRIBUTES OF THE MECHANICAL CHRONOGRAPH. TO RETURN EACH HAND TO ITS STARTING POINT INSTANTANEOUSLY, THIS MODEL FEATURES A HEARTCAM SNAP-TO-ZERO ARRANGEMENT, WHICH HAS ALWAYS BEEN A FEATURE OF THE VERY BEST MECHANICAL CHRONOGRAPHS. EACH OF THE FIVE INNER DIALS IS FRAMED BY A STRONG CIRCULAR RING AND THEY GIVE THE WHOLE DESIGN AN AIR OF CLARITY AND SIMPLICITY. THIS WATCH IS OFFERED AS A LIMITED EDITION OF 500 PIECES AND IS ACCOMPANIED BY A CERTIFICATE OF AUTHENTICITY SIGNED BY THE PRESIDENT, SHINJI HATTORI.



F.P. JOURNE CENTIGRAPHE SOUVERAIN. FRANÇOIS-PAUL JOURNE'S SPECTACULAR CENTIGRAPHE SOUVERAIN IS A MECHANICAL CHRONOGRAPH UNLIKE ANY THAT HAS EVER BEEN MADE BEFORE. THE HAND-WOUND MOVEMENT MEASURES ELAPSED TIMES FROM ONE HUNDREDTH OF A SECOND TO 10 MINUTES ON THREE DIALS, EACH WITH A TIME SCALE IN RED AND A TACHOMETER SCALE IN BLACK. THE TACHOMETER SCALES CONVERT TIMES INTO SPEEDS RANGING FROM 6 KM/H — THE WALKING PACE — TO 360,000 KM/H, WELL ABOVE THE ESCAPE VELOCITY OF A ROCKET GOING INTO LOW-LEVEL ORBIT.



DAVID YURMAN 41MM THOROUGHbred BELMONT CHRONOGRAPH. STAINLESS STEEL, DOMED SAPPHIRE CRYSTAL. SWISS AUTOMATIC SELF-WINDING CHRONOGRAPH ETA MOVEMENT WITH DATE WINDOW. WATER RESISTANT TO 3 ATM.

COMPLEX SCENARIO

— JAMES MALCOMSON

Like many people recently, you might have read about high-rolling watch collectors paying up to six figures for a watch. If you own a watch or two, you might already be thinking about the next level up. But if you never even imagined anyone in their right mind would consider paying six figures for a watch, don't worry, you're not alone. Most people assume that any watch with a price tag at that level comes with a generous dollop of gold and diamonds. They are often flabbergasted to hear that usually they do not, nor do they keep time as well as the average dime-store digital. Also surprising is the fact that some of these pieces are in such demand, obtaining them often requires more than paying an already hefty price. Welcome to the world of complicated watches, where as the name implies, things are a little more complex than they seem.

Complicated timepieces have always been the top of the pyramid in traditional watchmaking. Historically, complicated watches have added extra functions and capabilities, like chimes, calendars and elapsed time readouts through elaborate mechanical constructions that will seem both mysterious and unfathomable to the uninitiated. But to experienced watch collectors, there is a definitive canon of traditional watch complications. Constructions like the tourbillon and minute repeater, two of the most highly prized complicated watch genres, are heir to over two centuries of tradition, which is a highly attractive quality for collectors with a classicist bent. But over the last ten years, a new school of complicated watchmakers has begun to experiment with new techniques and designs, and their work has begun to command both attention and prices to rival that of the establishment brands. These watches have refreshed the field with new energy and younger collectors, but questions remain as to

how these pieces will be valued both monetarily and aesthetically over the long term. Today, many high-end collectors don't seem to care. Their appetite for pieces that are absolutely unique seems to override such practical considerations. Your attitude to a purchase of this magnitude might be somewhat different. Much attention has been focused in recent years on the investment quality of high-grade complicated wristwatches, and this has attracted yet another breed of collector for whom watch appreciation has an entirely different meaning. Even if your own interest isn't solely pecuniary, the long-term valuation of a complicated timepiece may be an important factor in your selection. If so, it may pain you to know that it is only a very rare watch that will appreciate in value over time. Most, like automobiles, will take a direct hit the minute you walk out of the store with them. How considerable this is, and how it will stabilize over time depends on the timepiece. "Classic complications made by the top brands still command the best values over time," advises Julien Schearer, director of Antiquorum Auctioneers in New York. He ought to know. Auctions have seen a large uptick in interest over the last ten years as more people vie for pre-owned complicated watches as well as new ones. There the market is dominated by the traditional prestige brands such as Patek Philippe, Audemars Piguet and Vacheron Constantin, but also by names that have grown in stature like A. Lange & Söhne and the modern Breguet brand. Their highly sought-after timepieces, however, have become both expensive and difficult to find. They are hardly the only way to enjoy complicated watches. The first step is to decide what you like.



JAEGER-LECOULTRE
REVERSO GYROTOURBILLON 2. REPRESENTING A SPLENDID APPROACH TO THE QUEST FOR ABSOLUTE PRECISION, THE THREE-DIMENSIONAL MOTION OF THIS SPHERICAL TOURBILLON FASCINATES OBSERVERS BY THE EXCEPTIONAL SPEED OF ROTATION OF ITS TWO CARRIAGES, WITH THE INNER ONE COMPLETING A FULL TURN IN 18.75 SECONDS, WHILE THE OUTER ONE PERFORMS A MORE CONVENTIONAL ONE-MINUTE TURN. UNIVERSALLY ACCLAIMED AT THE TIME OF ITS LAUNCH BARELY FOUR YEARS AGO, THIS REVOLUTION IN THE TOURBILLON WORLD NOW FINDS AN ENTIRELY NATURAL AESTHETIC EXPRESSION IN THE REVERSO, WITH ITS DISTINCTIVE SHAPE THAT FURTHER HIGHLIGHTS THE ABSOLUTE BEAUTY OF THIS PEERLESS TECHNICAL ACCOMPLISHMENT.



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



UNDER THE
"COMPLICATIONS"
CATEGORY, WE CAN RANGE
THE PERPETUAL CALENDAR
(SEE SIDEBAR ON PAGE 30)
AND THE SPLIT-SECONDS
CHRONOGRAPH (SEE
CHAPTER ON CHRONO-
GRAPHS PAGE 44). WE WILL
HERE CONSIDER OTHER
COMPLICATIONS: THE
MINUTE REPEATER, THE
TOURBILLON, AND THE
GRAND COMPLICATIONS.

THE MINUTE REPEATER

The descriptions of complicated watchmaking herein have made fairly free use of words like "art" and "ingenuity." Language of this kind usually arouses the natural skepticism we Americans have for salesmanship, however slick. But to see how these qualities really come alive in a complicated watch, one could do no better than to take a close look at the latest Minute Repeater Souveraine from talented watchmaker François-Paul Journe. As a category, minute repeaters represent the apex of art in watchmaking. Originally designed to show the time in the dark, these watches are musical, chiming the hours, the quarter-hours and then the minutes on tiny coils — called gongs — inside the watchcase. Achieving the right sound is one of the subtlest crafts in watchmaking. Journe, like other watchmakers, tunes the sound — tweaking the pitch and resonance — by adjusting the length and shape of the gongs, which are composed of a special alloy, as well as other factors, including the composition of the case and the way in which the gongs are

seated within it. In the Minute Repeater Souveraine, Journe chose an ultra-thin design, which compounds the challenges of producing exceptional sound. Experts in minute repeaters pay attention not only to the sound, but the speed and strength of the mechanism as it strikes the gongs. Pushing the slide on the side of the case charges a spring that drives the strike works, but controlling the release of energy to the right tempo is an art in itself. Journe devised a modification to the flywheel, which spins as the repeater's energy is discharged, that gave the right beat. Two ruby bearings, the kind that support many of the moving parts in a watch, are loosely mounted on the edge of the flywheel. As it spins, centrifugal force moves them against the side of a well where the flywheel is seated and a braking action is created. For Journe, the tempo was created in the minute dimensions of this construction, and only seeing, as well as hearing, make for believing. √



FRANÇOIS-PAUL JOURNE

"I make watches the way I think they should be made, and if you don't like them, too bad," says François-Paul Journe, rather habitually. Do we detect in his comment a form of coquetry? Because, it is evident that FP Journe is without a doubt the most famous and most respected independent watchmaker of his generation. And, it must also be said that the road he has traveled to get to this point is as amazing as it is uncompromising.

In 1977, with a diploma from the Watchmaking School in Paris in hand, Journe went

to work in his uncle's antique watch and clock restoration workshop. Fascinated by the historic pocket watches and pendulum clocks that he saw, he decided to create — from A to Z — his first tourbillon pocket watch. From then on, he never deviated from this line. His inspiration would come from the history of timekeeping, an age-old art that dates back nearly 700 years. "I don't practice just any form of watchmaking," he likes to say. "Rather, I draw on the fabulous historical culture of this art to create a type of timekeeping that establishes its own tradition. In other

words, using today's terminology, I build on the DNA of history to construct my own DNA." And construct it, he has. Today, Journe is at the head of a veritable *manufacture*. Founded in 1989, its headquarters are located right in the center of Geneva. Recognized around the world and showered with praise and awards (including two Geneva Grand Prix of Watchmaking), Journe has succeeded in developing his own category of watchmaking, one with unparalleled authenticity, that evokes the highest sense of classicism. What is particularly remarkable about his pieces is undoubtedly the resolute consistency of his approach. From a design point of view, the dial (the face, we could say) of his watches — always round — is the exact reflection of the movement that drives them. There is nothing gratuitous; no concession to current trends. His timepieces are timeless. Technically speaking, while Journe has derived many of his ideas from the wealth of historical timekeeping knowledge, he has often adapted them, for the first time, to wristwatches. Continually in search of precision and chronometric performance, the

watchmaker has created a series of outstanding pieces. In 1999, he presented the "Tourbillon Souverain," whose movement is made entirely of 18K gold, and which incorporates, for the first time in a wristwatch, a remontoire (a constant force device); in 2000 came the exceptionally complex "Sonnerie Souveraine;" that same year, he also presented the "Chronomètre à Résonance," a resonance wristwatch with exceptional chronometric performance; in 2001, Journe introduced his first automatic movement. This year, he is presenting a minute repeater which is the flattest watch of this kind in the marketplace.

"My brand has been present in the United States for only the last ten years," he muses, "but in America, it is already considered to be a classic brand. Of the 850 watches that I produce each year, I sell approximately 250 in the USA." To admire — and possibly to purchase — one of his creations, you must travel to New York, Chicago, Dallas, Beverly Hills, Aspen, Boca Raton, Greenwich, Ketchum, or Carmel. It is also very rare to find a previously-owned Journe timepiece for sale. "My clients are extremely possessive," he says with a smile. What better homage could be paid to this gifted watchmaker!

**FRANÇOIS-PAUL JOURNE:
THE MOST RESPECTED
WATCHMAKER OF HIS
GENERATION**



F.P. JOURNE
SONNERIE SOUVERAINE

UNLOCK AND CONQUER



Admiral's Cup name approved by the Royal Ocean Racing Club, London.

The Admiral's Cup Challenge 44 split-seconds. Corum CO 986 exclusive movement. An authentic chronograph with 42-hour power reserve, certified by the Swiss Official Chronometer control. www.corum.ch



CORUM
LA CHAUX-DE-FONDS, SUISSE

TOURNEAU
SINCE 1900



MOVADO RED LABEL MUSEUM TOURBILLON RETROGRADE. MAINTAINING THE ACCLAIMED AESTHETICS OF THE ORIGINAL 1947 HORWITT DIAL, THIS REAL ACHIEVEMENT IN THE FINE ART OF TRADITIONAL SWISS WATCHMAKING UNITES A HAND-WINDING TOURBILLON WITH THE HIGH COMPLICATION OF DUAL RETROGRADE FUNCTIONS (DATE AND 24-HOURS COUNTER).



TAG HEUER GRAND CARRERA CALIBER 36 RS CALIPER CONCEPT CHRONOGRAPH. THE ONLY AUTOMATIC CHRONOGRAPH CAPABLE OF MEASURING AND DISPLAYING 1/10TH OF A SECOND! THIS ENABLES THE CENTRAL SECONDS HAND TO TICK OFF 1/10TH SECOND INTERVALS, GIVING AT-A-GLANCE READINGS OF AN UNPARALLELED EXACTITUDE – AN ENGINEERING FEAT OF THE HIGHEST LEVEL. STYLISH 43MM, BLACK TITANIUM CARBIDE-COATED CASE, AND TWO “BLACK GOLD” ROTATING SYSTEMS INDICATING THE CHRONOGRAPH MINUTES AT 3 O’CLOCK AND THE CHRONOGRAPH HOURS AT 6 O’CLOCK. IT ALSO FEATURES A LINEAR SECOND AT 9 O’CLOCK. TAG HEUER HAS DEVELOPED AN EXCLUSIVE ROTATING SCALE THAT PERMITS A PRECISE READING OF 1/10TH OF A SECOND – MAGNIFIED 10X! THE NEW TITANIUM CARBIDE-COATED AND RUBBER BRACELET WITH FOLDING BUCKLE IS ANOTHER STUNNING INNOVATION.

THE TOURBILLON

No type of complicated watch attracts as much attention and controversy as the tourbillon. Invented in 1795 by the watchmaking genius Abraham–Louis Breguet, the tourbillon was designed to prevent gravity from affecting the timekeeping element in pocket watches, which are usually kept vertically in coat pockets for long periods of time. His idea, to rotate the whole apparatus around itself, thereby canceling this effect, was simple, elegant and beautiful to watch. These qualities have made the tourbillon the true king of complications, even in the modern age of the wristwatch, where the construction has little if any practical value. But watch the assembly, called the cage, rotate (most are visible through an aperture in the dial), and you might begin to understand that tourbillons are of far greater consequence as wearable art, rather than a practical timekeeping device.



CHANEL “J12” TOURBILLON. TOURBILLON IN WHITE CERAMIC AND BEZEL SET WITH 46 BAGUETTE-CUT DIAMONDS FOR A TOTAL WEIGHT OF 4.5 CARATS.



WORLD’S FIRST **BLANCPAIN CARROUSEL VOLANT UNE MINUTE.** BLANCPAIN ONCE AGAIN DISPLAYS ITS INNOVATIVE STRENGTH BY PRESENTING THE FIRST EVER MOVEMENT EQUIPPED WITH A ONE-MINUTE CARROUSEL. A COMPLICATION ALL BUT FORGOTTEN FOR OVER A CENTURY BY THE GREAT NAMES IN THE WATCH INDUSTRY, THE CARROUSEL IS A VIABLE ALTERNATIVE TO THE TOURBILLON. LIKE THE LATTER, IT AIMS TO REDUCE THE EFFECT OF GRAVITY ON THE RATE OF A MOVEMENT. BY REHABILITATING THE CARROUSEL, BLANCPAIN OPENS UP WHOLE NEW HORIZONS FOR THIS MECHANISM REDUCED TO WRISTWATCH SIZE FOR THE VERY FIRST TIME.



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



RICHARD MILLE RMO12 TOURBILLON TUBULAIRE ARCHITECTURAL. GOLDEN HAND AWARD IN THE GENEVA WATCHMAKING GRAND PRIX 2007. A FIRST IN WATCHMAKING HISTORY: THE BASEPLATE IS REPLACED BY A TUBULAR STRUCTURE IN WHICH THE GEAR TRAINS AND THE FLYING TOURBILLON ARE COMPLETELY INTEGRATED, AND WHICH IS MORE RIGID WHEN TWISTED THAN MANY PLATES. MECHANICAL HAND-WOUND MOVEMENT. ALUMINIUM ALLOY BARREL, GEAR TRAIN, TOURBILLON CARRIAGE. THREE-PART CASE IS WATER-RESISTANT THANKS TO THREE TORIC JOINTS IN NITRIK AND ONE DRIVEN IN AND GLUED TITANIUM TUBE. CARBON FIBER BEZEL RINGS WITH LUMINESCENT HOUR-MARKERS.

Buying them, unfortunately, seems nearly as complicated as making them yourself. Thanks to third party suppliers who have industrialized the tourbillon-making process, these complications have proliferated to such a degree, many experts consider the market to be oversaturated with these once-rare timepieces. Tourbillons are now available from brands with little or no experience in mechanical watchmaking and these pieces can be challenged when it comes to value retention, to say nothing of snob appeal. For value-conscious collectors, a piece from one of the blue chip brands, such as Patek Philippe’s 10-day tourbillon, or one from a company with heritage in the craft, such as the Three-Gold Bridge tourbillon from Girard-Perregaux, will prove a worthwhile choice. For those with more experimental tastes, “pick a tourbillon that is constructed in a different way, with design or other complications that are unusual,” advises Jeremy Oster. Like any form of art, beauty is in the eye of the beholder.

EBEL CLASSIC HEXAGON REGULATOR. ON THE EBEL CLASSIC HEXAGON REGULATOR WATCH, THE SEPARATE DIALS DISPLAYING THE HOUR, MINUTE, AND SECONDS FUNCTION GIVE THIS WATCH AN EXTREMELY MODERN AND FASCINATINGLY GEOMETRICAL DESIGN, EFFECTIVELY HIGHLIGHTED BY THE BROAD DIAL OPENING AND REINFORCED BY THE HEXAGONAL CASE. SWISS AUTOMATIC MOVEMENT.



GIRARD-PERREGAUX BI-AXIAL TOURBILLON. THE BI-AXIAL TOURBILLON, COMBINING TWO CONCENTRIC CAGES, ENABLES THE REGULATING PART TO MAKE MULTI-DIMENSIONAL ROTATIONS. AN INTERNAL CAGE BEARING THE BALANCE, BALANCE SPRING, AND ESCAPEMENT COMPLETES ONE COMPLETE TURN ON ITS AXIS IN FORTY-FIVE SECONDS. AN EXTERNAL CAGE COMPLETES ONE REVOLUTION IN ONE MINUTE AND FIFTEEN SECONDS, ENABLING A ROTATION ON ITS SECOND AXIS. A FULL REVOLUTION IS COMPLETED IN THREE MINUTES AND FORTY-FIVE SECONDS. THIS GENUINE AERIAL BALLET OFFERS AN EXTRAORDINARY SPECTACLE, WHILE THE ALTERNATION OF POSITIONS ENABLES EXCELLENT RATE PRECISION.



GRAND COMPLICATIONS

As one might expect watches that combine different complications get progressively more stratospheric as functions are added. To own a tourbillon perpetual calendar or perhaps a tourbillon chronograph is to belong to a very elite club, and those with an even more ambitious appetite, and a budget to match might consider a piece picturesquely known as a grand complication. Such watches traditionally start at three complications or more, but in recent years, more extreme examples have incorporated ever larger numbers of functions — as many as sixteen or eighteen in a quest to flex muscles and prestige in the category. Buy one (if you can) even at the bottom of the scale and you have a truly extraordinary wristwatch. %



DEWITT TOURBILLON DIFFÉRENTIEL. THE TOURBILLON DIFFÉRENTIEL MAKES HISTORY WITH ITS INGENUOUS PATENTED POWER-RESERVE WINDING SYSTEM IN A TOURBILLON-EQUIPPED WATCH. THANKS TO THIS INNOVATION, THE WINDING SYSTEM FOR THE POWER RESERVE INDICATOR HAS BEEN MINIATURIZED, OFFERING NEW POSSIBILITIES FOR SEQUENCING THE PARTS OF THE MOVEMENT AND THE AESTHETICS OF THE DISPLAY. HOUSED IN A SOLID PRECIOUS METAL CASE, IT SHOWS THE TIME DIRECTLY ON THE BRIDGES SERVING AS A DIAL. THESE BRIDGES COME IN DIFFERENT COLORS AND ENABLE THE WEARER TO SEE THE ENTIRE MECHANISM IN ACTION.



IWC PORTUGUESE TOURBILLON MYSTÈRE. THE STAR OF THE HAUTE HORLOGERIE SECTOR: THE PORTUGUESE TOURBILLON MYSTÈRE FROM IWC WITH ITS 50900 CALIBER SEVEN-DAY MOVEMENT, IN A LIMITED EDITION OF 500 EXAMPLES IN A WARMLY LUSTROUS ROSE GOLD CASE.



GUY ELLIA TIMES SQUARE RÉPÉTITION MINUTE ZEPHYR. THIS INCREDIBLE WATCH, WITH ITS WHITE SAPPHIRE CASE CAST IN ONE PIECE, WITH SIDES IN 18K WHITE OR RED GOLD, OR TITANIUM, HOUSES A CALIBER GEC 88, MADE BY THE RENOWNED WATCHMAKER CHRISTOPHE CLARET. HOUR, MINUTE, POWER RESERVE INDICATOR, MINUTE REPEATER FUNCTION, 5 TIME ZONES WITH DAY/ NIGHT INDICATORS. THE MINUTE REPEATER HAS TWO CHIMES WHICH ALLOW IT TO STRIKE ON DEMAND THE HOURS, QUARTERS AND MINUTES. THE MAIN TIME IS INDICATED BY HANDS AND THE FOUR OTHER TIMES ZONES ON ROLLERS.



AUDEMARS PIGUET JULES AUDEMARS 30TH ANNIVERSARY PERPETUAL CALENDAR. IN 1978, AUDEMARS PIGUET CAUSED A SENSATION BY INTRODUCING THE FIRST ULTRA-THIN SELF-WINDING PERPETUAL CALENDAR AND IS NOW PAYING TRIBUTE TO THIS CREATION WITH A SPECIAL ANNIVERSARY LIMITED EDITION OF 90. THE BARELY 4 MM THICK MOVEMENT REPRESENTS A SPECTACULAR FEAT OF MINIATURIZATION. IT FEATURES PERPETUAL INDICATION OF THE DAY, THE DATE, THE MONTH, THE MOON PHASES, AND LEAP-YEAR CYCLE.



VACHERON CONSTANTIN MALTE TOURBILLON REGULATOR. AT THE HEART OF THIS EXCEPTIONAL TONNEAU-SHAPED WATCH BEATS THE 1790R CALIBER. EMBELLISHED WITH METICULOUSLY-WORKED DECORATIONS AND FINISHING, THIS MANUAL-WINDING MECHANICAL MOVEMENT HOUSES TWO SUBTLE COMPLICATIONS THAT ARE AMONG THE MOST PRIZED BY GENUINE WATCH LOVERS: THE TOURBILLON AND THE REGULATOR DISPLAY. THE HOURS, MINUTES, AND SECONDS ARE DISPLAYED SEPARATELY ON IT SO THAT EACH CAN BE SEEN MORE CLEARLY, THEREBY FACILITATING AN EXACT ADJUSTMENT OF THE PIECE BEING WORKED ON.

ZENITH CHRONOMASTER
TOURBILLON MOONPHASE DAY
& NIGHT. NEW EL PRIMERO 4034
AUTOMATIC CHRONOGRAPH
MOVEMENT WITH TOURBILLON,
MOON PHASE & DAY/NIGHT DISPLAY.
ROSE OR WHITE GOLD CASE.



There are — naturally — some extra things to consider. Some brands buy their movements — the soul of the watch — from other companies. Still others build up complications simply by stacking prefabricated complication modules, one on top of the other, like a ham sandwich. These watches give way to pieces with integrated movements, built as a single unit, expressly for the watch in question. Blancpain's 1735 is one such watch that incorporates tourbillon, split-seconds chronograph, perpetual calendar, minute repeater and moon phase into a remarkably slim package of 745 parts. The construction is much to ponder — a virtually unattainable pin-up girl for any watch lover. ▼



LONGINES MASTER COLLECTION RETROGRADE IN ROSE GOLD. ENCLOSING AN ETA AUTOMATIC CALIBER SPECIALLY DEVELOPED AND MADE EXCLUSIVELY FOR LONGINES, THE LONGINES MASTER COLLECTION RETROGRADE FORMS PART OF A COLLECTION OF SOBER, ELEGANT TIMEPIECES, OFFERING RETROGRADE FUNCTIONS (DAY, DATE, SECONDS, SECOND TIME ZONE ON A 24-HOUR SCALE). APART FROM SHOWING THE TIME, ITS FUNCTIONS INCLUDE A DISPLAY OF THE DAY, SET AT 12 O'CLOCK, A CALENDAR ON THE RIGHT OF THE DIAL, A SECOND TIME ZONE ON A 24-HOUR SCALE TO THE LEFT, AND A SUBSIDIARY SECONDS HAND AT 6 O'CLOCK.

CORUM ROMULUS PERPETUAL CALENDAR. EQUIPPED WITH AN AUTOMATIC PERPETUAL CALENDAR MOVEMENT ESPECIALLY DEVELOPPED BY CORUM ON A FRÉDÉRIC PIGUET BASE. BLACK DIAL "SUN GUILLOCHÉ" WITH 60 GRADUATIONS 18K RED GOLD 5N COATED APPLIQUE IN TREFOIL SHAPE FOR THE DATE, PHASES OF MOON, DAY, MONTH, AND YEAR COUNTERS. "WAVE-PROFILE" 18K RED GOLD 5N POLISHED CASE, WITH 12 SATIN FINISHED ROMAN NUMERALS BEZEL.

JÉRÔME DEWITT: WATCHMAKING FLAMBOYANCE

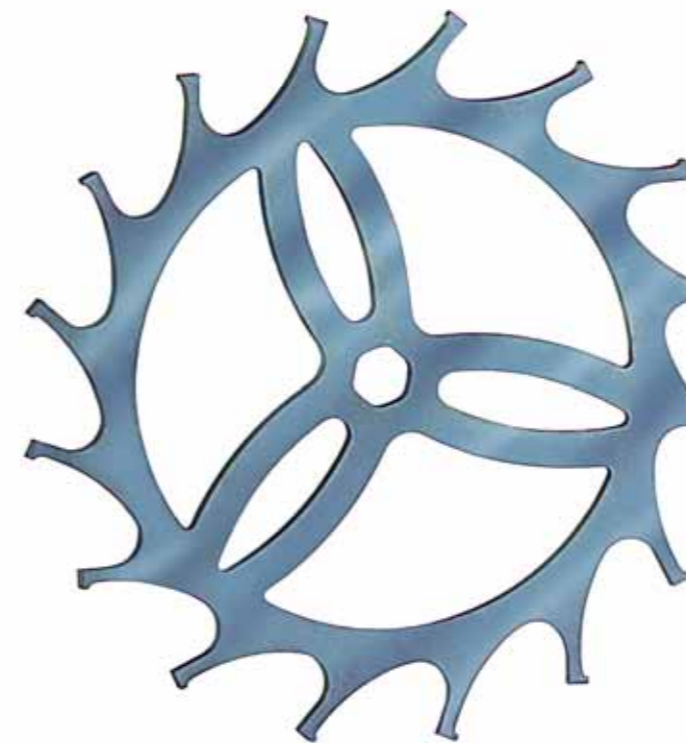
In just five short years, Jérôme DeWitt has succeeded in making his mark in the very tight circle of prestige watch brands. Perhaps he owes this accomplishment to the fact that, not being a watchmaker by training (he is an engineer), he approached mechanical watches from a different point of view. He thus dared to rethink certain sacred rules of traditional timekeeping while drawing inspiration from motors and locomotives, with the occasional chain thrown in for good measure. Right from the start, he impressed everyone with his Pressy Grande Complication, a watch featuring a minute repeater, tourbillon, flyback chronograph, and bi-retrograde perpetual calendar. Other remarkable creations followed, notably the Constant Force, Differential, and Mysterious Tourbillons, as well as various chronographs, dual time zone watches, and retrograde seconds hands timepieces — a veritable fireworks of technical creativity and esthetic styling. Jérôme DeWitt's watches are as flamboyant as their creator, who doesn't hide the fact that he is a direct descendant of Jérôme Bonaparte, brother of the famous emperor, Napoleon. It's no wonder then that DeWitt surrounds his very advanced mechanical complexities with the most luxurious and sumptuous cases, marvelously combining technology with the consummate art of high jewelry. DeWitt also plays on the various effects of engraving while unabash-

edly mixing different kinds of materials. The result is cheerful, festive, and colorful. His rather particular and exclusive approach to the art of watchmaking quickly attracted a following in North America. Established in the United States since only 2005, this market has rapidly become the brand's second largest. The brand is not resting on its laurels, however, and continues to strengthen its presence here with distinct and readily recognizable timekeepers that are the stuff of dreams. But DeWitt also knows that "dreams" are constructed, so the watchmaker has built his own manufacturing facility in Geneva in order to give his unique timepieces more liberty, even to the point of whimsy, as seen in the brand's recent "Concept Watch." It is unlike any other, but judge for yourself!



DE WITT ACADEMIA SILICIUM HORA MUNDI. THIS AUTHENTIC INSTRUMENT DISPLAYS 24 CAPITALS SYMBOLIZING THE 24 TIME ZONES. WHILE THE HOUR AND MINUTE HANDS POINT TO THE REFERENCE TIME, THE SECOND IS READ OFF THROUGH A DOUBLE WINDOW AT 9 O'CLOCK. THE SPARKLING TEXTURE OF ITS PURE SILICON "GOLD TREATED" DIAL IS UNIQUELY STRUCTURED ON EACH TIMEPIECE.

DEWITT WX-1. AN AUTHENTIC MACHINE, THE PULSATING HEART OF THE WX-1 IS EQUIPPED WITH A VERTICAL FLYING TOURBILLON WITH A CARRIAGE PERFORMING ONE REVOLUTION PER MINUTE AND VISIBLE THROUGH A CYLINDRICAL "CHIMNEY" LOCATED ON THE BACK OF THE CASE. THE MECHANICAL HAND-WOUND MOVEMENT COMPRISES A PARALLEL GOING TRAIN WITH FIVE BARRELS ENSURING A 21-DAY (APPROXIMATELY 504-HOUR) POWER RESERVE. THE PARTS MAKING UP THIS "COMPETITIVE RACING" ENGINE — BARRELS, GEAR TRAIN, TOURBILLON CARRIAGE, POWER-RESERVE INDICATOR AND WINDING DEVICE — ARE ALL ARRANGED IN VERTICAL ORDER. THE POWER RESERVE IS DISPLAYED BY A COAXIAL ROLLER, WHILE THE TIME OF DAY IS READ ON TWO ROTATING DISCS. THE FIRST, SHOWING THE MINUTES, TURNS IN A CLOCKWISE DIRECTION, WHILE THE ONE DISPLAYING THE HOURS TURNS COUNTER-CLOCKWISE BY MEANS OF A CLEVER GEAR SYSTEM MOUNTED ON SIX RUNNERS.



PIERRE MAILLARD

CONCEPT WATCH

A TREND IN ITSELF

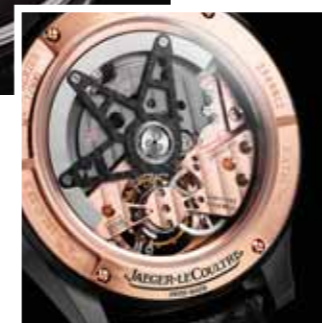
The difference between the two concepts is actually even greater than this. The concept watch has become a trend in itself, with its own vibrant share of the market. Every brand now wants to have its own concept watch. From the most historic enterprises to the most recent start-ups, the battle to present amazing, surprising, and even outlandish timepieces is becoming intense. This phenomenon can be explained by several factors. First of all, watches are quite in fashion today. A few decades ago, a watch was intended to last a lifetime. You received one to mark passage to adulthood and the person who gave it to you expected it to be worn right up to the end. Today, there is a watch for every day, and even every moment, of your existence, and they are all competing for your attention. The "sports" watch envies the "dress" watch. The "office" watch is jealous of the "casual" timepiece. What we are seeing now is a sort of one-upmanship. Sports watches are beginning to be seen at cocktail parties, while a diamond-studded timekeeper thinks nothing of diving into the swimming pool. The lines between the various categories are becoming blurred, resulting in a mixture of their intended uses.



PATEK PHILIPPE REF. 5450 IN PLATINUM. A NEW WATCH EQUIPPED WITH THE EXCLUSIVE PULSOMAX® ESCAPEMENT, THE FIRST ESCAPEMENT DEVELOPED IN ITS ENTIRETY BY PATEK PHILIPPE. IT FEATURES THE SAME RELIABILITY AND ROBUSTNESS FOR WHICH THE CLASSIC SWISS LEVER ESCAPEMENT HAS LONG BEEN APPRECIATED. HOWEVER, ITS EFFICIENCY IS VASTLY IMPROVED DUE TO ITS UNIQUE GEOMETRY. TO OPTIMIZE THE FUNCTIONALITY OF THE NEW ESCAPEMENT, PATEK PHILIPPE TAPPED INTO THE FREE-FORMING CAPABILITIES AND HIGH PRECISION OF THE DRIE DEEP-ETCHING PROCESS IN SILICON MACHINING APPLICATIONS. WITH ITS LATEST DEVELOPMENTS BASED ON THIS TECHNOLOGY, PATEK PHILIPPE WAS ABLE TO SIGNIFICANTLY IMPROVE THE PERFORMANCE OF MECHANICAL MOVEMENTS, OPENING UP NEW DIMENSIONS IN WATCHMAKING. PULSOMAX SILICON ESCAPE WHEEL, LEVER, AND SPIRAL

TECHNOLOGICAL REVOLUTION

What has made this blending possible is the current technological revolution in timekeeping. The traditional art of making watches has met the all-digital age and imaginations are running wild. Not only is it possible to use 3D software to design the most spectacular pieces, but current production tools are also astonishingly sophisticated. With these new programs, a watch designer can conceptualize the most daring mechanical pieces and then virtually test them before starting production. The new CNC (Computer Numerical Control) tools allow the designer to experiment with original and unusual shapes that would have been unimaginable only a few years ago. Add to that the amazing inventiveness that reigns in the realm of new materials — often imported directly



JAEGER-LECOULTRE AMVOX3 TOURBILLON GMT. THIRD WATCH TO BE BORN FROM THE PARTNERSHIP BETWEEN ASTON MARTIN AND JAEGER-LECOULTRE, THE AMVOX3 IMMEDIATELY PROCLAIMS ITS MEMBERSHIP OF THE MOST SELECT FINE WATCHMAKING CIRCLES. ROUND CERAMIC CASE, AUTOMATIC JAEGER-LECOULTRE CALIBER 988 TOURBILLON MOVEMENT DRIVING TWO TIME-ZONE DISPLAYS AND A DATE MAKING A LARGER JUMP BETWEEN THE 31ST DAY AND THE 1ST DAY OF EACH MONTH SO AS NOT TO OBSTRUCT THE FULL VIEW OF THE TOURBILLON MECHANISM. THE OPENWORKED DIAL ENABLES ONE TO ADMIRE THE RUTHENIUM-COATED BRIDGES AND BASEPLATE, AS WELL AS THE BLACKENED CENTRAL BRIDGE OF THE AP/PM INDICATOR.



ZENITH DEFY XTREME ZERO-G TOURBILLON. AUTOMATIC MOVEMENT WITH UNIQUE GYROSCOPIC SYSTEM THAT ENSURES PERFECT HORIZONTAL POSITIONING OF THE REGULATING ORGAN. GYROSCOPIC CARRIAGE MADE OF 166 COMPONENTS, 10 CONICAL-GEARED WHEELS (WITH 6 SPHERICAL WHEELS) AND 6 BALL BEARINGS. BLACK TITANIUM CASE.

HUBLOT BIG BANG "ALL BLACK KING". THE "INVISIBLE VISIBILITY" OF MATCHING TONES OF BLACK IN THE BIGGEST OF THE BIG BANG. ON THE UNIDIRECTIONAL ROTATING BEZEL, THE RAISED FIGURES, STENCILED IN THE BLACK CERAMIC SURFACE, STAND OUT. THE CASE IS ALSO IN BLACK CERAMIC, WITH A MATTE FINISH.



from the aerospace, medical, and automotive (for example, F1 research and technology) industries — and just about anything is possible. Another factor has also contributed to the phenomenon of concept watches. Around the world, the *nouveaux riches*, whether in Asia or elsewhere, want to differentiate themselves from others. While they may not be attending society events and social functions with their villa or swimming pool under their arms, they are going out with an exceptional watch on their wrist, a timepiece that clearly proclaims their new status. A nation long indifferent or even oblivious to prestige mechanical watches, the United States has seen the number of collectors and other aficionados increase in an exponential manner. All of a sudden, mechanical watches have become the fashion statement. Among the people who played an important role in this new trend was Arnold Schwarzenegger. Before becoming governor of California, he proudly sported one of the first oversized wristwatches — Audemars Piguet's Royal Oak Offshore. Other celebrities who promoted the fashion of watches were the rappers who typically flaunted outrageous bling-bling pieces that broke with ancient taboos. For a great many people, it is absolutely necessary to see and be seen with the latest model on the wrist.

THE TOURBILLON CRAZE

Another basic factor in the trend towards concept watches is that, contrary to a car, a timepiece can be produced in small numbers at a profit. One of the most prized elements in these new pieces is the tourbillon. This venerable and ingenious mechanism was invented after the French Revolution by the Leonardo de Vinci of timekeeping — Abraham-Louis Breguet. The goal of the French watchmaker was to compensate for the negative effects of gravity on pocket watches.

Since that time, these inventive mechanisms were only produced in tiny quantities because of their complexity. The arrival of the digital revolution in the 1990s changed all that. Today, nearly all brands include tourbillon watches in their collections since the device is now free from the physical constraints of yesteryear. Among the latest and most extreme examples of tourbillons currently on the market are Jaeger-LeCoultre's Gyrotourbillon and Zenith's Tourbillon Zero-Gravity, a veritable sphere that turns in all directions. There are many others as well, particularly because the tourbillon, which originally rotated on one axis, now turns on two or even three axes.

OMEGA THE SPEEDMASTER MOONWATCH "ALASKA PROJECT." IN THE EARLY 1970S OMEGA'S ALASKA PROJECT TEAM (NAMED IN REFERENCE TO THE TEMPERATURES IN AMERICA'S 49TH STATE) STARTED TO DEVELOP AN OUTER CASE FOR THE SPEEDMASTER PROFESSIONAL MOONWATCH TO PROTECT IT FROM THE EXTREME TEMPERATURES OF SPACE. AT THE TIME, NASA WAS CONSIDERING THE PRACTICALITY OF EXPLORING THE DARK SIDE OF THE MOON AND OMEGA WANTED TO ENSURE THAT THE SPEEDMASTER PROFESSIONAL MOONWATCH WOULD FUNCTION WELL AT THESE TEMPERATURES. NASA, HOWEVER, DECLARED THAT THE SPEEDMASTER WAS PERFECT AS IT WAS AND ALREADY MET ALL OF THEIR NEEDS; THUS, THE SPEEDMASTER "ALASKA PROJECT" WITH ITS DISTINCTIVE RED-ANODIZED ALUMINUM OUTER CASE REMAINED A PROTOTYPE. NOW, THE NEW SPEEDMASTER MOONWATCH "ALASKA PROJECT" HONORS ITS ROBUST NAMESAKE WITH A LIMITED EDITION OF 1,970 PIECES. IDEAL FOR THE MOST INTREPID OF ADVENTURERS, IT IS TEMPERATURE-RESISTANT (IN SPACE) BETWEEN -148°C AND +260°C, A RANGE OF MORE THAN 400 DEGREES! AT THE HEART OF THE SPEEDMASTER MOONWATCH "ALASKA PROJECT" IS THE LEGENDARY OMEGA CALIBER 1861, WHICH WAS ALSO USED IN THE ICONIC SPEEDMASTER PROFESSIONAL MOONWATCH. THE MANUAL-WINDING CHRONOGRAPH HAS A POWER RESERVE OF 45 HOURS.



AUDEMARS PIGUET ROYAL OAK CARBON CONCEPT TOURBILLON AND CHRONOGRAPH. A PIONEER IN THE USE OF NEW MATERIALS, AUDEMARS PIGUET, THE FIRST AND ONLY WATCH COMPANY TO MASTER FORGED CARBON TECHNOLOGY, IS TAKING A FURTHER STEP BY PRESENTING THE FIRST WATCH EQUIPPED WITH BOTH A CASE AND MOVEMENT IN CARBON. LIGHTNESS AND STURDINESS ARE THE KEYNOTES OF THIS EXCEPTIONAL TIMEPIECE, SINCE ALONG WITH CARBON, FORGED CARBON, AND THE AMORPHOUS CARBON COATING, ITS MATERIALS ALSO INCLUDE CERAMICS, TITANIUM, AND ELOXED ALUMINIUM. IN TERMS OF ITS DISPLAY, THIS MODEL FEATURES AN ENTIRELY ORIGINAL LINEAR CHRONOGRAPH MINUTE COUNTER.



TAG HEUER LINK CALIBER S. THE LINK CALIBER S IS PARTICULARLY INNOVATIVE. IT IS A NEW GENERATION OF "HYBRID" ELECTRO-MECHANICAL MOVEMENTS THAT IS NEITHER QUARTZ NOR AUTOMATIC. PUT SIMPLY, IT IS THE FUSION OF MECHANICAL WATCHMAKING SOPHISTICATION AND THE ULTIMATE IN QUARTZ PRECISION. COMPRISING 230 HIGHLY COMPLEX MECHANICAL COMPONENTS AND FIVE BI-DIRECTIONAL MICRO-ENGINES THAT ARE MECHANICALLY INDEPENDENT YET SYNCHRONIZED, THE CALIBER S IS FAR MORE COMPLICATED THAN A TRADITIONAL 30 TO 40 COMPONENT QUARTZ MOVEMENT. IN SHORT, THE CALIBER S IS A MECHANICAL MOVEMENT WITH THE PRECISION OF QUARTZ.

NEW MATERIALS

The preeminence of the movement has also been made possible by the use of new materials and alloys. Before, the primary materials were gold and steel. Now, all sorts of metals and composites, featuring more or less the same hardness, lightness, and anti-magnetic properties, are in the service of timekeeping.

The latest new frontier in terms of materials is silicon. Very traditional enterprises such as Patek Philippe are pioneering inroads into the utilization of silicon in some of their most creative movements. Not only does silicon provide the possibility of creating component parts with unusual and high-performing geometries that were previously unthinkable, but it has also opened new avenues of research into the heart of the mechanical watch. One remarkable example is the new Constant Escapement created by Girard-Perregaux, another century-old Swiss brand (see sidebar). Mechanical watchmaking in itself is an anomaly. It is a prime example of a technology that is theoretically out of date yet it is flourishing as never before. Many years ago, the quartz movement surpassed the mechanical caliber in terms of chronometric efficiency. After a 15-year dormant period, however, mechanical watches not only made a comeback but they also enjoy an excellent prognosis for the future. Perhaps this is because these mechanical pieces, continually beating on our wrist, resemble us in a strange sort of way. The art of mechanical watchmaking is more alive than ever and more determined than ever to rise to new heights. Concept watches are the most visible example of this determination



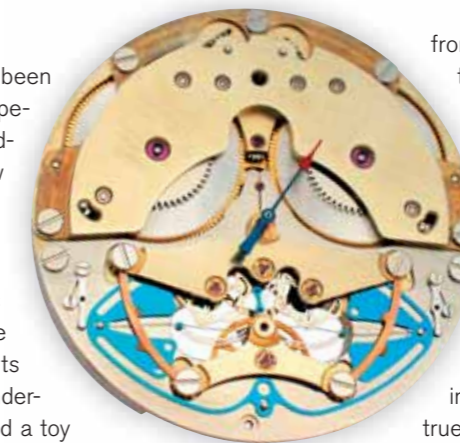
HAUTELUCE HLS08. THE BRAND'S OWN IN-HOUSE CALIBER: HAND-WINDING MECHANICAL MOVEMENT - POWER RESERVE 40 HOURS. JUMPING HOURS, RETROGRADE MINUTES LINKED WITH A PATENTED SYSTEM OF CONNECTING-RODS. CASE BAND AND CASE BACK: T12. CROWN: RUBBER ENCASED STEEL CORE. BEZELS AND BUMPERS: SANDED STEEL, DLC MATTE. BEZEL FLANGE: 6-12 PVD BLACK BRUSHED TITANIUM. WATER-RESISTANT TO 5 ATM.

DISAPPEARANCE OF THE DIAL

As watches have broken through the technical boundaries that constrained them in the past we are also seeing changes in appearance. One such change is the dial, the true face of the watch, which is slowly disappearing. In its place, we find the movement. No longer hidden from view, the movement conveys its own special identity to the piece. Countless numbers of concept watches position their "mechanical innards" in full view. And, these mechanisms are increasingly dictating the form and shape of the outer casing. In earlier times, a watchmaker created a beautiful movement and decorated even its slightest details, yet it always remained hidden inside the case. This is no longer the situation today and for good reason. These movements have become recognized as astonishing works of mechanical art in themselves. They are now the kings around which the rest of the court falls into place. ▼

GIRARD-PERREGAUX AND THE QUEST FOR CONSTANT ESCAPEMENT

For the last two centuries, mechanical watches have been driven by a central device called a «Swiss lever escapement.» Not too interested in improving this tried-and-true mechanism, Girard-Perregaux decided to follow a more daring idea. Instead, the brand's goal was to create a totally new, original, and incredible escapement. The result is the Constant Escapement. Its design can be qualified as "revolutionary" since its architecture is not only radically different from the Swiss lever — and every other — escapement, but its operational principle is also completely different. To understand how it works, think back to your childhood and a toy that you made jump as you pressed on a curved metal strip. As the strip changed form, it acted like a spring and propelled the toy forward. In the Constant Escapement, a bistable blade allows for the distribution of energy with a constant amplitude and constant rate right up to the end of the power reserve. Finer than a human hair, the blade is created using the DRIE silicon etching technology. It is integrated into a frame that supports it and together they form the escapement spring. This spring works like a micro-accumulator of energy. At each alternance of the oscillator, it stores the energy, then frees it by passing from a stable state to a second "metastable" state (exactly like the metal strip in the toy, which, when you push on it, passes



from a "stable" state to a second "metastable" state, and the toy jumps forward). Delivering constant force impulses it thus permits a constant amplitude and constant rate despite the variations in received energy. (Pressing harder on your toy's metal strip does not change the amplitude of the toy's jump.) In designing their striking invention, that will be gradually incorporated in their new watches, the watchmakers at Girard-Perregaux had to obviously rethink the architecture and geometry of the entire escapement. With this new escapement, Girard-Perregaux intends, over the long term, to succeed in reaching "unequaled" chronometry. The eternal quest of true watchmakers.



SHOW ME THE DIAMONDS

— CAROL BESLER

The great thing about jewelry watches is their embodiment of both traditional values and exquisite unpredictability, which is fitting, since those are two of the most endearing and enduring qualities of women. The diamond-set watch began as a bespoke concept, commissioned by 19th century royals and aristocrats. With the advent of quartz in the 1970s, affordability and utility trumped luxury, as the mass market flourished. But how boring is that? Eventually, watchmakers began setting diamonds in mostly quartz, “ladies versions” of existing men’s styles and calling them jewelry watches. It was a step in the right direction. Now, 30 years later, when mechanical watches have resurfaced as *de rigueur*, the proper high jewelry watch has also been fully resurrected — and not just for women, but for men as well. Straight men.

In the spirit of their 19th century predecessors, today’s jewelry watches are often conceived as unique, made-to-order pieces, rather than “set” versions of timepieces from already-seen collections. What’s new is that designs are increasingly more original, diamonds are bigger and more precisely cut, mechanical movements are now as important as carat count, and there is an emerging community of female collectors who embrace watch culture and bling culture with equal vigour. Finally, men have also embraced the beauty of diamonds.

“The men’s jewelry watch segment is also growing; it has to remain elegant and aesthetic,” says Jasmina Steel, international public relations manager of Patek Philippe, one of the most traditional Swiss brands and one of the last to make

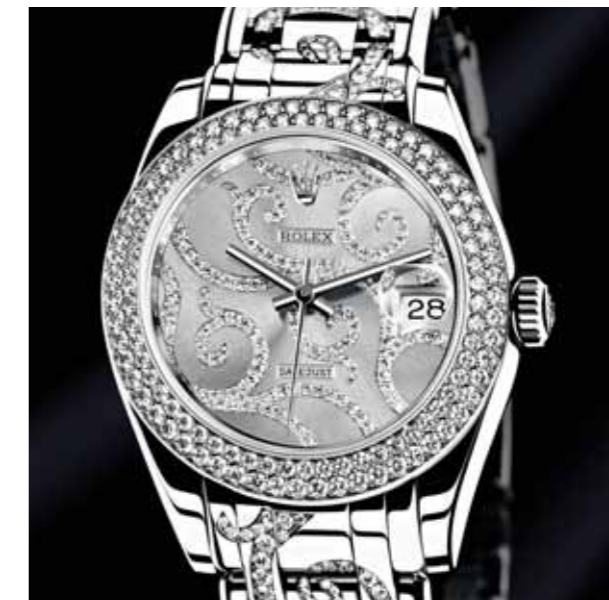
diamonds standard on some of its models. For Patek, the world’s most famous watchmaker, the timepiece has always been about function. Diamonds on a men’s Patek are so rare that when a watch with diamond markers comes up at auction, it can cause a full-out bidding war among collectors. At this year’s Basel fair, the brand introduced a men’s Calatrava with 52 diamonds in the bezel and diamond hour markers, for a total of 1.05 carats. A men’s Nautilus is set with 48 large diamonds, for a total of 1.43 carats and another with a baguette-diamond-set bezel for total of 5.7 carats — matching cufflinks are set with 128 diamonds. “It adds value to an existing model,” explains Steele.

On the other hand, Van Cleef & Arpels, a brand known for its ladies’ jewelry watches, has not only revved up its production of complicated watches but has launched a sparkling appeal to the male collector’s market. For the past two years the brand has introduced limited collections called Unique Tourbillons, which are not only diamond-set but incorporate enameled or hand-painted dials. The dial of one of the pieces introduced this year is marquetry-set with 37 pieces of inlaid mother-of-pearl, each from a different location, such as Bali, Fiji, or the Mediterranean. Another is a tourbillon completely paved with 30 carats of baguette diamonds. The unique tourbillons, all with dials of more than 40mm, are aimed squarely at male collectors. %



BREGUET LES JARDINS DU PETIT TRIANON. BREGUET’S JEWELRY WATCHES, PART OF THE REINE DE NAPLES COLLECTION, INCLUDE THE JARDINS DU PETIT TRIANONS, WITH BLUE SAPPHIRE BOWS SPRINKLED WITH PEAR-SHAPED DIAMONDS. IT CONTAINS A SELF-WINDING BREGUET CALIBER 586 MOVEMENT.

VACHERON CONSTANTIN KALLA LUNE. FLAWLESS DIAMONDS (816 BAGUETTE-CUT DIAMONDS, 23 BRILLIANT-CUT DIAMONDS AND 1 ROSE-CUT DIAMOND FOR THE CROWN, FOR AN APPROXIMATE TOTAL WEIGHT OF 42.61 CARATS), MECHANICAL MOVEMENT (THE CALIBER 1410, FEATURING POWER RESERVE AND MOON PHASE INDICATORS IS 100 PERCENT HAND-FINISHED AND HAND-DECORATED, AND IS STAMPED WITH THE PRESTIGIOUS GENEVA HALLMARK), AND PRECIOUS METAL FORM THE BREATHTAKING, APTLY NAMED COMPOSITIONS OF THE KALLA COLLECTION.



ROLEX OYSTER DATEJUST “SPECIAL EDITION”. PRESENTED IN A NEW 34MM VERSION IN 18K WHITE GOLD. DIAMOND-SET ARABESQUES ON THE DIAL AND BRACELET. BEZEL SET WITH A DOUBLE ROW OF DIAMONDS.

BLANCPAIN TOURBILLON DIAMANTS. THE INNOVATIVE AND EXCLUSIVE BLANCPAIN "BAGUETTE" SETTING IS MAKING A NOTEWORTHY ENTRANCE ONTO THE WATCHMAKING STAGE IN CONJUNCTION WITH BLANCPAIN CALIBER 25A, A SELF-WINDING TOURBILLON MOVEMENT WITH A 7-DAY POWER RESERVE.



THE CHANEL J12. ORIGINALLY INTRODUCED IN CERAMIC A FEW YEARS AGO, HAS BECOME A CANVAS FOR THE BRAND'S HIGH JEWELRY WATCHES. THIS PIECE, SET ENTIRELY WITH BAGUETTE-CUT RUBIES AND DIAMONDS, IS MADE IN A LIMITED EDITION OF FIVE PIECES.



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

A handful of brands are leading the jewelry watch revival, and while many of them have roots as jewelers, they have also forged a reputation in the realm of high watchmaking in recent years. Harry Winston, Backes & Strauss, Bulgari, Dior, and Chanel all began either as jewelers, diamond dealers, or couture houses. But make no mistake: Dior, Bulgari, and Chanel are not producing fashion watches. They have joined ranks with the Swiss watchmaking elite, producing high-end complicated timepieces and, in the case of Bulgari, in-house movements in fully integrated manufactories. Dior's latest piece, a baguette diamond-set tourbillon version of its Christal, is a tribute to both traditional high watchmaking and the art of high jewelry making. As such it is equally suitable for men or women. In a nod to its couture roots, Dior also introduced the for-ladies-only, baguette-cut amethyst Dior Christal — because purple is a hot color for fall fashion, and fashion, no longer considered flaky by the watchmaking elite, has become an authentic element of watches.

Chanel is equally diligent in combining the worlds of couture jewelry and high watchmaking. The brand's J12 famously started a trend in ceramic watches five years ago, and in recent years has appeared in several jewelry versions, including a J12 tourbillon set with baguette-cut diamonds and rubies. These oversized watches are also coveted by both genders. And like Dior, the brand has not forgotten its couture roots. In a tribute to its pearl-loving founder, Coco Chanel, the brand recently created an iconic diamond-set cocktail watch with a wrap-around double-strand pearl bracelet.

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



From a jewelry watch point of view, Harry Winston has a certain advantage. Its parent company is Aber Diamond, a 40 percent owner of the Diavik diamond mine in Canada, and in a climate of occasional shortages in the top end of the quality spectrum, Aber brings a guaranteed gem supply to the table. But the brand has been equally intent on demonstrating its watchmaking capabilities. This year, Harry Winston introduced the Lady Z, which, while not fully decked out in a diamond-set bracelet, with every surface paved, does incorporate an intriguing moon-phase function that employs diamonds and black sapphires as part of the indicator. The diamonds on the bezel are larger than average, totaling three carats altogether, which is substantial for a watch dial. %

AUDEMARS PIGUET MILLENNARY. AUDEMARS PIGUET'S HIS-AND-HER BAGUETTE-CUT DIAMOND WATCHES, PART OF THE MILLENNARY COLLECTION, ARE EVIDENCE THAT DIAMOND WATCHES APPEAL TO BOTH MEN AND WOMEN. BOTH HOUSE AN AP MECHANICAL SELF-WINDING MOVEMENT, CALIBER 2325. THE DIAMONDS ARE CUSTOM-CUT AND INVISIBLY SET.



CHOPARD JEWELLERY WATCH WITH ITS CONVEX DIAL AND CURVED BRACELET, DELICATELY SET WITH BAGUETTE DIAMONDS AND BRILLIANTS, THIS WATCH FEELS INCREDIBLY SOFT WHEN YOU TOUCH IT. ITS SIMPLE DESIGN MAKES FOR A PERFECT BALANCE BETWEEN CONVENIENCE AND BEAUTY, NECESSITY AND PURE PLEASURE.



GE | GUY ELLIA

«JUMBO» CHRONO

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HUBLOT BIG BANG "PURPLE CARAT." HUBLOT HAS LAUNCHED A COLLECTION OF BIG BANG WATCHES IN BRIGHT COLORS, SET WITH TOPAZ, AMETHYSTS, OR SAPPHIRES: THE TUTTI FRUTTI RANGE. THE BIG BANG PURPLE CARAT IS MADE OF RED GOLD AND PURPLE RUBBER; THIS COLOR IS ALSO USED FOR THE LATERAL INSERT AND THE STRAP. IT FEATURES A MECHANICAL CHRONOGRAPH WITH AUTOMATIC WINDING.

JAEGER-LECOULTRE MASTER TWINKLING FLORALE. LIKE A WHIRLING CARROUSEL, ITS TWINKLING DIAL SWEEPS THE DIAMOND HOURS MARKERS INTO A LUMINOUS DANCE. CLOTHED IN 18K WHITE GOLD, AND A CROWN SET WITH ROUND DIAMONDS, THE WATCH FURTHER EXPRESSES ITS PRECIOUS EXUBERANCE IN THE CROWN ADORNED WITH AN INVERTED DIAMOND.

"For a diamond company to supply the watch industry, it has to be very strong in its sorting and preparation work. All the requirements are very specific and you have to be absolutely precise to the 100th millimeter," says Backes & Strauss president Vartkess Knadjian. Within Switzerland, there are only a handful of specialized firms who cut and set diamonds for the watch industry, so having in-house capabilities is a great advantage. Montblanc is another brand that has created a special diamond cut, in-house, for use in both its watch and jewelry collections. Called the Montblanc Diamond, it is a 43-facet star-shaped cut to match the company's famous logo, evoking the snow-capped peak of Montblanc.

Adding diamonds to a watch adds value that has become the equivalent to incorporating a complicated movement. In fact, one of the reasons for the proliferation of jewelry watches over the past year is the supply crisis in mechanical movements due to a new policy of the Swatch Group, the world's largest producer of mechanical movements, to supply mainly its own in-house brands. "When you can't grow in quantity, because of a shortage of movements, you can always grow in value," says Claude Sanz, whose company, Bunter, of La Chaux de Fonds, Switzerland, sets diamonds in watches for most of the top Swiss brands. The company specializes in invisible setting, and some of the most famous watches it has set include the million-dollar, diamond baguette-set Hublot Big Bang, as well as Jacob's million-dollar rainbow tourbillon. Both, incidentally, are men's watches. High jewellery watches represent the highest tier of luxury, one that calls for one-of-a-kind, bespoke pieces, always made in very small quantities. Although many brands create jewelry versions within each of their core product families, the true *haute joaillerie* watch stands apart from "set" pieces. "There is a distinction to be made between full diamond-set watches, jewelry watches, high jewelry watches and one-of-a-kind timepieces," says Elena Stefanova, ladies' watch product manager for Audemars Piguet. "It counts for at least four levels or categories. Audemars Piguet is creating new pieces within all these levels every year."

Backes & Strauss, which teamed up with watchmaking legend Franck Muller two years ago to produce a line of watches, also brings a supply advantage to the jewelry watch field. It has been a diamond trading company since 1789 and remains one of the top dealers in the world. This year, as part of its bespoke collection, Backes & Strauss created the one-of-a-kind Royal Berkeley, set with a total of 77.50 carats of diamonds. Aside from its sheer brilliance, the watch's great distinction is that each of the 297 diamonds has been cut into a special shape and combination of facets that was developed specifically for this watch. The diamonds are invisibly set, so that they appear to be floating side by side without any gold prongs visible between them.



EBEL NEW BELUGA 2008. LOYAL TO THE FUNDAMENTAL BELUGA VALUES, EBEL HAS REDESIGNED ITS LEGENDARY JEWELRY WATCH IN A DIAMOND-SET-ONLY INTERPRETATION THAT REVIVES THE "EXCLUSIVE CLUB" SPIRIT SO INTIMATELY ENTWINED WITH THE HISTORY OF THE LINE. THE NEW BELUGA SPARKLES AND SHINES WITH A FULL-SET CASE AND FULL-POLISHED BRACELET IN A CHOICE OF GOLD OR STEEL, MODERN AND YET MORE DISTINCTIVELY UPSCALE THAN EVER.



GIRARD-PERREGAUX 24-HOUR SHOPPING. THIS WATCH REPRESENTS A CLEVER USE OF THE GP033G0 24-TIME-ZONE WORLD-TIMER MOVEMENT, COMBINED WITH 2.25 CARATS OF DIAMONDS. IT INDICATES THE TIME NOT IN CITIES BUT IN PLACES FAMOUS FOR THEIR FASHION AND LUXURY BOUTIQUES, SUCH AS FAUBOURG SAINT-HONORÉ, DUBAI OR GINZA.



DE WITT MYSTERIEUX SQUELETTE. DE WITT'S COMBINATION OF HIGH COMPLICATION - IN THIS CASE A TOURBILLON - AND HIGH JEWELRY IS A COLLECTOR'S PIECE. THE MYSTERIEUX SQUELETTE IS SET WITH 17 CARATS OF ROUND AND BAGUETTE-CUT DIAMONDS. ONLY 11 PIECES WILL BE MADE.



DAVID YURMAN LADIES THOROUGHbred. WATCH WITH BEAUTIFUL DIAMOND NUMERALS.



ZEHITH STAR OPEN SEA DIAMOND. BORN OF THE ENCOUNTER BETWEEN A STAR AND A SEASHELL, THE STAR SEA MODELS TAKE US DOWN INTO THE DEPTHS OF THE MARINE WORLD: A ROSE GOLD CASE SET WITH DIAMOND, ROUND AS A SEA-URCHIN, A STARFISH OPENING ON THE DIAL REVEALING A MECHANICAL MOVEMENT, A MOTHER-OF-PEARL DIAL WITH CHANGING SHADES DUSTED WITH STARS AND SET WITH A PEARL OR A CABOCHON, A GALUCHAT STRAP AND OF COURSE WATER-RESISTANT DOWN TO 100M.

Some of the oldest and most prestigious watchmakers, such as Breguet, are now creating jewelry watches that rival the pieces created by companies with long-time roots in jewelry making, such as Cartier and Piaget. Breguet, owned by the Swatch Group, is famous for its complicated men's movements, including the tourbillon, which the company's founder is credited with inventing. But the brand's Reine de Naples line of jewelry watches, introduced four years ago and augmented with an original design each year, epitomizes the genre. The collection is named for the company's first and most famous female client, Maria Carolina, Queen of Naples and sister of Marie Antoinette. The watches are made fully in-house at the Swatch Group's jewelry manufacturing facility, DYB (Dress Your Body), in Switzerland.

Cartier, on the other hand, is a jeweler turned luxury watchmaker and, now, elite watchmaker, having introduced its first prestigious Geneva Seal movement this year, a flying tourbillon. But the company has not forgotten its roots in traditional bling, and maintains a reputation for whimsy in its high jewelry pieces. This year's delight is the three-piece Cirque Animalier de Cartier collection, a tribute to Asian design, with three different jeweled animals hugging an inner, paved dial and surrounded by an outer, paved bezel. A plump Panda on one is set with black sapphires and diamonds, holding an inner dial of black enamel embossed with bamboo stalks and eucalyptus leaves in contrasting white enamel. The second is a baby elephant set with diamonds balancing on a ball of pink gold set with diamonds. In the final piece, a tiger curls up on a yellow gold guilloché dial, encircled with diamonds. Each piece, set with seven to eight carats, will be produced in a numbered edition of 50 pieces.

When it comes to whimsy, however, some of the elite Swiss brands with deep roots in the rarefied world of patented men's complications and collectors pieces, have proven they are not lacking in imagination when it comes to ladies' watches. Girard-Perregaux, for example, put its world timer movement to admirable use in the 24-hour Shopping Watch, for ladies (and perhaps men, as well) who like to engage in retail therapy on several continents. ✓



IWC DA VINCI AUTOMATIC PRECIOUS STONES. THE DA VINCI WATCH IN ROSE GOLD WITH AN AUTOMATIC MOVEMENT AND A LARGE DATE NOW SPARKLES IN AN ENTIRELY NEW LIGHT WITH AN EXCLUSIVE BRILLIANT-CUT DIAMOND SETTING AND A SATIN-FINISHED BRACELET.



MARIA SHARAPOVA, A TAG HEUER WOMAN

One minute, she's a killer on the court, the next she's getting cozy with the camera. Hard as a rock or adorably girly, totally committed or perfectly frivolous, Maria Sharapova is a TAG Heuer woman. A longtime member of the TAG Heuer dream team of Brand Ambassadors, the three-time Grand Slam winner, took time out of her intensive training program to play the model in L.A. Poised, relaxed, and playful, with her bangs specially cropped for the occasion, Maria dazzled the camera, proving once again why she is the most beguiling and glamorous woman in sport.



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

A MATCH FIRST MADE IN 1550



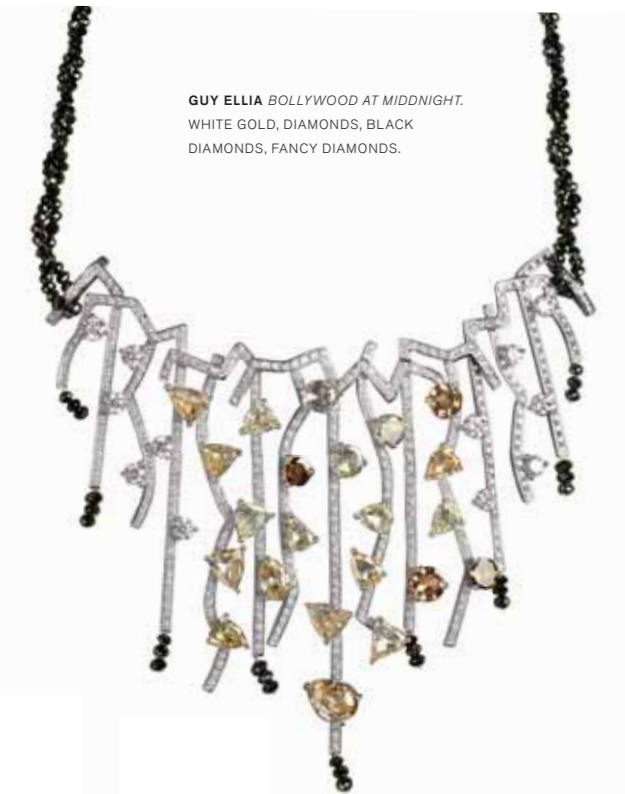
CHOPARD. AN EXCEPTIONAL SAPPHIRE AND DIAMOND NECKLACE ADORNED WITH 13 CUSHION-SHAPED SAPPHIRES FOR A TOTAL WEIGHT OF 133 CARATS AND 138 CARATS OF VARIOUSLY CUT DIAMONDS. (REF 937196-1001)



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



PIAGET NEW YORK ARCHITECTURE THEME. THE WATCH: 18K WHITE GOLD CASE SET WITH 273 BRILLIANT-CUT DIAMONDS (APPROX 5.4 CTS), BLACK DIAL SET WITH 99 BRILLIANT-CUT DIAMONDS (APPROX 0.7 CT). MANUFACTURE PIAGET 530P AUTOMATIC MOVEMENT. BLACK SATIN STRAP WITH 18K WHITE GOLD FOLDING CLASP SET WITH 24 BRILLIANT-CUT DIAMONDS (APPROX 0.6 CT) THE PENDANT: 18K WHITE GOLD SET WITH 148 BRILLIANT-CUT DIAMONDS (APPROX 2.24 CTS).



GUY ELLIA BOLLYWOOD AT MIDNIGHT. WHITE GOLD, DIAMONDS, BLACK DIAMONDS, FANCY DIAMONDS.

EBEL BRASILIA RAY OF LIGHT. A MAGNIFICENT "LIGHT-SETTING" GRACED WITH DIAMONDS SET ON THE CASE IN SUCH A WAY AS TO FORM A "HALO OF SUNBEAMS." THIS DAZZLING RADIANCE BEGINS WITH THE DIAL, SPARKLING WITH 10 DIAMOND HOUR-MARKERS AND FRAMED ON EITHER SIDE BY A UNIQUE SUNBURST GUILLOCHÉ PATTERN. THE LATTER BOTH REFLECTS THE EXCEPTIONAL GEM-SETTING ON THE CASE AND FOLLOWS THE LINE OF THE RUBBER STRAP. THE RESULTING LIGHT - AND LIGHTNESS - ARE ACCENTUATED BY THE WHITE CERAMIC INSERTS ON EITHER SIDE OF THE CASE AND THE CERAMIC CABOCHON SET INTO THE CROWN.



DAVID YURMAN WAVERLY WATCH. STAINLESS STEEL CASE, STERLING SILVER SHOULDERS, GOLD CROWN WITH DARK BLUE SAPPHIRE CABOCHON AND CURVED SAPPHIRE CRYSTAL. BLUE MOTHER-OF-PEARL DIAL WITH FOUR DIAMOND MARKERS AND GOLD HANDS. FLEXIBLE STERLING SILVER BRACELET. SWISS QUARTZ ETA MOVEMENT.

CHANEL PREMIERE. DIAL SET WITH 34 WHITE BAGUETTE-CUT DIAMONDS FOR A TOTAL WEIGHT OF 1,25 CARATS ON A DELICATE BRACELET OF TWO ROWS OF 194 AKOYA PEARLS SET ON FINE WOVEN GOLD THREADS. BACK OF CASE SET WITH 136 WHITE BRILLIANT-CUT DIAMONDS. CLASP IN 18K WHITE GOLD SET WITH 38 BRILLIANT-CUT DIAMONDS FOR A TOTAL WEIGHT OF 1,45 CARAT.



JAEGER-LECOULTRE JOAILLERIE 101 MANCHETTE. LOOKING MORE LIKE A BRACELET THAN A WATCH, THIS AMAZING JEWEL IS MADE OF A SERIES OF POLISHED AND DIAMOND-SET SQUARES. ONE OF THE SQUARES HOUSES A MECHANICAL MANUALLY-WOUND JAEGER-LECOULTRE CALIBER 101 MOVEMENT.



CARTIER BOW WATCH, CARTIER LIBRE COLLECTION. RHODIUM-PLATED WHITE GOLD CASE SET WITH ROUND DIAMONDS. SILVER-COLORED SUNRAY-BRUSHED LACQUERED DIAL. DARK GRAY BRUSHED CANVAS STRAP, RHODIUM-PLATED 18K WHITE GOLD PIN BUCKLE. QUARTZ MOVEMENT. APPROXIMATELY 3.4 CARATS.

PHOTO ALI MAHDAVI © CARTIER 2008

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

LOUIS VUITTON MONTRE EMPRISE. FULLY PAVED RECTANGULAR MODEL IN 18K ROSE GOLD AND PINK DIAMONDS. WHITE ALLIGATOR STRAP.

© LOUIS VUITTON / ERWAN FROTIN



THE PRECIOUS ART OF ENAMEL

Intimately associated with jewelry and gold since Antiquity, enamel was the natural choice for the decoration of watches during the Renaissance. Enamel is transparent glass colored with metal oxides which, when applied to metal and heated to between 800°C and 1,200°C, melts and is bonded by fusion to the metal. Superb colored enamels are obtained by adding different metal oxides to transparent enamel.

They are applied to the metal (usually gold) base with a quill or a very fine brush. The enamel is fired and the process repeated as many times as is necessary to obtain the desired color. Patek Philippe presents this year a special edition of beautiful enamel watches. Here is featured a watch with a cloisonné enamel dial, from the "Birds of Paradise" set of 4 watches.

TO KNOW MORE ABOUT ENAMEL, PLEASE VISIT THE FHH BOUTIQUE IN WWW.THEWATCHAVENUE.COM



WHY DO YOU WEAR A WATCH?

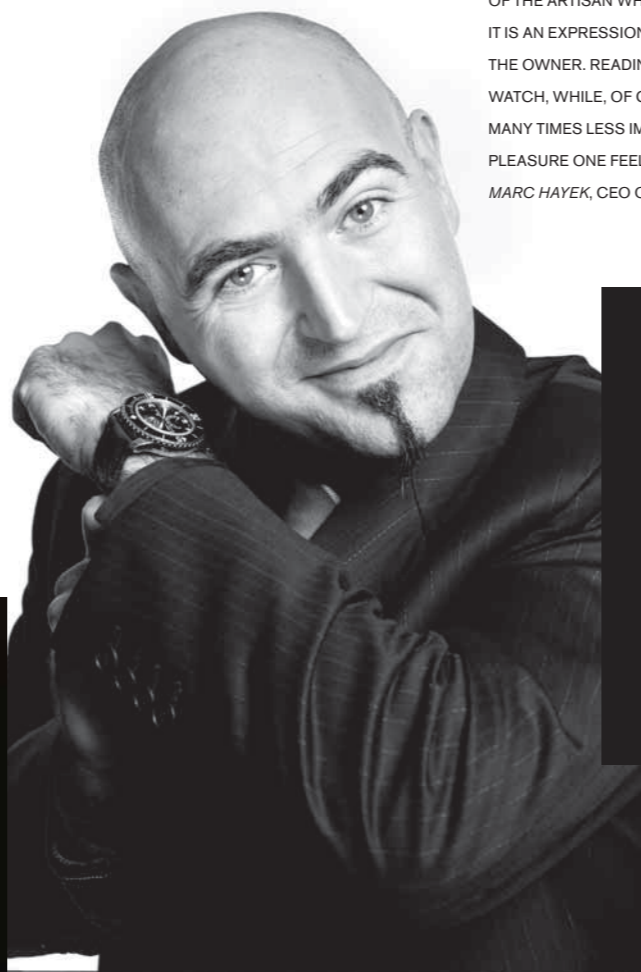
"FIRST OF ALL, FOR ITS FUNCTION. WEARING A WATCH ENABLES YOU TO APPRECIATE ITS ESTHETIC QUALITIES AS WELL AS ITS FUNCTIONS AND TECHNICAL RELIABILITY. A SPORTS WATCH WITH AN AUTOMATIC MOVEMENT IS ROBUST, WHILE ONE WITH VARIOUS TIME ZONES LETS YOU TRAVEL WHILE STILL BEING ON TIME. YOU CAN HAVE BOTH QUALITIES, FOR EXAMPLE, IN THE JAEGER-LECOULTRE REVERSO SQUADRA WORLD CHRONOGRAPH, WHICH COMBINES TECHNICAL INVENTION AND MASCULINE DESIGN. FOR ME, THE WATCH REMAINS THE ULTIMATE MASCULINE ACCESSORY."
JÉRÔME LAMBERT, CEO JAEGER-LECOULTRE



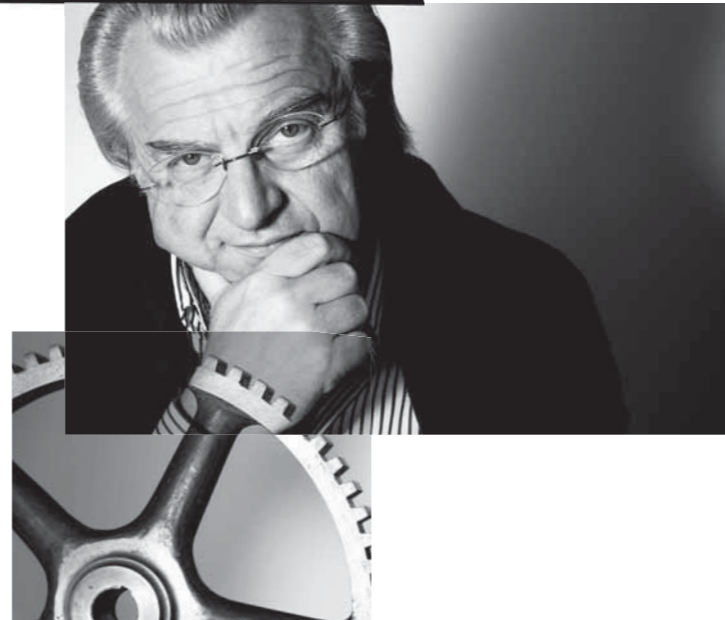
"THE WATCH I WEAR EXPRESSES MY ATTITUDE AND STYLE AT THAT MOMENT, BUT I WEAR A WATCH TO ADMIRE THE CRAFTSMANSHIP AND CREATIVITY THAT MANY TALENTED PEOPLE LABORED TO CREATE. AND ALSO TO TELL THE TIME OF COURSE."
MICHAEL WUNDERMAN, PRESIDENT CORUM USA



"WHY? WHY NOT! MY ANSWER COULD SEEM A PROVOCATION, BUT IT EXPRESSES MY TRUE FEELINGS. I DO WEAR A WATCH BECAUSE IT'S AN OBJECT THAT CONVEYS MANY OF THE DEAREST VALUES I CARE FOR. THE BEAUTY, THE HUMAN GENIUS, THE ABILITY TO MINIATURIZE, THE COMPLEXITY, THE ELEGANCE, THE EMOTIONAL POWER. AND IT BEARS MY OWN NAME!"
JÉRÔME DEWITT, DEWITT



"A WATCH IS A PRIVATE PIECE OF ART. NOT ONLY DOES IT WONDERFULLY EMBODY THE HAND CRAFT AND SKILL OF THE ARTISAN WHO CREATED IT, BUT IT IS AN EXPRESSION OF THE TASTE OF THE OWNER. READING THE TIME ON THE WATCH, WHILE, OF COURSE USEFUL, IS MANY TIMES LESS IMPORTANT THAN THE PLEASURE ONE FEELS GAZING AT IT."
MARC HAYEK, CEO OF BLANCPAIN



"TO COMBINE BUSINESS WITH PLEASURE. TO ALWAYS HAVE ON MY WRIST WHAT MAN'S GENIUS AND ARTS' SPIRIT ARE ABLE TO CREATE."
JUAN-CARLOS TORRES, CEO OF VACHERON CONSTANTIN

"IN ADDITION TO BEING A LUXURIOUS ACCESSORY THAT ENHANCES MY WARDROBE EVERY DAY, MY WATCH COMMUNICATES MY PREFERENCE FOR THE FINER THINGS IN LIFE. I'M ALSO FILLED WITH GREAT PRIDE KNOWING THAT THE MONTBLANC TIMEPIECES I WEAR ARE MANUFACTURED IN A TRADITION DATING BACK OVER 100 YEARS AND REPRESENT THE FINEST QUALITY CRAFTSMANSHIP FOR WHICH OUR BRAND IS TRUSTED AND RECOGNIZED FOR ALL OVER THE WORLD."
JAN-PATRICK SCHMITZ, PRESIDENT & CEO OF MONTBLANC NORTH AMERICA



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



"I RECEIVED MY FIRST WATCH WHEN I STARTED SECONDARY SCHOOL. THANKS TO IT I WAS NOW PLAYING WITH THE BIG BOYS AND IT ALLOWED ME TO MANAGE MY TIME BETTER. WITHOUT ANY DOUBT THESE MEMORIES WERE THE ROOTS TO MY PASSION FOR WATCHMAKING WHICH CONTINUED TO GROW OVER THE YEARS."
FRANÇOIS THIÉBAUD, TISSOT

"A WATCH IS THE ULTIMATE MAN'S ACCESSORY. IT IS A CLASSIC, YET UNDERSTATED EXPRESSION OF PERSONALITY AND TASTE. FOR ME, I WEAR A WATCH BECAUSE I ENJOY KNOWING THAT WITHIN ITS ELEGANT CASE, THERE EXISTS THE PRECISION AND TECHNICAL REFINEMENTS OF A COMPLICATED, YET ACCURATE WATCH MOVEMENT. I ALSO ENJOY THE PRIVILEGE OF BEING ABLE TO CHOOSE BETWEEN A LARGE NUMBER OF EXTRAORDINARY WATCHES EVERY DAY – I OFTEN PICK A WATCH THAT GOES WITH MY MOOD OF THE DAY."
BENOIT DE CLERCK, PRESIDENT IWC NORTH AMERICA



"A WATCH IS THE ONLY ACCESSORY MEN CAN WEAR, REFLECTING OUR PERSONALITY, GIVING A STYLE. I AM A HUGE FAN OF MECHANICAL SPORTS... WEARING MY TAG HEUER CHRONOGRAPH IS LIKE DRIVING A FERRARI: IT IS ALL ABOUT UNLIMITED PLEASURE AND FANTASTIC EMOTION."
JEAN CHRISTOPHE BABIN, PRESIDENT & CEO OF TAG HEUER

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



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





THE ORIGINAL MODELS

IWC, THE MOST "AMERICAN" OF THE SWISS MANUFACTURERS

— PIERRE MAILLARD



Did you know? The amazing adventure of the Swiss watch manufacturer, IWC (which stands for International Watch Company), began a little more than 140 years ago in Boston. It's true. Without the American watchmaker, Florentine Ariosto Jones, IWC would never have seen the light of day.

It is hard to imagine today that this man, who was a true innovator in watch design, would choose to leave Boston to establish a watch factory in Switzerland because wages for skilled workers in this European nation were well below salaries in his native Massachusetts. Upon his arrival in Switzerland, however, Jones received less than a warm welcome from the watchmakers in Geneva and in the traditional timekeeping regions of the Jura Mountains. When they learned of his ideas for mass production and saw his equipment, the local watchmakers were afraid that he would endanger the livelihood of the "Cabinotiers," the skilled craftsmen who still made watches in their homes.

During his trip to Europe, however, Jones met Heinrich Moser, an industrialist in Schaffhausen, a small town in the northern part of Switzerland, far from the watchmaking regions. Moser proposed to Jones that he establish his factory in Moser's buildings, which were connected to a hydraulic facility capable of transmitting, via cables and propeller shafts, all the energy that Jones would

need to produce watches. And so began the extraordinary venture that, 140 years later, is now being celebrated by IWC. This nearly century and a half of watch production has seen a number of decisive innovations. Jones' original spirit and determination to create high quality watches with identical tolerances (thanks to his mechanization processes) are still seen today and, in fact, have impregnated the entire history of IWC. Under Jones' guidance, the company developed rapidly and became well known for the quality, robustness, and longevity of its pocket watches. Later, IWC became one of the pioneers in making wristwatches, which gradually supplanted pocket watches. During the 20th century, the IWC created a series of wristwatches that became true watch icons.

THE VINTAGE COLLECTION

On the occasion of its 140th anniversary, IWC decided to celebrate its own past by reinterpreting and re-editing six of its legendary watches: the Pilot's Watch Hand-Wound from 1936; the Portuguese Hand-Wound from 1939;

the Ingenieur Automatic from 1955; the Aquatimer Automatic from 1967; the Da Vinci Automatic from 1969; and the Portofino Hand-Wound from 1984.

These six watches come either in steel with a black dial or in platinum with a silvered dial (the platinum edition is limited to 500 watches). They are each at the cornerstone of a family of time-keepers that has not only endured but that has continued to expand. They are the emblematic "founders" that IWC is honoring today. But, while it is all about "vintage," these new editions are not copies. While each has been revisited and remains faithful to the spirit of its origins, these new watches are equipped with the latest mechanical innovations and movements.



PILOT'S WATCH

AQUATIMER AUTOMATIC

PORTOFINO

INGENIEUR AUTOMATIC

DA VINCI AUTOMATIC

PORTUGUESE



View geneva



PASSIONNÉ D'EXCEPTION

Academia Night Chronographe

Exclusive DeWitt Calibre DW 6005, self-winding mechanical chronograph movement, technical and aesthetic innovation in the sequential display of seconds. Academia rose gold or white & rose gold and rubber case, white and black Superluminova coating on the dial.



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MORE THAN 250 YEARS OF CONTINUOUS HISTORY...

1929. When the world's first twin lens camera, the legendary Rolleiflex, was launched, Vacheron Constantin was 174 years old.



Collection Musée de la Photographie, Vevey

PATRIMONY TRADITIONNELLE SELF-WINDING

Ø 38mm pink gold case. Caliber 2455  Hallmark of Geneva. Self-winding mechanical movement. Date calendar at 3 o'clock. Running seconds at 9 o'clock. See-through caseback. Anti-reflective sapphire crystal. Silver-toned opaline dial. Water-resistant to 30 meters (~100 feet or 3 Atm).

87172/000R-9302



... DEDICATED TO PERFECTION



VACHERON CONSTANTIN

Manufacture Horlogère. Genève, depuis 1755.