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The
Guide

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19/20

No. 16

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Editorial
Keep smiling!

The research is categorical: artificial intelligence (or AI) is going to turn our world upside down, and we are perhaps not all that well prepared for it. We are told that one in two professions will have disappeared in the not-so-distant future. The historian and best-selling essayist Yuval Noah Harari considers, for his part, that the AI revolution will provoke an array of disruptions, including the alienation of a whole sector of society destined to become – in words as chilling as the reality they portray – the ‘useless class’.

Meanwhile, consulting firm McKinsey & Company contends in a study that the automation of work processes could impact 60% of jobs worldwide. According to this same source, 72% of positions in the hospitality and restaurant industry could become automated, and the same goes for 44% of jobs in finance and insurance.

So how will watchmaking fare? By what miracle could it be saved? How will it address these immense challenges? And what will it still have to offer in this new ‘intelligent’ world? All of these questions are valid and merit careful reflection, so that this

monument of Swiss expertise can prepare itself – to the best of its ability – for the immeasurable changes that lie ahead.

The upheaval will not only concern production aspects, of course; the entire industry will be affected. From the way messages are conveyed to product distribution channels, nothing will be as it was before. One pivotal question underpins all of this: in this emerging ultra-efficient world, how will objects of desire like watches (as well as other luxury goods) carve out a place for themselves? This is without doubt the true challenge.

Whenever major change comes calling, there are always two possible attitudes: cling to the present (or the past) at the risk of watching the ground crumble away beneath your feet, or try to go with the flow. And keep smiling! Because for those who like venturing out into the unknown, the future promises to be truly exhilarating!



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New Watches



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Watches
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Some good and some not-so-good news

2019 is set to be a successful year for Swiss watchmaking in monetary terms. And yet the number of watches exported continues to fall. Should we be worried about this? The only logical explanation seems to be that the lower market segment is slowly but surely losing its share to the smart watch industry. And as a result, average prices are constantly rising. Beyond the risk of seeing a drastic drop in volume in the long term, the outlook remains buoyant for the Swiss watchmaking industry, notably because of an insatiable demand from Asian consumers in general, and the Chinese in particular. But many challenges remain for Swiss watchmakers, not least the absolute necessity of enhancing its appeal to younger generations. Apart from an ever-increasing dependence on China, other faint signals should be seriously addressed. Starting with the fact that wealthy Chinese consumers continue to allocate ever-larger proportions of their budgets to intangible goods, and that, for this same clientele, luxury watches are no longer at the top of men's wish lists. All the relevant facts and figures, presented here by Watches The Guide, will doubtlessly nourish reflections on these issues.

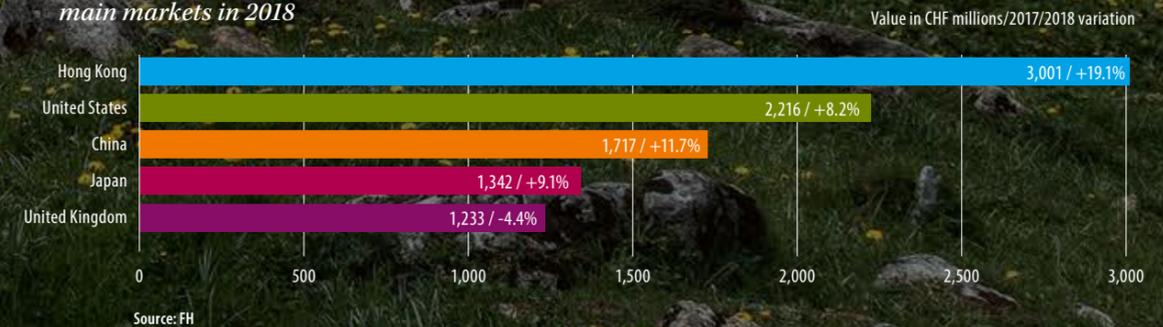
By Michel Jeannot

*Sources: Federation of the Swiss Watch Industry FH, Vontobel (Vontobel Equity Research), Bain & Company (Luxury Goods Worldwide Market Study), Hurun Research Institute (Hurun Chinese Luxury Consumer Survey).

The Swiss watchmaking industry's key customers

2018 was no exception to the rule: with a near 20% rise on the previous year, Hong Kong remains the largest market for Swiss watchmakers. This was, of course, before the months of protests and demonstrations that have incontestably curtailed trade in the former British colony. But despite this, Hong Kong spent more than CHF 3 billion on acquiring Swiss timepieces in 2018, outdistancing the CHF 2.2 billion spent in the United States, the Swiss watchmaking industry's second largest market, which also saw an 8.2% rise in sales. By exporting the equivalent of 1.7 billion timepieces to China, i.e. 11.7% more than in the previous year, Switzerland maintains its three best customer bases (unchanged since 2011) in the same order. Up by 9.1%, Japan has taken fourth place in the rankings of the Swiss watchmaking industry's best markets from the United Kingdom, which is down by 4.4%. In the first half of 2019, the uncertainty surrounding Brexit and the falling pound boosted Swiss watch exports to the United Kingdom, with prices becoming more attractive to visitors from abroad.

The Swiss watchmaking industry's main markets in 2018



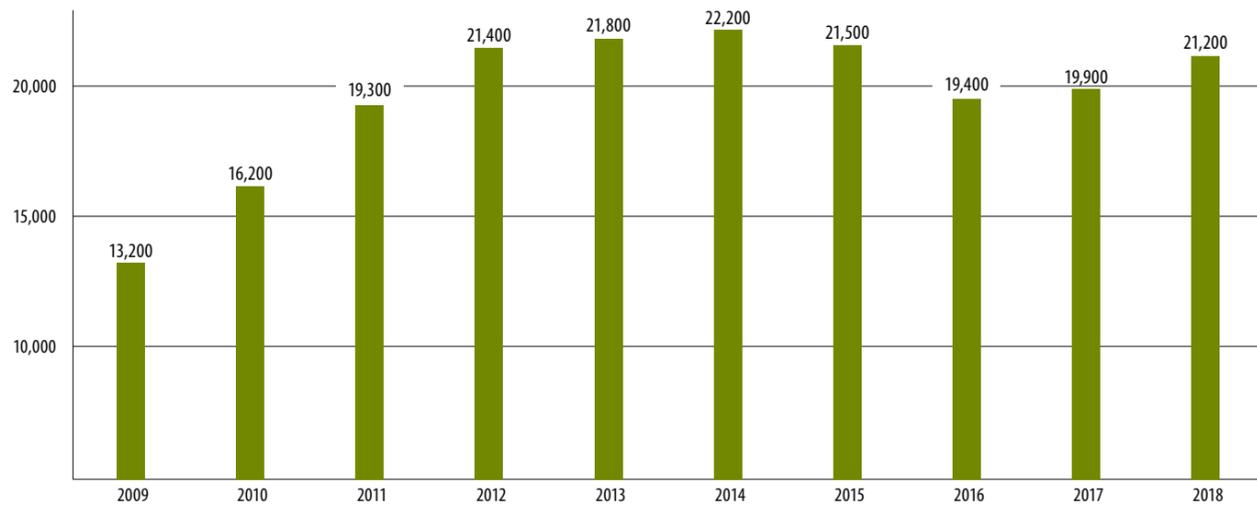
New progress in 2018

After a particularly dynamic first half in 2018 (+10.6%), Swiss watch exports amounted to CHF 21.2 billion last year, which represents an increase of 6.3% compared to the previous year. Despite a more moderate pace in the second half of the year (+2.3%), due notably to a slowdown in China, the good results in 2018 confirm the positive trend that began timidly in 2017, after the two-year slump of 2015 and 2016. The generally more

modest second half of the year did, however, allow the United States to record a marked increase (+8.2%) for the first time in three years. The Swiss watchmaking industry's breakthrough in the United States contrasts with the situation in Europe (31% of market share), which fell by 2.9%. On the whole, Asia remained the favoured destination for Swiss watches totalling 53% of Swiss watch exports, thanks to a 12.2% rise on the previous year.

Source: FH

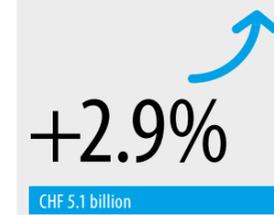
Evolution of exports (in CHF millions)



An ambivalent 2019

After a rather promising start to the year, with a 2.9% increase and CHF 5.1 billion recorded in the first three months, Swiss watch exports slowed down and saw a muted second quarter, with CHF 5.5 billion in exports. The Swiss watchmaking industry therefore registered slight growth of 1.4% in the first half of the year with sales representing CHF 10.6 billion. July and August were brisker, with growth of 4.3% and 1.5% respectively. After the first eight months, 2019 growth reached 1.9%. A recurring phenomenon: in August 2019, exports of watches sold at less than CHF 500 (export price) decreased by two digits (-15.9% in volume and -13.3% in value), making it the 11th consecutive month in which volumes fell.

1st quarter 2019



Source: FH

2nd quarter 2019



A vertiginous drop in the number of watches sold

While Swiss watch exports recorded a small increase – in value – in the first half of 2019, volumes, on the other hand, plummeted. Swiss watchmakers exported some 10 million watches between January and June 2019, down by 14%. This means that 1.6 million fewer Swiss watches were sold than in the first half of 2018. And the pace of this decrease has accelerated since then: in the first eight months of 2019, Swiss exports decreased by almost 2.3 million watches.

This downturn is part of a very pronounced trend over the last 18 months that affects quartz watches in particular. It is thus easy to deduce that smart watches have well and truly grappled market share away from entry-level Swiss watches.

That being said, although the phenomenon has clearly gained momentum since summer 2018, Swiss watchmakers have been facing falling export volumes for more than 25 years. According to figures from the Federation of the Swiss Watch Industry, the watchmaking sector exported close to 43 million watches in 1993. At the time, watches costing less than CHF 200 (export price) represented 89% of volume, i.e. 38 million units. Since then, this share has continued to decrease, dropping to 80% in 1999, 70% in 2011 and 60% in 2018. At the start of 2019, it hit 55%. In other words, total volumes have decreased by almost half (-44%) in a quarter of a century, precipitated by the vertiginous decline of entry-level models (-62%).

Year	Number of watches
1993	42,903,757
1994	37,148,998
1995	35,536,204
1996	33,368,855
1997	31,171,699
1998	32,015,557
1999	31,032,345
2000	29,656,209
2001	26,162,108
2002	26,657,712
2003	24,447,742
2004	24,922,797
2005	24,363,985
2006	24,866,185
2007	25,892,435
2008	26,099,995
2009	21,692,712
2010	26,148,291
2011	29,793,085
2012	29,176,760
2013	28,111,923
2014	28,585,650
2015	28,137,527
2016	25,396,250
2017	24,305,272
2018	23,737,147

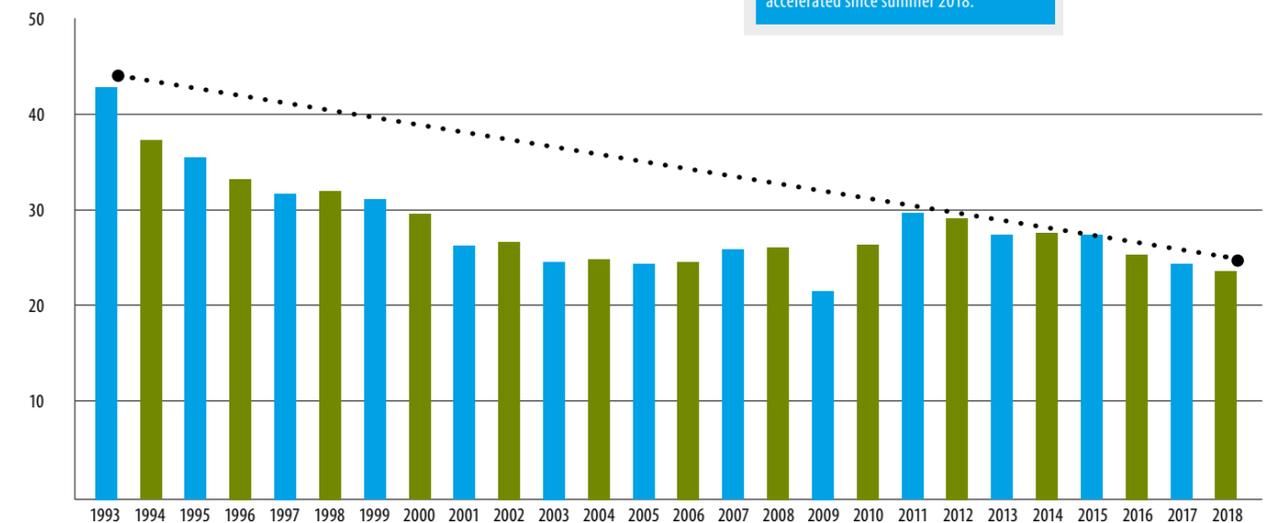
Source: FH

Downward trend
in volumes

-44%

Volumes have practically halved since the heyday of 1993, and this trend has accelerated since summer 2018.

Watch exports (in millions of units)

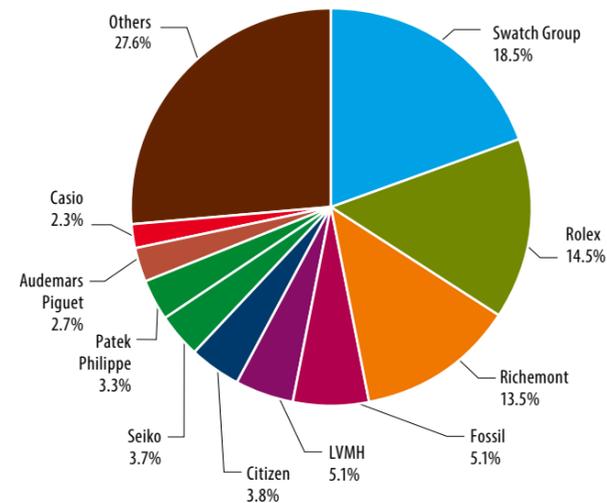


Market share: who has gained and who has lost?

Although 2018 failed to live up to the previous year in terms of market share (18.5% compared to 18.9%), the Swatch Group kept its position as the leading player on the worldwide watchmaking scene. Rolex, the second global player, progressed by 0.4 of a percentage point over the 12 months to achieve 14.5% of market share. The Richemont Group takes third place on the podium, stabilising at 13.5%, while the American firm Fossil and the LVMH group in fourth and fifth both lost market share in 2018. The first dropped from 5.9% to 5.1%, and the second from 5.3% to 5.1%. Japanese brands Citizen, Seiko and Casio together own almost 10% of the global market, while Patek Philippe remained stable at 3.3% and Audemars Piguet progressed to 2.7% (from 2.6%).

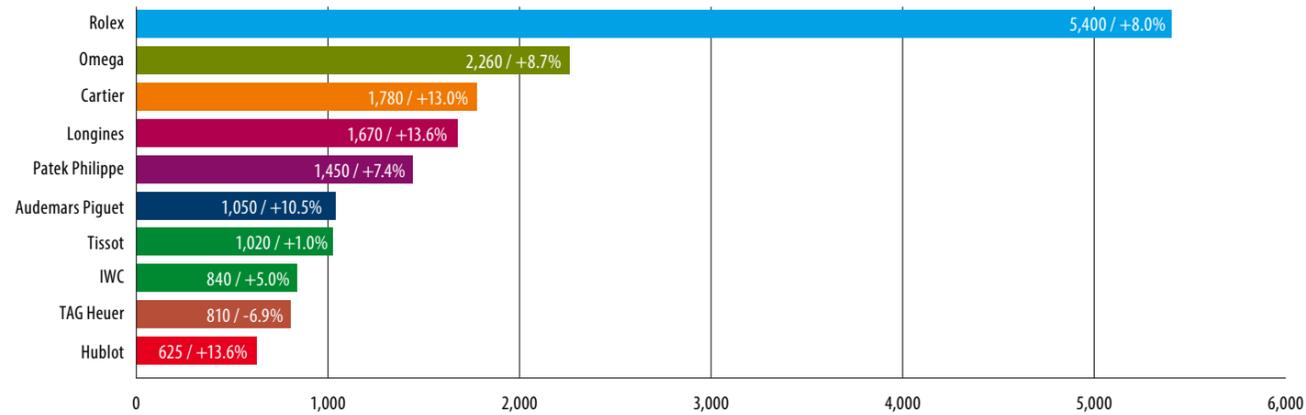
Source: Vontobel Equity Research

The leading players in the global watchmaking industry in 2018 (in market share value)



Top 10

in watch sales in 2018, by brand (in CHF millions/variation in %)

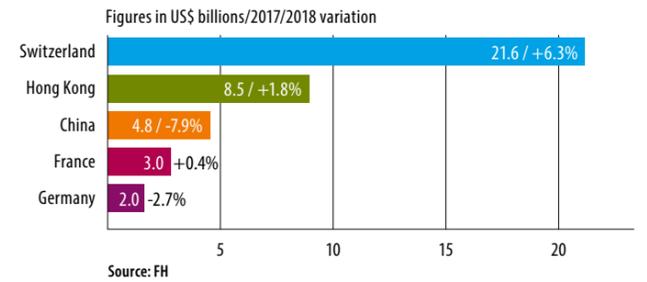


Source: Vontobel Equity Research

Switzerland and the others

In 2018, Switzerland confirmed its place at the top of the podium of players in the global watchmaking industry. Enjoying an upwards trend for the last two years, the Swiss watchmaking industry registered an increase of 6.3% last year, exporting the equivalent of US\$ 21.6 billion. Far behind, Hong Kong came second with exports of US\$ 8.5 billion. This represented slight growth of 1.8% (before the period of protests, as far as we know) for the former British colony, whose exports decreased the previous year. In 2018, China on the other hand saw a drop for the second consecutive year, recording an estimated US\$ 4.8 billion worth of watch exports, i.e. a steep fall of 7.9% on the previous year. With watch exports remaining constant at US\$ 3 billion (+0.4%), France kept its fourth place on the global watchmaking scene, followed by Germany which, despite experiencing a 2.7% drop, exported the equivalent of US\$ 2 billion by the end of 2018.

The main exporting countries in 2018 (direct exports)

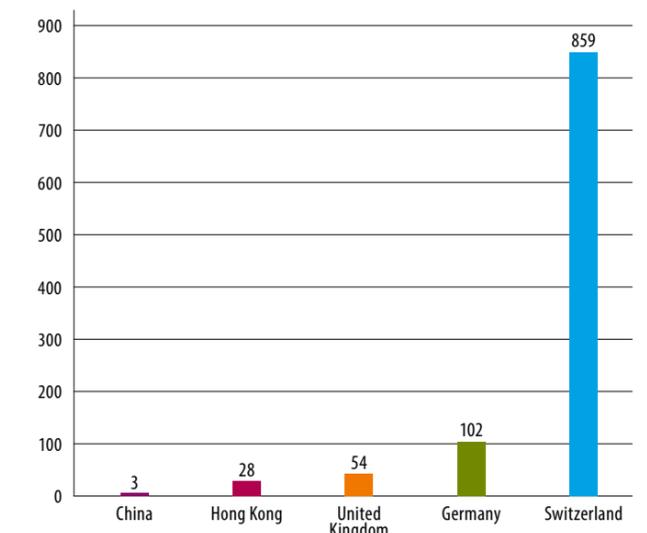


Source: FH

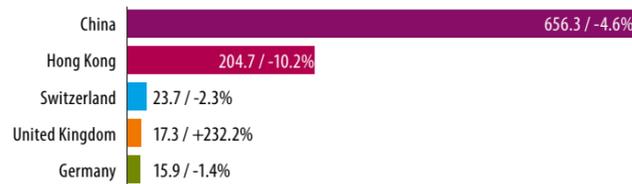
Opposing realities

The word 'watchmaking' evokes contrasting realities, depending on whether it is analysed from a Swiss or Chinese perspective. The type of wristwatches exported and average prices vary radically depending on where they are made. The average price of an exported Swiss watch is therefore 280 times higher than that of a Chinese watch! In this respect, besides a drop in value, China also saw volumes fall in 2018. It exported 656.3 million watches, down 4.6% on 2017. The average price of these products was US\$ 3, compared to US\$ 4 the previous year. Timepieces in precious metals continued to see strong growth, while other materials fell in popularity. Fewer and fewer watches pass through Hong Kong, and 2018 was no exception. The region shipped or reshipped 204.7 million units, i.e. a 10.2% fall. The average price gained US\$ 2 compared to 2017 to attain US\$ 28. In third position, Switzerland exported 23.7 million watches (-2.3%), reaching its lowest level since 2009. The average price of these products increased to US\$ 859 due to the slump in the entry-level segment.

Average price of exported watches (export price in US\$)



Main wristwatch-exporting countries (in millions of units/variation in %)



Source: FH

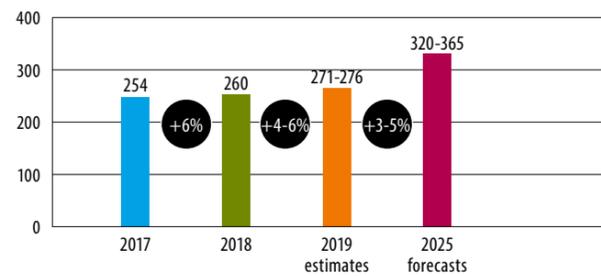
What is the outlook for the luxury market?

In its 'Luxury Goods Worldwide Market Study' carried out in collaboration with the Altgamma Foundation, Bain & Company has drawn up short- and medium-term predictions. The main lesson to learn is that growth rates for the personal luxury goods market are set to become more moderate than the euphoria provoked until recently by insatiable Chinese demand. Namely, for 2019, growth in the region of 4 to 6% (at constant exchange rates) is expected to generate between €271-276 billion (compared to €260 billion in 2018). Over the next five years, the consultancy firm foresees average annual growth of 3 to 5%, which would propel the personal luxury goods market to €320-365 billion by 2025.

"China continues to dominate the luxury scene," explains Claudia D'Arpizio, a partner with Bain & Company and main author of the study. *"Elsewhere, we are continuing to see geopolitical uncertainty shape and reshape tourism spending patterns, with Chinese consumers choosing to spend domestically more often. Overall we are seeing moderate growth in most markets."*

In concrete terms, Bain & Company confirms that China will continue to drive growth in 2019 with an expected increase of 18 to 20%. It is worth noting that domestic consumption has been greatly encouraged by various government measures and by price harmonisation. The other countries in South-East Asia, apart from Hong Kong and Macao, are not far behind, with growth in 2019 forecast at between 10 and 12%, supported by the emergence of a booming middle class in economies such as Indonesia, the Philippines and Vietnam. South Korea confirms its position as a roaring tiger economy. Even Japan's growth appears to have returned to positive figures (+2 to 4%), driven by Chinese tourism and the upcoming 2020 Olympic Games. The trend is still positive in the Americas (+2 to 4%), although the trade war that has flared up between the United States and China creates a note of uncertainty, with a diminished flow of tourists from Asia as a result. It seems as if Europe will also manage to scrape by (+1 to 3%) in spite of the economic downturn on the horizon in Germany and the political upheaval generated by Brexit. The trend for the rest of the world is expected to be flat, notably in the Middle East, where domestic consumers are tending increasingly to spend abroad.

Predictions for the personal luxury goods market (in € millions)



Source: Bain & Company

Watches are now less attractive

Judging by the figures for the first quarter, it is leather goods and jewellery that are maintaining the luxury markets in 2019, followed by beauty products. At the other end of the spectrum, Bain & Company notes the 'hesitant recovery' of the watchmaking industry, notably due to a very tense situation in Hong Kong, the main export market for Swiss firms.

These latest trends have been corroborated by another study conducted by the Hurun Research Institute, which examines the consumption patterns of wealthy Chinese consumers who have become less ostentatious in recent years and allocate an ever-larger proportion of their budgets to intangible goods. This is particularly worrying for watchmakers.

According to Hurun's survey, cars, watches and bags have lost some of their appeal as status symbols. Published in early 2019, the 'Hurun Chinese Luxury Consumer Survey' revealed that the respondents, aged 35 on average, prefer to spend their money on tourism, education and healthcare, all of which are increasingly important new areas of expenditure. Furthermore, luxury watches are no longer at the top of men's wish lists, where they have been replaced by electronic products. Cosmetics have seized first place as favourite gifts for women from jewellery, which is now in second place. Luxury watches are still, however, appreciated by collectors (almost half of wealthy Chinese consumers are collectors) before fine wines and jewellery.

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42 mm Nautilo Vintage in steel, with a blue satin-brushed sunray dial and leather strap made in Italy.

Anonimo, a name to remember

Born in Italy, made in Switzerland: Anonimo mechanical watches proudly display their dual heritage. A casual-chic style combined with a philosophy based on shared passions.

By Hervé Genoud



The spirit of the brand reflects the Italian zest for life, Swiss know-how, sharing and conviviality.



A highly recognisable style

The world of Anonimo is focused on shared passions and the authentic, simple pleasures of life. True to its mixed Italian and Swiss roots (the Matterhorn is featured on some case backs), the brand strives to combine the best of both worlds: Swiss precision and the Italian zest for life, complete with its casual elegance. The watches are driven by self-winding mechanical movements supplied by independent manufacturer Sellita. They also showcase a remarkable family resemblance thanks to two original hallmark features: a cushion-shaped case (combined with a round bezel) and oversized numerals and hour-markers at 12, 8 and 4 o'clock, delineating the initial A of the logo. Today, Anonimo offers three ranges available in steel and bronze. The Militare line, launched in 2001 and available in chronograph or three-handed versions, stands out for its crown at 12 o'clock, reminiscent of pocket watches. It also features a patented strap system that prevents accidental opening when the watch is on the wrist. The Nautilo line (2005), with the crown at 4 o'clock, asserts its nautical style through a unidirectional rotating bezel, water-resistance of up to 200 metres and a highly legible dial. This



As official timekeeper of the FIA's World Rally Championships, Anonimo promotes sharing, passion and achievement.

collection is available in three versions: the Nautilo 44.4 mm, and the new Nautilo 42 mm and Nautilo Vintage models. Lastly, the Epurato line introduced in 2018 reinterprets the Anonimo style in more compact diameters and with a more urban, contemporary feel.

A sporting spirit

To enhance its visibility in its various markets and to highlight its casual-chic image, Anonimo has entered into several partnerships in disciplines that share its values of passion, team spirit and performance. Notably, since 2018, the brand has been the official timekeeper of the World Rally Championships (WRC) organised by the Fédération internationale de l'automobile (FIA). It has also recently announced a partnership with Finnish prodigy Kalle Rovanperä, who is currently the youngest WRC 2 Pro driver. Since 2015, Anonimo has also been the 'Official Timing Partner' of the Moto3 Leopard Racing team and of the FIA's World Touring Car Cup (or WTCR). In another sporting category, the brand became official co-sponsor of the Nendaz Freeride competition in 2019, which is considered to be one of the world's greatest freeride events. It takes place in the Swiss Alps.

The WRC Special Edition

To symbolise its partnership with the World Rally Championships, Anonimo announced a WRC Special Edition in 2018 inspired by the motor sports competition. Part of the Militare family, this steel chronograph stands out for its black PVD coating combined with a number of green accents, the championships' official colour. The brand has also enhanced this timepiece with a new hand-brushed, silver-grey dial embellished with the WRC logo, as well as a new strap in a fire-resistant Cordura-type fabric to recall the jumpsuits worn by the racing drivers. The addition of a tachymeter scale on the fixed bezel emphasises its links with the world of speed and performance. Water-resistant to 120 metres, this model driven by a self-winding Sellita movement featuring an exclusive Dubois Dépraz chronograph module, was released at a highly competitive price. All this is bound to appeal to motor sports fans!



Militare Chrono WRC Special Edition, in the colours of the World Rally Championships.

ANONIMO

Established
1997

Company status
Société anonyme (public limited company)

Senior Management
Aldo Magada

Number of employees
Undisclosed

Flagship collections
Militare, Nautilo, Epurato

Bestsellers
Militare Chrono, Epurato

Retail prices
Core range from CHF 2,000 to 3,000

Annual production
Undisclosed

www.anonimo.com



Code 11.59 by Audemars Piguet Self-Winding Chronograph in 18-carat white gold with lacquered blue dial and blue alligator-leather strap.

Audemars Piguet reinvents its legend

Since 1875, the history of fine watchmaking has been marked by Audemars Piguet designs. The new Code 11.59 by Audemars Piguet collection is one of the brand's most ambitious releases.

By Mathilde Binetruy

The Code 11.59 by Audemars Piguet collection, with its 13 models, six state-of-the-art manufacture movements, five complications and 41 mm diameter, has taken pride of place this year. It has enabled François-Henry Bennahmias, CEO of Audemars Piguet since 2012, to imagine a new future for round watches: *"We want to own our successes, but also our failures; we have always made round watches, but without ever managing to give them the AP touch. If Jules Louis Audemars and Edward Auguste Piguet were still with us today, they would never stop looking for that new watchmaking record."*

Expanding the sphere of influence

The inner workings of these two founders' creative minds remain discernible within this collection. The result of seven years of development, it presents a range of exceptional pieces equipped with prestigious movements, each of which incorporates a horological breakthrough: an integrated self-winding chronograph featuring a column wheel and flyback function, a self-winding movement with seconds and date, and a self-winding flying tourbillon complete with unique embellishments and finishes. The collection's personality is also apparent in a multitude of details: observers can admire the lugs welded to the extra-thin bezel, the raised logo created using galvanic growth technology, the lacquered

and enamelled dials, the rounded gold hour-markers, and the round case back embedded with an octagonal case middle. Offering a resolutely contemporary style that touches on the urban, it now features in the Le Brassus-based manufacture's repertory of watches for the future. Its name is the acronym of 'Challenge/Own/Dare/Evolve' combined with 11.59 in reference to the minute that precedes each new day. As Jasmine Audemars, Chairwoman of the Audemars Piguet Board of Directors, explains: *"This is a watch that is already one step ahead, already at the gateway to tomorrow."* However, it comes as no surprise that its launch still resonates with the past. In 1972, a watch that nobody expected – the Royal Oak – also created a stir ... before going down in history!

The saga continues

The Royal Oak changed the rules of the game. Without it, the luxury sports watch market would certainly not be what it is today. Original versions of this bestseller are still developed today, as demonstrated by the 19 models released this year. There is something for everyone, from the Royal Oak Frosted Gold designed in collaboration with Florentine jewellery designer Carolina Bucci to the extra-flat champagne coloured 'Jumbo', not forgetting the self-winding chronograph models with 'panda' dials. All of these designs

have the ability to engage and expand the Royal Oak's community of fans. Its young and sporty half-sibling, the Royal Oak Offshore, which celebrated its 25th anniversary in 2018, has welcomed six new models from 36 to 44 mm, three of which are self-winding chronographs. These 44 mm chronographs are water-resistant to 100 metres and feature ceramic bezels, push-pieces, screw-down crowns, dials adorned with the 'Méga-Tapisserie' pattern and rubber straps. The camouflage strap that hints at adventure is also worthy of a mention.

Lastly, between modernity and the charm of tradition, Audemars Piguet has not forgotten its female fans. Following the Diamond Punk, the Diamond Fury and the Diamond Outrage models, the brand has unveiled this season's new gem: the Sapphire Orbe. Bearing the name of the river that flows through Le Brassus, where the manufacture originated and has its head office, this timepiece comprises more than 12,000 diamonds and sapphires, which equates to 1,050 hours of phenomenally meticulous gem-setting. It is dazzling!



Royal Oak 'Jumbo' Extra-Thin in white gold with rose-gold-toned dial featuring 'Petite Tapisserie' pattern and white gold bracelet.



Sapphire Orbe, a unique high jewellery timepiece set with diamonds and sapphires in graduated shades of blue and orange.

Millenary: a model of creativity

It has fascinated people since it was first created in 1995. With its elliptical case, off-centred dials and reverse-mounted movement, the Millenary watch is the everlasting heroine for women who love offbeat, multiform designs. Derived from this creative melting pot, the Millenary Frosted Gold Aventurine Dial stands out for its deep blue aventurine face and a seconds counter that evokes a starry sky. The Millenary Frosted Gold Philosophique also showcases the traditional Florentine hammering technique produced with jewellery designer Carolina Bucci. Its 'diamond dust' effect, created by hours of meticulous micro-hammering, contrasts beautifully with the hand-polished bevelling that embellishes the case and lugs. Equipped with a new self-winding movement, the 3140 calibre, the timepiece has a single hand so it can set its own pace.



Millenary Frosted Gold Philosophique in satin-brushed and hammered white gold, with dimpled blue dial and blue alligator-leather strap.

AUDEMARS PIGUET

Le Brassus

Established
1875

Company status
Independent company

Senior Management
François-Henry Bennahmias, CEO

Number of employees
1,600

Flagship collections
Royal Oak, Royal Oak Offshore, Royal Oak Concept, Millenary, CODE 11.59 by Audemars Piguet

Bestsellers
Royal Oak (ST) 41 mm
Royal Oak Chronograph (ST) 41 mm
Royal Oak Offshore 44 mm

Retail prices
From CHF 17,000 to 50,000
(excluding exceptional pieces and limited editions)

Annual production
40,000 pieces

www.audemarspiguet.com



Villeret Ultraplate in 18-carat red gold with opaline dial and brown alligator-leather strap.

Blancpain: an ode to classicism

A sanctum of elegance, far from the fads of fashion. With pure lines, understated dials and refined cases, the Villeret collection gives form to Blancpain's vision of timeless watchmaking.

By Yannick Nardin



Villeret Women Date in steel set with 48 diamonds, with white diamond-set dial and interchangeable alligator-leather strap.

The origins of Blancpain hark back to 1735 and to the tiny village of Villeret in the Swiss Jura. In reference to the village's long-standing watchmaking tradition, the manufacture presents the eponymous collection as its most classic, suffused with simplicity and elegance. Featuring rounded double-stepped bezels, legible, radiant dials, hands in the shape of cut-out sage leaves, golden Roman numerals and slim cases, Villeret timepieces reinterpret the aesthetics of the early 1980s. This year, as an extension of these emblematic design codes, Blancpain has added the new Villeret GMT Date, Villeret Ultraplate and Villeret Women Date to the collection. Their dials are white or opaline, and they are crafted from steel or red gold. Like all Blancpain movements, their mechanical hearts have been designed and made in the manufacture's workshops.

The Villeret Women Date

In 1930, Blancpain presented the first automatic wristwatch for women. Then Betty Fiechter became owner and president of Blancpain – incidentally becoming the first woman to hold this position at a watchmaking firm – and redoubled the manufacture's efforts to develop ladies' watches. Today, the house pays tribute to its heritage in women's watches with the Villeret Women Date, which also includes versions set with diamonds. The day of the month is displayed in an oval aperture (a first for the collection) incorporated into the hours ring, while the redesigned date numerals are rounder. Just like the other Villeret calibres, the 1151 movement is decorated with traditional finishes that include a guilloché honeycomb pattern on the oscillating weight.

Ultra-slim

In another noteworthy development, Blancpain has slimmed down its Villeret Ultraplate model even further to offer a case that is just 7.4 mm thick. Based on the famous 1150 calibre, the manually wound 11A4B manufacture movement that drives it guarantees improved reliability and performance. The four-day power reserve is provided by two series-coupled barrels equipped with high-performance springs. This construction guarantees constant energy and therefore precision for as long as the watch is in use. To preserve the minimalist look of the dial, the power-reserve indicator is placed on the back of the watch.



Both supple and strong, the 'mille mailles' bracelet features 31 different types of link.

The simplicity of a double time zone

Blancpain goes back to basics with the new Villeret GMT Date, which showcases a streamlined version of the double time zone with a simple calendar display. Powered by the automatic 5A50 calibre, the model is easy to read and use, with local time displayed in the foreground by a raised hours ring featuring applied Roman numerals characteristic of Villeret models. The reference hour is indicated by means of a 24-hour scale. The crown is used for rapid GMT correction and for setting the date and time. These two new Villeret models are secured on the wrist by an alligator-leather strap or matching 'mille mailles' bracelet crafted using a complex artisanal technique. Each bracelet is formed from 531 components assembled individually by hand, including 31 types of link that differ from each other by just several fractions of a millimetre. Invisibly connected, the links remain mobile. Lastly, the extremely delicate and meticulous polishing phase, undertaken in several stages, gives them a shimmering sparkle. Both supple and strong, the bracelet fits snugly around the wrist.



Watchmaking and the art of living: a shared tradition of excellence.



Villeret GMT Date in 18-carat red gold with opaline dial and matching red gold 'mille mailles' bracelet.

JB
1735
BLANCPAIN

Established
1735

Company status

Société anonyme (public limited company) of the Swatch Group

Senior Management

Marc A. Hayek, President and CEO

Number of employees

Over 1,200

Flagship collections

Villeret, Fifty Fathoms, Women

Bestsellers

Men's model: Fifty Fathoms Automatique 5015-12B30-B52B

Women's models: Women Ultraplate 6127-2987-55B

and Women Quantième Phases de Lune 6126-2987-55B

Retail prices

From CHF 8,000

Annual production

Undisclosed

www.blancpain.com

A taste for excellence

For over 30 years, Blancpain has enjoyed a special relationship with the world's leading Michelin-starred chefs, and its partners include luxury hotels from the Relais & Châteaux and Leading Hotels of the World networks. These close ties were born from the conviction that the art of living, fine cuisine and traditional watchmaking share common values: the pursuit of excellence, passion, technical precision, expertise and meticulous craftsmanship performed by hand. Over the years, Blancpain's circle of friends has grown to include leading names from the world of gastronomy, such as Edgard Bovier, Martín Berasategui and Holger Bodendorf. Recently, talented chef Julien Royer also joined the ranks. This young French chef's career has led him from Auvergne to London via French Polynesia, before Singapore in 2008. Named after his grandmother Odette, the restaurant that he co-owns celebrates the memories inspired by family meals shared with loved ones. It took the top spot in a 2019 ranking of Asia's 50 best restaurants.

Breguet: taming time and showcasing materials

Brilliant inventor Abraham-Louis Breguet designed the tourbillon, amongst other things, and introduced the guilloché technique to watchmaking. Technical performance and aesthetics went hand-in-hand. The same still holds true at Breguet today.

By Pierre Maillard

For Breguet, technical performance and aesthetics are two inseparable sides of the same coin. The new Classique Tourbillon Extra-Plat Squelette 5395 demonstrates this to perfection. It is as much a technical feat as it is an artistic achievement by the manufacture. Patented by Abraham-Louis Breguet in 1801, the tourbillon compensates for the negative effects of the earth's gravity on a watch and improves chronometric precision. This device, invented more than 200 years ago, remains a horological triumph. As heir to the brilliant watchmaker's legacy, the Breguet manufacture possesses an unparalleled reputation for tourbillons.



One of Breguet's artisanal crafts, bevelling is a complex finish that requires the utmost dexterity.



Classique Tourbillon Extra-Plat Squelette 5395 in 18-carat rose gold with sapphire crystal dial, skeleton movement and alligator-leather strap.

An ultra-slim skeleton tourbillon

The 581 calibre that powers the new Classique Tourbillon Extra-Plat Squelette 5395 epitomises this excellence. Ultra-slim at just 3 mm thick, this movement in 18-carat rose gold possesses a unique architecture designed to offer optimum visibility of the components, which have been skeletonised to remove around 50% of their substance. Removing a maximum of material while carefully maintaining the components' technical properties and resistance tests the laws of physics. Here, the tourbillon has been entirely redesigned. Weighing just 0.29 grams, the titanium carriage engages directly with the gear train, and the silicon escapement features an inverted right-angle lever. These two innovations, beyond their technical advantages, save a considerable amount of space. The same is true of the self-winding system with peripheral oscillating weight which, concealed around the movement, ensures the latter remains fully visible.

Artisanal crafts for an added splash of soul

Once the bottom plate and gold bridges have been meticulously hollowed out to reveal depth and transparency, the artisanal crafts take over to give the timepiece an 'added splash of soul'. The few remaining surfaces on the bottom plate are decorated with Clou de Paris guilloché created using a diamond-tipped tool, which cannot tolerate the slightest inaccuracy and gives the piece its unique radiance. The sharp edges are chamfered using a file to obtain perfectly smooth and even 45-degree bevels, before the engravers add various inscriptions and any fine bands around the holes. By this stage, the Breguet watchmakers and craftsmen work in unison. The resulting horological display is housed in a fluted rose gold case that is now a Breguet signature. Capped with a box crystal, the

transparent sapphire crystal dial features applied markers in blued gold, an hours ring obtained using galvanic growth technology and a laser-engraved minutes circle coated with blue varnish. Breguet's beloved blued 'apple' hands and soldered lugs provide the ultimate distinctive signs.

The Marine Dame

The new Marine Dame also demonstrates this subtlety and decorative refinement. To celebrate the union between artisanal crafts and the sea, the manufacture's guilloché craftsmen have designed a unique motif called 'marea'. Unlike traditional guilloché patterns composed of straight lines and circles, 'marea' reflects the complex movement of waves. This work requires an extremely delicate touch and, what's more, is carried out on a highly fragile mother-of-pearl dial. Available in gem-set or plain steel, and in gem-set rose or white gold, the Marine Dame is powered by the 591A self-winding mechanical manufacture movement. It celebrates the maritime world through some sporty yet decorative touches that include luminous 'apple' hands and a guilloché decoration on the movement evoking the bridge of a ship.



The oscillating weight of the Marine Dame in 18-carat gold set with 31 diamonds, with 'marea' decor in hand guilloché mother-of-pearl.



Marine Dame 9518 in white gold set with precious stones, with pale blue mother-of-pearl dial featuring a hand-guilloché 'marea' pattern and leather strap.



Established
1775

Company status
Société anonyme (public limited company) of the Swatch Group

Senior Management
Marc A. Hayek, President

Number of employees
Over 1,000

Flagship collections
Tradition, Classique, Marine, Reine de Naples, Type XX - XXI - XXII

Bestseller
Undisclosed

Retail prices
From CHF 11,500

Annual production
Undisclosed

www.breguet.com

Emblematic guilloché

The artisanal crafts of guilloché, engraving, bevelling and Grand Feu enameling are heritage skills that are developed and performed in the workshops of the Breguet manufacture. When evoking this array of expertise, the brand states that "the artisanal crafts are not just a mere exercise in watchmaking mechanics. They represent the very essence of the House of Breguet". Amongst them, guilloché plays a key role. This engraving technique was first applied to watches by Abraham-Louis Breguet in 1786, and immediately became a brand hallmark. Guilloché, or engine turning, is the art of bringing material to life by creating a play of light in a strictly ordered way. The artisan turns the handle of the machine with one hand, and uses the other hand to meticulously guide the graver to form patterns using straight, curved or broken lines that are symmetrically repeated and interlaced. In addition to its aesthetic qualities, guilloché protects the material from scratches and tarnishing, while its anti-reflective properties ensure maximum dial legibility.



Guilloché is performed by around 20 artisans at Breguet working with old or new machines developed and manufactured in-house.



Premier B01 Chronograph 42 Norton Edition in steel with black dial featuring contrasting counters and vintage-inspired raw brown leather strap.

Breitling present in every field

Usually associated with the world of aviation and readily so, Breitling has spread its wings over the last two years to go wherever its action-packed models take it: land, sea and, of course, the oh-so-familiar skies.

By Christophe Roulet

The word 'Breitling' has long conjured up images of aircraft and aerobatics. This is hardly surprising, given that the brand was involved in the first functional development of the chronograph in the 1910s, and went on to successively release the Chronomat in 1942 followed by the Navitimer 10 years later. In other words, two models that marked the history of aviation thanks to their integrated slide rule. In the last two years, Georges Kern has encouraged Breitling to spread its wings. "We occupied a niche market, particularly as far as aviation was concerned," he explains when evoking the house's new strategy. "But Breitling – one of the last independent Swiss watchmaking brands – has an incredible history of creativity and innovation that dates back to 1884 and goes far beyond the scope of pilot's watches."



Building on its legitimate assets and naturally bringing them together, Breitling set off to conquer the world supported by its 'squads' of outstanding figures in a range of disciplines that include surfing (for the sea), exploration (for the land), and jets (for the sky). Wherever a robust, precise and reliable watch is needed, Breitling wants to feature as a must-have. This objective has been achieved: the brand and its historic selling points are convincing, which is what creates that vintage touch that is so perfect for traditional collections. And to demonstrate that although aesthetics are important, watchmaking principles are equally prized, the house has abandoned any leanings towards electronic movements, with the exception of its professional timepieces, including the famous Emergency watches, which have literally saved lives.



Breitling celebrates the golden age of commercial aviation with its Navitimer 1 Airline Editions (Swissair, Pan Am and TWA) capsule collection.

Form and function

The recent Premier Norton Edition is an excellent example of this new terrain-led approach. Inspired by a piece from the 1940s, it is in keeping with a spirit that reflects 'everyday elegance'. And because style and adventure go hand-in-hand at Breitling, the chronograph version in this range has been chosen to extend the partnership between Breitling and British motorcycle manufacturer Norton. Speaking of class, it can come as no surprise that Breitling and Norton, founded in 1884 and 1898 respectively, are two of James Bond's favourite brands; the former appeared on 007's wrist in *Thunderball* (1965), while the latter roared forth in *Spectre* (2015). In terms of power, this chronograph is driven by the flawless manufacture B01 calibre, which is covered by a reverse panda bicompat dial. It is worn to best effect atop a limited-edition Norton Commando 961 Café Racer MKII Breitling motorcycle.

Breitling gives us the same unparalleled adrenaline rush both on land and in the skies. For its first 'capsule collection' (produced for a limited period, and therefore in limited quantities), Breitling has chosen to celebrate the golden age of commercial aviation with a series of Navitimer 1 Airline Editions dedicated to the most emblematic airline companies. The collection took off with Swissair, before cruising along with Pan Am and TWA. "For fans of aviation history and watches, just mentioning these legendary airlines evokes the excitement and adventure associated with long-haul flights," explains Georges Kern. To keep this nostalgic passion intact, Breitling is offering Navitimer models in retro 1960s and 1970s styles, driven by the B01 calibre and equipped with the emblematic slide rule. Enjoy the flight!

Environmental commitment

Breitling has an ace up its sleeve when it comes to diving: the Superocean, created in 1957 for professional divers. The model was not, however, to be confined to devotees of the deep. Yachting and water sports fans quickly made it a sports watch that was prized for both its style and performance. So what could be more natural than to give this diver's timepiece a new lease of life in the form of the Superocean Heritage that revives the 1950s design? And it is this latest model that has been chosen to mark the partnership between Breitling and the Ocean Conservancy, whose missions to protect marine ecosystems and clean up the world's beaches it shares and supports. The watch is equipped with an ECONYL® strap, made from recycled nylon fishing nets. This innovative material also highlights the connection between Breitling and Outerknown, a sustainable clothing brand co-founded by 'Breitling Surfer Squad' member Kelly Slater.



Superocean Heritage II Chronograph 44 Ocean Conservancy Limited Edition in steel with silver dial and blue-striped satin NATO ECONYL® strap.

BREITLING
1884

Established
1884

Company status
Independent company
Senior Management
Georges Kern, CEO

Number of employees
Undisclosed

Flagship collection
Navitimer

Bestsellers
Navitimer, Superocean Heritage, Premier

Retail prices
From CHF 3,000 to 10,000

Annual production
Undisclosed

www.breitling.com



The Heritage Tourbillon DoublePeripheral Limited Edition, released as a limited series of 88 timepieces, marks the brand's 130th anniversary.

Carl F. Bucherer: values of excellence

The Heritage Tourbillon DoublePeripheral Limited Edition and the Heritage BiCompax Annual models are an ode to the art of watchmaking, whose innovative spirit Carl F. Bucherer has embodied since 1888.

By Mathilde Binetruy

A watch can be used for educational purposes and help all those who love great mechanics to understand the history of a brand. This is the credo of two designs by Carl F. Bucherer: the Heritage Tourbillon DoublePeripheral Limited Edition and the Heritage BiCompax Annual. The first illustrates the firm's exceptional heritage, while the second offers a glimpse in the rear-view mirror of distinguished past models.

Released as a limited edition of 88 timepieces, the Heritage Tourbillon DoublePeripheral Limited Edition honours the house's slogan: 'Made of Lucerne'. Between lake and mountains, the gateway to central Switzerland embodies the Carl F. Bucherer spirit: openness, innovation and constantly redefined traditions. The brand is deeply rooted in the cosmopolitan character of its home town. So it comes as no surprise that the 42.5 mm case in 18-carat rose gold reflects the golden splendour of this baroque city. On the back of the movement, a bridge in 18-carat white gold is engraved with a view of Lucerne that covers the entire rear of the calibre, save the tourbillon. What does the detail show? Lucerne's Kapellbrücke bridge in the centre of the engraving, and a swan. A clever allusion! In 1888, Carl Friedrich Bucherer, the brand's founder, opened his first shop in Schwanenplatz (Swan Square), just a stone's throw from the current store. The famous CFB T3000 calibre that drives the watch is a true visual and technical work of art, equipped with a suspended tourbillon and a peripheral self-winding mechanism. The minutes carriage is supported by three invisible peripheral ball bearings that ensure fluid connections and stable, accurate guidance. The tourbillon appears to levitate as a result. Furthermore, the pallet lever and escape wheel are in silicon.



On the back of the watch, a bridge in 18-carat white gold is hand-engraved with a view of Lucerne in tribute to Carl F. Bucherer's home town.

Back to the future

The second flagship model, the Heritage BiCompax Annual, takes a leap back into the past. Welcome to 1956, the year of the lounge chair, Grace Kelly's wedding dress and Elvis Presley's first number one hit. Another memorable event that year was the launch of a chronograph equipped with a symmetrically divided BiCompax dial, i.e. featuring two separate apertures positioned along the central longitudinal axis. This watch is what inspired today's Heritage BiCompax Annual version, which showcases a range of past treasures as we slalom between a 1950s design to a tachymeter with vintage typography, via a dial with a BiCompax display. By celebrating this heritage model, Carl F. Bucherer continues to pay tribute to its origins. The version with a rose-and-champagne dial and a bezel, push-buttons and crown in 18-carat rose gold evokes the golden reflection of the city of Lucerne. The number of pieces in each limited series (rose gold and steel), 888, also highlights the year in which the house was founded. Some liberties have been taken in relation to the original model: the diameter has been increased to 41 mm and the movement benefits from modern technological assets. In addition to its chronograph function, the automatic CFB 1972 calibre displays an annual calendar with a large date in the upper part of the dial and the month between 4 and 5 o'clock. It also has a 42-hour power reserve. With these two timepieces, fine watchmaking enthusiasts will be in raptures over both the object itself and Carl F. Bucherer's expertise. Both are inextricably linked. And what of Lucerne, I hear you ask? Well, since 1888, this city has nurtured all the house's creations, which are both elegant and at the cutting edge of innovation.



Heritage BiCompax Annual in steel and rose gold, with rose-and-champagne dial and cognac-brown calfskin strap.



Established
1888

Company status
Société anonyme (public limited company)

Senior Management
Sascha Moeri, CEO

Number of employees
200

Flagship collections
Heritage, Manero, Patravi, Adamavi, Pathos, Alacria

Bestseller
Undisclosed

Retail prices
Average of CHF 5,000 to 30,000, with some models in excess of CHF 400,000

Annual production
25,000 pieces

www.carl-f-bucherer.com

Watchmaking focused on values and sustainability

Carl F. Bucherer and the Manta Trust are fighting the same battle. Both contribute to ocean conservation and, thus, to protecting the habitat of manta rays, an endangered species. As Guy Stevens, CEO of the British charity, explains: "This partnership notably helps us to collect new information on the movements and behaviour of the manta ray in the Yucatán peninsula's coastal waters". Considered to be one of the most intelligent marine creatures, the black manta ray is the emblem of the Patravi ScubaTec Black Manta Special Edition. This COSC-certified watch is at ease in the depths, as it is waterproof to 500 metres (50 ATM) and has both a helium escape valve and an ultralight, 44.6 mm titanium case. With a strap made largely from recycled plastic bottles, the watch also demonstrates a clear commitment to sustainable values. It bodes well. For as the (now) standard saying goes: "There is no planet B".



Patravi ScubaTec Black Manta Special Edition in DLC titanium, black dial with ray silhouettes, strap made from rubber and a textile derived from recycled plastic.



Santos-Dumont watch in rose gold and steel with quartz movement and black alligator-leather strap.

Santos de Cartier: the high-flying horological feat

The legendary Santos de Cartier is back on the scene, ready to take off for another century of elegance. One model, three versions ... and an abundance of new features. The Santos de Cartier has not aged in the slightest.

By Olivier Müller



Santos de Cartier Skeleton watch in steel with manually wound 9611 MC movement and interchangeable QuickSwitch strap.

Historic inaccuracies are long-lived. It is often said that Cartier invented the pilot's watch. But that is not strictly true: Cartier was there even earlier than that! In 1904, when the house designed its initial wristwatch for Alberto Santos-Dumont, aviation did not really exist. The term 'flying machines' was used rather than aircraft. The era of aerostats had almost arrived. The wristwatch itself was almost non-existent, before military usage in the First World War changed conventions.

The airborne elegance of a flying man

The Santos de Cartier represents a page of history. It is the watch of a man who saw beyond the horizon, a man who devised more than 22 flying machines, put his life in danger with each new flight and invented a wardrobe to match his own impressive stature. Alberto Santos-Dumont was also Louis Cartier's friend. Their respective visions were complementary, and merged together in the watch that was to become the 'Santos de Cartier'. All, or almost all, of contemporary watchmaking was already present in the Santos de Cartier. It was a unique model, the crowning achievement of a talented high-jewellery house turned master watchmaker. It was worn on the wrist so the wearer could tell the time while flying – a revolution! It was eminently modern, its visible screws evoking the mechanical beauty of Alberto Santos-Dumont's flying prototypes. It was timeless and unfettered by passing trends, shaped like a square with rounded corners in an age when pocket watches were invariably round. Like modern aviation, 'watch design' did not yet exist, but together Louis Cartier and Alberto Santos-Dumont were to lay down its foundations.

The return of a legend

More than a century later, the Cartier manufacture has paid tribute to this timepiece. It is available with three different versions of the case (gold, steel and gold-steel) and is embellished with the house's flagship features: Roman numerals, blue-steel hands, and a beaded crown with blue cabochon. Visible screws are dotted around the bezel of the famous rounded square case, just like the original creation from 1904. It presents the Parisian geometrical style of the time – streamlined and symmetrical, recalling the powerful architecture of the Eiffel Tower, which was completed 15 years earlier. The new Santos de Cartier comes with three hands, as a chronograph or skeleton

watch, in a small or large version, and with a leather strap or steel bracelet. It is no longer necessary to choose: the straps/bracelets are interchangeable thanks to the patented QuickSwitch system. They merge with the case and can be changed without any tools. The bracelets can also be adjusted to the closest link thanks to the SmartLink system, which has also been patented. Lastly, this iconic watch incorporates other modern breakthroughs: the quartz version, for example, has a new, very-high-autonomy movement offering six years of battery life.

The Panthère leaves its mark once more

The panther is the emblematic Cartier animal. It also alludes to the Panthère de Cartier watch collection, which has been embracing women's wrists with feline elegance for the last 15 years. In the latest collection, the timepiece is transformed into a cuff watch. The dial is positioned off-centre and the bracelet covers a wide area, as silky and supple as the feline's fur. Transformed into jewellery, the Panthère de Cartier graces the wrist with gold links, diamonds or lacquer. In addition to these cuff watches, Cartier has also unveiled a mini Panthère watch. In yellow, rose or white gold as well as steel, it adorns the wrist with a single-, double- or triple-loop strap, perfecting the style of the Cartier woman with a chic and casual bracelet that reveals the skin, subtle and sensual, between two golden links.



Baignoire Allongée watch in rose gold set with diamonds, with manually wound 1917 MC movement and taupe alligator-leather strap.

Cartier dives in at the deep end

Oval or ellipse? The choice is Baignoire, or bath: Cartier, the sculptor of forms, does not allow itself to be so easily defined by words, however aesthetic they may be. Originally designed in 1912 by Louis Cartier himself, the modern Baignoire watch owes much to its 1958 predecessor, which displays a narrower strap, redesigned Roman numerals against a sand-blasted silvered background, and a new case back perfectly suited to the volume of the case, which is water-resistant to 30 metres. This resurgence was accompanied by a second model in the 1960s: the Baignoire Allongée. Its stretched-out form appealed for its confident disproportion. Its curves embrace the shape of the wrist with an impertinence that is emphasised by a stream of diamonds flowing over the bezel, the dial and even the entire bracelet. It is a Baignoire model brimming with joy and boldness, whose simplicity dissimulates its extreme sophistication and perfectly mastered proportions.

Cartier

Established
1847

Company status
Société anonyme (public limited company)
of the Richemont group

Senior Management
Cyrille Vigneron,
CEO and President of Cartier International

Number of employees
7,000

Flagship collections
Ballon Bleu, Santos, Tank

Bestseller
Ballon Bleu de Cartier

Retail prices
From CHF 2,300

Annual production
Undisclosed

www.cartier.ch



Panthère de Cartier watch in white gold set with diamonds, with quartz movement and gem-set strap.



Baignoire watch in yellow gold with quartz movement and taupe alligator-leather strap.

J12 by Chanel: the age of reason



J12 in highly resistant black ceramic with black lacquered dial.



Automatic mechanical movement, manufacture calibre 12.1.

There is nothing more difficult than transforming an iconic watch while suggesting that it has stayed the same. This upgrade has been a success for Chanel's new J12, which presents some barely perceptible differences.

By Isabelle Carboneschi

The J12 watch arrived on the watch-making scene about 20 years ago. No one expected it. And no one believed in it, either. What was a masculine timepiece doing in the essentially feminine world of Chanel? But it was born from an insatiable desire of Jacques Helleu, who was artistic director for Chanel perfumes and watches at the time. This man, gifted with extreme elegance, caustic wit and exquisite taste, and always dressed in his signature black and white, designed this watch primarily for himself. A timepiece for an egocentric aesthete, a sporty model in glossy black ceramic inspired by the worlds of both cars and sailing – hence the name J12, borrowed from a class of racing yachts eligible to compete in the America's Cup. "I made it for myself," was what he would declare. "I wanted a watch as black and shiny as a Raymond Loewy locomotive." In 2003, three years after it was

launched, a white version was created. Black and white, the essence of chic. "Black has it all. White too. Their beauty is absolute. It is the perfect harmony," said Gabrielle Chanel.

A time for change

In 2019, Arnaud Chastaingt, Director of Chanel's Watch Design Studio, directed his attention to this horological emblem, not to denature it but to update it for the present time. His challenge was to change everything, without changing anything. He worked like an Impressionist artist, in small touches. If you placed the two models – the one from 2000 and the one from 2019 – side by side, you could play at 'spot the difference'. But chances are you wouldn't see them all because they are so imperceptible. The first thing you look at in a watch is its case: its size, shape and material. The J12's case has become slightly thicker, but given its rounded silhouette, this change is difficult to perceive. Then we look at the dial, the face that distinguishes one timepiece from the next. To enlarge the J12's dial opening, the bezel has been made thinner and its number of notches increased from 30 to 40. New hands, which are now the same width, travel across the dial, counting off the hours and minutes on ceramic numerals. Their typography has been entirely redesigned and refined by Chanel's Design Studio, as have the markers and

the railtrack minute circle, all of which have been revamped. The crown is slimmer and its ceramic cabochon has been levelled down. As for the J12's emblematic bracelet, its links have been lengthened to create a sense of movement and greater finesse.

Straight from the heart

Let's focus on what's essential: its heart. The new J12 has a ceramic monobloc case and a sapphire crystal case back, which reveals the new 12.1 calibre, an automatic movement certified as a chronometer by the COSC, the official Swiss chronometer testing institute, and developed exclusively for Chanel by the new Swiss manufacture, Kenissi. Equipped with a tungsten oscillating weight in the shape of a perfect circle imagined by Chanel's Design Studio, the new 12.1 calibre has a power reserve of around 70 hours. Everything changes, yet nothing does. The J12 was designed to cross decades without losing an iota of its modernity. Wanting to change this iconic watch was a risk. Yet when you compare the two models, the modifications made to the J12 make it imperceptibly more contemporary and in keeping with the spirit of its time. Time that flows through it and comes out entirely unaltered.



J12 in highly resistant white ceramic with white lacquered dial.

The second that changed everything

The tradition of muses at Chanel was launched by Jacques Helleu, former artistic director for Chanel perfumes and watches. He gave Chanel N°5 a face: that of Catherine Deneuve. He also discovered Carole Bouquet and Ali MacGraw, amongst others. So it comes as no surprise that Chanel has called on these historic muses for its new J12 launch campaign. The house based in rue Cambon, Paris has asked nine of its muses to "tell us about a second that changed their lives". Filmed in black and white by photographer Brigitte Lacombe, Ali MacGraw, Keira Knightley, Naomi Campbell, Claudia Schiffer, Vanessa Paradis, Lily-Rose Depp, Carole Bouquet, Anna Mouglalis and Liu Wen describe the second that profoundly changed their lives. "I was expecting my second child and wondering how I could love him as much as the first. The very second he was born, I had the answer," states Carole Bouquet. "The second my little brother was born, my life changed," confides Lily-Rose Depp. The second that changed everything.

CHANEL

Established	1910
Company status	Independent family company
Senior Management	Frédéric Grangé, President of Watches and Jewellery, CHANEL
Number of employees	Undisclosed
Flagship collections	J12, Première, Boy.Friend, Mademoiselle Privé, Monsieur de CHANEL
Bestseller	Undisclosed
Retail prices	Undisclosed
Annual production	Undisclosed
	www.chanel.com



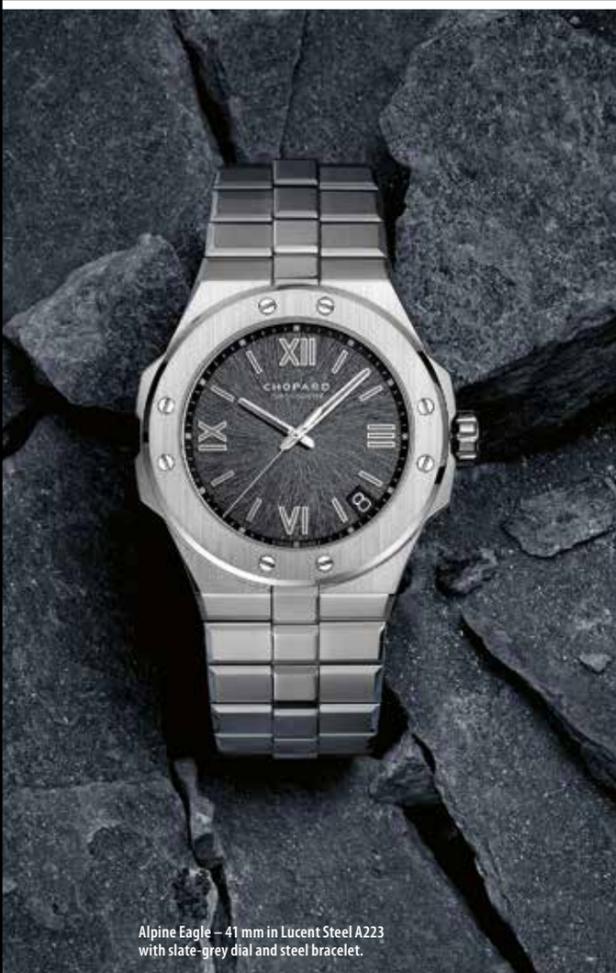
The actress and Chanel muse Carole Bouquet.



The actress and Chanel muse Lily-Rose Depp.



Alpine Eagle – 41 mm in Lucent Steel A223 with blue dial and steel bracelet.



Alpine Eagle – 41 mm in Lucent Steel A223 with slate-grey dial and steel bracelet.

Alpine Eagle by Chopard: a high-flying new collection

It is with force and conviction that Chopard is launching its brand new collection. Alpine Eagle, which is now spreading its wings, is determined to live up to its name-sake: noble, elegant and powerful.

By Pierre Maillard

In 1980, Karl-Friedrich Scheufele was a 22-year-old employee in the family manufacture who decided to present his first watch design, the St. Moritz, to his father. It was a sporty steel watch that represented a complete stylistic break for a house that had hitherto specialised in gold and diamond timepieces. It was a bold proposition for sure, but the watch immediately became a bestseller that left its mark on the 1980s and opened up new horizons for Chopard in high-level sports watches. Forty years later, history is repeating itself, but this time it is Karl-Fritz, Karl-Friedrich's son, who decided to present an updated St. Moritz design. Like his father in his day, he had to use all his powers of persuasion to see his design through to production. Although deliberately inspired by the St. Moritz, from which it borrows certain characteristics, it also distances itself from its predecessor and anchors itself firmly in the 21st century. It bears the stirring name 'Alpine Eagle'.

High stakes

Launching a new collection always represents a significant challenge. And in order to live up to its name, the Alpine Eagle is duty-bound to possess superlative qualities. It must also demonstrate the full extent of Chopard's watchmaking mastery. From its movement featuring a host of components to its external elements, decoration, finish and assembly, everything has been entirely designed and manufactured in-house.

An eagle is defined by the majesty of its form, the power of its talons and the acuity of its vision. The perfectly integrated bracelet and case are crafted from a very special type of steel known as Lucent Steel A223. Derived from a very complex process of casting and recasting, this exclusive alloy is hypoallergenic with properties comparable to those of surgical steel. Its proven hardness (223 Vickers) also makes it 50% more resistant to abrasion than traditional steel and, therefore, far more difficult to craft. Furthermore, its incredibly pure crystalline structure gives it a brightness and radiance akin to precious gold, while the interplay of shiny and matt reflections evoke the granite of the Alps, the eagle's refuge.



Alpine Eagle – 36 mm in Lucent Steel A223 and ethically sourced 18-carat rose gold with slate-grey dial.

Form, power, acuity

Crafted from this material, which is as strong as it is prestigious, the Alpine Eagle has a streamlined and perfectly contemporary shape. Its round case is marked by two protrusions that protect a crown engraved with a compass rose, and is surmounted by a round bezel sporting eight distinctive screws positioned in pairs, which ensure both aesthetic appeal and water-resistance to 100 metres. The case is joined to a gently tapered bracelet composed of single ingot-shaped links, topped by a raised central cap. The dial, textured with a galvanic grey or blue sunburst pattern, evokes the iris of an eagle's eye, while the form of the hands – coated in Super-LumiNova® Grade X1 for perfect nocturnal legibility – are inspired by its feathers. The vertically brushed flat surfaces and polished bevelling reflect glints of cold light between shine and matt, which evoke the mineral composition of the Alps. The particularly extensive Alpine Eagle collection includes 10 models in steel, gold, dual-material or gold and diamonds, in two differently sized unisex versions: 41 mm and 36 mm in diameter. Two distinct automatic movements, manufactured in Chopard's workshops, have been specifically developed to fit each size. Certified COSC chronometers that are as efficient as they are impeccable, they offer a power reserve of 60 hours for the 42 mm model and 42 hours for the 36 mm model. The mechanisms are visible through the sapphire crystal case back.

Self-winding mechanical Chopard movement with chronometer certification.



Family perseverance and determination

Three generations of the Scheufele family gathered around the Alpine Eagle's nest. Grandfather Karl "secretly supported" his grandson Karl-Fritz in convincing Karl-Friedrich to design and create it. Perseverance, determination and long-term vision are essential to the survival of a family company. Since becoming Co-President of Chopard alongside his sister Caroline, Karl-Friedrich has vertically integrated all the watchmaking professions in the manufacture, gaining total independence and access to the elite circle of leading fine watchmaking maisons. Its unfailing sense of commitment, to ethically sourced gold or to the Alp Action programme since the early 2000s, continues with the Alpine Eagle, which is associated with the Eagle Wings Foundation, of which Chopard is a founding member. This association implements an "environmentally innovative and multi-disciplinary project aiming to mobilise the general public and raise awareness about the importance, beauty and fragility of biotopes in the Alps."



Three generations of the Scheufele family: Karl-Fritz, Karl and Karl-Friedrich.

Chopard

Established
1860 by Louis-Ulysse Chopard

Company status
Independent family company

Senior Management
Caroline Scheufele, Co-President and
Karl-Friedrich Scheufele, Co-President

Number of employees
Almost 2,000

Flagship collections
Happy Hearts, Happy Sport, Ice Cube,
Imperiale, L.U.C., Mille Miglia

Bestsellers
Happy Sport and Mille Miglia collections

Retail prices
From CHF 1,000 (jewellery) and from CHF 5,000 (watches)
to several million Swiss francs for unique models (on request)

Annual production
Watches: 75,000 pieces
Jewellery: 75,000 pieces
www.chopard.com



Avenue C™ Mini Moon Phase in 18-carat rose gold set with diamonds, dial in beaded Havana-brown mother-of-pearl, brown satin-brushed alligator-leather strap.

Harry Winston The Avenue Collection™: a coming of age

The Avenue collection is celebrating its 20th anniversary, providing an opportunity to shine a light on this Art Deco icon. A series of designs as structured as they are resplendent pay tribute to New York's Fifth Avenue, which inspired them.

By Rachèle Mongazon



Avenue C™ Mini Moon Phase 20th Anniversary watches in 18-carat white gold set with diamonds and coloured precious stones, mother-of-pearl dials, satin-brushed alligator-leather straps.

Variable geometry

Highly colourful and sparkling with baguette-cut diamonds, the new Avenue C™ Mini Moon Phase 20th Anniversary is presented as a refined trilogy. Each version, released as a limited series of 20 timepieces, has a gold dial haloed with white mother-of-pearl that combines geometrical compositions with precious stones. The gem-set, elongated oval shape gives it a dynamic appearance, with its precious stones in varying cuts, sizes and colours. White diamonds and coloured stones – blue or pink sapphires, aquamarines – form an elegant ensemble. Four hour-markers in faceted coloured mother-of-pearl stretch out around the emerald-shaped HW emblem and moon phase aperture. The earth's satellite stands out against a midnight-blue sky. This subtle interplay of curves and straight lines is housed in a slim rectangular case in white gold. Set for the first time with baguette-cut diamonds, this precious receptacle evokes Art Deco architecture through the shape of the arches and diamonds. Worn with a matching light blue, pink or dark blue satin-brushed alligator-leather strap depending on the version, each creation counts the passing hours, minutes and phases of the moon and is powered by a premium Swiss-made quartz movement.

Harry Winston takes us on a journey through time to New York's legendary Fifth Avenue at the height of the Art Deco period. It was in 1932 that the American gemmologist, businessman and philanthropist Harry Winston established his first high jewellery Salon. A passion for exceptional stones and the boldness and creativity of the 'King of Diamonds' forged the house's reputation. The first range of Harry Winston timepieces, released in 1989 and aptly named Premier, combined gem-setting expertise and watchmaking know-how. The three arches on either side of the Premier's case were the signature of the collection, and evoked the façade of the legendary New York Salon. A decade later, the prestigious luxury thoroughfare where the brand originated inspired the design of a new collection named Avenue. Featuring rectangular cases and flowing, elegant lines, the collection also reflected this distinctive Art Deco style with its pure geometric lines, enhanced with diamonds, and its emblematic arches at 12 and 6 o'clock. To celebrate its 20th anniversary this year, this icon of femininity is exhibiting its very best finery.



HARRY WINSTON
TIMEPIECES

Established
1932

Company status
Société anonyme (public limited company) of the Swatch Group

Senior Management
Nayla Hayek, CEO

Number of employees
Undisclosed

Flagship collections
Ocean, Premier, Avenue, Emerald, Histoire de Tourbillon, Opus

Bestseller
Undisclosed

Retail prices
From CHF 10,800

Annual production
Undisclosed

www.harrywinston.com



Avenue Classic Moon Phase in 18-carat rose gold set with diamonds, beaded dial in Havana-brown mother-of-pearl, bracelet in 18-carat rose gold.

A celestial arch

The Avenue collection is celebrating its passage into a new decade with a celestial creation. The hues on its dial evoke a radiant sunrise, which extends onto the bracelet set with colourful precious stones in graduated shades. Released as a limited series of 20 timepieces, the Avenue Classic 20th Anniversary Moon Phase comes in a rectangular white gold case set with diamonds and topped with the arches that characterise the Harry Winston Salon on Fifth Avenue. The phases of the moon are showcased on this anniversary model, shining brightly against a brilliant blue starry sky on a beaded mother-of-pearl dial that has been hand-painted in graduated shades ranging from dark blue to purple. Here too, eternal diamonds play the starring role as they glitter around the emerald-shaped HW emblem applique in marquise-shaped settings that recall the clustering technique. Lastly, the bracelet demonstrates the full extent of the house's gem-setting expertise: pavé-set with 216 blue and purple sapphires and 66 diamonds, its shaped flexible links in white gold also recall the famous arches. Happy Birthday Ms Avenue!



Hand-painted blue mother-of-pearl and diamond-set 'cluster' motifs adorn the Avenue Classic Moon Phase in 18-carat white gold.

An icon of elegance

The highly refined new Avenue Classic Moon Phase also pays tribute to the house's emblems. Its diamonds sparkling against an iridescent sky are in pure Harry Winston style. A fascinating sight to behold, cloud formations can be seen beneath a Havana-brown mist on the hand-painted mother-of-pearl. Light and dark sunbeams radiate from the emerald-shaped HW emblem applique, which is proudly displayed at the top and centre, and highlighted by diamond-set 'cluster' patterns. A house signature, this technique developed by Mr Winston in the early 1940s made it possible to 'free' precious stones from traditional static settings. Here, the HW emblem is surrounded by a star and streams of diamonds radiating outwards towards the central hours/minutes hands. At 6 o'clock, the phases of the moon progress across a night sky scattered with stars and topped by a small-seconds hand. The watch is powered by a premium Swiss-made quartz movement. The refinement continues onto the diamond-set rose gold case, which is embellished with the arch inspired by the Fifth Avenue Salon. Contoured for a better fit on the wrist, the Avenue Classic Moon Phase has an 18-carat rose gold bracelet. It is a creation that reflects the excellence of the famous 'jeweller to the stars'.



Avenue Classic 20th Anniversary Moon Phase in 18-carat white gold set with diamonds, dial in beaded mother-of-pearl in graduated shades of blue and purple, bracelet in 18-carat white gold set with diamonds and blue and purple sapphires.

Hermès, the acrobat of time

At Hermès, time is an object in its own right with which the house likes to play, albeit respectfully. It invents watches that are not content to merely keep time, but reveal its uniqueness instead.

By Isabelle Cerboneschi



Slim d'Heure Impatiente in rose gold with silvered opaline dial and strap in matt abyss-blue alligator leather.

It would seem that Hermès has a special relationship with time. Rather than a master, time has found an interpreter who is part poet, part illusionist, part philosopher and part dreamer. Hermès is dedicated to precision, of course, but in its own unique way. Giving objects a special twist is part of the brand's identity.

When the house decided to suspend time in 2011, it found a watch designer equal to the task. As such, Agenhor designed the movement that powers the Arceau Le temps suspendu model. For it is common knowledge at Hermès that some hours are more precious than others. If, for example, you decide to spend time with your loved ones, you must embrace living in the moment, because the present instant is all that matters. And to keep pace with the here and now, the hands of the watch are gracious enough to stand still. They will have ample time to resume their frantic race later on.

For Hermès, time is emotion. Not only that which is generated by the beauty of a movement or a complication. No, this is the emotion spawned by time itself, which takes on an entirely different character when you are looking forward to a happy event. A romantic tryst, the five floors that you climb in the absence of a lift, clutching a bunch of peonies in your hand. Your heart pounds furiously, just like the balance of the watch. Hermès knows the value of this kind of time, and measures how precious and unique it is. It has crafted the Slim d'Hermès L'heure impatiente precisely to mark the rhythm of this time dedicated to emotion. An hour before the anticipated event, a mechanical hourglass starts up and emits a mellow note at just the right time.

For Hermès, time is also an expression of beauty and know-how. This distinctive aesthetic makes it possible to swiftly identify the object without even needing to read the signature. Some dials are undeniably Hermès, like the one featuring a miniature painting that plays with perspectives to depict an almost threatening animal. Almost, for it is so tightly framed that half of its jaw is missing. And you can't tell if it is growling, Grrrrr (which is, in



Arceau L'heure de la lune in white gold with aventurine or meteorite dial.



Arceau L'heure de la lune with aventurine dial, limited edition of 100 pieces.

fact, the name of the Slim d'Hermès Grrrr!), if it is annoyed to be placed off-centre, or if it simply wants to step off the dial and go for a stroll...

Hermès leaves the detail of inventing superb grand complications to the historic watch manufactures, whose time moves at a different pace to theirs. The house is an expert in the art of these curious devices that give you the illusion of mastering your own time. Bespoke time, that passes if you want it to, when you want it to.

Two moons, like peas in a pod...

Hermès is never predictable. So when it creates a moon phase watch in collaboration with Chronode, it does so by turning convention on its head and giving the star role to the moon which, unexpectedly, remains motionless. Actually, it would be more accurate to speak of moons, because the one in the northern hemisphere at 6 o'clock coexists with the one in the southern hemisphere.

While the moons take a rest, two counters indicating the date and time do all the work, rotating every 59th day around the dial crafted from aventurine or meteorite. They are the ones playing hide-and-seek with the two mother-of-pearl moons, which they reveal or conceal. "The face of the watch changes every day," explains Philippe Delhotal, Creation and Development Director at Hermès Horloger. "It is visually fun with counters revolving around topsy-turvy moons, for at Hermès, the best way to dream is with your head in the clouds."

Draw me a gallop...

When Hermès decided to create a new watch for women, it called upon furniture and lighting designer Ini Archibong. This American-Nigerian artist tells stories through illuminated objects, through lamps that reveal the invisible. This graduate of the École cantonale d'art de Lausanne (ECAL) had never designed watches before. But little matter. He was entrusted with the task of designing the Galop d'Hermès, inspired by objects from the Hermès Conservatoire des Créations. "I surrounded myself with objects from the Hermès world of fashion. I looked for connections between belt buckles, buttons, harnesses... that's what I focused on," he explained in January. This led him to design a watch inspired by a historic collection of stirrups seen through the prism of his own vision. Its rounded case with flowing lines, unobstructed dial and clear typography give it a streamlined style that transcends the functionality and simplicity of Hermès objects. It is a women's model that men will certainly want to borrow.



Established
1837

Company status
Société anonyme (public limited company) of the Hermès group

Senior Management
Laurent Dordet, CEO

Number of employees
Around 300

Flagship collections
Cape Cod, Heure H, Slim d'Hermès, Arceau

Bestseller
Cape Cod

Retail prices
From CHF 2,000 to several hundreds of thousands of Swiss francs for exceptional pieces

Annual production
Undisclosed

www.hermes.com

Galop d'Hermès in rose gold with grained silvered dial and strap in smooth elephant-grey alligator leather.





Classic Fusion Ferrari GT in 3D carbon, a limited edition of 500 pieces, with a sapphire crystal dial and strap in Schedoni leather and black rubber.



Hublot and Ferrari: a new full-throttle foray into the world of GT

It is now more than eight years since the Nyon manufacture and the Maranello-based firm sealed their partnership. Their ever-closer collaboration continues this year with the Classic Fusion Ferrari GT model, which is innovative in several respects.

By Michel Jeannot

Partnerships between watchmaking houses and car manufacturers are frequent. But few can rival the intensity of the Hublot-Ferrari alliance, which began in 2011. The collaboration between the Hublot head office in Nyon and the beating heart of the Ferrari firm in Maranello is an inexhaustible source of creative inspiration be it for watch movements, design or research into materials. Several models have marked this rich, shared destiny, such as the Big Bang Ferrari, the MP-05 LaFerrari and the Techframe Ferrari Tourbillon Chronograph, which was created for the 70th anniversary of the Italian engine manufacturer.

The spirit of Gran Turismo

The latest product of this partnership is the Classic Fusion Ferrari GT, which was unveiled at Baselworld by the Hublot and Ferrari teams at a special event that attracted extensive media coverage. It is a model with mechanics by Hublot and bodywork by Ferrari. And, in a first for this partnership, it is part of the Classic Fusion collection. So, after Formula 1 racing, the world of 'Gran Turismo' – or GT – is now being showcased. The concept was born, appropriately, in Italy in the first half of the 20th century.

Gran Turismo is a frame of mind. It involves incorporating the engine of a racing car into an essentially hand-built luxury saloon. Today, GTs are still breathtakingly high-performance limited-edition models that combine sport with luxury. At the wheel sit gentleman drivers or elegant women who are invariably fearless.

The perfect bridge between automobiles and watchmaking

A sophisticated mechanism and immaculate style, down to the tiniest of details: this is the very quintessence of the Classic Fusion Ferrari GT. This flyback chronograph offers some unique features. Firstly its engine: the Unico manufacture movement in its second-generation version, known as HUB1281 and unveiled in 2018. This self-winding mechanical movement stands out for being uncommonly slim for this type of calibre, with a thickness of just 6.75 mm. Connoisseurs of fine watchmaking mechanics will also note that it is the subject of four patents, that it oscillates at a frequency of 4 Hz (28,800 vph) and that its column wheel is visible on the dial side.

Its bodywork has been equally well crafted. The first of the three versions of this chronograph has a case that is 45 mm in diameter in 3D carbon, a polymer matrix composite woven from three-dimensional fibres. Borrowed from motor racing, it is unique in watchmaking. This high-tech material offers at least two benefits: it is ultra-resistant and extremely light. Clearly, Ferrari's long experience has paid dividends here. For those who prefer more classic versions, the chronograph is available with a case in titanium or King Gold, an exclusive alloy developed internally by Hublot. The spotlight is trained on motorisation, with the transparent sapphire crystal dial allowing a full view of the movement. As for the partnership with Ferrari, it would hardly be complete if the model did not display the brand's symbols: the famous rearing horse appears at 12 o'clock, while Ferrari's trademark red outlines the circumference of the dial. The finishing touch is provided by the timepiece's rubber strap, which is sheathed in the same Schedoni leather that graces the seats of the Italian sports cars.



The HUB1281 movement: a self-winding flyback chronograph from the Unico manufacture.

Flavio Manzoni: a man of style

Ferrari has long been the ultimate symbol of automotive performance, pushing mechanics and high technology to their limits. It also embodies unrivalled style that fires the imagination of adults and children, men and women, and even those who have no special attachment to cars. Since January 2010, Flavio Manzoni has been the keeper of the flame at Maranello. This is no doubt a crowning achievement for the 54-year-old Sardinian, who trained in architecture and industrial design at the University of Florence and was recognised by his peers in 2014 with the Compasso d'Oro award, the oldest and most prestigious distinction in the industry. The Hublot watchmakers work with Flavio Manzoni and the staff in his design studio – the Centro Stile Ferrari – to create the models that arise from this partnership. This is how legends and icons are born.



Classic Fusion Ferrari GT watches in King Gold, titanium and 3D carbon.



Established
1980

Company status
Société anonyme (public limited company),
a branch of LVMH Swiss Manufactures SA

Senior Management
Ricardo Guadalupe, CEO

Number of employees
670

Flagship collections
Big Bang, Classic Fusion, Spirit of Big Bang, Manufacture Pieces

Bestsellers
Men's model: Big Bang Unico
Women's model: Classic Fusion 38 mm

Retail prices
From around CHF 5,000 to 280,000
(excluding MP collection and high jewellery pieces)

Annual production
Around 50,000 pieces
www.hublot.com



Flavio Manzoni, Chief Design Officer at Ferrari.

Jaeger-LeCoultre: the mastery of chiming watches

The Master Grande Tradition Répétition Minutes Perpétuelle stems from a century and a half of experience in complication watches accumulated by the Vallée de Joux watchmaking house.

By Isabelle Cerboneschi

When you listen to Jaeger-LeCoultre's Master Grande Tradition Répétition Minutes Perpétuelle striking the hours, quarter-hours and minutes, the first surprise is how powerful the sound is. And the second is its delicacy. It combines strength with lightness. In order to develop this grande complication watch, Jaeger-LeCoultre drew on its 149 years of experience in the field. Today, few manufactures can boast such a heritage and such expertise. To achieve this result, the manufacture's research and development department perfected a system of innovative gongs with a clear and powerful sound, reminiscent of old striking pocket watches. These gongs with square cross-sections, struck by articulated trebuchet hammers, resound throughout the case thanks to an ingenious system that enables them to occupy the entire space.

A mechanical amplifier

The gongs are not placed on top of each other: they coil around the movement on one side, making a near-complete rotation before pivoting and switching sides, where each gong then proceeds to arch upwards. The space in which the sound spreads is thus optimised, and the acoustics amplified by the proximity of the gongs to the case, like a soundbox. This timepiece couples two masterpieces of construction and miniaturisation: a minute repeater and a perpetual calendar, another important complication that

displays the date, the day and the month in accordance with the length of the various months and leap years. Perpetual calendars are usually hand-wound, but the Master Grande Tradition Répétition Minutes Perpétuelle is driven by the self-winding 950 calibre. The rotor is concealed within the movement, allowing owners of this grande complication timepiece to fully admire the beauty of its core and the high-quality finish adorning each of its components. To safeguard the functioning of the movement, the manufacture has designed a security zone that appears in an aperture close to the axis of the hours and minutes hands between 10 pm and 1 am. This valuable indication warns the owner not to adjust their watch during this period of time. It also reminds them of just how precious the timepiece on their wrist is.

The Reverso's new finery

There are few watches that have enjoyed such longevity. The Reverso appeared in the 1930s, and its origin springs from one of the best-known anecdotes in watchmaking. During a polo match in India, a British Army officer approached Swiss businessman César de Trey holding a broken watch. He set him a challenge: to invent a watch that was able to withstand the brutality of a polo match. The businessman took the officer at his word and contacted the only Swiss manufacture capable of achieving such a feat. In 1931, the Reverso was born. Its singularity, functionality and timeless Art Deco design have enabled it to endure throughout the decades. In 2019, the Jaeger-LeCoultre manufacture presented three new interpretations of this horological icon: a burgundy-coloured Reverso Tribute Small Seconds, a Reverso One Duetto, the famous women's model set with diamonds on both dial faces, and a Reverso Tribute Duoface, which offers two time zones, one on each dial face. The limited edition Reverso Tribute Duoface Fagliano Limited in rose gold is worn with a cordovan leather strap, hand-stitched by Casa Fagliano, the world's most distinguished maker of polo boots. An elegant nod to the Reverso's origins.

An eight-year guarantee!

You need utmost self-confidence – or rather infallible confidence in your expertise – to dare offer your customers an eight-year guarantee! The Jaeger-LeCoultre manufacture has every reason to dare, with the launch of its two-phase 'Care Program'. The first phase concerns the customer experience, with access to a dedicated digital platform offering advice and services. Each new customer can register online to access all the content, available in 12 different languages. The second phase concerns the culture of the manufacture and of loyalty: each watch and clock leaving the Jaeger-LeCoultre workshops is now guaranteed for eight years, from the moment it is registered on the dedicated platform. The meaning of the word 'luxury' never ceases to evolve. According to surveys conducted by consultancy firm Bain & Company, customers need to feel culturally connected to a brand and share common values. Luxury has become an experience that strengthens the bond between a purchaser and a brand. Offering this kind of guarantee is reassuring for customers, both in terms of watch quality and the strength of this bond. And it also nurtures their loyalty for far longer than eight years.



Reverso Tribute Duoface Fagliano Limited in rose gold with blue front dial and silvered grey back dial featuring Clou de Paris guilloché motif.



Established
1833

Company status
Société anonyme (public limited company)
of the Richemont group

Senior Management
Catherine Rénier, CEO

Number of employees
1,200

Flagship collections
Reverso, Master, Rendez-vous, Polaris

Bestsellers
Reverso, Master

Retail prices
From CHF 4,250 to 1,100,000

Annual production
Undisclosed

www.jaeger-lecoultre.com

Master Grande Tradition Répétition Minutes Perpétuelle in white gold with blue guilloché enamel dial, limited to 30 pieces.



Innovative system composed of two gongs welded together, curving around the movement in the same direction.



The 'Care Program': a digital platform for customers and an international eight-year guarantee.



The Longines Avigation Watch Type A-7 1935 in steel with white lacquered dial and brown alligator-leather strap.

Longines: all about tradition

The brand from Saint-Imier has always applied two enduring concepts to its production: precision and elegance. Since 1832, these two watchwords have become the symbols of Longines' success.

By Christophe Roulet

There is no trifling with history at Longines. And for good reason, too: with 187 years of existence, the house commands respect, especially as it is now one of today's leading Swiss watch brands. Longines has cultivated this attachment to its heritage since its inception. It was founded in Saint-Imier in 1832 as a simple 'watchmaking establishment', and quickly realised the need to make an inventory of its production. Today this is an essential concern, but back then, this was no mean feat. True to its visionary spirit, the firm has systematically recorded all its watches since 1867, first in its 'établissement' ledgers, then in microfiches, and finally on computers. Since 2012, it has been using the LEA (Longines Electronic Archives), a unique database that collates all archived material about each watch, to provide information to dozens of customers on a daily basis. Given the incalculable number of Longines watches scattered around the world today, it is easy to grasp how monumental a task this is.

A play on contrasts

Faithful to its heritage yet looking to the future, Longines is omnipresent in the sporting world. The brand is official timekeeper for an array of competitions in equestrian sports, gymnastics, archery and downhill skiing, not to mention the Commonwealth Games. But it is also a master

in cultivating contrasts. Its roadmap, for instance, presents a dichotomy between existential elegance and an almost military-like strategy. Longines is also the contrast between dynamic, high-tech sports equipment and age-old mechanical watchmaking. So it is hardly surprising to find similar diversity in the brand's collections, where sport and classicism go hand-in-hand with femininity and tradition. In this last category, Longines has some hidden gems that "have accompanied exploration missions to unknown parts of the globe, withstood extreme weather conditions, participated in the opening of new airways and the setting of new aviation records, and navigated on raging seas".

On vintage wings

These models that have marked the history of watchmaking have now been updated for the Heritage collection. We thus discover the Lindbergh Hour Angle watch, developed by Longines in collaboration with the aviator Charles A. Lindbergh, who successfully completed the first non-stop solo flight across the Atlantic from New York to Paris in 33 hours and 30 minutes in 1927. "Confirming its essential contribution to air navigation at the time, the Lindbergh watch helped set a large number of aviation records," states the house. In the same vein, the Longines Weems

Second-Setting Watch has become an essential accessory for pilots and sailors. It is based on an invention by US Navy officer Captain Weems that made it possible to synchronise a watch to the nearest second without disrupting the mechanism, using a time signal broadcast by radio. For military purposes, Longines also developed the Longines Avigation Watch Type A-7 1935 for the Americans in 1935, followed by timepieces for the British Royal Air Force in the 1940s that inspired the present-day Longines Heritage Military. Diving with the 1960s Legend Diver, sports performance with the 1954 Conquest, and emerging elegance with the 1957 Flagship all still nourish the themes of this collection, whose retro accents keep the Longines winged hourglass flying high.



The Longines Legend Diver Watch in steel with black lacquered dial and metal Milanese mesh bracelet.

LONGINES

Established
1832

Company status
Société anonyme (public limited company) of the Swatch Group

Senior Management
Walter von Känel, President

Number of employees
Over 1,000 (mostly in Switzerland)

Flagship collections
The Longines Master Collection, Record, Conquest V.H.P., La Grande Classique de Longines, The Longines Elegant Collection, Heritage

Bestsellers
Women's model: La Grande Classique de Longines
Men's model: The Longines Master Collection

Retail prices
From CHF 1,000 to 4,000

Annual production
Undisclosed

www.longines.com



Flagship Heritage – 60th Anniversary 1957-2017 in steel with silvered dial and brown alligator-leather strap.

Inspiration from the 1930s

The Heritage line is an emphatic tribute to the ethos that has driven Longines since the very beginning: providing high quality, precision watches for all situations, from the most adventurous to the most elegant. The Longines Heritage Classic, which reinterprets an older model with a typical 1930s aesthetic, belongs firmly in the latter category. To reflect today's tastes, the diameter of the timepiece has been enlarged from 32.5 mm to 38.5 mm. But its sector dial – very popular at the time, and now hugely sought after by collectors – featuring Arabic numerals, small seconds at 6 o'clock and slender hands, is perfectly in keeping with the original style. Imbued with timeless charm, it is driven by the exclusive new L893 calibre, which features a silicon balance spring for guaranteed precision. This new Heritage model comes with a blue nubuck or semi-matt black leather strap. A NATO-inspired anthracite jeans-effect leather strap is also available.



The Longines Heritage Classic in steel with two-zone silvered dial and black leather strap.



Tambour Spin Time Air in white gold set with 791 diamonds (approx. 4.57 carats).

Louis Vuitton: a mechanical journey

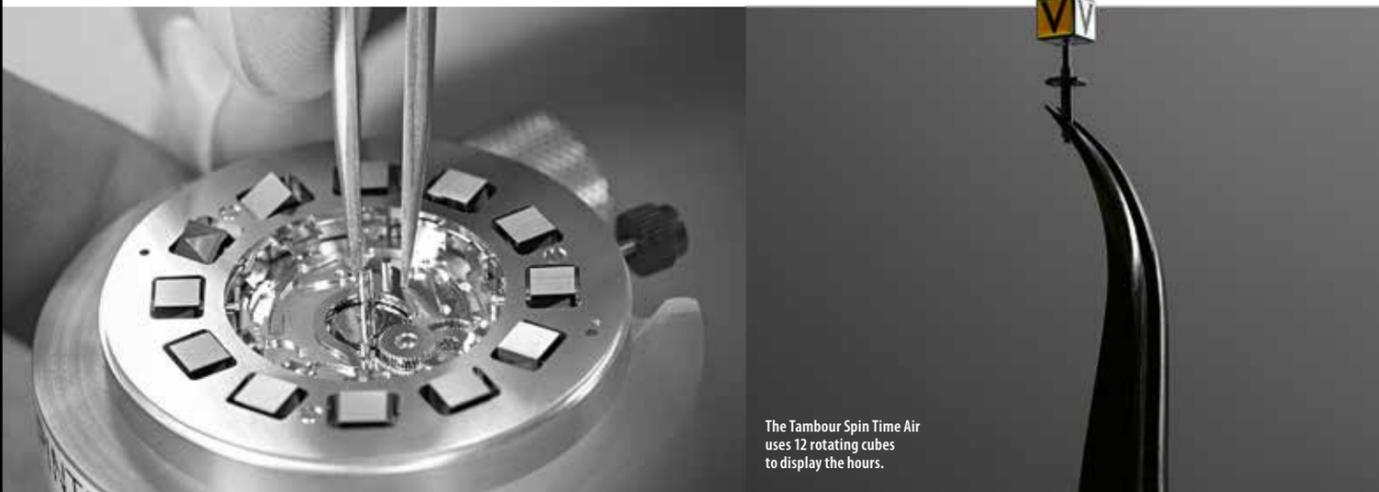
Original movements and unique decoration: these are the twin foundations on which Louis Vuitton has built its watchmaking reputation. The abundant 2019 offering provides ample proof of this.

By Hervé Genoud

When Louis Vuitton released its first watch, the Tambour, in 2002, it had a well-defined objective: to establish itself as a watchmaking house in its own right, capable of mastering the entire creative and manufacturing process of its timepieces. Over the years, this has given rise to several lines with highly identifiable designs, equipped with various complications (double time zones, global time, chronograph, minute repeater, etc.) and sold exclusively in Louis Vuitton stores. Initially located in La Chaux-de-Fonds and benefiting from synergies with other brands in the LVMH group, the watchmaking division of the famous Paris-based luxury house took the decisive step in 2014 of opening its very own 'Fabrique du Temps Louis Vuitton' (Louis Vuitton Time Factory) in Meyrin, just a stone's throw from Geneva. This facility groups together the major part of the house's know-how (movement design and manufacture, watch design, dial production, assembly, artistic crafts, and so on). This strengthened its legitimacy and credibility by stimulating the creativity of all the teams working on the same site.

The Spin Time's 10th anniversary

Launched in 2009, the Spin Time mechanism reinterprets the traditional jumping hours system to offer a novel way of telling the time. In place of a central hand, this exclusive patented calibre comprises 12 rotating cubes, each of which shows the numeral of the corresponding hour on one of its sides. Every 60 minutes, the cube for the ending hour spins around on its axis to show a plain face, while the one for the starting hour does the same to show its numeral – and all instantaneously. In 2019, to celebrate the 10th anniversary of this highly playful concept, Louis Vuitton presented the Tambour Spin Time Air, featuring a new self-winding movement whose entire mechanism is grouped together in the centre of the dial. The result: the 12 cubes appear to float in mid-air between the crystal and the transparent case back. This collection of seven models in white gold includes a large number of aesthetic variants. The three models for men are embellished in the centre by the LV signature, while the four women's models feature two flowers from the Monogram canvas. An extensive range of precious gems, set in the cases, the centres of the dials and the rotating cylinders of the women's versions, offer an ever-changing vision of time.



The Tambour Spin Time Air uses 12 rotating cubes to display the hours.



The calibre LV100, a manually wound mechanical movement made by the Fabrique du Temps Louis Vuitton.



Voyager Minute Repeater Flying Tourbillon in white gold with sapphire crystal dial featuring transferred horizontal lines.

An emblem of fine watchmaking

The Voyager line stands out for its unusually shaped case, midway between a circle and a square. Today, Louis Vuitton has combined this bold, modern design with two of the most sophisticated complications in watchmaking: a minute repeater and a flying tourbillon. Visible through a sapphire crystal dial with a striped pattern inspired by one of the house's canvases, the manually wound calibre LV100 is equipped – for the first time at Louis Vuitton – with 'cathedral' gongs that are longer than the usual ones for greater depth of sound. The flying tourbillon carriage at 5 o'clock has no bridge and appears to float over the movement; it is decorated with a V that, due to the rotation of the mechanism in a single minute, also indicates the seconds. The Voyager Minute Repeater Flying Tourbillon is equipped with a 9.7 mm deep case in white gold, making it one of the slimmest watches on the market to contain these two complications. It is available in two versions: a more understated model featuring an interplay of alternating satin-brushed and polished surfaces, and a pavé-set model featuring baguette-cut diamonds on the bezel and lugs. The movement is also visible from behind through a sapphire crystal case back.

A tribute to emblematic canvases

Louis Vuitton's flagship watch, the Tambour, is available with new dials that faithfully reproduce the patterns of two of the canvases that have contributed to the Parisian trunk-maker's renown. This collection, named Tambour Icons, is composed of four steel timepieces: the Tambour Monogram, which comes in three different diameters (28, 34 and 39.5 mm) and the Tambour Damier Graphite, with a diameter of 41.5 mm. Driven by quartz movements and water-resistant to 100 metres, the four watches have interchangeable straps that do not require any tools thanks to an innovative system patented by the house. The owner of a Tambour Icon can therefore swap their Monogram or Damier Graphite strap in a jiffy for one of the numerous others offered in the collection. Ideal for matching your watch to every occasion and asserting your own style.



Tambour Monogram and Tambour Damier Graphite inspired by Louis Vuitton's famous canvases.

LOUIS VUITTON

Established
Louis Vuitton brand: 1854 Louis Vuitton watchmaking: 2002
Company status
Société anonyme (public limited company) of the LVMH group
Senior Management
Catherine Lacaze, Director of Watches and Jewellery
Number of employees
Undisclosed
Flagship collection
Tambour
Bestseller
Tambour
Retail prices
From CHF 2,100 to 270,000
Annual production
Undisclosed
www.louisvuitton.com



Montblanc 1858 Geosphere in bronze, with khaki dial and matching NATO strap.

Montblanc: all about history and wide, open spaces

The Montblanc 1858 and Heritage collections draw on the elegant Minerva watches of the 1920s to 1950s. Time to embrace a period when watches were still indispensable instruments.

By Yannick Nardin

Few can make the same claim. Drawing on the heritage of the Minerva movement manufacture, Montblanc's present Centre of Excellence devoted to watches and quality has been constantly in operation for over 160 years. Based in Villeret, Switzerland, the watchmaking house named after a goddess was initially renowned for its chronometers, firstly in pocket watch format, then as stopwatches and wristwatches. In 1936, it notably produced a remarkable mechanical stopwatch with 100th of a second accuracy. Merged with Montblanc in 2007, the Institut Minerva de Recherche en Haute Horlogerie is today devoted to the brand's most exceptional designs. Its comprehensive know-how and production capacity – including the manufacture of balance springs – make it a vast source of creativity. In 2019, the combined expertise of Montblanc and Minerva gave rise to five new Montblanc 1858 models and a new Heritage collection.

History, here and now

With its 'Reconnecting Through Nature' campaign, Montblanc set the scene for its new 1858 watches. It presents two men – fashion photographer Dennis Leupold and composer and singer-songwriter Kristian Matsson – transported from a busy day at work to a break in the wilderness. "This campaign is a reminder to us all of how important it is to spend time in the great outdoors to reconnect with ourselves and with the world," sums up Nicolas Baretzki, CEO of Montblanc. Inspired by the Minerva chronographs of the 1920s and 1930s, the 1858 models draw not only from the manufacture's watchmaking history but also from nature as an authentic experience. On the dial of the 1858 Geosphere, two rotating globes represent the northern and southern hemispheres, while a second time zone evokes the world waiting to be explored. The collection's cases, available in bronze and



The Montblanc 1858 collection is inspired by the legendary Minerva models of the 1920s and 1930s.

in a steel version for the 1858 Automatic, develop their own patina over time. The bronze tones harmonise with the khaki NATO strap and the beige Arabic numerals on the dial. The railtrack minute circle, old Montblanc logo, cathedral hands, notched crown and thick sapphire box crystal enhance the models' vintage aesthetics. Each of these versions, limited to 1,858 pieces, is water-resistant to 100 metres and is subjected to Montblanc's 500 hours test in extreme conditions.

A time for heritage

The new Heritage collection is also redolent of tradition, as much for its technical characteristics as for its aesthetics. With its perpetual calendar and monopusher chronograph models, it is inspired by the classic Minerva watches of the 1940s and 1950s. The monopusher chronograph movement beats at 18,000 vibrations per hour, a classic frequency that allows the wearer to admire the oscillations of the balance. It is regulated by a hand-made terminal coil balance spring. The Heritage collection features chronographs with a counter indicating the 3, 6 and 9 minute intervals of a payphone – a reference to old telephone booths, when conversations were marked by the cadence of falling coins. The Montblanc Heritage Pulsograph monopusher chronograph, a limited edition of 100 pieces, is reminiscent of the 'doctors' watches' used in the past to take the pulse. Also released as a limited edition of 100 pieces, the Montblanc Heritage Perpetual Calendar in rose gold displays a second time zone in addition to its perpetual calendar. The different versions in the Heritage collection come with salmon, smoked caramel and silver white coloured dials. The cases in gold or brushed steel have case backs that are either open or engraved with the Minerva manufacture's logo. Sfumato straps by Richemont Pelleletteria, the group's leather workshop based in Florence, Italy, complete these timepieces.

Collectors with a taste for adventure

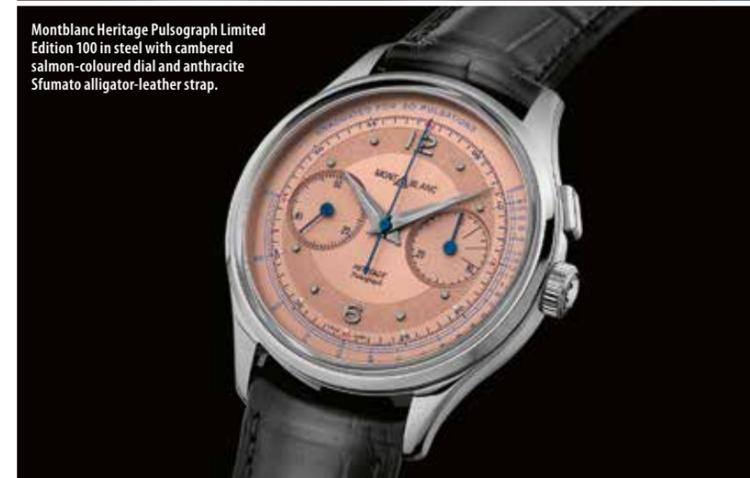
Inspired by a Minerva military chronograph from the 1930s, the new Montblanc 1858 Split Second Chronograph pays tribute to Minerva's professional watches designed for military use and exploration. Like the original timepiece, the Montblanc 1858 Split Second Chronograph is equipped with a telemetric scale on the edge of the dial to measure, for example, the distance of lightning during a storm. The timepiece also features a tachymeter at the centre of the dial (calibrated for 1,000 metres) in a colimaçon snail shape to determine the speed of a moving object over three minutes. The chronograph equipping this model comprises a split-time function developed by the Montblanc engineers to measure intermediate times without interrupting the ongoing measurement of a longer elapsing time. Dedicated to collectors, the Montblanc 1858 Split Second Chronograph is limited to 100 pieces.



The limited edition Montblanc 1858 Split Second Chronograph is a reinterpretation of a Minerva military watch from the 1930s.



Vintage colours – smoked caramel, silver white and salmon – adorn the Heritage collection inspired by the classic Minerva watches of the 1940s and 1950s.



Montblanc Heritage Pulsograph Limited Edition 100 in steel with cambered salmon-coloured dial and anthracite Sfumato alligator-leather strap.

MONTBLANC

Established 1906

Company status
Société anonyme (public limited company) of the Richemont group

Senior Management
Nicolas Baretzki, CEO

Number of employees
3,300

Flagship collections
1858, Heritage, Star Legacy, TimeWalker, Bohème

Bestseller
1858

Retail prices
From CHF 1,735 to 280,000

Annual production
Undisclosed

www.montblanc.com



Oris Big Crown ProPilot X Calibre 115 in titanium with skeletonised dial and titanium bracelet.



Designed to show the workings of a mechanical watch: the manually wound Calibre 115.



The Oris Big Crown ProPilot X Calibre 115 is inspired by culture, architecture, aviation and nature.



Oris updates the pilot's watch

A manifesto of Oris's mechanical preferences and a modern vision of its flagship calibre, the new Big Crown ProPilot X Calibre 115 offers a pure reinterpretation of the pilot's watch.

By [Olivier Müller](#)

If Oris had to be summed up in five words, these could be: mechanical watches at affordable prices. But this image would be too restrictive in relation to the diversity that Oris currently displays: it is an authentic and independent watchmaking house that is refocusing on the world of aviation. In fact, pilot's watches have embraced every watchmaking trend. Worn in the pocket, on the wrist and even at the thigh, initially simple before featuring complications (chronograph, GMT, etc.), mechanical or quartz, and equipped with more or less comprehensible rotating bezels, they were destined for a fraternity of professional users (military and later civil), before becoming more widely worn in the 1950s and 1960s as commercial flights really took off.

A mechanism revealed

'Go your own way' is the motto of this house founded in 1904. Today, with the new Big Crown ProPilot X Calibre 115, they have rendered this maxim more tangible than ever. A modern interpretation of the pilot's watch, the Big Crown ProPilot X Calibre 115 is unlike any other. It is inspired by nature – in particular, the Waldenburg valley around the village of Hölstein from where the brand originated – and reflects both contemporary culture and authenticity. It is probably the most quintessential Oris watch ever

made. The Big Crown ProPilot X Calibre 115 is authentic. It hides nothing and exhibits the brand's true nature: honest, upstanding and independent. Oris has chosen its flagship movement, the Calibre 110, to reconnect the user with pure mechanics, allowing each of its components to be seen and almost touched. By skeletonising its manufacture calibre, Oris offers tangible and visible understanding of how this movement with a 10-day power reserve works.

Unique in its genre

Impressive and dynamic, the Big Crown ProPilot X Calibre 115 reflects the history of the pilot's watch as much as its future. The brushed titanium case is inspired by the original 1938 design of the first Oris Big Crown timepiece, while the bezel is engraved with a recently created pattern by Oris recalling the turbine of a jet engine. This creation cuts straight to the chase, shedding the superfluous to bring the new, manually wound Calibre 115 to life. The choice of a manually wound movement is both a historic nod to the first pilot's watches and a tangible way of strengthening the bond between the wearer and their watch, which they must wind up regularly. As they do so, the process is fully visible through the Big Crown ProPilot X Calibre 115's immense openworked barrel at 12 o'clock, the signature of this movement.

More than a watch: a manifesto

The Big Crown ProPilot X Calibre 115 expresses Oris's personality and embodies its vision of 'casual' luxury: an appreciation and recognition of quality, authentic experiences, space, time and modern culture. Oris propels the pilot's watch towards new, ever more mechanical horizons. The challenge is modernity, and Oris has risen to it with a wide 44 mm diameter, titanium case and bracelet, and anti-reflective double sapphire crystal through which the tiniest details of the Calibre 115 can be seen. The ridges of the bracelet are pronounced, the crown guard is highly responsive: everything about the Big Crown ProPilot X Calibre 115 indicates a preference for authenticity and mechanics. With the Big Crown ProPilot X Calibre 115, Oris has freed itself from convention and pushed back the technical boundaries of traditional movements. This design is a natural continuation for an entirely independent brand that has no credo but to write its own.

A design, a challenge

Skeletonising a movement does not consist of simply hollowing out components, for not all of them can withstand the process without compromising on strength. Resistance calculations are made when they are 'full', so hollowing them out drastically changes the situation. This is particularly true for the Calibre 115, whose immense barrel exerts high torque on the movement's entire kinematic chain. The design of the Big Crown ProPilot X Calibre 115 is a response to these constraints. The piece is supported by a bridge crossing from 12 o'clock to 6 o'clock. Its perfect symmetry gives the piece a well-balanced design. The other structuring element of the design is the circle: there is one for the small seconds, one for the power reserve and one for the barrel. The first two elements are part of the exterior, the third is a component. Combining them within the same composition demonstrates Oris's firm intention to associate form and function, and aesthetics and functionality, within a single coherent design.



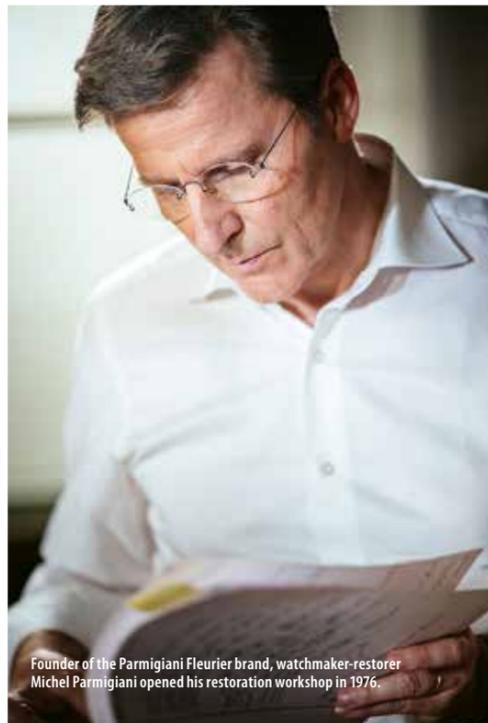
The Calibre 115 is skeletonised to showcase the inner workings of the watch.

ORIS

HÖLSTEIN 1904

Established	1904
Company status	Société anonyme (public limited company)
Senior Management	Ulrich W. Herzog, President of the Oris group Claudine Gertiser-Herzog and Rolf Studer, Co-Directors
Number of employees	200
Flagship collections	Oris Calibres 110-115, Oris Big Crown, Oris Aquis, Oris Divers Sixty-Five
Bestseller	Oris Big Crown ProPilot Calibre 111
Retail prices	From CHF 1,500 to upwards of 7,000
Annual production	Undisclosed

www.oris.ch



Founder of the Parmigiani Fleurier brand, watchmaker-restorer Michel Parmigiani opened his restoration workshop in 1976.



Made by Parmigiani Fleurier's Watchmaking Hub, this ultra-thin tourbillon movement incorporates a tourbillon and a mini-rotor side-by-side.



Demanding true watchmaking expertise, the restoration and conservation of heritage timepieces was the starting point for Parmigiani Fleurier.

Parmigiani Fleurier: when a watchmaker turns detective

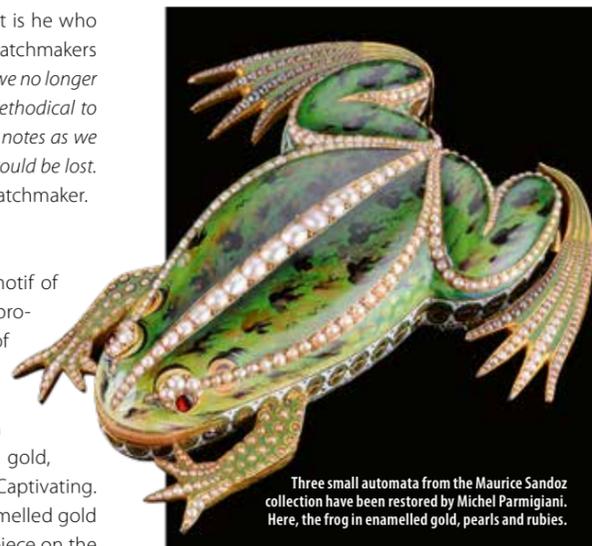
Michel Parmigiani, Fleurier's master watchmaker, started his career by restoring old timepieces. This activity still feeds into the design of his contemporary watches.

By Thierry Brandt

Michel Parmigiani attends to the old grandfather, mantle and wall clocks, mechanical singing birds and automata entrusted to him like a mother hen. That's what Fleurier's master watchmaker, restoration champion and Sherlock Holmes of watchmaking, is like. It is he who compares himself to Conan Doyle's detective. For when it comes to restoration, watchmakers often have to proceed as if it were an investigation: "Usually, for these rare old pieces, we no longer have any diagrams or explanations of the mechanism. So, we must be patient and methodical to understand how it works. We have to disassemble the entire object, taking photos and notes as we go along, to discover why such-and-such a component is not working. Otherwise, we would be lost. It's like at a crime scene: if you wipe away the fingerprints, you've had it," explains the watchmaker.

The magic of automata

Understanding and respecting the work of previous generations: this is the leitmotif of the restorer, who has not become a globally renowned expert by chance. The process requires time and patience – not to mention self-sacrifice – and a great deal of 'archaeological' research. Experience and memory also play a leading role, notably in learning to recognise the various mechanisms. Three small automata, three animals with delicate mechanisms, have passed through his expert hands. All are from the Maurice Sandoz collection. The first is a 120 mm mouse made from engraved gold, pearls and rubies, which faithfully reproduces the movements of its real-life model. Captivating. The second represents a 75 mm silkworm composed of a series of rings in red-enamelled gold and rose-cut diamonds, rubies and emeralds. It is operated by means of a trigger piece on the

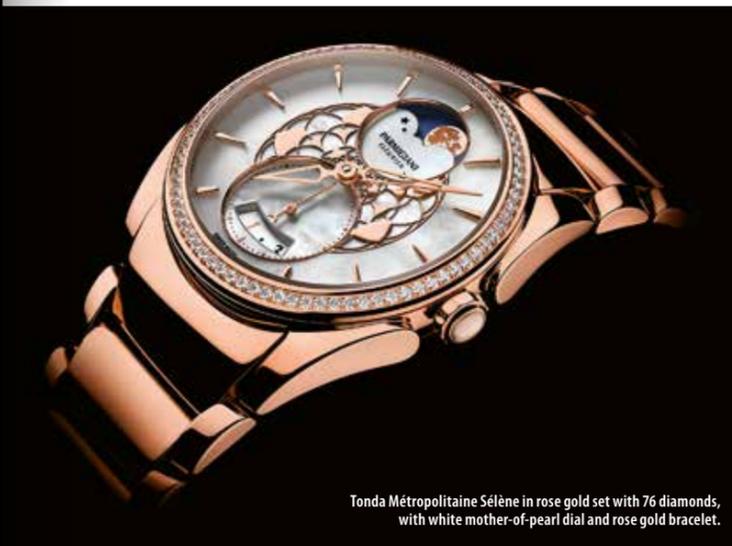


Three small automata from the Maurice Sandoz collection have been restored by Michel Parmigiani. Here, the frog in enamelled gold, pearls and rubies.

underside of the creature, and it, too, moves like its real-life counterpart. Astonishing. The third is a 60 mm frog in enamelled gold, pearls and rubies. Like its companions, you might think it was alive with its leaps and croaks! Marvellous.

A single correction per year

Parmigiani is also a contemporary watch manufacture, of course, that is inspired by the teachings of masters from the past. Michel Parmigiani likes to emphasise this age-old connection. "I try to work in the same spirit," he says. Demonstrating this philosophy, the Tonda Calendrier Annuel model is a wonderful expression of the watchmaker's passion for calendar complications. It requires the date to be corrected just once a year, at the end of February. The rest of the time, it adjusts itself automatically according to the length of each month. Better still, the retrograde date marker never obscures the moon phase aperture at 6 o'clock. This other complication is also very sophisticated, since it only has to be adjusted once every 122 years. A last, important aesthetic detail: there is a double representation of the moon. The first for the northern hemisphere, the second for the southern. The moon phase aperture and discs are in solid rose gold. Another version is available in white gold. The Tonda Calendrier Annuel, which is remarkable for its understated lines and the easy legibility of all its indications, is driven by an automatic movement. Amongst other features, the latter has a series-mounted double barrel that guarantees a 50-hour power reserve. As you would expect from Parmigiani Fleurier, the decoration of the movement and all the outer adornments meet the fine watchmaking standards revered by the house.



Tonda Métropolitaine Sélène in rose gold set with 76 diamonds, with white mother-of-pearl dial and rose gold bracelet.

PARMIGIANI FLEURIER

Established
1996

Company status
Société anonyme (public limited company)

Senior Management
Michel Parmigiani, President, Founder and Master Watchmaker
Davide Traxler, CEO

Number of employees
Undisclosed

Flagship collections
Toric, Kalpa, Tonda

Bestseller
Tonda collection

Retail prices
From CHF 8,900 for women's watches and CHF 10,600 for men's watches

Annual production
Undisclosed

www.parmigiani.com



Tonda Calendrier Annuel in rose gold with grained white dial and Hermès brown alligator-leather strap.

Femininity in the limelight

The most accomplished horological mechanisms do not preclude refinement or poetry. Michel Parmigiani also knows how to appeal to women, as witnessed by this Tonda Métropolitaine Sélène. A watch bearing the name of the Greek goddess of the moon, and which is devoted to representing the phases of the moon, demands highly refined finishes when it comes to both its timekeeping mechanism and its aesthetics. Its automatic movement with a 50-hour power reserve is entirely circular-grained, and decorated with Geneva stripes and hand-bevelling. Its dial, meanwhile, is graced with a moon phase aperture that takes pride of place at 12 o'clock. At the centre of the dial, a finely chased flower in rose gold creates shimmering glints of light. All this is mounted in a case, also in rose gold, crowned with a bezel set with 76 brilliant-cut diamonds totalling around 0.52 carats.



Calatrava Weekly Calendar Reference 5212A-001 in steel with silvered opaline dial and specially designed typography based on hand-written numerals and letters.



The power of seduction by Patek Philippe

Although Patek Philippe is a leading name in 'grande complication' watches, it is equally renowned for its 'petite complication' timepieces, notably its calendar watches and women's range.

By Christophe Roulet

Very often, Patek Philippe's truly exceptional models are focused on grandes complications, such as the Grandmaster Chime Reference 6300, which has two dials, no fewer than 20 complications (including five chiming ones) and 1,366 parts. And this wasn't even a one-off! Presented in 2014 to celebrate the manufacture's 175th anniversary, it was incorporated into the current collections two years later. But in the early 1990s, Patek Philippe also began to concentrate on what it dubbed 'useful' complications, such as annual calendars, universal time and second time zones. In parallel, it also launched the Twenty~4®, its first women's watch in diamond-set steel, in the same period. Patek Philippe thus also became a benchmark for useful complications, notably with highly popular models offering simple, annual and perpetual calendars and – since this year – a weekly calendar.

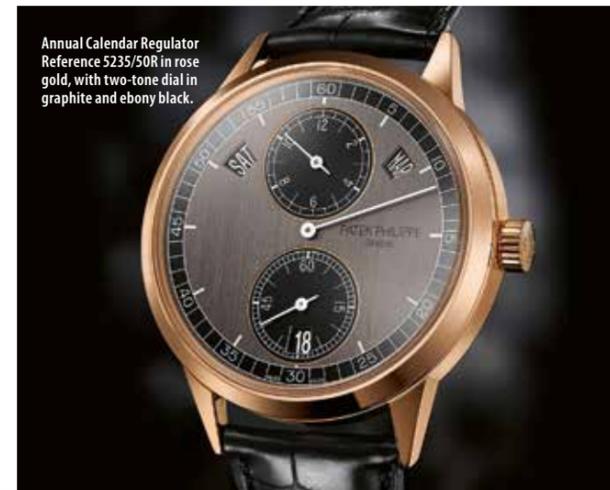
Pioneer of calendars

The advantages of an annual calendar are obvious. Requiring a simple correction once a year at the end of February, it is therefore less complex than a perpetual calendar and consequently more affordable, while still leaving room for original dial decorations. Yet the patented movement equipping Reference 5035, which is readily considered to be the first true annual calendar, made Patek Philippe a recognised pioneer in the discipline. That was back in 1996, and since then this complication has become a trusty constant in the house's catalogue, available in more than 20 different versions. One of these includes Reference 5235, which was released in 2011 and combined Patek Philippe's patented annual calendar mechanism with a regulator type display that dissociated the hours, minutes and seconds hands

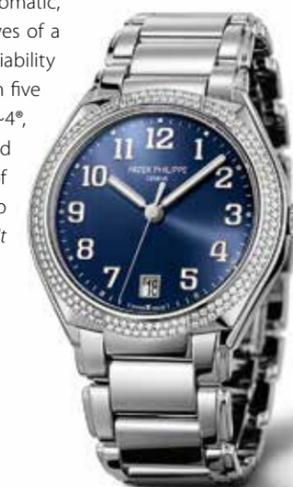
in a highly unusual way, all the while offering day, date and month calendars in separate apertures. The model returns this year in rose gold with a two-tone graphite and ebony-black dial. While this watch – "a tribute to the precision clocks that were long used to display the exact time in watchmaking workshops and astronomical observatories" – offers perfectly mastered retro charm, the same is also true of another new timepiece: the Calatrava Weekly Calendar Reference 5212A in steel, which introduces a new calendar function (the week number) in addition to the day and date displays. Inspired by a one-of-a-kind piece made in 1955, the aesthetics of this creation have a vintage feel that is highly popular today. As evidence of this, the house has created a specific typography based on handwriting, with letters and numerals that are all different and unique, in a nod to the notes written in a diary.

A feminine anniversary

Without the Twenty~4®, Patek Philippe would certainly not be where it is today. The house's iconic women's watch is now celebrating its 20th anniversary, providing the perfect opportunity for the manufacture to give it a new lease of life with the Twenty~4 Automatic, which abandons rectangles and quartz for the curves of a 36 mm case in diamond-set gold or steel, and the reliability of a self-winding 324 S C calibre. It took no less than five years of development to prepare this new Twenty~4®, notably to adapt the calibre to a smaller case and to hone its appearance right down to the tiniest of details. As the house's boss, Thierry Stern, summed up when it was presented in Milan: "It had to be perfect. It had to be a Patek Philippe!"



Annual Calendar Regulator Reference 5235/50R in rose gold, with two-tone dial in graphite and ebony black.



Twenty~4 Automatic Reference 7300/1200A-001 in steel set with 160 diamonds, with blue sunburst dial and steel bracelet.



PATEK PHILIPPE
GENEVE

Established
1839

Company status
Independent family company

Senior Management
Thierry Stern, President and member of the Board
Philippe Stern, Honorary President and member of the Board
Claude Peny, CEO and member of the Board

Number of employees
2,100 in Switzerland (including 1,700 in Geneva)

Flagship collections
Aquanaut, Calatrava, Ellipse d'Or,
Gondolo, Nautilus, Twenty~4®

Bestseller
Undisclosed

Retail prices
Starting price for a gem-set steel timepiece with quartz movement
(e.g. Twenty~4® women's watch): CHF 11,000
Starting price for a gold watch with mechanical movement
(e.g. Calatrava men's watch): CHF 17,400

Annual production
Around 62,000 pieces

www.patek.com

The 2019 Watch Art Grand Exhibition in Singapore.



On course for Singapore

After Dubai, Munich, London and New York, Patek Philippe's touring exhibition has turned East and taken its 2019 'Watch Art Grand Exhibition' to Singapore. As the house explains, "taking place during the bicentenary of the founding of Singapore, the exhibition highlights how important the city-state and all of South-East Asia is for Patek Philippe. These markets play an essential role due to the large number of collectors and enthusiasts we have there." And to ensure visitors were utterly amazed, Patek Philippe pulled out all the stops between 28th September and 13th October, as has been the case at each of these events, which are more like fine watchmaking fairs than simple exhibitions. 1,800 m² was devoted to ten themed areas, each with their own ambience, enabling visitors to immerse themselves in the world of Patek Philippe. Several limited-edition watches and a collection of pieces featuring artistic crafts inspired by the region's cultural heritage were also showcased.



A partner of several major art events, including Frieze, Richard Mille combines art with watchmaking.

Richard Mille has art on his mind

The radical magician of modern watchmaking loves contemporary art, making for some unusual partnerships. From famous institutions to renowned artists, Richard Mille stakes his own unique claim to some uncharted creative territory.

By Olivier Müller

Sunday 30th June, Chantilly, North of Paris. A castle dating back to 1358, an immense park and gardens designed by Le Nôtre, filled with impressive hats and families wearing their Sunday best. With each step, they pass a vintage Bugatti, a forgotten Facel Vega or a McLaren prototype. What could be mistaken as a background of a Dali is habitual for Richard Mille. The Richard Mille Arts & Éléance car competition is (largely) his own creation. It was founded by his friend Patrick Peter (from Peter Auto, a leader in classic car races) after a discussion together. But the 2019 event offered a unique twist, placing art and mechanics on an equal footing.

In the beginning, a soupçon of Picasso

New observers might have been surprised: Richard Mille, the high priest of 21st century watchmaking, champion of mechanical sports, apostle of the ultra-high-tech ... converted to patron of the arts? The truth is more complex. But not, however, entirely unexpected. There were a few clues. The Éditions Cercle d'Art publishing house was one of them. Part of the Richard Mille group, it is the long-standing publisher of many monographs on contemporary artists, including Picasso, who was an early supporter. Then there's the brand's several partnerships with artists from diverse backgrounds. One of these is Cyril Kongo. A true work of art for the wrist, his RM 68-01 Tourbillon transposes his world and the language of street art to the heart of a watch movement. His extraordinary work of art required nearly a year of research simply to develop the airbrush and paint that was needed!

Transposing an artistic vocabulary onto the infinitely small is a common denominator with the creations of another Richard Mille artist, the actress Michelle Yeoh, who was also the brand's first female partner. Her RM 051 illustrates the legend of the phoenix on the wrist. Adorned with

diamonds, it snakes around the movement, binding the barrel, power-reserve indicator and tourbillon together in an eternal cycle. Poetry and fascination emanate from this work of art, whose extreme complexity transcends feminine elegance.

Sitting down with the greats

Even this boldness was not enough to satisfy Richard Mille. After some other very targeted partnerships (Pharrell Williams, the actress Margot Robbie and the choreographer Benjamin Millepied), the watchmaker sat



Actress Michelle Yeoh has contributed to the development of several Richard Mille watches for women.

down with some of the world's greatest artistic institutions. But don't expect to find Richard Mille at the Louvre, it's much too historic! This man keeps his gaze looking far ahead to the future. First it was Frieze Masters and Frieze London, then New York and Los Angeles. Frieze is the most important global platform for modern and contemporary art for connoisseurs, collectors and the general public. Richard Mille immediately found his place there, for each of his watches is, in its own way, a work of art, design, sculpture and architecture. Each 'Richard Mille' stimulates the perception of collectors, offering a new interpretation of the art of watchmaking in exactly the same way that a work of modern art questions traditional art, unhesitatingly questioning genres and conventions. More recently (in February 2019), Richard Mille laid a further claim to artistic territory through a partnership with the Palais de Tokyo, Europe's largest centre for contemporary art, situated in the heart of Paris. With a three-year commitment, Richard Mille will be in direct contact with the 640,000 visitors that come to this international institution each year which, like the watchmaker, knows how to blur the lines between exhibitions, meetings, film projections, concerts, performances and book shop, all within a spectacular building. Innovating and upsetting conventions in an unparalleled modern setting; this could almost be the definition of a Richard Mille watch.



The brand has signed a three-year partnership with the Palais de Tokyo in Paris, Europe's largest contemporary art centre.

RICHARD MILLE

Established
2001

Company status
Independent company

Senior Management
Richard Mille, President
Dominique Guenat, Co-President

Number of employees
Around 170

Flagship collections
All 70 collections

Bestsellers
RM 11-03, RM 07-01, RM 037, RM 016

Retail prices
From CHF 54,000 to 2,077,500

Annual production
Around 5,200 timepieces in 2019

www.richardmille.com

Kongo, or 'Mr Colorful', creates 30 unique pieces

Few watch enthusiasts had heard of Cyril Kongo before Richard Mille gave him carte blanche. When the RM 68-01 Tourbillon was presented in 2016, it was impossible to say if it was a Kongo graffiti on a Richard Mille watch, or a Richard Mille watch serving as a canvas for Kongo. Today, it might seem like the perfect fusion of watchmaking and street art, but at the time it was far from self-evident. The Richard Mille movement has been completely skeletonised, proportionately reducing the surface available for the artist. It is entirely hand-painted, mainly using an airbrush. Extremely light paint and a specific airbrush were developed to avoid compromising the functioning of the minuscule components, and the chosen colours were sprayed with the greatest delicacy, drop by drop. Each watch is individually worked on by the artist, making them truly unique pieces. Although more used to gigantic murals, Kongo has nonetheless successfully reproduced his art on these microscopic components. It is an unequalled tour de force.



'A work of art for the wrist', the RM 68-01 Tourbillon Cyril Kongo was created in collaboration with the French street artist.



Cyril Kongo has brought his graphic world to the heart of the movement, using a specially developed airbrush to spray on the colours drop by drop.

RJ: resurgence through audacity

Since Marco Tedeschi took to the helm of RJ, the brand has experienced a significant revival, particularly with its new signature collection, ARRAW. These bold pieces are inspired by the ocean and space.

By Thierry Brandt

In 2018, when he took control of RJ's destiny as CEO and Creative Director, Marco Tedeschi did not hide his ambitions. He turned up with a collection named ARRAW, and a plan to focus all his efforts on it: "I am delighted to present ARRAW, RJ's first permanent collection. These watches truly represent the modernisation of RJ's design philosophy. Furthermore, they are the foundation of our forthcoming developments, which will notably incorporate our future manufacture movements. ARRAW will thus allow us to raise the profile of our hallmark concepts and our collaborations, taking things to the next level," he explained at its launch, specifying that the collection is destined for men and women alike.

Walking on the moon

Initially, the Genevan watchmaker was inspired by the ocean. Space has now taken over as we celebrate the 50th anniversary of man's first steps on the moon. The ARRAW 6919 watch pays tribute to this exceptional achievement. "This model reflects both our commitment to exploring unknown territory and our aspiration to constantly pursue sophistication and difference, which we subtly showcase through the craftsmanship of our artisans," comments Marco Tedeschi. The watch is impressive with its 45 mm case, adorned fittingly with the brand's emblematic RJ Bumpers™. It is available in three different versions, each one limited to 100 pieces: red gold, black ceramic and titanium. It is powered by the first movement to be manufactured by RJ, which is equipped with a patented moon phase mechanism that turns 360° around the dial with each lunar cycle. The bezel, meanwhile, is made from a composite material into which elements from Apollo 11 have been fused.

A certificate authenticating the material, signed by Marco Tedeschi and the President of the Association of Space Explorers, is delivered with each ARRAW 6919 watch. This material is secured to the case by means of a grid inspired by the design of the Apollo 11 command module. The polyamide strap features a raised pattern evoking the footprints of the astronauts on the moon. It is easily interchangeable – as with all the models in the collection – thanks to a unique system: one click by pressing simultaneously on the two lug screws, and voilà! The buckle can also be changed by the wearer without using a single tool.



ARRAW 6919 Ceramic in black ceramic, titanium bezel with insert in composite material combining an ultra-high-performance resin with elements from the Apollo 11 spacecraft.



ARRAW 6919 Gold and ARRAW 6919 Titanium, limited series of 100 pieces in red gold and titanium.



ARRAW Star Twist Titanium Blue Spiral Galaxy in titanium set with 48 sapphires, with mother-of-pearl dial covered with four layers of paint and transparent lacquer.



Established
2004

Company status
Société anonyme (public limited company)

Senior Management
Marco Tedeschi, CEO
and Creative Director

Number of employees
25

Flagship collections
ARRAW 6919, Star Twist,
ARRAW Marine

Bestseller
Undisclosed

Retail prices
From CHF 10,000 to 45,000

Annual production
800-1,000 pieces

www.rjwatches.com



© DC Comics. (s18)

ARRAW The Joker in titanium, dial with a textured white pressed plaster finish, hour-markers in the form of 'aces', and chronograph hand in the Joker's signature colour with the villain's logo at its base.

The villains of the DC Comics world

This watchmaker likes space, but is also a comics fan. Since 2014, RJ has partnered up with one of the industry's major operators, Warner Bros., presenting its hugely popular Batman models. The brand has renewed this collaboration with a series of watches inspired by Batman's sworn enemies: the Joker and Two-Face. "By entrusting RJ with the task of bringing two of the most infamous villains in comic book history to life in the shape of rare, limited-edition collector's watches, Warner Bros. and DC Entertainment have demonstrated their confidence in the position our brand occupies in both popular culture and watchmaking," explains Marco Tedeschi. Two offbeat ARRAW models are available in a limited series of 100 pieces. The first is The Joker: a chronograph freely inspired by the Machiavellian clown, his make-up and his deadly playing cards. The second is Two-Face: a watch featuring a skeletonised movement with laser processing that evokes the criminal's misshapen face and tortured spirit.

© DC Comics. (s18)



ARRAW Two-Face in satin-brushed and structured titanium, Batman logo on the screws, half-exposed dial in graduated shades of black, small seconds in the form of Two-Face's coin.



Excalibur Spider Carbon³ – Flying Tourbillon, with case, calibre and strap in multi-layer carbon, limited edition of 28 timepieces.

ROGER DUBUIS

Established
1995

Company status
Société anonyme (public limited company) of the Richemont group

Senior Management
Nicola Andreatta, CEO

Number of employees
350

Flagship collection
Excalibur

Bestseller
Excalibur Automatic Skeleton

Retail prices
Undisclosed

Annual production
Undisclosed

www.rogerdubuis.com



Mastery and extravagance with Roger Dubuis

By emphasising the architecture of its movement, its decoration and its materials, which are amongst the most innovative ever used in fine watchmaking, Roger Dubuis continues to trace a unique technical and creative path.

By Michel Jeannot

Roger Dubuis has always nurtured transgression. Its guiding principle is to provoke strong new emotional reactions to watchmaking. The manufacture has been in the vanguard of fine watchmaking since 1995, its creativity tinged with extravagance drawing a large community of fans in pursuit of disruptive design and innovation. Roger Dubuis plays with materials (carbon, cobalt, etc.) and designs (skeleton movements, micro-sculptures, gemstones, etc.) by exploring different creative worlds. The brand abstains from none, pushing back aesthetic and mechanical boundaries. Its Excalibur model encapsulates this dynamic and this culture of boldness perfectly. From ancient medieval legends or a gem-set garden to high-performance mechanics via collaborations with Pirelli and Lamborghini Squadra Corse, the brand has asserted its creative singularity – a sort of mechanical adrenaline – for a quarter of a century. Roger Dubuis is a driver of innovation and a catalyst for horological passion.

The manufacture's latest design reflects this tension that fuels the brand. The Excalibur Blacklight. Or a lesson in how to combine opposites to serve disruptive design. Roger Dubuis connoisseurs will not be disoriented: the base of the Blacklight is none other than the Excalibur, the house's flagship model. It has the same bevelled bezel and, above all, the same all-important calibre whose micro-rotor is designed around a star, with each arm acting as a bridge for the organs of the watch. It is this architecture that Roger Dubuis is now attempting to enhance in a brand new way. The manufacture has designed decoration using technology that is alien to the watchmaking industry. Sapphire micro-tubes transform the RD820SQ calibre into a mechanical sculpture that glows under

UV light, revealing a motif that appears to float inside the case when the lights go out. Sculptural in the daytime, resplendent at night, the Excalibur Blacklight expresses the uniqueness of a brand bent on exploring the full artistic potential of its most famous movement.

Innovation cubed

The new Excalibur Spider Carbon³ – pronounced 'Carbon Cubed' – is most certainly beautiful to behold, yet it is also as technical as ever. It also adds a dimension that is uniquely its own: optimum comfort. For the first time, Robert Dubuis has equipped one of its timepieces with an all-carbon structure: the case, the movement and the strap, i.e. the three elements that are covered by the name 'Carbon³'. Weighing 81 grams including the strap, this piece is pure Roger Dubuis: heightened performance through research. Lighter and more comfortable, this new Excalibur Spider imposes its credo of technology dedicated to aesthetics.

Roger Dubuis explores certain other avenues through its carefully selected partnerships. The Roger Dubuis/Lamborghini Squadra Corse duo is behind an entire collection: the Excalibur Huracán, named after the Italian car manufacturer's latest super car. Today, the term 'Huracán' also designates a range of five Roger Dubuis timepieces that match the various Italian sports car models. There are three Excalibur Huracán watches and two Excalibur Huracán 'Performante' watches, with the latter named after the extreme-performance version of the Lamborghini Huracán. All are driven by a specifically designed engine: the RD630 calibre, which features a balance angled at 12° and positioned at 12 o'clock.



Excalibur Huracán in DLC titanium with skeleton dial and dual-material strap in black rubber with grey Alcantara® insert.

A star is born

Our personal favourite in the Excalibur Huracán collection is the tone-on tone grey version, where hexagons are omnipresent, inspired by Lamborghini's emblematic air scoops and wheel rims. The timepiece's bridges are reminiscent of the Huracán's front strut bars, while the entirely openworked dial evokes the lightness of the Italian hypercar. The piece, built around a skeleton dial with black lower flange and rhodium-plated upper flange, features hour-markers filled with white luminescent Super-LumiNova™ over which gold hands travel. The movement is coated in NAC, a state-of-the-art galvanisation process that took three years to develop. It showcases the finishes adorning the movement thanks to a subtle interplay of light. Another advantage of this model in shades of grey and anthracite is that it highlights the balance at 12 o'clock. Angled at 12° and the only gold-coloured component in the timepiece, it is the aesthetic signature of the Roger Dubuis/Lamborghini Squadra Corse collaboration. This is a subtle yet powerful timepiece for connoisseur collectors.



Excalibur Blacklight in white gold, dial with UV-sensitive micro-sapphire tubes, limited edition of 88 timepieces.

Rolex in full sail

Rolex presents the new Oyster Perpetual Yacht-Master 42. As comfortable at sea as it is on land, this nautical timepiece encapsulates the spirit of great seafarers, the functionality of a professional tool and the style of an elite sports watch.

By [Rachèle Mongazon](#)

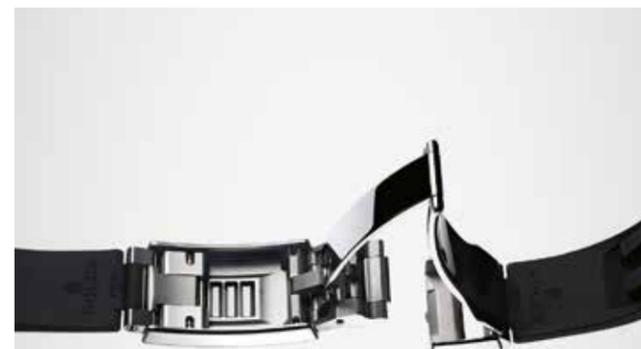
Since the 1950s, Rolex has been part of some of the greatest seafaring adventures. At the time, it developed its first links with prominent sailing clubs and set sail with yachtsmen whose bravery and determination it supported. It takes both courage and common sense to confront the waves, as well as faultless timekeeping with the use of an accurate and robust timepiece. Adventurers from all horizons deliberately chose to wear a Rolex on their wrist. One such navigator was Sir Francis Chichester, who was the first to complete a solo round-the-world sailing trip in 1967. Talking about his Rolex, he maintains: "While I was sailing around the world aboard the *Gipsy Moth IV*, my Rolex watch received several violent impacts without being damaged. I can't imagine a more robust watch". In this spirit of uncompromising performance, the Yacht-Master range, released in 1992, celebrates the nautical achievements and passion that unite Rolex with the world of sailing.

New wave

This year, a new member has joined the Yacht-Master crew. In addition to its unprecedented 42 mm diameter, two innovations mark the arrival of the Oyster Perpetual Yacht-Master 42: its case is crafted from 18-carat white gold – a first for the range – and its Oysterflex strap is equipped with the new Rolex Glidelock extension system. In all other respects, the new recruit proudly displays the hallmarks of the collection. Its case with rounded contours is topped with a bidirectional rotating bezel with matt black Cerachrom insert. This high-tech, scratch- and corrosion-resistant material demonstrates Rolex's ability to manufacture ceramics in intense, durable colours. The bezel's raised graduations and numerals ensure precise readings, while its notched surround is easy to grip. Perfectly waterproof, the Oyster case can withstand depths of 100 metres due to its hermetically screwed-down case back and Triplock crown. The scratch-proof sapphire crystal, with Cyclops lens over the date at 3 o'clock, protects a black lacquered dial with Chromalight display legible in the dark, and large, luminous hands and hour-markers.

Crammed with technology

The new Oyster Perpetual Yacht-Master 42 holds a high-precision 3235 calibre, developed and manufactured by Rolex. This avant-garde self-winding mechanical movement is protected by several patents. Its assets? Greater precision and autonomy (70 hours), better resistance to impacts and magnetic fields, and enhanced



Oysterflex strap and Oysterlock safety clasp patented by Rolex.



The Oyster case is water-resistant to 100 metres and features a screwed-down Triplock crown protected by shoulders on the case middle.



Oyster Perpetual Yacht-Master 42 in 18-carat white gold with matt black ceramic Cerachrom insert, black lacquered dial and Oysterflex strap.

reliability and ease of use. To achieve this, it incorporates a Chronergy escape-ment that is insensitive to magnetic fields and combines optimum energy efficiency with safe operation. Its Parachrom balance spring is 10 times more accurate than a traditional balance spring in case of impact, and guarantees smooth operation. This is also true for its oscillator mounted on Paraflex shock absorbers.

Steeped in style

As functional as it is elegant, the Yacht-Master 42 is fitted with an Oysterflex strap that combines the sturdiness of a metal bracelet with the aesthetics and comfort of a rubber strap. Its two ends are made up of flexible metal blades that are overmoulded with black elastomer. The Oysterlock safety clasp prevents it from opening unexpectedly, while the new integrated Rolex Glidelock extension system allows the length of the strap to be adjusted without any tools. Lastly, like all Rolex watches, the Yacht-Master 42 is delivered with the brand's own Superlative Chronometer certification to guarantee its high performance, as well as a five-year international warranty.



The 2019 Maxi Yacht Rolex Cup in Porto Cervo, organised by the Yacht Club Costa Smeralda (YCCS) in partnership with Rolex.



Established

1905: Wilsdorf & Davis, London
1908: the Rolex brand
1920: Montres Rolex SA, Geneva

Company status

Société anonyme (public limited company)

Senior Management

Jean-Frédéric Dufour, Managing Director

Number of employees

Over 10,000

Flagship collections

Oyster, Cellini

Bestseller

Undisclosed

Retail prices

Undisclosed

Annual production

Undisclosed

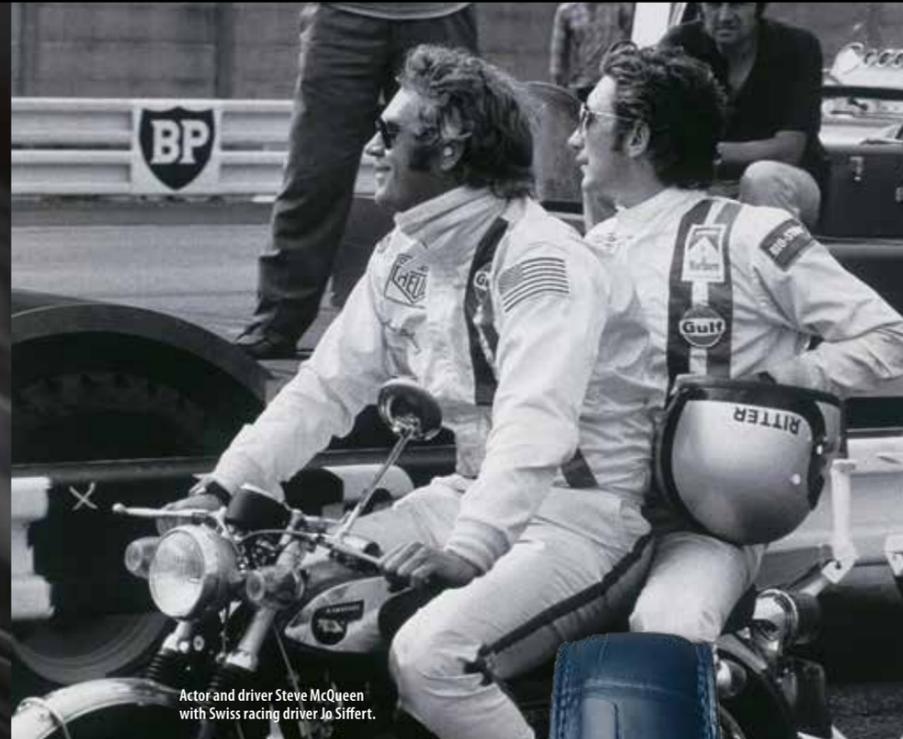
www.rolex.com

The call of the ocean

Associated with a dozen yacht clubs and Title Sponsor to around fifteen major races in the Atlantic, the Mediterranean and the Pacific, Rolex has been a close partner to the world of yachting for the last 60 years. Its first partnership with a sailing club dates back to 1958, when it joined forces with the New York Yacht Club, founder of the America's Cup. Rolex shares a spirit of tradition, performance and precision with yachting. As a key apparatus, a precision instrument was just as vital to the great navigators of yore (to calculate the ship's position) as it is to today's crews in securing victory at a regatta. As well as boldness and a keen sense of strategy, this sporting discipline requires competition yachts to couple cutting-edge technology with traditional know-how. This is also the case for Rolex Yacht-Master watches. Developed specifically to meet yachting requirements, the range offers elegant, sporty models that are also reliable, accurate and perfectly waterproof navigation instruments.



TAG Heuer Monaco Calibre 11 in steel with blue dial and black calfskin strap.



Actor and driver Steve McQueen with Swiss racing driver Jo Siffert.



The new TAG Heuer Monaco Calibre Heuer 02.

Monaco by TAG Heuer: a resounding 50th anniversary!

The Monaco chronograph is celebrating its half-century. This iconic timepiece, made famous by Steve McQueen in the film Le Mans, is also looking to the future with the launch of a Monaco equipped with an 'in-house' movement for the very first time.

By Michel Jeannot

The Monaco by TAG Heuer is, of course, legendary. But let's just briefly recall why. In 1969, when the majority of chronographs were round with black dials, Jack Heuer, CEO back then and now Honorary President of TAG Heuer, decided to launch a chronograph that was ... square with a blue dial! "We wanted to create a unique, innovative product, something avant-garde," remembers Jack Heuer. They met the challenge with such brio that the Monaco made a lasting impression. The radical nature of the watch and its disruptive design gave pause for thought to many industry observers. But to be frank, the Monaco did not meet with the instant success the brand had hoped for despite offering two world firsts: it was equipped with the first automatic chronograph movement ever marketed (the calibre 11), incorporated into the first water-resistant square case. It took a helping hand from destiny a year after its release to take this new model to new heights, and Steve McQueen is largely responsible for turning this chronograph into a legend by wearing a Monaco watch in the film *Le Mans*.

During filming in 1970, the American actor wanted everything to be as realistic as possible and was thus coached by Swiss racing driver Jo Siffert. Under contract to the Gulf oil company, McQueen chose to wear a jacket that was very similar to Siffert's – with the Heuer logo on the chest. He also insisted on wearing a Heuer watch, like Siffert, and was offered the now

famous Monaco 1133B watch. And when the film *Le Mans* was released a year later, in 1971, TAG Heuer's Monaco chronograph enjoyed its first hours of glory. The rest is history.

Culminating with the Monaco Heuer 02

Today's bestsellers include the Monaco Calibre 11, which – with its crown positioned on the left of the case (in a nod to the past, when this indicated an automatic watch) and its matt blue dial – continues to resonate with fans. True to its heritage, it showcases some of the attributes that made the collection so popular, such as the Heuer logo and the famous horizontal hour-markers (some of which feature the same red groove adorning the hands) identical to those on the 1133B model from 1969. Another successful watch that also plays an important part in this fascinating story is the famous Monaco Gulf (also equipped with the calibre 11). It formed a link between Steve McQueen and the Porsche 917 K in the oil company's colours that secured victory at Le Mans twice (in 1970 and 1971) and which is driven by the actor in the film.

The Monaco is now building a future on the strength of this illustrious past. In fact, 50 years after it was first launched, the model is still just as striking. And TAG Heuer has marked its half-century with a flurry of



TAG Heuer Monaco Gulf Special Edition featuring a blue, light blue and orange dial, and a perforated blue and orange calfskin strap.

new Monaco products, which include a few limited editions in the first instance (all of which sold out quickly) and the recently released Monaco Calibre 12 Ultime, which sports a very distinctive, vertically brushed ruthenium dial and is a limited edition of 1,000 timepieces.

The culmination of this 50th anniversary, though, remains the launch of the first ever Monaco to be driven by an 'in-house' movement, the Heuer 02. This state-of-the-art chronograph movement complete with column wheel notably offers fast date correction, a stop-seconds function and an increased power reserve of around 80 hours for a frequency of 28,800 vibrations per hour. In order to house the new Heuer 02 movement, the interior of the Monaco case has been slightly reworked, as has the redesigned blue sunray dial. In fact, the new Monaco Heuer 02 represents both the brand's glorious past and its ability to innovate. A successful match.

Isograph: a revolutionary oscillator

Scientific prowess, performance and precision: this is the winning combination that defines the Isograph oscillator. For the first time in watchmaking, an oscillator has been equipped with a balance spring in carbon composite (rather than in elinvar or silicon) and a made-to-measure balance. Compared to a balance spring in silicon (which is currently considered to be the most efficient material for this function, transmitting its anti-magnetic properties), this newcomer is designed to be more resistant to disturbances caused by impacts thanks to its ideal resistance/density ratio, which therefore makes it more reliable. In addition to its optimised precision, it also has greater resistance to temperature variations. An essential micro-component at the heart of a watch and also the most difficult to manufacture, this balance spring developed by the TAG Heuer Institute upsets the status quo.



The watches into which it has been incorporated, such as the TAG Heuer Carrera Calibre Heuer 02T Tourbillon Nanograph, have been certified as chronometers by the Official Swiss Chronometer Testing Institute (COSC).



TAG Heuer Carrera Calibre Heuer 02T Nanograph in black PVD titanium, equipped with the new carbon composite balance spring developed by the TAG Heuer laboratories.

TAG Heuer

Established
1860

Company status
Société anonyme (public limited company), a branch of LVMH Swiss Manufactures SA

Senior Management
Stéphane Bianchi, CEO of the LVMH Watch Division and CEO of TAG Heuer

Number of employees
1,400

Flagship collections
TAG Heuer Carrera, Monaco

Bestseller
TAG Heuer Carrera

Retail prices
From CHF 1,200 to upwards of 7,000

Annual production
Undisclosed

www.tagheuer.com

Tudor: the stature of an athlete

The Black Bay P01 originated with the 1967 US Navy Commando programme. Its robust appearance is firmly rooted in Tudor's heritage-inspired watches.

By Yannick Nardin

The Black Bay P01, released by Tudor in 2019, has an unusual shape that is closely connected to its purpose as a diving instrument. With a stop system for the rotating bezel and a crown protected by steel sides, the model has been built to shield the mechanism and ensure its reliability during diving. Inspired by a prototype developed in 1967 for the US Navy, the Black Bay P01 is part of Tudor's longstanding connection with a number of naval forces. In as early as the 1950s, following the launch of Tudor's first diving watch, some of the world's greatest navies started to approach the watchmaker with a view to equipping their personnel.

Military divers

In 1954, Tudor launched the Oyster Prince Submariner, designed for professional divers. Two years later, the French Navy ordered the model for a trial, with specifications that required water-resistance of 200 metres. This request led to the development of the 'Big Crown' Tudor Submariner model, featuring an oversized crown. French divers used these watches and their subsequent versions in numerous operations. The same is true



Black Bay P01 with stop system for the bidirectional rotating bezel activated by means of a mobile end-link at 12 o'clock.

for the American, Canadian and Italian navies, all of which chose watches by the Genevan brand for their diving units. As a result, the Tudor Submariner became one of the professional diving watches most frequently used by navies.

A historic prototype

In the long lineage of Tudor Submariner models developed for professional purposes, the Black Bay P01 concept emerged in 1967. At the time, the brand was developing a prototype as part of its research for the US Navy. This ambitious project went by the code name of 'Commando'. But it was never completed: in the end, the US Navy chose the standard diving model. Fifty years later, Tudor has revived the unique aesthetics of this prototype with the Black Bay P01, which is water-resistant to 200 metres. To create the stop system for the Black Bay P01's rotating bezel, Tudor specifically drew inspiration from the mobile end-links patented in 1968. These wide components in satin-brushed steel placed at 6 o'clock and 12 o'clock made it possible to block the rotating bezel to prevent any accidental movement after it was set before a dive, then to release it by simply pressing on the outer part. Although it does not reproduce this mechanism exactly, the current model also locks the bidirectional rotating bezel via a single mobile end-link positioned at 12 o'clock. Extending from the lugs, substantial shoulders either side of the crown positioned at 4 o'clock protect it from impacts. Lastly, still in keeping with the original prototype, the hybrid strap in leather-covered rubber is connected to the watch using wide mobile steel attachments.



Right: Black Bay P01 in steel with domed black dial, inspired by a 1960s prototype for the US Navy (left).

Black Bay P01 with black dial and the Tudor hands dubbed 'Snowflake' by collectors, which appeared in 1969.



Luminous snowflake

The Black Bay P01 has a domed matt black dial with luminous hour-markers and Tudor hands in the characteristic 'Snowflake' shape. These hands first appeared on the brand's models in 1969 on dials with square hour-markers. With this design, a large quantity of luminescent coating can be applied for greater legibility under water. Until the mid-1980s, Tudor used it exclusively for diving watches. In the 1990s, collectors started to call Tudor diving watches 'Snowflake' Submariners. In 2012, this hand shape was incorporated into contemporary Tudor models with the launch of the Black Bay and Pelagos models.

A challenge for David Beckham

For Tudor founder Hans Wilsdorf, a watch should be able to accompany its owner in every situation. Tudor's current brand signature, #BornToDare, refers to these ever-expanding boundaries. In keeping with this tenet, the brand invited David Beckham to go freediving with Morgan Bourc'his, world champion in the sport. For this experience, the former footballer – who is considered to be one of the greatest English midfielders of all time – had to overcome his twin phobias of sharks and the high seas. "These are the moments where you're born to dare. It's putting yourself in situations where you get challenged, where you're uncomfortable," he explains. During the expedition the two champions wore the Tudor Pelagos watch, which is water-resistant to 500 metres and equipped with a COSC-certified Tudor manufacture movement complete with a helium escape valve for dives without decompression stops.

David Beckham went deep-sea freediving with world champion Morgan Bourc'his.



TUDOR

Established

1926: 'The Tudor' trademark registered
1946: 'Montres Tudor SA' company registered

Company status

Société anonyme (public limited company)

Senior Management

Undisclosed

Number of employees

Undisclosed

Flagship collections

Black Bay, Pelagos, North Flag, Glamour, Style

Bestsellers

Black Bay, Tudor 1926, Pelagos

Retail prices

From CHF 1,650 to 6,500

Annual production

Undisclosed

www.tudorwatch.com

Pelagos in titanium and steel with blue dial and titanium bracelet.

Zenith El Primero: a now iconic watch movement

Fifty years ago, Zenith launched the first high frequency integrated automatic chronograph calibre, beating at 36,000 vibrations per hour: the now famous El Primero. A 50th anniversary celebrated in style.

By Isabelle Cerboneschi



El Primero A384 Revival in steel with lacquered white dial, black counters and black alligator-leather strap.



In 1969, a timepiece made a grand entrance into the watch market: the Zenith El Primero A384, the first automatic chronograph to beat at 36,000 vibrations per hour. Its movement, baptised El Primero – a proud and melodious name meaning ‘the first’ in Spanish – has become an icon over the years. To celebrate the 50th anniversary of this revolutionary movement, Zenith presents a ‘Revival’ model, a faithful reconstruction of the original Zenith El Primero A384. To accomplish this, the manufacture adopted a ‘reverse-engineering’ approach. Each piece of the 1969 model was accurately digitalised and reproduced. The only exceptions to the rule are a sapphire crystal instead of the original acrylic crystal, and the inclusion of a sapphire crystal case back to allow the latest version of the emblematic El Primero 400 calibre, which has been improved over the decades, to be admired. Its 37 mm retro-futuristic case corresponds to the stylistic conventions that were fashionable at the time: people wanted to be part of the emerging modern world, and this chronograph encouraged them to reach for the moon, even if they couldn’t set foot on it. This reissue is dedicated to the fans of the period that saw the world enter a new era.

The first El Primero by Zenith

When Zenith launched the first automatic chronograph movement in 1969, several other watchmaking houses were hard on its heels. But it was the Le Locle-based manufacture that won this race against time with the El Primero movement. The idea of designing such a movement was first mooted in 1962. The time was ripe for automation. But there was no question of using an existing calibre and simply adding an extra module. At Zenith, the ambition was to create the first integrated automatic chronograph calibre, beating at a high frequency to measure tenths of seconds. It took seven years of research to hone the El Primero. The movement’s architecture was designed with ease of assembly in mind. For 50 years, this legendary movement has continued to drive Zenith timepieces. Although it has seen some improvements, it remains essentially the same.

A survivor

If Zenith is now able to celebrate the El Primero’s half-century, it is not only due to the know-how of the pioneers that invented it, but also to the intervention of watchmaker Charles Vernot in the early 1970s. In the middle of the quartz crisis, he saved the tools necessary for making the calibre from destruction, hiding them in a locked attic, while the American firm that had bought the manufacture sought to dispose of them. “What he did was extraordinary,” enthuses Julien Tornare, CEO of Zenith. “It demanded such courage! He saved the brand!”

El Primero around the world

Zenith has decided to celebrate the El Primero’s jubilee all year long by inviting customers, collectors and friends of the brand from around the world to join its CEO. This grand tour, called the ‘Grenier Club’ in tribute to Charles Vernot’s famous attic, has taken the form of a series of exclusive dinners. From Milan to Dubai, New York to Paris and Moscow to Mexico, 50 lucky guests have been invited to prestigious venues. It has also been the perfect opportunity for the manufacture to present a limited edition of 50 anniversary boxed sets containing three chronographs: a reissue of the 1969 El Primero, a Chronomaster El Primero with an optimised movement and the recent Defy El Primero 21, which measures and displays 1/100th of a second. A space in the box remains empty in anticipation of Zenith’s forthcoming high-frequency movement.



Anniversary boxed set released in a limited series of 50.

Defy Inventor: challenging the art of watchmaking

The heart of the Defy Inventor does not beat; it pulsates. In place of the traditional sprung balance, we discover a single-piece oscillator, developed and patented by the manufacture, that vibrates at the very high frequency of 18 Hz (compared to the usual 4 Hz). The Le Locle-based manufacture unveiled an initial concept watch equipped with this high-tech mechanism in 2017: the Defy Lab, only ten of which were produced. But Zenith wanted to take the challenge to its logical conclusion and pass from a prototype to a series-produced watch. And it has succeeded: the Defy Inventor, equipped with this revolutionary regulating organ, has been produced in the hundreds. Driven by its high-frequency oscillator in monocrystalline silicon, this new-generation movement is set in a brushed titanium case complete with a bezel in Aeronith, an ultra-light aluminium composite. It is a revolutionary timepiece that is also set to endure throughout the century.



Exclusive ‘Grenier Club’ dinners, held in honour of the El Primero.

ZENITH
THE FUTURE OF SWISS WATCHMAKING SINCE 1865

Established
1865

Company status

Société anonyme (public limited company), a branch of LVMH Swiss Manufactures SA

Senior Management

Julien Tornare, CEO

Number of employees

227

Flagship collections

Defy, Pilot

Bestsellers

Defy El Primero 21 in brushed titanium
Pilot Type 20 Chronograph Extra Special

Retail prices

From CHF 4,900 to 149,900

Annual production

Undisclosed

www.zenith-watches.com



DEFY Inventor in titanium and Aeronith, equipped with the single-piece ‘Zenith Oscillator’ regulating organ.

What's
new?



Chronographs



Anonimo

Militare Chrono Bronze 43.5 mm / CHF 4,690

Cushion-shaped bronze case, 43.5 mm diameter, crown with patented protection system, open case back. Water-resistant to 120 metres.
Automatic mechanical movement, calibre SW 300, with bi-compax DD2035M chronograph module exclusive to Anonimo. Power reserve of 42 hours.
Functions: hours, minutes, small seconds, chronograph.
Blue hand-brushed dial, hour-markers and hands with Super-LumiNova®.
Blue calfskin strap, bronze buckle.



Anonimo

Militare Chrono Stainless Steel 43.5 mm / CHF 3,890

Cushion-shaped steel case, 43.5 mm diameter, crown with patented protection system, open case back. Water-resistant to 120 metres.
Automatic mechanical movement, calibre SW 300, with bi-compax DD2035M chronograph module exclusive to Anonimo. Power reserve of 42 hours.
Functions: hours, minutes, small seconds, chronograph.
Grey hand-brushed dial, hour-markers and hands with Super-LumiNova®.
Brown calfskin strap, steel buckle.



Blancpain

Blancpain Air Command / CHF 18,500 / Limited edition of 500 timepieces

Steel case, 42.5 mm diameter, sapphire crystal case back, bidirectional rotating bezel with ceramic insert, Super-LumiNova® hour-markers. Water-resistant to 300 metres.
Automatic mechanical movement, manufacture calibre F388B, 293 components.
Power reserve of 50 hours.
Functions: hours, minutes, flyback chronograph, tachymeter scale.
Black sunray dial.
Patinated calfskin strap.



Breguet

Marine Chronograph 5527 / CHF 21,000

Fluted titanium case, 42.3 mm diameter, sapphire crystal case back. Water-resistant to 100 metres.
Automatic mechanical movement, numbered, with Breguet signature, calibre 582QA, inverted in-line lever escapement with silicon pallets, silicon balance spring, 4 Hz frequency.
Power reserve of 48 hours.
Functions: hours, minutes, small seconds, chronograph, date.
Sunray slate-grey gold dial, luminescent Roman numerals and markers, luminescent gold Breguet 'apple' hands, chronograph hand inspired by maritime codes.
Black rubber strap.



Breitling

Premier B01 Chronograph 42 / CHF 7,900

Steel case, 42 mm diameter, screwed sapphire crystal case back. Water-resistant to 100 metres.
Automatic mechanical movement, manufacture calibre Breitling B01, 346 components, COSC-certified chronometer. Power reserve of 70 hours.
Functions: hours, minutes, flyback chronograph, date.
Silvered dial, contrasting counters, hands with Super-LumiNova®.
Alligator-leather strap, folding clasp.

Chronographs



Cartier

Santos de Cartier Chronograph / CHF 8,900

Steel case, 43.3 mm wide, sapphire crystal case back, ADLC bezel, heptagonal crown adorned with one faceted black spinel. Water-resistant to 100 metres.
Automatic mechanical movement, calibre 1904 CH MC.
Functions: hours, minutes, small seconds, chronograph, date.
Silvered satin-brushed dial, sword-shaped luminescent black steel hands.
Interchangeable rubber strap. Comes with a second black 'Gomma' alligator-leather strap with folding clasp.



Hublot

Big Bang Scuderia Ferrari 90th Anniversary / CHF 65,000 / Limited edition of 90 timepieces

Polished sapphire case, 45 mm diameter, six H-shaped titanium screws, carbon ceramic 'brake disc' bezel, sapphire crystal case back. Water-resistant to 100 metres.
Automatic mechanical movement, manufacture calibre Unico HUB1241, 330 components, 28,800 vibrations/hour. Power reserve of 72 hours.
Functions: hours, minutes, flyback chronograph, date.
Sapphire crystal dial.
Kevlar pattern fabric and black rubber strap, light grey stitching, titanium folding clasp.



Montblanc

Montblanc 1858 Split Second Chronograph Limited Edition / CHF 33,500 / Limited edition of 100 timepieces

Special bronze alloy case, 44 mm diameter, bronze-coloured titanium screwed case back with sapphire crystal edge. Water-resistant to 30 metres.
Manually wound mechanical movement, manufacture calibre MB M16.31, 286 components, 18,000 vibrations/hour. Power reserve of 50 hours.
Functions: hours, minutes, small seconds, single push-piece chronograph, tachymeter and telemetric scales, stop seconds.
Black lacquered dial, beige Arabic numerals with Super-LumiNova®, red-gold-plated luminescent hands.
Black alligator-skin strap with beige topstitching.



Oris

Oris Divers Sixty-Five Chronograph / CHF 3,950

Steel case, 43 mm diameter, bronze unidirectional rotating bezel with aluminium insert, screwed crown, push-pieces and case back. Water-resistant to 100 metres.
Automatic mechanical movement, calibre Oris 771, SW 510 base, 28,800 vibrations/hour. Power reserve of 48 hours.
Functions: hours, minutes, small seconds, chronograph, stop seconds.
Black dial, luminescent rose-gold-plated hour-markers and hands.
Brown alligator-leather strap, steel folding clasp.



Parmigiani Fleurier

Kalpagraphe Chronomètre Titanium / CHF 39,500

Tonneau-shaped titanium case, dimensions 48.2 mm x 40.4 mm, sapphire crystal case back. Water-resistant to 30 metres.
Automatic mechanical movement, manufacture calibre PF362, 332 components, 36,000 vibrations/hour, COSC-certified chronometer. Power reserve of 65 hours.
Functions: hours, minutes, small seconds, chronograph, date.
Slate and black dial, skeletonised delta hands.
Black rubber strap, titanium folding clasp.

Chronographs



Patek Philippe

Complications Ref. 5172G-001 / CHF 65,000

White gold case, 41 mm diameter, guilloché push-pieces, sapphire crystal case back. Water-resistant to 30 metres. Manually wound mechanical movement, manufacture calibre CH 29-535 PS, 270 components, Gyromax® balance, 28,800 vibrations/hour. Power reserve of around 65 hours. Functions: hours, minutes, small seconds, chronograph, tachymeter scale. Varnished blue dial, gold applied numerals with luminescent coating. Navy blue calfskin strap, folding clasp.



Richard Mille

RM 11-03 Flyback Chronograph / From CHF 128,500

Tonneau-shaped red gold case, dimensions 49.94 x 44.5 x 16.15 mm, sapphire crystal case back. Water-resistant to 50 metres. Skeletonised automatic mechanical movement, manufacture calibre RMAC3, grade-5 titanium mainplate and bridges, variable geometry rotor in grade-5 titanium and white gold, variable inertia balance. Power reserve of about 55 hours. Functions: hours, minutes, seconds, flyback chronograph, 60-minute countdown, totaliser, date and month. Sapphire crystal dial, carbon flanges, luminescent hour-markers.



TAG Heuer

TAG Heuer Carrera Calibre Heuer 02 / CHF 6,200

Carbon fibre case, 45 mm diameter, bezel with tachymeter scale, sapphire crystal case back. Water-resistant to 100 metres. Automatic mechanical movement, manufacture calibre Heuer 02. Power reserve of about 80 hours. Functions: hours, minutes, chronograph, date, stop seconds. Skeletonised black dial, luminescent rhodium-plated hour-markers and hands. Black rubber strap, black PVD-coated titanium folding clasp.



Tudor

Black Bay Chrono S&G / CHF 6,500

Steel case, 41 mm diameter, yellow gold bezel with matt black aluminium disc, tachymeter scale, yellow gold screwed crown and push-pieces. Water-resistant to 200 metres. Automatic mechanical movement, manufacture calibre MT5813, COSC-certified chronometer, variable inertia balance, anti-magnetic silicon balance spring, 28,800 vibrations/hour. Power reserve of about 70 hours. Functions: hours, minutes, small seconds, chronograph, date, stop seconds. Domed black dial with champagne-coloured counters. Steel and yellow gold bracelet, folding clasp with safety catch, or black fabric strap.



Zenith

Defy El Primero 21 Carbon / CHF 18,900

Black carbon case, 44 mm diameter, sapphire crystal case back. Water-resistant to 100 metres. Automatic mechanical movement, manufacture calibre El Primero 9004, COSC-certified chronometer, 293 components, one escapement for the watch (5 Hz) and one for the chronograph (50 Hz). Power reserve of about 50 hours. Functions: hours, minutes, small seconds, 1/100th of a second chronograph, power-reserve indicator. Openworked dial; black, faceted, rhodium-plated hour-markers and hands with Super-LumiNova® coating. Black rubber strap, black DLC titanium and carbon folding clasp. Comes with a second carbon-effect black rubber strap.

Classics



Anonimo

Epurato 42 mm / CHF 2,290

Cushion-shaped steel case, 42 mm diameter, fluted bezel, screwed open case back. Water-resistant to 50 metres. Automatic mechanical movement, calibre SW 200-1. Power reserve of 38 hours. Functions: hours, minutes, seconds, date. Sunray blue dial, hands with Super-LumiNova®. Shading-effect brown-chestnut calfskin strap, steel buckle.



Audemars Piguet

CODE 11.59 by Audemars Piguet Self-Winding / CHF 27,000

18-carat rose gold case, 41 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre 4302, 257 components. Power reserve of 70 hours. Functions: hours, minutes, seconds, date. White lacquered dial; rose gold logo, applied hour-markers and hands. White alligator-leather strap, 18-carat rose gold folding clasp.



Breguet

Classique 5177 'Grand Feu' Blue Enamel / CHF 23,100

Fluted 18-carat white gold case, 38 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, numbered with Breguet signature, calibre 777Q, Swiss pallet fork in-line escapement with silicon balance spring, 4 Hz frequency, adjusted in six positions, hand-guilloché gold oscillating weight. Power reserve of 55 hours. Functions: hours, minutes, seconds, date, stop seconds. 'Grand Feu' blue enamel dial, Arabic numerals, rhodium-plated steel Breguet 'hollow apple' hands. Blue alligator-leather strap.



Breitling

Navitimer 1 Automatic 41 / CHF 4,000

Steel case, 41 mm diameter, screwed solid case back, bidirectional rotating bezel, circular slide rule. Water-resistant to 30 metres. Automatic mechanical movement, calibre 17, COSC-certified chronometer. Power reserve of 38 hours. Functions: hours, minutes, seconds, date. Silvered dial, hour-markers and hands with Super-LumiNova®. Brown alligator-leather strap.



Carl F. Bucherer

Manero Peripheral / CHF 9,200

Steel case, 40.6 mm diameter, set with 60 diamonds (~0.6 carat), sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre CFB A2050, COSC-certified chronometer. Power reserve of 55 hours. Functions: hours, minutes, small seconds, date. White mother-of-pearl dial. Louisiana alligator-leather strap.



Cartier

Santos-Dumont / CHF 3,850

Steel case, 43.4 mm wide, beaded crown adorned with a blue cabochon-shaped spinel. Water-resistant to 30 metres. High-autonomy quartz movement (~ six years). Functions: hours, minutes. Silvered satin-brushed sunray dial, Roman numerals, blued-steel sword-shaped hands. Navy blue alligator-leather strap.



Chanel

Boy Friend / CHF 4,250

Steel case, dimensions 34.6 x 26.7 mm, crown with black spinel cabochon. Water-resistant to 30 metres. High-precision quartz movement. Functions: hours, minutes, date. Black guilloché dial. Black alligator-leather strap.



Chopard

L.U.C XP / CHF 8,550

Steel case, 40 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre L.U.C 96.53-L, two Twin® technology barrels, 28,800 vibrations/hour, 172 components. Power reserve of 58 hours. Functions: hours, minutes. Vertical satin-brushed navy blue dial, rose-gold-plated numerals, hour-markers and hands. Blue merino wool strap with brown alligator-leather lining. Comes with a second cognac alligator-leather strap.



Harry Winston

Harry Winston Emerald Automatic 33 mm / CHF 19,500

18-carat white gold case, dimensions 33.3 x 39.3 mm, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, calibre HW2003, skeletonised rotor in 18-carat white gold, 210 components, 28,800 vibrations/hour. Power reserve of 72 hours. Functions: hours, minutes, seconds, date. Satin-brushed sunray dial, blue shading to black, Emerald appliqué, 18-carat gold hour-markers. Blue alligator-leather strap, white gold buckle.



Hermès

Arceau 78 / CHF 3,150

Steel case, 40 mm diameter, micro-blasted bezel. Water-resistant to 30 metres. Quartz movement made in Switzerland. Functions: hours, minutes, date. Grained anthracite dial, transferred Arabic numerals, black gold hands with cream-coloured Super-LumiNova®. Natural Barénia calfskin strap.



Jaeger-LeCoultre

Master Ultra Thin Moon Enamel / CHF 36,300 / Limited edition of 100 timepieces

White gold case, 39 mm diameter. Water-resistant to 50 metres. Automatic mechanical movement, manufacture calibre 925/2, 28,800 vibrations/hour. Power reserve of 70 hours. Functions: hours, minutes, seconds, moon phases, date. Blue enamel guilloché dial, applied hour-markers and baguette hands. Leather strap.



Jaeger-LeCoultre

Atmos Transparente / CHF 9,950

Glass case, dimensions 145 x 185 x 250 mm, rhodium-plated and satin-brushed base. Manually wound mechanical movement, manufacture calibre 563, 217 components, one degree in temperature variation is enough to power the Atmos for two days. Functions: hours, minutes. Transparent glass dial, transferred hour-markers and black hands.



Longines

The Longines Master Collection / CHF 2,280

Steel case, 42 mm diameter, transparent case back. Water-resistant to 30 metres. Automatic mechanical movement, calibre L899 (ETA A31.L91), 25,200 vibrations/hour. Power reserve of 64 hours. Functions: hours, minutes, seconds, moon phases, date. Silvered barleycorn dial, painted Arabic numerals, blued-steel hands. Brown alligator-leather strap, folding clasp.



Louis Vuitton

Tambour Monogram 34 mm / CHF 2,580

Steel case, 34 mm diameter. Water-resistant to 100 metres. Quartz movement. Functions: hours, minutes, seconds. Grained dial with Monogram motif, hands with Super-LumiNova®, yellow central small seconds. Interchangeable Monogram fabric strap, Louis Vuitton patented system.



Montblanc

Montblanc Heritage Monopusher Chronograph / CHF 5,090

Steel case, 42 mm diameter, solid case back with Minerva Manufacture engraving. Water-resistant to 50 metres. Automatic mechanical movement, calibre MB 25.12, 28,800 vibrations/hour. Power reserve of 48 hours. Functions: hours, minutes, small seconds, single push-piece chronograph. White silvered domed dial, grained hour ring, anthracite Arabic numerals and dot hour-markers, anthracite and luminescent dauphine hands, blued chronograph hands. Grey Sfumato alligator-leather strap, steel folding clasp.



Parmigiani Fleurier

Tonda 1950 Lune / CHF 13,800

Steel case, 39.1 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre PF708, 194 components, 21,600 vibrations/hour. Power reserve of 48 hours. Functions: hours, minutes, small seconds, moon phases, date. Black dial, applied hour-markers, luminescent delta hands. Black alligator-leather strap, folding clasp.



Rolex

Oyster Perpetual 39 / CHF 5,400

Oystersteel steel Oyster case, 39 mm diameter, monobloc case middle, domed bezel, screwed crown and case back, Twinlock double water-resistance system. Water-resistant to 100 metres. Automatic mechanical movement, manufacture calibre 3132, Superlative Chronometer, paramagnetic blue Parachrom balance spring, high-performance Paraflex shock absorbers. Power reserve of about 48 hours. Functions: hours, minutes, seconds, stop seconds. Blue dial. Oystersteel steel Oyster bracelet, folding clasp. Five-year warranty.



TAG Heuer

TAG Heuer Carrera Calibre 16 / CHF 4,200

Steel case, 41 mm diameter, ceramic bezel with tachymeter scale, sapphire crystal case back. Water-resistant to 100 metres. Automatic mechanical movement, calibre 16. Power reserve of about 42 hours. Functions: hours, minutes, small seconds, chronograph, day, date, stop seconds. Blue dial, luminescent rhodium-plated hour-markers and hands. Brown calfskin strap, folding clasp.



Tudor

Black Bay 32 S&G / CHF 3,750

Steel case, 32 mm diameter, yellow gold bezel, screwed yellow gold crown. Water-resistant to 150 metres. Automatic mechanical movement, calibre 2824. Power reserve of about 38 hours. Functions: hours, minutes, seconds. Champagne-coloured dial. Steel and yellow gold bracelet, folding clasp with safety catch.



Tudor

1926 / CHF 2,800

Steel case, 41 mm diameter, rose gold bezel, screwed crown. Water-resistant to 100 metres. Automatic mechanical movement, calibre 2824. Power reserve of about 38 hours. Functions: hours, minutes, seconds. Domed silvered dial, embossed decoration, gold-plated hour-markers and hands. Steel and rose gold bracelet, folding clasp with safety catch.

Audemars Piguet

CODE 11.59 by Audemars Piguet Self-Winding Flying Tourbillon / Price on request

18-carat white gold case, 41 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre 2950, 270 components. Power reserve of 65 hours. Functions: hours, minutes, flying tourbillon. Enamelled blue dial, applied hour-markers and hands in 18-carat white gold. Blue alligator-leather strap, 18-carat white gold folding clasp.



Audemars Piguet

CODE 11.59 by Audemars Piguet Tourbillon Openworked / Price on request

18-carat rose gold case, 41 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Manually wound mechanical movement, manufacture calibre 2948, 196 components. Power reserve of 80 hours. Functions: hours, minutes, tourbillon. Openworked dial, black lacquered flange, 18-carat rose gold hands. Black alligator-leather strap, 18-carat rose gold folding clasp.



Chanel

Monsieur de CHANEL / CHF 34,500

18-carat beige gold case, 40 mm diameter. Water-resistant to 30 metres. Manually wound mechanical movement, manufacture calibre 1, with instant jumping hour and 240° retrograde minute, 170 components. Power reserve of three days. Functions: hours, minutes, small seconds. Ivory opaline dial, 18-carat beige-gold-plated hands. Black alligator-leather strap, 18-carat beige gold buckle.



Harry Winston

Histoire de Tourbillon 10 / Price on request / Limited edition of 10 timepieces

18-carat white gold case, dimensions 53.3 x 39.1 mm, sapphire crystal case back. Water-resistant to 30 metres. Manually wound mechanical movement, calibre HW4702, four tourbillons rotating anticlockwise in 36 seconds, rapidly rotating coaxial barrels, 673 components, 21,600 vibrations/hour. Power reserve of 55 hours. Functions: hours, minutes, tourbillons, power-reserve indicator. Skeletonised sapphire crystal dial. Black alligator-leather strap with 950 platinum thread stitching.



Hermès

Arceau L'heure de la lune / CHF 26,000

18-carat white gold case, 43 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre H1837, 193 components, 28,800 vibrations/hour, with exclusive 'L'heure de la lune' module, 117 components. Functions: hours, minutes, double moon phase (Northern and Southern Hemispheres), date. Aventurine dial, white lacquered mobile counters, southern moon with Pegasus transfer, northern moon with a transfer of the moon's surface, blued hands. Abyss-blue matt alligator-leather strap, white gold folding clasp.





Hublot

Spirit of Big Bang Yellow Sapphire / CHF 100,000 / Limited edition of 100 timepieces

Polished yellow sapphire case, 42 mm diameter, black-treated titanium crown, push-pieces and six H-shaped screws, sapphire crystal case back. Water-resistant to 50 metres. Automatic mechanical movement, skeletonised manufacture calibre HUB4700, 278 components, 36,000 vibrations/hour. Power reserve of 50 hours. Functions: hours, minutes, chronograph, date. Sapphire crystal dial. Structured and lined transparent yellow rubber strap, black-treated titanium folding clasp.



Parmigiani Fleurier

Toric Retrograde Perpetual Calendar / CHF 69,000

18-carat rose gold case, 42.5 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre PF333, 414 components, two series-mounted barrels, 28,800 vibrations/hour. Power reserve of 50 hours. Functions: hours, minutes, seconds, retrograde perpetual calendar, precision moon phase. Slate 'Rice Grain' guilloché dial, blue aventurine moon phase, rose gold applied hour-markers and luminescent javelin hands. Hermès Havana-brown alligator-leather strap, rose gold folding clasp.



Patek Philippe

Complications Ref. 5905R-001 / CHF 58,000

18-carat rose gold case, 42 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre CH 28-520 QA 24H, 402 components, Gyromax® balance, Spiromax® balance spring, 28,800 vibrations/hour. Power reserve of about 45 hours. Functions: hours, minutes, annual calendar (day, date, month, day/night indication), flyback chronograph. Brown sunray dial shading to black, gold applied hour-markers. Shiny black alligator-leather strap.



Richard Mille

RM 63-02 Heure Universelle / CHF 158,500

Grade 5 titanium case, 47 mm diameter, rotating multi-time-zone selection bezel, sapphire crystal case back. Water-resistant to 30 metres. Skeletonised automatic mechanical movement, manufacture calibre CRMA4, grade 5 titanium mainplate and bridges, variable inertia balance, fast rotating barrel. Power reserve of about 50 hours. Functions: hours, minutes, 24-hour world time display, oversized date, function selector. Sapphire crystal dial, blue anodised aluminium flanges.



Roger Dubuis

Excalibur Carbon³ / CHF 271,500 / Limited edition of 28 timepieces

Multi-layer carbon case, 45 mm diameter, sapphire crystal case back. Water-resistant to 50 metres. Skeletonised manually wound mechanical movement, calibre RD509SQ, 198 components, 21,600 vibrations/hour. Mainplate, bridges and upper tourbillon carriage in multi-layer carbon. Power reserve of 90 hours. Functions: hours, minutes, flying tourbillon. Multi-layer carbon flanges, white luminescent hour-markers, gold hands with black PVD coating and white luminescent dots. Multi-layer carbon bracelet, titanium folding clasp. Comes with a second black rubber strap. Poinçon de Genève certified watch.



Audemars Piguet

Millenary Frosted Gold Aventurine Dial / CHF 53,000

Satin-brushed and hammered 18-carat white gold case, 39.5 mm diameter, crown set with a translucent sapphire cabochon, sapphire crystal case back. Water-resistant to 20 metres. Manually wound mechanical movement, manufacture calibre 5201, 157 components. Power reserve of 49 hours. Functions: hours, minutes, small seconds. Off-centred dial, blue aventurine small seconds counter, rose gold applied hour-markers and hands. 18-carat white gold bracelet, folding clasp. Comes with a second black alligator-leather strap.



Breguet

Reine de Naples 8918 / CHF 35,200

Fluted oval 18-carat white gold case, 38 mm diameter, bezel and flange set with 117 diamonds (~ 0.99 carat), crown set with a ruby cabochon, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, calibre 537/3, Swiss pallet fork in-line escapement and silicon balance spring, frequency 3.5 Hz adjusted in six positions. Power reserve of 45 hours. Functions: hours, minutes. Hand-guilloché silvered gold and white mother-of-pearl dial, red off-centred Breguet Arabic numerals, pear-shaped diamond at 6 o'clock, blued-steel Breguet 'hollow apple' hands. Red alligator-leather strap, buckle set with 26 diamonds.



Breitling

Superocean Automatic 36 / CHF 3,350

Steel case, 36 mm diameter, unidirectional ratcheted rotating bezel, screwed crown and case back. Water-resistant to 200 metres. Automatic mechanical movement, calibre 17, COSC-certified chronometer. Power reserve of 38 hours. Functions: hours, minutes, seconds, date. White dial; hour-markers, numerals and hands with Super-LumiNova®. Diver Pro III white strap.



Carl F. Bucherer

Patravi ChronoDate / CHF 8,900

Steel case, 40 mm diameter, set with 56 diamonds (~ 1 carat), sapphire crystal case back, screwed crown. Water-resistant to 50 metres. Automatic mechanical movement, calibre CFB 1956. Power reserve of 42 hours. Functions: hours, minutes, small seconds, chronograph, date. White mother-of-pearl dial, eight diamonds. Louisiana alligator-leather strap, folding clasp.



Cartier

Baignoire Allongée Clou de Paris / CHF 24,700

18-carat rose gold case, dimensions 47 x 21 mm, beaded crown set with a diamond. Water-resistant to 30 metres. Manually wound mechanical movement, calibre 1917 MC. Functions: hours, minutes. Silvered dial, sword-shaped blued-steel hands. Pale grey alligator-leather strap, 18-carat rose gold buckle.



Chopard
Happy Sport Oval / CHF 14,670

Steel case, dimensions 31 x 29 mm, bezel set with diamonds, faceted crown set with a blue sapphire, sapphire crystal case back. Water-resistant to 30 metres.
Automatic mechanical movement, calibre Chopard 09.01-C, 25,200 vibrations/hour, 159 components. Power reserve of 42 hours.
Functions: hours, minutes, seconds.
Silvered dial, seven moving diamonds, rhodium-plated Roman numerals, hour-markers and hands.
Pebble steel bracelet, folding clasp.



Hermès
Galop d'Hermès / CHF 15,700

Rose gold case set with 150 diamonds (~ 0.66 carat), dimensions 40.8 x 26 mm.
Water-resistant to 30 metres.
Quartz movement made in Switzerland.
Functions: hours, minutes.
Grained silvered dial, opaline centre, gold-powdered transferred Arabic numerals, anthracite edge, golden hands.
Ember polished alligator-leather strap, rose gold pin buckle.



Longines
Record / CHF 2,950

Steel and 18-carat rose gold case, 26 mm diameter, transparent case back.
Water-resistant to 30 metres.
Automatic mechanical movement, calibre L592.4 (ETA A20.L11), COSC-certified chronometer, 28,800 vibrations/hour. Power reserve of 40 hours.
Functions: hours, minutes, seconds, date.
White mother-of-pearl dial, 12 diamond hour-markers, blued-steel hands.
Steel and 18-carat rose gold bracelet, folding clasp.



Louis Vuitton
Tambour Horizon Pure White / CHF 4,300

White ceramic case, 42.9 mm diameter, steel lugs and crown, sapphire crystal with white Monogram 24-hour ring, golden numerals, LV logo and Monogram flowers, black sapphire crystal case back with white LV logo. Water-resistant to 30 metres.
AMOLED touchscreen, resolution 390 x 390, Wear OS by Google operating system, 1 GB RAM – 8 GB FLASH memory, 300 mAh battery. Autonomy of one day.
Functions: hours, minutes, seconds, date, configurable second time zone, alarm, chronometer, notifications, Google Assistant, contactless payments.
Customisable Louis Vuitton dials, 'My Travel' (plane, train, hotel and travel information), 'My 24 Hours' (24 time zones).
Interchangeable strap, Louis Vuitton patented system.



Patek Philippe
Nautilus Ref. 7118/1R-001 / CHF 42,000

Rose gold case, 35.2 mm diameter, sapphire crystal case back. Water-resistant to 60 metres.
Automatic mechanical movement, manufacture calibre 324 S C, 213 components, Gyromax® balance, Spiromax® balance spring, 28,800 vibrations/hour. Power reserve of about 35 hours.
Functions: hours, minutes, seconds, date.
Silvered opaline dial, luminescent gold applied hour-markers and numerals.
Rose gold bracelet, folding clasp, integrated comfort adjustment system.

Richard Mille
RM 07-01 Ladies / CHF 216,000

Tonneau-shaped carbon TPT® case, dimensions 45.66 x 31.40 x 11.85 mm, sapphire crystal case back. Water-resistant to 50 metres.
Skeletonised automatic mechanical movement, manufacture calibre CRMA2, grade 5 titanium mainplate and bridges, variable geometry rotor, variable inertia balance, fast rotating barrel.
Power reserve of about 50 hours.
Functions: hours, minutes.
Carbon fibre flange, luminescent hour-markers.
TPT® carbon and grade 5 titanium bracelet, 200 components, 29 grams.



RJ
Arraw Star Twist Titanium Glowing Eye Nebula / CHF 13,500 / Limited edition of 100 timepieces

Polished grade 5 titanium case, 39 mm diameter, bezel set with 16 blue topazes, 16 orange sapphires and 16 dark orange sapphires, patented RJ rotation system, black rubber RJ Bumpers™, sapphire crystal case back. Water-resistant to 100 metres.
Automatic mechanical movement, calibre RJ-2000, 28,800 vibrations/hour.
Power reserve of 42 hours.
Functions: hours, minutes, seconds, date.
Painted and lacquered mother-of-pearl dial, Glowing Eye Nebula print, 11 diamond hour-markers (~ 0.12 carat), luminescent faceted hands.
Interchangeable alligator-leather on black rubber strap, pale grey stitching, titanium folding clasp.



Roger Dubuis
Excalibur Blacklight / CHF 99,000 / Limited edition of 88 timepieces

18-carat white gold case, 42 mm diameter, bezel set with 102 diamonds (~1.1 carats), sapphire crystal case back. Water-resistant to 50 metres.
Skeletonised automatic mechanical movement with micro-rotor, calibre RD820SQ, 166 components, 28,800 vibrations/hour. Power reserve of 60 hours.
Functions: hours, minutes.
Flange with rhodium-plated hour-markers, micro-sapphire tubes sensitive to UV light, 18-carat white gold hands.
Navy blue alligator-leather strap, adjustable white gold folding clasp.
Poinçon de Genève certified watch.



Rolex
Oyster Perpetual Datejust 36 / CHF 10,300

Oystersteel steel and 18-carat Everose gold Oyster case, 36 mm diameter, monobloc case middle, domed bezel, Cyclops lens on the date, screwed crown and case back, Twinlock double water-resistance system. Water-resistant to 100 metres.
Automatic mechanical movement, manufacture calibre 3235, Superlative Chronometer, paramagnetic blue Parachrom balance spring, Chronergy escapement with optimised energy efficiency. Power reserve of about 70 hours.
Functions: hours, minutes, seconds, date, stop seconds.
White dial.
Oyster bracelet in Oystersteel steel and 18-carat Everose gold, folding clasp. Five-year warranty.



TAG Heuer
TAG Heuer Carrera Calibre 5 / CHF 4,550

Steel case, 36 mm diameter, bezel set with 54 diamonds, sapphire crystal case back. Water-resistant to 100 metres.
Automatic mechanical movement, calibre 5.
Power reserve of about 38 hours.
Functions: hours, minutes, seconds, date, stop seconds.
White mother-of-pearl dial.
Satin-brushed taupe alligator-leather strap, folding clasp.





Carl F. Bucherer
Patravi TravelTec / CHF 10,950

Steel case, 46.6 mm diameter, ceramic dial, screwed crown. Water-resistant to 50 metres. Automatic mechanical movement, calibre CFB 1901.1, COSC-certified chronometer. Power reserve of 42 hours. Functions: hours, minutes, small seconds, chronograph, three time zones, date. Petrol-blue dial. Rubber strap, adjustable folding clasp.



Louis Vuitton
Tambour Horizon Monogram Eclipse / CHF 2,340

Steel case, 42 mm diameter, sapphire crystal with black and grey Monogram 24-hour ring, metallic grey numerals, LV logo and Monogram flowers, black sapphire crystal case back with grey metallic LV logo. Water-resistant to 30 metres. AMOLED touchscreen, resolution 390 x 390, Wear OS by Google operating system, 1 GB RAM – 8 GB FLASH memory, 300 mAh battery. Autonomy of one day. Functions: hours, minutes, seconds, date, configurable second time zone, alarm, chronometer, notifications, Google Assistant, contactless payments. Customisable Louis Vuitton dials, 'My Travel' (flight, train, hotel and travel information), 'My 24 Hours' (24 time zones). Interchangeable strap, Louis Vuitton patented system.



Montblanc
Montblanc 1858 Geosphere Limited Edition / CHF 6,380 / Limited edition of 1,858 timepieces

Bronze case, 42 mm diameter, fine curved lugs, bidirectional rotating bezel with green ceramic and cardinal points, case back engraved with 'Spirit of Mountain Exploration'. Water-resistant to 100 metres. Automatic mechanical movement, calibre MB 29.25, 28,800 vibrations/hour. Power reserve of 42 hours. Functions: hours, minutes, second time zone, rotating globes for the Northern and Southern Hemispheres with 24-hour scale and day/night indicator, date. Khaki dial, beige Arabic numerals with Super-LumiNova®, red-gold-plated luminescent hands. Khaki NATO strap, steel buckle.



Oris
Oris Big Crown ProPilot Timer GMT / CHF 2,500

Steel case, 44 mm diameter, bidirectional rotating bezel, screwed crown, transparent case back. Water-resistant to 100 metres. Automatic mechanical movement, calibre Oris 748, SW 220-1 base, 28,800 vibrations/hour. Power reserve of 38 hours. Functions: hours, minutes, small seconds, second 24-hour time zone, date, stop seconds. Black dial, white luminescent numerals and hands. Green fabric and brown leather strap, steel folding clasp.

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Blancpain
Fifty Fathoms Automatique / CHF 33,500

Satin-brushed red gold case, 45 mm diameter, sapphire crystal case back, unidirectional rotating sapphire bezel. Water-resistant to 300 metres. Automatic mechanical movement, manufacture calibre 1315. 227 components. Power reserve of 120 hours. Functions: hours, minutes, seconds, date. Sunray blue ceramic dial. Blue calfskin strap.



Chopard
Mille Miglia GTS Power Control / CHF 9,400 / Limited edition of 500 timepieces

Steel and 18-carat rose gold case, 43 mm diameter, 'steering wheel' crown, open case back with the words 'Brescia > Roma > Brescia'. Water-resistant to 100 metres. Automatic mechanical movement, calibre Chopard 01.08-C, COSC-certified chronometer, 28,800 vibrations/hour, 251 components. Power reserve of 60 hours. Functions: hours, minutes, seconds, power-reserve indicator, date. Circular satin-brushed grey ruthenium dial, black and grey varnished flange with white transfer, golden hands and appliqués with Super-LumiNova®. Perforated cognac calfskin strap, rubber lining inspired by Dunlop tyres from the 1960s, folding clasp.



Hermès
Slim d'Hermès Titane / CHF 7,100

Micro-blasted titanium case, 39.5 mm diameter, circular satin-brushed bezel, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, extra-flat manufacture calibre H1950, 21,600 vibrations/hour. Power reserve of 42 hours. Functions: hours, minutes, small seconds. Three-part anthracite dial, openworked Arabic numerals, snailed centre, grained crystal counter, baton hands. Matt graphite alligator-leather strap, orange polished edges, titanium pin buckle.



Hublot
Big Bang Sang Bleu II King Gold / CHF 44,900 / Limited edition of 100 timepieces

King Gold 18-carat rose gold case, 45 mm diameter, bezel with hexagonal decor, six H-shaped titanium screws, sapphire crystal case back. Water-resistant to 100 metres. Automatic mechanical movement, manufacture calibre Unico HUB1240.MXM, 330 components, 28,800 vibrations/hour. Power reserve of 72 hours. Functions: hours, minutes, flyback chronograph, date. Matt black dial, polished skeletonised hands. Black rubber strap designed by Sang Bleu, folding clasp in 18-carat King Gold.



Louis Vuitton
Tambour Damier Graphite / CHF 2,940

Steel case, 41.5 mm diameter. Water-resistant to 100 metres. Quartz movement. Functions: hours, minutes, seconds. Grained dial with Damier Graphite motif, hands with Super-LumiNova®, blue central small seconds. Interchangeable Damier Graphite fabric strap, patented Louis Vuitton system.



Richard Mille

RM 016 Automatic Extra Flat / From CHF 105,500

Tonneau-shaped white gold case, dimensions 49.80 x 38 x 8.25 mm, sapphire crystal case back. Water-resistant to 30 metres.

Skeletonised automatic mechanical movement, manufacture calibre RM 005-S, PVD-treated titanium mainplate, bridges and balance cock, variable geometry rotor.

Power reserve of about 55 hours.

Functions: hours, minutes, date.

Sapphire crystal dial, carbon fibre flanges, luminescent hour-markers.



RJ

Arraw Joker* / CHF 14,900 / Limited edition of 100 timepieces

Satin-brushed grade 5 titanium case, 45 mm diameter, bezel engraved with The Joker motif, Batman logo on the screws, black rubber RJ Bumpers™, case back engraved with The Joker character. Water-resistant to 100 metres.

Automatic mechanical movement, calibre RJ2042, 28,800 vibrations/hour.

Power reserve of 42 hours.

Functions: hours, minutes, small seconds, chronograph, date.

Plaster-textured white dial, appliqués and hands with green Super-LumiNova®, red colour, aces, central seconds hand in purple with The Joker logo.

Interchangeable purple alligator-skin on black rubber strap, titanium folding clasp.

*© DC Comics. (s18)



RJ

Arraw Two-Face* / CHF 18,900 / Limited edition of 100 timepieces

Satin-brushed and structured grade 5 titanium case, 45 mm diameter, Batman logo on the screws, black rubber RJ Bumpers™, sapphire crystal case back. Water-resistant to 100 metres.

Skeletonised manually wound mechanical movement, calibre RJ004-M, 28,800 vibrations/hour.

Power reserve of 48 hours.

Functions: hours, minutes, small seconds.

Skeletonised black-shaded skeletonised dial in NAC, anthracite or black chrome, appliqués and hands with blue Super-LumiNova®, small seconds shaped like the character Two-Face's coin.

Interchangeable structured and smooth calfskin strap on rubber, grey and black topstitching, titanium folding clasp. Comes with a second black rubber strap.

*© DC Comics. (s18)



Roger Dubuis

Excalibur Huracán / CHF 46,400

Black DLC titanium case, 45 mm diameter, sapphire crystal case back. Water-resistant to 50 metres.

Automatic mechanical movement with 12° balance, calibre RD630, 233 components, 28,800 vibrations/hour. Mainplate and bridges with NAC coating. Power reserve of 60 hours.

Functions: hours, minutes, seconds, date.

Skeletonised dial, black and anthracite flanges, white luminescent hour-markers, gold hands with black PVD coating, white luminescent dots, varnished grey aluminium seconds hand.

Dual-material strap in black rubber with grey Alcantara® insert, black stitching,

black DLC titanium adjustable folding clasp.



Rolex

Oyster Perpetual Day-Date 40 / CHF 35,800

18-carat Everose gold Oyster case, 40 mm diameter, monobloc case middle, fluted bezel, screwed crown and case back, Twinlock double water-resistance system. Water-resistant to 100 metres.

Automatic mechanical movement, manufacture calibre 3255, Superlative Chronometer, paramagnetic blue Parachrom balance spring, Chronergy escapement with optimised energy efficiency. Power reserve of about 70 hours.

Functions: hours, minutes, seconds, day, date, stop seconds.

White dial.

18-carat Everose gold President bracelet, folding clasp.

Five-year warranty.

Cartier

Panthère de Cartier Cuff / CHF 44,200

18-carat rose gold case, dimensions 22 x 19 mm, bezel set with 36 brilliant-cut diamonds (~0.17 carat).

Quartz movement.

Functions: hours, minutes.

Silvered dial, sword-shaped blued-steel hands.

18-carat rose gold bracelet.



Chanel

Boy Friend Skeleton / CHF 51,600

18-carat beige gold case, dimensions 37 x 28.6 mm, bezel set with 66 diamonds (~0.92 carat), crown with onyx cabochon. Water-resistant to 30 metres.

Manually wound mechanical movement, skeletonised manufacture calibre 3, 114 components.

Power reserve of 55 hours.

Functions: hours, minutes.

18-carat beige gold-plated hands.

Shiny black alligator-leather strap, 18-carat beige gold buckle set with 48 diamonds (~0.28 carat).



Chopard

L'Heure du Diamant / CHF 52,800

18-carat white gold case, 30 mm diameter, gem-set bezel (~4 carats), crown set with a briolette-cut diamond. Water-resistant to 30 metres.

Automatic mechanical movement, calibre Chopard 09.01-C, 25,200 vibrations/hour,

159 components. Power reserve of 42 hours.

Functions: hours, minutes.

Malachite dial, rhodium-plated hands.

18-carat white gold bracelet with tree bark texture, gem-set buckle.



Harry Winston

Harry Winston Midnight Retrograde Second Automatic 39 mm / CHF 31,500

18-carat white gold case, 39 mm diameter, set with 91 brilliant-cut diamonds, sapphire crystal case back. Water-resistant to 30 metres.

Automatic mechanical movement, calibre HW2101, skeletonised 18-carat rose gold weight,

215 components, 28,800 vibrations/hour. Power reserve of 65 hours.

Functions: hours, minutes, retrograde small seconds.

Blue aventurine dial set with 16 brilliant-cut diamonds and one emerald-cut diamond.

Blue satin-brushed alligator-leather strap, 18-carat white gold buckle.



Harry Winston

Winston Kaleidoscope High Jewelry Watch by Harry Winston / CHF 185,000

Platinum case, 36 mm diameter, set with 105 brilliant-cut diamonds, 40 pear-cut diamonds and 10 marquise-cut diamonds. Water-resistant to 30 metres.

Quartz movement, HW1051.

Functions: hours, minutes.

18-carat white gold dial set with 71 brilliant-cut diamonds.

Satin strap, platinum buckle set with 29 brilliant-cut diamonds.





Hublot

Classic Fusion Orlinski Titanium Alternative Pavé / CHF 17,900

Polished titanium case, 40 mm diameter, set with 112 diamonds (~ 0.5 carat), bezel set with 54 diamonds (~ 0.6 carat), sapphire crystal case back. Water-resistant to 50 metres. Automatic mechanical movement, calibre HUB1110, 28,800 vibrations/hour. Power reserve of 42 hours. Functions: hours, minutes, seconds. Black dial, polished and faceted hands. Smooth black rubber strap, steel folding clasp.



Jaeger-LeCoultre

Dazzling Rendez-Vous Night & Day / CHF 46,000

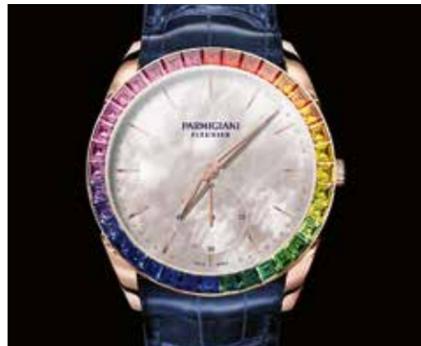
Rose gold case, 36 mm diameter, set with diamonds. Water-resistant to 50 metres. Automatic mechanical movement, manufacture calibre 898B/1, 202 components, 28,800 vibrations/hour. Functions: hours, minutes, seconds, day/night indicator. White mother-of-pearl dial set with diamonds, floral hands and numerals. Leather strap.



Jaeger-LeCoultre

Rendez-Vous Moon Medium / CHF 15,600

Steel case, 34 mm diameter, set with diamonds. Water-resistant to 50 metres. Automatic mechanical movement, manufacture calibre 925A/1, 28,800 vibrations/hour. Power reserve of 40 hours. Functions: hours, minutes, moon phases. Gem-set guilloché silver grey dial, floral hands and numerals. Leather strap.



Parmigiani Fleurier

Tonda 1950 Rainbow / CHF 60,000

18-carat rose gold case, 39 mm diameter, set with 36 baguette-cut stones (~3.73 carats), sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre PF701, 146 components, 21,600 vibrations/hour. Power reserve of 42 hours. Functions: hours, minutes, small seconds. White mother-of-pearl dial, rose-gold-plated applied hour-markers, skeletonised delta hands. Hermès indigo-blue alligator-leather strap, rose gold buckle.



Patek Philippe

Twenty~4 Ref. 7300/1200A-001 / CHF 23,000

Steel case, 36 mm diameter, bezel set with 160 diamonds (~ 0.77 carat), sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, manufacture calibre 324 S C, 213 components, Gyromax® balance, Spiromax® balance spring, 28,800 vibrations/hour. Power reserve of about 35 hours. Functions: hours, minutes, seconds, date. Sunray-brushed blue dial, luminescent gold applied numerals. Steel bracelet, folding clasp.

Breguet

Marine 5517 / CHF 27,900

Fluted 18-carat white gold case, 40 mm diameter, sapphire crystal case back. Water-resistant to 100 metres. Automatic mechanical movement, numbered, with Breguet signature, calibre 777A, inverted in-line lever escapement with silicon pallets, silicon balance spring, 4 Hz frequency. Power reserve of 55 hours. Functions: hours, minutes, seconds, date. Blue gold dial, luminescent Roman numerals and markers, luminescent gold Breguet 'apple' hands, seconds hand inspired by maritime codes. Black rubber strap.



Breitling

Superocean Automatic 46 Blacksteel / CHF 4,450

DLC-treated steel case, 46 mm diameter, unidirectional ratcheted rotating bezel, screwed crown and case back. Water-resistant to 200 metres. Automatic mechanical movement, calibre 17, COSC-certified chronometer. Power reserve of 38 hours. Functions: hours, minutes, seconds, date. Blue dial; numerals, hour-markers and hands with Super-LumiNova®. Blue Diver Pro III strap.



Chanel

J12 / CHF 5,650

White high-resistance ceramic and steel case, 38 mm diameter, unidirectional rotating bezel, screwed crown with white ceramic cabochon, sapphire crystal case back. Water-resistant to 200 metres. Automatic mechanical movement, manufacture calibre 12.1, 191 components, COSC-certified chronometer. Power reserve of 70 hours. Functions: hours, minutes, seconds, date, stop seconds. White lacquered dial. White high-resistance ceramic bracelet, steel folding clasp.



Longines

HydroConquest / CHF 3,500

Ceramic case, 43 mm diameter, unidirectional rotating bezel, screwed crown. Water-resistant to 300 metres. Automatic mechanical movement, calibre L888.2 (ETA A31.L01), 25,200 vibrations/hour. Power reserve of 64 hours. Functions: hours, minutes, seconds, date. Black matt ceramic dial, Arabic numerals, cabochons and hands with Super-LumiNova®. Black rubber strap, folding clasp.



Longines

The Longines Legend Diver Watch / CHF 2,010

Steel case, 36 mm diameter, internal rotating diving bezel, screwed case back and two crowns, 'diving' symbol in relief on the case back. Water-resistant to 300 metres. Automatic mechanical movement, calibre 592 (ETA A20.L11), 28,800 vibrations/hour. Power reserve of 40 hours. Functions: hours, minutes, seconds, date. White mother-of-pearl dial, hour-markers, Arabic numerals and hands with Super-LumiNova®. White leather strap.





Oris

Oris Aquis GMT Date / CHF 2,600

Steel case, 43.5 mm diameter, bidirectional rotating bezel, screwed crown and transparent case back. Water-resistant to 300 metres.
Automatic mechanical movement, calibre Oris 798, SW 330-1 base, 28,800 vibrations/hour. Power reserve of 42 hours.
Functions: hours, minutes, small seconds, second 24-hour time zone, date, stop seconds.
Blue dial, luminescent hour-markers and hands.
Steel bracelet, folding clasp.



RJ

Arraw 6919 Titanium / CHF 18,900 / Limited edition of 100 timepieces

Satin-brushed grade 5 titanium case, 45 mm diameter, bezel with insert combining resin and elements from the Apollo 11 spacecraft, black rubber RJ Bumpers™, sapphire crystal case back. Water-resistant to 100 metres.
Automatic mechanical movement, calibre RJ-2180 with 360° RJ moon phase complication, 28,800 vibrations/hour. Power reserve of 38 hours.
Functions: hours, minutes, 360° moon phase, date.
Sapphire dial, luminescent appliqués and hands.
Interchangeable black polyamide on rubber strap, titanium folding clasp.



Roger Dubuis

Excalibur Spider Pirelli / CHF 71,500 / Limited edition of 88 timepieces

Black DLC titanium case, 45 mm diameter, sapphire crystal case back. Water-resistant to 50 metres. Automatic skeletonised mechanical movement with micro-rotor, calibre RD820SQ, 166 components, 28,800 vibrations/hour. Power reserve of 60 hours.
Functions: hours, minutes.
Skeletonised dial, red and anthracite flanges, white luminescent hour-markers, gold hands with black PVD coating, white luminescent dots.
Black rubber strap with inserts from Pirelli tyres, adjustable black DLC titanium folding clasp.
Poinçon de Genève certified watch.



Rolex

Oyster Perpetual Yacht-Master 40 / CHF 25,000

18-carat Everose gold Oyster case, 40 mm diameter, monobloc case middle, bidirectional rotating bezel with Cerachrom disc with black ceramic 60-minute scale, screwed crown and case back, Triplock triple water-resistance system. Water-resistant to 100 metres.
Automatic mechanical movement, manufacture calibre 3135, Superlative Chronometer, paramagnetic blue Parachrom balance spring. Power reserve of about 48 hours.
Functions: hours, minutes, seconds, date, stop seconds.
Matt black dial, 18-carat rose gold hour-markers and hands, Chromalight display.
Oysterflex strap, Oysterlock safety catch.
Five-year warranty.



Zenith

DEFY Classic White Ceramic / CHF 7,500

White ceramic case, 41 mm diameter, sapphire crystal case back. Water-resistant to 100 metres. Skeletonised automatic mechanical movement, manufacture calibre Elite 670 SK, 187 components, 28,800 vibrations/hour, star-shaped oscillating weight.
Power reserve of about 48 hours.
Functions: hours, minutes, seconds, date.
Skeletonised silver dial, faceted, rhodium-plated hour-markers and hands with Super-LumiNova® coating.
White rubber strap, titanium folding clasp.

Anonimo

Nautilo Vintage Stainless Steel 42 mm / CHF 2,290

Cushion-shaped steel case, 42 mm diameter, unidirectional rotating bezel with ceramic insert, screwed crown and open case back. Water-resistant to 200 metres.
Automatic mechanical movement, calibre SW 200-1. Power reserve of 38 hours.
Functions: hours, minutes, seconds, date.
Graduated smoked chocolate sunray dial, hour-markers and hands with Super-LumiNova®.
Chocolate kangaroo-leather strap with quick change system, or steel bracelet, folding clasp and diver-style safety catch.



Blancpain

Fifty Fathoms Barakuda / CHF 13,200 / Limited edition of 500 timepieces

Steel case, 40.3 mm diameter, sapphire crystal case back, unidirectional rotating sapphire bezel. Water-resistant to 300 metres.
Automatic mechanical movement, manufacture calibre 1151, 210 components.
Power reserve of 100 hours.
Functions: hours, minutes, seconds, date.
Black dial.
Tropical-style rubber strap.



Blancpain

Fifty Fathoms Automatique 'Nageurs de combat' / CHF 14,500 / Limited edition of 300 timepieces

Steel case, 45 mm diameter, stamped solid case back, unidirectional rotating sapphire bezel. Water-resistant to 300 metres.
Automatic mechanical movement, manufacture calibre 1315, 227 components.
Power reserve of 120 hours.
Functions: hours, minutes, seconds, date.
Black dial.
Sail canvas strap.



Carl F. Bucherer

Manero Flyback / CHF 16,800

18-carat rose gold case, 43 mm diameter, sapphire crystal case back. Water-resistant to 30 metres. Automatic mechanical movement, calibre CFB 1970. Power reserve of 42 hours.
Functions: hours, minutes, small seconds, flyback chronograph, tachymeter, date.
Black dial.
Anthracite kudu-leather strap, 18-carat rose gold buckle.



Montblanc

Montblanc Heritage Pulsograph Limited Edition / CHF 30,330 / Limited edition of 100 timepieces

Polished steel case, 40 mm diameter, with sapphire crystal case back. Water-resistant to 50 metres. Manually wound mechanical movement, manufacture calibre MB M13.21, 239 components, 18,000 vibrations/hour. Power reserve of 55 hours.
Functions: hours, minutes, small seconds, chronograph, pulsometer scale.
Domed salmon-coloured dial, grained hour ring, anthracite Arabic numerals and dot hour-markers, anthracite luminescent dauphine hands, blued chronograph hands.
Grey Sfumato alligator-leather strap, steel folding clasp.



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Pendant Watch in gold featuring a flower bouquet on background of a lakescape painted on enamel. Patek Philippe & Cie, Geneva, 1893-1894



The Butterfly Snuffbox with Watch, Music and Automaton. Made for the Chinese market. Piguet & Meylan, Geneva, circa 1820

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