

Esquire

MALAYSIA

ULTIMATE WATCH GUIDE

2017 | RM15



THE BIG

HUBLOT'S
ART OF FUSION
AND PERPETUAL
MOTION

ORIS
SWIMS WITH
THE SHARKS FOR
CONSERVATION

WATCHBOOK 2017

HYPERSONIC LIFE
THE BELL & ROSS BR-X1 WHITE HAWK
EXTENDS THE BELL X-1 LEGACY



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The background of the advertisement is a close-up, high-contrast photograph of an aircraft's instrument panel. It features a series of circular gauges and numerous screws, some of which have cross-shaped markings. A yellow and black hazard stripe is visible on the left side. The Bell & Ross logo, consisting of the brand name and a stylized ampersand in a circle, is centered over the image.

Bell & Ross

TIME INSTRUMENTS

BR-X1 BLACK TITANIUM CHRONOGRAPH

The BR-X1 Black Titanium Chronograph is the perfect synthesis of Bell & Ross' expertise in the world of aviation watches and master watchmaking: an instrument with an innovative design, produced in a limited edition of only 250 pieces. Lightweight and resistant, the grade 5 titanium case of the BR-X1 is protected by a high-tech ceramic bezel with a rubber strap. Ergonomic and innovative, the push buttons allow the chronograph functions to be used easily and efficiently. Sophisticated and reliable, the skeleton chronograph movement of the BR-X1 is truly exceptional and combines haute horlogerie finishes with extreme lightness.

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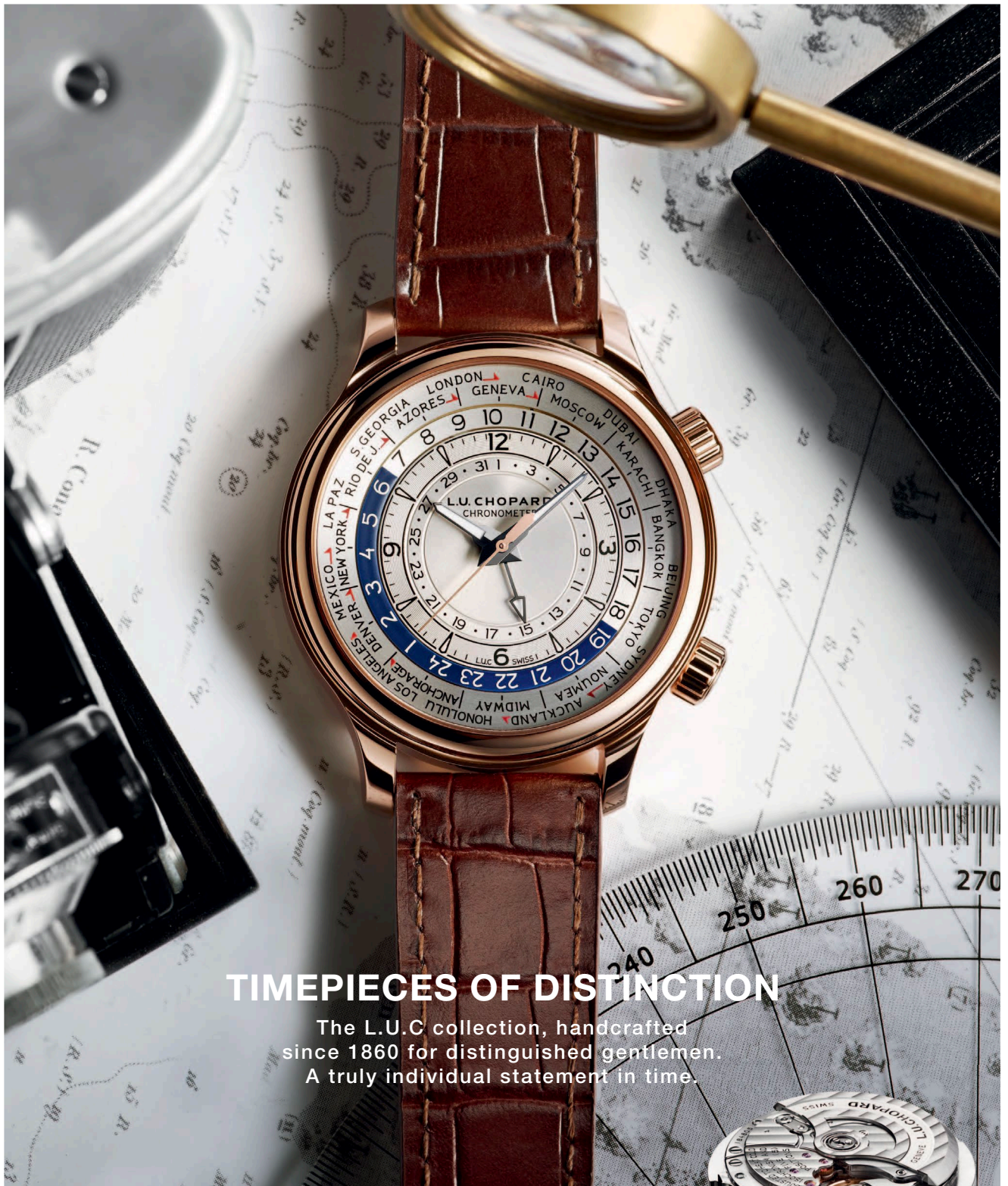
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HUBLOT



THE HOUR GLASS

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TECHFRAME

Chronograph Tourbillon Carbon.
Designed with Ferrari to celebrate
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and unique watch manufactured by
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movement Chronograph Tourbillon
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ACROSS THE GENERATIONS, men have usually wanted to take things apart to see how they come together. This applies to mechanical objects as well their relationships. The mechanical wrist watch, a turn of the 20th innovation on the pocket watch, has proven not merely a convenient way to be fashionably late, it is the branded handbag of 21st century masculine life.

But if Yves was right that fashion is passé and style is forever, then the wristwatch is no mere fashion but a remarkably resilient and profitable industry. Ricardo Guadalupe, the dynamic CEO of Hublot, the perpetual motion company, observes that the Swiss watch industry in the '90s was worth several billion euros. It is now valued at around six times the figure then. There is life yet in the small patch of human real estate occupied by the wristwatch, says Guadalupe.

But will the industry survive Silicon Valley? The world's most-valuable corporations are voracious in colonising the spaces they haven't already "disrupted" and micro-segmented with big data and bigger venture capital. Across all its price points, even—or especially—haute horlogerie, the watch industry is undergoing a sea change in the way its products are designed, produced, distributed and sold. This change has its origin in how they are now consumed, their visibility in mainstream life, and the social significance they have taken on, even for the man who could never afford an astonishingly inventive Hublot timepiece in a single lifetime.

Perhaps one day, with all that data about ourselves that we have given away to the social media platforms that sell them to their clients who sell the back to us, we will be able to buy watches customised by AI and expressed by a 3D printer at the touch of a button. They would be affordable because of a "free" content business model (because information, like a democracy, wants to be free, goes one the internet's great half-truths). But where is the fun in that? Will we care? Meanwhile, here is your shopping guide. 📖

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MACHINE LEARNING

Consider them the apps of the watchmaking world: innovative mechanical movements and boundary-pushing materials that let the ticker on your wrist perform ever more intricate functions.

Words by Nick Sullivan

The Chronometer

Allow us to brush up your vocab: a chronograph is any timepiece with a stopwatch function; a chronometer is a watch that meets extreme standards of accuracy, as defined by COSC (Contrôle Officiel Suisse des Chronomètres). Each chronometer is tested for two weeks before earning the designation, at which point it's engraved with a certification number. Think of it as a watch that comes with its own diploma.

Cosmograph Daytona
Chronometer by Rolex.





The Tachymeter

Probably the most common—and least used—function on a chronograph is the tachymeter, a ring of numbers often inscribed on the bezel of a watch. Used in conjunction with the second hand of the chronograph, it relates elapsed time to distance travelled so that you can calculate your average speed (or, if you know your speed, indicate how far you've come). Good to know next time you find yourself travelling sans speedometer.

BR-X1 RS17 by Bell & Ross.

The Perpetual Calendar

This is a highly complicated dream machine designed to tell its owner the second, minute, hour, day, date, month, year and current phase of the moon until the end of the century, including leap years. When March 1, 2100, finally rolls around, you'll have to take yours back to the shop because of a mathematical glitch. (Consider it the Y2K of the watch world.) After that, it should serve you faithfully for another hundred years.

Da Vinci Perpetual Calendar Chronograph by IWC.





The Skeleton

What's the best way to reduce the weight of your watch? Short of using graphene (see page 54), you want a Skeleton—in which all the unneeded mass has been carved away. This is usually the domain of fancier dress watches, but TAG Heuer's Carrera Heuer 01 applies the same principles to a distinctly sporty model that's surprisingly affordable.

Carrera Heuer 01 by
TAG Heuer.



Bronze

One of the oldest alloys known to man, bronze is having a moment in the world of fine watchmaking, and it's all thanks to oxidation. Its propensity to tarnish gives it a handsomely rugged matte patina. But even better, that tarnish protects the watch from further degradation over time. Divers and shipwrights have long deployed the metal for its resilience underwater. On land, it's a smart choice for those looking to maintain an heirloom piece.

Chronograph Tachymeter Limited Edition by Montblanc.



Ceramic

Of all the new materials to emerge in the past 35 years, zirconium oxide—a type of ceramic—has had the greatest impact in watchmaking circles. Harder than steel and resistant to scratching, it's made utilising the same ceramic technology that allowed NASA space shuttles to withstand the extreme heat of re-entering the earth's atmosphere. But the watch isn't just brawny; it's handsome, too: depending on how it's engineered, ceramic can be created in vivid colours, like this deep navy blue.

Master Chronometer Speedmaster Professional Blue Side of the Moon by Omega.





The El Primero

In the late '60s, while Americans and Soviets were rocketing toward the moon, watchmakers were wrapped up in their own version of the space race. Zenith and TAG Heuer were competing to make the first automatic chronograph, something of a technical holy grail. Chronographs require more oomph in the mainsprings than automatics back then could provide. Zenith got there first. The El Primero was ahead of its time in 1969, and almost half a century later, horophiles still speak of it in hushed tones.

Chronomaster El Primero by Zenith.

Graphene

Richard Mille is watch-making's consummate showman, and each of his stratospherically priced timepieces strains the boundaries of science and art. His newest baby is made with graphene, a form of carbon that's microscopically thin and wildly resilient. (It's now being tested for use in McLaren race cars.) Only one sixth the weight of steel and 200 times as strong, it makes for a watch that weighs only 40g including the strap.

RM50-03 McLaren F1 Ultralight by Richard Mille.





The Flyback

Chronographs: great for measuring discrete segments of time but not so reliable when you need to time several durations back-to-back. Standard chronographs work in a start-stop-reset pattern, meaning you can lose precious time while the dial returns to zero. Hence the flyback, a second counter that resets with the press of a button and instantly starts timing again. Because in some cases, every second counts.

Luminor 1950 PCYC Regatta
Flyback Chronograph by Panerai.



Dive, dive, dive

Oris takes to water with the Hammerhead Limited Edition, part of its long-term contributions to marine conservation.

Words by Jason Tan

'AUTHENTICITY' NOW ACQUIRES new depth of meaning because of fake news and careless social media sharing. So it's reassuring when a company remains consistent, and even heartening when it chooses to contribute to a greater cause that keeps with its brand. Oris is an independently owned Swiss watch manufacture that continues to support marine conservation with its diver's watches that it has made since the 1960s.

Now, at a critical juncture for life on earth, Oris' stated mission is to contribute to the survival of endangered species, particularly marine life. The survival of humanity and nature is an interdependent relationship, thus when one goes extinct, all life on earth is inevitably affected.

Like the Oris Red Sea, Great Barrier Reef and Staghorn Restoration Limited Edition, the new Oris Hammerhead Limited Edition is the company's contribution to marine conservation and its public awareness. The dive watch will help it raise funds for a shark conservation project run by the non-profit organisation Pelagios Kakunjá, which is supported by Oris ambassador professional diver and documentary maker, Jérôme Delafosse. (Meet Pelagios Kakunjá's great team and watch some brief but jaw-dropping videos on facebook.com/Pelagioska.)

One of Pelagios Kakunjá's projects is to understand the migration routes and patterns of apex predators, the species who sit at the top of the food chain. Specifically, its latest project seeks to learn more about migration routes of the endangered Scalloped Hammerhead shark (*Sphyrna lewini*) in the Eastern Pacific. The global population of Scalloped Hammerheads has declined by up to 90 per cent over the last 30 years, according to estimates by the International Union for Conservation of Nature.

The Scalloped Hammerhead shark, which can also be found off the coast of Sabah in East Malaysia, is not protected under the country's Fisheries Act (although exports are disallowed under the Convention on International Trade in Endangered Species, to which Malaysia is signatory). This is because its population is deemed to be healthy. However, the Malaysian authorities have plans to list the *Sphyrna mokarran* (Great Hammerhead shark), *Sphyrna zygaena* (Smooth Hammerhead shark) as protected species under the Act. Leading ocean conservation experts who have tracked the decline of the world's shark population over the last 50 years believe sharks may be extinct in as soon as 40 years.

Pelagios Kakunjá's project scientists will tag Scalloped Hammerheads using MiniPAT satellite transmitters funded by Oris. The scientists hope to track the sharks for six to nine months before the transmitters are automatically released on a set date and float to the surface, from where they will transmit collected data to satellites. The plan is to arm scientists with data, so they can understand sharks better and advise government agencies on best fishing practices. Fishing is one of the greatest threats to sharks, which can become entangled in nets while feeding. This is in addition to those caught for the shark fin business. The reported catch of sharks and rays in the East Malaysian state of Sabah last year was 1,788.46 tonnes which is in fact part of a falling trend, partly because East Malaysia's security situation has led to a reduction in fishing activity.

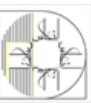
Oris ambassador Delafosse will join the Pelagios Kakunjá expedition with fellow conservationists Dr James Ketchum, Pelagios Kakunjá director of marine conservation; shark specialist

Dr Mauricio Hoyos (who shot the largest Great White so far caught on film); and record-breaking freediver and underwater photographer Fred Buyle.

"We have to do something about the declining population of the world's sharks," says Delafosse, who has spent the last 20 years observing the world's shark and dolphin populations. "Sharks play a vital role in the life of our oceans and we must do everything we can to ensure their future. It's our duty to protect them, and I'm thrilled to be working with Oris and Pelagios Kakunjá on this fantastic project."

Very few people are killed each year by sharks, magnitudes fewer than those who are killed in road accidents, for example. But the popular perception of sharks is that they are killers. The animal is 400 million years old: if sharks are so wanton, there shouldn't be many other species left in the water, and far fewer divers, surfers, snorkellers and beach lovers as well. Each year, an estimated 100 million sharks are caught and killed around the world.

Oris Malaysia launched the Oris Hammerhead Limited Edition in Langkawi earlier this year, giving local and international guests, including journalists, the privilege of appreciating the quiet waters and natural surroundings of the island on the pleasure vessel, Blue Dolphin. It was just the setting for the product, and the cause. To demonstrate the high-performance of the Oris Hammerhead Limited Edition, it was thrown overboard, then retrieved several days later by two master divers. Desmond Tey, 8TV host, joined the divers on the search operation. All were met with warm applause when they eventually resurfaced with the almost-lost treasure. Men and watch were intact, the watch much more impressively so. 🐠



Oris Hammerhead Limited Edition

Ref. No. 01 752 7733 4183 MB,
Ø 45.50mm.
Limited to 2,000 pieces

Automatic movement Oris Cal. 752, based on Sellita SW 220-1, with big day and date at 3 o'clock.

Multi-piece stainless steel case, screw-in security crown and crown protection. Water-resistant to 50 bar/500m.

Diver's uni-directional rotating bezel with white minute scale on black polished ceramic inlay.

Sapphire crystal domed on both sides with anti-reflective coating inside.

Screwed stainless steel case back with embossed hammerhead shark and engraved limited edition number.

Grey dial with white/blue minute scale and applied indices filled with Super-LumiNova. Polished nickel hour and minute hands with Super-LumiNova® inserts. Blue central seconds hand with Super-LumiNova 'lollipop' insert.

Black rubber strap with Oris-developed safety anchor and quick-adjust sliding-sledge folding clasp. Also available with a stainless steel bracelet.

Special presentation box with an insignia on the inside featuring the hammerhead shark.



BR-X1 Carbone Forge

Random strings of carbon, baked tough. A new black. Limited edition of 250 pieces.

Movement: Calibre BR-CAL.313. Mechanical automatic, 'X'-shaped upper bridge. 56 jewels, 28,800 VPH. Skeleton chronograph.

Functions: Hours, minutes, small seconds at 3 o'clock. Skeleton date at 6 o'clock.

Chronograph: 30-min timer at 9 o'clock, central chronograph seconds. Tachymeter scale on the flange.

Case: Carbone forgé, grade 5 titanium and ceramic with rubber inserts. 45mm diameter. Ceramic rocker push-buttons with black rubber inserts. Crown with rubber inserts. Back with opening in tinted sapphire crystal, centred on the balance.

Dial: Grey-tinted sapphire crystal. Applique metal indices with Superluminova inserts. Metal skeleton Superluminova®-filled hour and minute hands. Aluminium 30-min chronograph timer disc.

Crystal: Anti-reflective sapphire.

Water-resistance: 100m.

Strap: Woven black rubber.

Buckle: Pin. Black PVD steel finish and rubber insert.



Bell & Ross X1 series wraps time
around your wrist while making the link
between present, past and future.

MATERIAL LIFE

Photographs by Li
Art Direction by Rebecca Chew and Kathryn Tan



BR-X1 Hyperstellar

For when life becomes immaterial.
Limited edition of 250 pieces.

Movement: Calibre BR-CAL.313.
Automatic mechanical. 'X'-shaped
upper bridge. 56 jewels,
28,800 VPH. Skeleton chronograph.

Functions: Hours, minutes, small
seconds at 3 o'clock. Skeleton
date at 6 o'clock.

Chronograph: 30-min timer
at 9 o'clock, central
chronograph seconds.

Case: 45mm in diameter.
Titanium and anodised blue
aluminium with rubber inserts.
Rocker push-buttons. Back with
opening in tinted sapphire crystal,
centred on the balance.

Dial: Grey-tinted sapphire crystal.
Metal skeleton Superluminova-
filled hour and minute hands.
Appliqué metal indexes with
Superluminova inserts.

Crystal: Sapphire with anti-
reflective coating.

Water resistance: 100m.

Strap: Bi-material; alligator and
grey rubber.

Buckle: Pin. Steel with grey
rubber insert.



BR-X1 Titanium

Whiter but just as light as its black counterpart. Limited edition of 250 pieces.

Movement: Calibre BR-CAL.313. Self-winding mechanical movement. Skeleton chronograph.

Functions: Hours, minutes and small seconds. Skeleton date at 6 o'clock. Chronograph with 60-second and 30-minute timers.

Case: 45mm in diameter. Titanium and ceramic with rubber inserts. Rocker push-buttons. Back with opening in tinted sapphire crystal, centred on the balance.

Dial: Grey-tinted mineral glass. Skeleton metal hour and minute hands filled with Superluminova. Appliqué metal indexes with Superluminova inserts.

Crystal: Anti-reflective sapphire.

Water resistance: 100m.

Strap: Woven black rubber.

Buckle: Pin. Steel with rubber insert.

BR-X1 Black Titanium

First emerged in public life as the choice material of Russian nuclear submarines. Limited edition of 250 pieces.

Movement: Calibre BR-CAL.313. Automatic mechanical. 'X'-shaped upper bridge. 56 jewels, 28,800 vph. Skeleton chronograph.

Functions: Hours, minutes, small seconds at 3 o'clock. Skeleton date at 6 o'clock. Chronograph: 30-min timer at 9 o'clock, central chronograph seconds.

Case: 45mm in diameter. Titanium and ceramic with rubber inserts. Rocker push-buttons. Back with opening in tinted sapphire crystal, centred on the balance.

Dial: Grey-tinted sapphire crystal. Metal applique Superluminova-filled indices. Metal skeleton Superluminova-filled hour and minute hands.

Crystal: Sapphire with anti-reflective coating.

Water-resistance: 100m.

Strap: Woven black rubber.

Buckle: Pin. Steel with rubber insert.





BR-X1 Wood

Neither metal nor stone,
but nautical and precious for it.
Limited edition of 50 pieces.

Movement: Calibre BR-CAL.313.
Automatic mechanical. 'X'-shaped
upper bridge. 56 jewels, 28,800
vph. Skeleton chronograph.

Functions: Hours, minutes, small
seconds at 3 o'clock. Skeleton date
at 6 o'clock.

Chronograph: 30-min timer
at 9 o'clock, central
chronograph seconds.

Case: 45 mm in diameter. Precious
wood and titanium. Back with
opening in tinted sapphire crystal,
centred on the balance.

Dial: Grey-tinted sapphire crystal.
Metal appliqué indices with
Superluminova inserts. Metal
skeleton Superluminova-filled hour
and minute hands. Aluminium
30-min chronograph timer disc.

Crystal: Sapphire with
anti-reflective coating.

Water resistance: 100 metres.

Strap: Brown alligator.

Buckle: Pin. Steel with grey
rubber insert.





BR-X1 Instrument de Marine

Among animal, vegetable and mineral, the last has been the material of choice for watch manufactures. Soon to come: precious wood.
Limited edition of 99 pieces.

Movement: Calibre BR-CAL.313.
Mechanical automatic. 'X'-shaped upper bridge. 56 jewels, 28,800 VPH. Skeleton chronograph.

Functions: hours, minutes, small seconds at 3 o'clock. Skeleton date at 6 o'clock. Chronograph: 30min timer at 9 o'clock, central chronograph seconds.

Case: 45mm diameter. Precious wood and CuSn8 bronze. Back with opening in tinted sapphire crystal, centred on the balance.

Dial: grey-tinted sapphire crystal. Gilt appliqué indices with Superluminova inserts. Gilt skeleton Superluminova-filled hour and minute hands. Gilt aluminium 30-min chronograph timer disc.

Crystal: anti-reflective sapphire.

Water resistance: 100m.

Strap: brown alligator.

Buckle: Pin. Bronze.





Tourbograph Perpetual "Pour Le Mérite".

آموزشگاه انعکاس منبع جدیدترین اطلاعات، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی



A Lange & Söhne

The brand may have lost the man who revived it in 1990,
but his legacy is ever present in this year's watches.

Words by Daniel Goh

IT'S COMMON KNOWLEDGE that when it comes to watchmaking, specifically the realm of *haute horlogerie*, nobody does it better than the Swiss. Well, A Lange & Söhne is one of the few brands to challenge that consensus. Hailing from Glashütte, Germany, they produce watches with heritage and technical *savoir faire* that beguile most of the connoisseurs who are familiar with their work. Lange is not a brand that enjoys widespread recognition, especially in Asia; but according to Frédéric Dormeuil, General Manager for A Lange & Söhne in Southeast Asia and Australia, once they get to know the brand, it's hard for people to dislike it.

Like Lange, there are a number of manufactures that currently operate out of Glashütte, which is not really surprising considering the city is known as the birthplace of the German watchmaking industry. But unlike the other brands who etch the word "Glashütte" onto their cases, Lange sits at the top of the pecking order both historically and technically. Unfortunately, this year, the man who revived the brand in the '90s, Walter Lange, passed away. Even until the day he died, he remained an integral part of the company, and the watches, introduced at SIHH 2017, represent his legacy.



TOURBOGRAPH PERPETUAL "POUR LE MÉRITE"

If they represent the top tier of German watchmaking, then without a doubt, it is Lange's Pour Le Mérite collection that got them there. All the watches with the "Pour Le Mérite" designation contain the intricate *fuseé* and chain transmission system, but the Tourbillon Perpetual adds to this already complicated system a rattrapante chronograph, a one-minute tourbillon and a perpetual calendar. Just to demonstrate the level of detail that Lange takes with their watches, they highlight the black polishing on the new, curved tourbillon bridge, which took months due to its additional depth.



ZEITWERK DECIMAL STRIKE

Honey Gold—just in case you were wondering why this watch has such an interesting hue. This is Lange's exclusive material for the case and part of the dial, giving it an incredibly appealing aesthetic. Adding to their range of striking complications, the Decimal Strike does exactly what its name suggests: strike the gong every 10 minutes; it indicates the hour too. It may not be as functional as a minute repeater, but according to the testimony of the Lange managers who have spent some time with it, the little ding every 10 minutes is a great way to keep track of the time.



LANGE 1 MOON PHASE

The next step in the Lange 1 evolution comes with a moonphase indicator that also pinpoints night or day. With the moon on a separate plane, as day turns to night, the disc behind it rotates, changing from clear blue skies to a darker one with stars. It's a functional addition to ensure that you get the right time so the date doesn't suddenly jump in the middle of the day. As a testament to Lange's engineering prowess, the watch tracks the lunar cycle that takes 29 days, 12 hours, 44 minutes and three seconds—meaning it will only deviate from the true synodic period by one day every 122.6 years.



1815 ANNUAL CALENDAR

The 1815 is Lange's most classic collection, paying tribute to the year that the brand was originally established more than 200 years ago. This time, it gets an annual calendar complication following the Saxonia Annual Calendar in 2010. Instead of the automatic movement in the Saxonia, this annual calendar gets a hand-wound movement as a subtle tribute to founder, Ferdinand Adolph Lange. As the story goes, it was in 1866 that he obtained a patent that would replace the traditional key-operated winder with a crown winder. This 1815 Annual Calendar also comes with a button at two o'clock to collectively advance all indications, which really comes in handy, say, if the watch hasn't been worn in awhile.

WALTER LANGE

Sixty-six is not an age where one would traditionally think of starting a business, but that's exactly what Walter Lange did. As the great grandson of Ferdinand Adolph Lange, founder of A Lange & Söhne, it's easy to surmise that he probably felt a certain responsibility to at least try. The manufacture had been dormant for 40 years, as operations were halted first by the Cold War, and then by the division of Germany into East and West. It was only after reunification that Lange entertained the idea of reviving the brand.

In 1990, Lange, together with Günter Blümlein, worked out a plan

to re-establish the brand. "We didn't have much at that point," he once recalled. "We had no watches that we could build and sell; we had no employees, no building and no machines. All we had was the vision of once again crafting the world's best watches in Glashütte." Then, in 1994, the company launched four watches and the rest is history.

Walter Lange passed away on January 17, 2017, at the age of 92. Before falling ill, he was still very much a part of the brand as an ambassador and a consultant—but perhaps, he described it best when he said: "I am the bridge to our past."



Royal Oak Extra Thin.

آموزشگاه انعکاس منبع جدیدترین اطلاعات ، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی

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Audemars Piguet

If it ain't broke, don't fix it, so this year, Audemars Piguet offers another wave of Royal Oak watches, but we certainly ain't complaining.

Words by Daniel Goh

IT'S NOT EVERY DAY that you get a CEO personally telling you how his or her company is doing. Sure, he or she might do that for shareholders or maybe even one or two key customers with whom he or she has a personal relationship, but to tell a room full of journalists how Audemars Piguet is doing, now that's a special treat. But that is exactly what happened at SIHH 2017; after a scintillating presentation on AP's latest novelties, in walked François-Henry Bennahmias, CEO of Audemars Piguet, to give us an update on the brand's performance this year.

He was visibly elated, and for good reason. Amidst a downcast watchmaking industry, Audemars Piguet is one of the few brands that actually recorded growth. In 2015, their revenue

was around the CHF800 million mark and, in 2016, it was just shy of CHF900 million. Bennahmias also said that in 2015, Audemars Piguet made 40,000 watches; in 2016, they made 40,000 too and they'll probably make the same number in 2017 as well. This is their strategy, not to chase volumes, but to maintain production and focus on doing everything better.

They have a saying at AP: "To break the rules, you must first master them." And it seems like they must have, as this year, AP offered a couple of really interesting watches (and an ostentatious jewellery piece that we're not going to talk about) that break the mould. No new movements, just a wonderful play of materials and unique finishes for their 2017 novelties.



ROYAL OAK PERPETUAL CALENDAR

This was arguably the sexiest watch to come out of the brand this year. It's the same Royal Oak Perpetual Calendar that we are already so familiar with, but this time, or rather for the first time, it comes made with a very sexy hand-finished black ceramic. Yes, the case and the bracelet are made from this material, but what pushes it over the top is that the entire watch is finished—satin and polish finished on the case, satin on the bracelet and links—in the same way other softer materials like gold or platinum would be. As ceramic is naturally hard, damn near unscratchable, you can imagine how much longer AP would need to achieve the same results.



ROYAL OAK FROSTED GOLD

Full disclosure guys; this model was actually made for women, but for some reason, the finishing works really well in a men's model too. This is Audemars Piguet's new finishing technique called Frosted Gold. Basically, they use a machine with a diamond tip to hammer millions of tiny indentations onto the case and the bracelet (only where the satin finish would usually be) and the result is a really blinged-up watch without any diamonds. The technique is an ancient Florentine one that jewellery designer, Carolina Bucci, uses on her designs. This version here is in a 37mm case, but just push it to 40mm and you've got a pretty sweet men's model too.



ROYAL OAK CHRONOGRAPH

Again, nothing new here in terms of movement, but the design of the Royal Oak Chronograph has been tweaked slightly to celebrate their 20th anniversary. All seven new models come with a fresh two-toned dial design with very subtle changes to their aesthetics. The chronograph counters at nine and three o'clock have been increased in size, while the hour markers are now shorter and wider for better legibility.



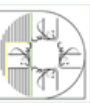
ROYAL OAK EXTRA THIN

Born as yet another anniversary piece, the Royal Oak Extra Thin celebrates the 40th anniversary of the first Royal Oak to come in precious metals. When the Royal Oak was first created in 1972, it was made of steel because it was conceived as a sporty watch. It was only in 1977 that a yellow gold version became available. This extra-thin, 18k yellow gold Royal Oak is ironically nicknamed "Jumbo" and comes with a vintage-inspired champagne dial that harks back to its '70s roots.

GENER8TION

Electronic house music is something that should seem alien to those who wear Audemars Piguet so when they announced a project with Surkin from Gener8tion, it seemed like a mismatch. But in the end, the collaboration turned out to be really cool. He spent a couple of days in Le Brassus and Vallée de Joux recording the sounds in and around the manufacture. "When

you get there, there are places that are really silent, but then there are areas where they are polishing and working with metal and it can get quite loud so that was surprising," he says. Surkin later turned what he had captured into four sublime tracks. "The weather was changing so quick, like in a day in Le Brassus, you could have like four different seasons. And I really wanted to convey that in the tracks," he adds.





Clifton Club Cobra.

آموزشگاه انعکاس منبع جدیدترین اطلاعات، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی

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Baume & Mercier

Baume & Mercier reinforces its hold on the entry-level luxury market.

Words by Daniel Goh

WITHIN THE SPECTRUM of brands that are owned by the Richemont group, Baume & Mercier has always been on the affordable end of the scale. That remains true in 2017; the brand, following the pessimism that is prevalent in the watchmaking industry, decided to launch two new collections based specifically on affordability and a desire to attract more youthful customers.

Alexandre Peraldi, Director of Design at Baume & Mercier, confirms that price played a big role in the conception of the 2017 novelties. He mentions that the watches were designed to attract consumers looking for their first luxury timepiece and/or a watch for a celebration. "So, with the Clifton Club and My Classima, it encourages the younger generation to celebrate as well," he continues. "With these collections, we were working hard on the 'less than CHF1,000' segment and so development was done with this price in mind." The challenge, he tells us, was to find the right solution that resulted in a single size and

dial to manage production costs. "Price is a huge constraint, but it is also an opportunity. It's a chance to change the original design, to rethink it, and to do something different," he explains.

Another interesting development within the brand is a new Banca leather strap. You may be surprised to discover that it is derived from a type of trout found in France. The impetus for the new material stemmed from an ethical responsibility on Baume & Mercier's part. The company had been using only alligator for the last 10 years because it was, and still is, a symbol of luxury. But when they discovered a very small farm in Banca, France that does this special kind of leather, the brand thought it a worthwhile endeavour to pursue. Up close, the Banca leather comes in a variety of colours and resembles snakeskin in passing; for now, it's available only in the women's collection as a long strap, but depending on its reception, who knows what will happen in the future.



CLIFTON CLUB COBRA

This year, the third watch from Baume & Mercier's partnership with Cobra nestles itself in an entirely new collection: Clifton Club. While the first two Cobra watches fell under their Capeland family of watches, the third is parked within the Clifton, which interestingly enough was a decision made by both Peraldi and Peter Brock, designer of the Shelby Cobra Daytona Coupé. As you might have guessed, the watch is based on this unique car, of which, only six were ever made.

The Clifton Club Cobra was designed as a dialogue between the two designers. Peraldi says he had reservations about working with another designer at first, but within

five minutes of meeting Brock, he realised they were like "two children who shared the same passion for design". The fantastic blue and white dial was inspired by the livery of the Shelby Cobra Daytona as viewed from the back. The watch is still a chronograph, with the very cool cobra insignia on the seconds hand, but it is presented in an entirely new Clifton case design.

The bottom half of the watch is fashioned after the car's wheels: a matte black ring surrounds the sapphire caseback, giving the wearer a clear look at the rotor that resembles rims. Beneath that lies the manufacture movement La Joux-Perret 8147-2.



MY CLIFTON CLUB

Normally reserved for watchmaking complications, the Clifton collection has been redesigned (partly in line with the development of the Clifton Club Cobra) to function as a sporty collection without losing its elegance, or as Baume & Mercier puts it, watches for the "Gentlesportsman". The watches are all three-hand automatics with date and available in blue, black or white dial variants with similarly coloured bezels as well.



MY CLASSIMA

The My Classima collection takes gift giving to a whole new sector with more affordable watches designed to serve as an introduction to the world of luxury timepieces. Simple, clean and classic, they come with a Swiss quartz movement to keep prices low yet still offer luxury elements like a polished case and a crocodile leather strap.

PETER BROCK

Peter Brock may have been the man behind the sweeping lines of the Shelby Cobra Daytona Coupé and the Corvette Sting Ray, but his initial plan was to race cars rather than conceptualise them. His design of the iconic coupé was born out of a concern for aerodynamics. As the story goes, Carroll Shelby was looking for a way to make his cars go faster and, in order to do that,

Brock suggested reducing the drag. It may be a beautiful classic by today's standards, but at the time, few wanted to work with the car because it was deemed "ugly". Finally, Brock found someone willing to create the prototype, and 90 days from the initial sketches, the car was ready to run; it raised the top speed of the Cobra significantly and even outran the Ferraris of the time. And the kicker? He was just 22 years old.

BRAND STORY

Seeing through it all

The transparent ways of Bell & Ross.

Words by Grace Lai



IN HUMAN YEARS, Bell & Ross is Gen Y, because it was founded in 1993. But a clear and strong design language and a consistent branding strategy have seen the French manufacture make a name for itself quickly in the rarefied air of haute horology, its ampersand included. The round face on a square “plinth” is a Bell & Ross signature, and the proportions are calculated to jive with its line of aviation-, diving- and motorsport-influenced watches.

This is what lifelong friends Bruno Belamich (Bell) and Carlos A. Rosillo (Ross) intended from the start: to offer the world highly functional, robust timepieces. Towards this end, they teamed up with Helmut Sinn of Sinn watches. According to some watch enthusiasts, early models were re-branded Sinn designs, such as the 103 and Space 1 that bore the Bell & Ross logo; this is par for the course in an established industry where entrepreneurs seeking to enter the market partner with craftsmen. Pukka Bell & Ross creations would transpire from the nine-year partnership. Here are two attractive models from the current state of play:

BR-X2 TOURBILLON MICRO-ROTOR

A highlight of this year, the BR-X2 Tourbillon Micro-Rotor is limited to 99 pieces, and it is a minimalist thing, being described in terms of “the watch is the movement, and the movement the watch”. It’s a reference to the transparency of the BR-X2—its not-thereness. Square and thin at 36MM x 36MM x 4.05MM, it’s powered by a BR380 calibre. Being extremely simplified in construction, the square face has been evolved from the large-size BR01 to the small BR03 and BRS, as also seen in extreme versions of the BRX1 chronographs.

With the BR-X2 concept, the movement is visually presented as magnified in the iconic square shape, and is housed not in the traditional watch case but framed inside a holder. Cut from a solid plate of stainless steel as thin as the movement itself, the continuity between frame and movement is obvious, hemmed in with two plates of sapphire. On the front, the main plate opens around the flying tourbillon cage and above the winding rotor. On the back, three bridges with bevelled angles reveal the micro-rotor.

Large bevelled facets also enrich the sides of both plates, seated on translucent gaskets for both compensation and water resistance. Two-hundred fifty-seven pieces are cut with the highest precision, hand-assembled and adjusted by watchmakers working yearlong on the Grande Complications. Mobile parts rotate on 31 ruby jewels with a modern finishing to express the instrumental personality of Monsieurs Bell & Ross.

Fine linear-brushing treatment on the surfaces and soft ball-blasting on the bevels give a finely modern appearance. By removing what appears to be the separation of case and movement, the designers have melded the BR-X2 into one visual point. With a steel movement plate between two thick layers of carefully machined sapphire crystal, a transparent sapphire case connects directly to the movement.

BR-X1 TOURBILLON SAPPHIRE SKELETON

This is an arresting piece of mechanism to behold. The skeleton movement poses this question to the watchmaker: how do I remove as much material as possible while keeping the aesthetics of the design as being recognisably my brand? Each and every strength line is calculated to the nth degree with just enough metal used where absolutely necessary. The main plate and bridges are designed in an X-Shape, staying true to the iconic BR-X1 style.

We imagine that cutting a watch case from a solid block of sapphire is no mean feat, proven by the fact that it takes several days to produce just the five components for one single watch. The BR-X1 Tourbillon Sapphire Skeleton ups the ante with the case being cut out of five blocks of pure Corindon, the physical name of sapphire and ruby, the dial from a solid piece of Grade 5 Titanium, made of an annular plate with hand-polished bevels and Opalin surfaces.

The distinctive design of the casing, with its multiple facets, resembling a gemstone, magnifies the sapphire quality of the timepiece. Light is reflected through the princess-cut diamond and facets, resulting in a glow that almost seems to pulse and emanate from within. The adjusting screws are solid gold, and a tourbillon cage off-centred at six o'clock allows for easy visibility from top, side and bottom. The hour markers are hand-painted in pure white SuperLuminova, Green Line. This is a treasure. Pieces of eight? Yes, just eight prosperous watches will be made. 📌

Left
BR-X2 Tourbillon-Micro-Rotor.





Rotonde de Cartier Minute Repeater Mysterious Double Tourbillon.

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Cartier

Cartier demonstrates the same historic depth and know-how for timepieces as its jewellery.

Words by Daniel Goh

“WOMEN HAVE ALWAYS BEEN the priority at Cartier,” Arnaud Carrez, International Marketing and Communication Director at Cartier, says. But still, for a company so focused on women, they make really brilliant watches for men. There have always been three key pillars when it comes to the philosophy at Cartier: femininity, masculine elegance and endless creativity; and it is through these elements that their watches gain their credibility.

Because we’re not really going to talk about the more feminine watches, we’ll move right to the masculine elegance portion of it. Even when it comes to making timepieces for men, they still maintain the elegance of a jeweller; truth be told, we’re pretty sure Cartier has all the *savoir faire* (not to mention the resources) to make a pretty good sporty watch, but in order to stay true to their roots, they won’t. Cartier’s relatively new Drive collection is a case in point. Launched

last year, the Drive de Cartier was created as a more masculine watch, but even so, it’s so subtle in its delivery it takes the raw, rugged idea of a vintage car and turns it into something more refined, something you would be happy to drive on modern roads. This approach to timepieces dedicated to men seems to have its fair share of fans, as Carrez says the Drive is doing exceedingly well; so well in fact that this year, the cushion shape is back with an extra thin and a moon-phase variant.

The next pillar that Cartier is built on comes from endless creativity. The mystery clock is one such example, and this year, there are two new variants, one that exposes the mystery without revealing the secret and another that completely exaggerates it. Creativity with artisanal crafts, some of them centuries old, is also something that Cartier pursued this year with a very cool dial made with fire.



DRIVE DE CARTIER EXTRA THIN

This, by far, is our favourite watch to come out of the Drive de Cartier collection. First of all, it is currently the only watch in the collection without the *guilloché* pattern on the dial, and of course, it is only 7mm in height, a good 40 percent slimmer than the original. But what really takes the cake would be the fact that the Calibre 430 MC movement powering the watch is a manually wound one.



ROTONDE DE CARTIER SKELETON MYSTERIOUS HOUR

Cartier’s mystery watch is nothing new in the world of horology, but the idea of skeletonising the movement is an interesting one. The whole idea of the mystery clock is to create the illusion that the hands are suspended in mid-air. To skeletonise a movement that guards a century-old secret is a brilliant idea and the resulting watch is stunning. The case is made with one of the rarest metals on the planet—palladium—and the movement that it guards is manually wound with a power reserve of 48 hours.



ROTONDE DE CARTIER MINUTE REPEATER MYSTERIOUS DOUBLE TOURBILLON

This is the watch that says even though Cartier is firmly rooted in the jewellery business, their watchmaking *savoir faire* is never a secondary consideration. This complicated-looking piece is a visual feast. First of all, the *maison* has taken their mystery complication a step further; so instead of hands floating around, it is a 60-second tourbillon. Then there is the open-worked movement that reveals the delicate intricacies of the minute repeater mechanism. We’re not done. For aural performance, the titanium case is hollowed out. Amazingly, this incredibly technical piece weighs about 50g.



RONDE LOUIS CARTIER XL

The warning to never play with fire holds true unless you are one of the master artisans at Cartier’s Maison des Métiers d’Art capable of bending it to your will. The technique here applies the same principle employed to make blued-steel at high temperatures. The artisans at Cartier literally painted the famous panther onto the dial using a combination of different temperatures for different levels of oxidation on the gold, resulting in a dial that you probably won’t see anywhere else.

LOUIS CARTIER

This is not the founder of the brand, Louis-François Cartier, but rather his grandson and one of the three sons of Alfred Cartier. Louis Cartier and his two brothers were in charge of helping the company expand around the world. But for the purpose of this article, we are going to focus on Louis Cartier’s contribution to watchmaking within Cartier.

Cartier was passionate about mechanical pocket watches, and in 1904,

he shifted his attention to wristwatches when his friend, the legendary aviation pioneer, Alberto Santos-Dumont, requested a watch that could be used during his flights. In 1911, the very first Santos wristwatches went on sale, and a year later, two more wristwatch models, the Baignoire and the Tortue were introduced. Another historic milestone for Cartier came in 1917 when the Tank was launched (this year marks its centenary).



Refining the refined

Understated and elegant, Chopard's signature L.U.C. watches have been given a subtle but sleek makeover that will beguile most watch collectors and create few new ones too.

Words by Muna Noor





Above and opposite page, top to bottom
L.U.C. Tonneau Heritage;
L.U.C. XPS.

IN WATCH MAKING the adage, “if it ain’t broke, don’t fix it, is seldom applied. Traditions may be upheld, craftsmanship may be respected, but it’s the constant tinkering with mechanisms and movements that continue to propel innovation and create a continued sense of wonder.


L.U.C. HERITAGE GRAND CRU

Reinterpreting Chopard’s signature 1963 L.U.C line, the L.U.C. Heritage Grand Cru cocks its hat to the Geneva-based Maison’s historical pocket watches with classic flair thanks to its traditional tonneau design. Taking inspiration the oak barrels from the forests of Bertrange, Jupille and Tronçais in France, and framed in an 18K rose gold case under an ultrathin (7.75MM) domed case, its unique shape provides the ideal showcase for an elegant porcelain white lacquered dial with striking black Roman numerals and the seconds at six o’clock. For the watch enthusiast, the magic lies whirring and spinning behind a transparent caseback. The rare 3.3MM Swiss Official Chronometer Testing Institute (COSC) certified and Poinçon de Genève seal 97.01-L caliber movement is a thing of beauty and features automatic winding by an engraved 22K gold micro-rotor that promises 65 hours of running time.

L.U.C. XPS

True class is understated. Chopard’s L.U.C. XPS epitomises this ideal to perfection. While its smart 2017 facelift retains many of the qualities that have made this watch a coveted addition to any gentleman’s wardrobe, the numerous permutations in which these are revealed and the variety of price points at which it is offered will not only appeal to classic collectors but those looking to level up their dress watch game.

Characterised by a slender profile, with the 7.2MM, 40MM diameter case offered in steel, white gold, pink gold and platinum iterations, most striking is its signature finish. Available in white for the stainless steel version, silver-toned or black with a sunburst finish for the gold variations, and blue with a sunburst finish for the platinum option, each is treated to Fusée Dauphine-type hands with sleek faceted arrows, satin-brushed flanks, and trimmed down lugs with sapphire crystal dome to compliment the watch’s dapper appearance.

Of course, for a house with such a heritage for fine craftsmanship, it’s what’s on the inside that counts. Behind the see-through case back with antireflective coating is a micro-rotor powered automatic bidirectional winding movement that generates power reserves of between 58 and 65 hours. Like the L.U.C. Heritage Grand Cru, it too carries the prestigious “Poinçon de Genève” quality hallmark and is worn with a hand-stitched alligator skin strap. 

BRAND STORY

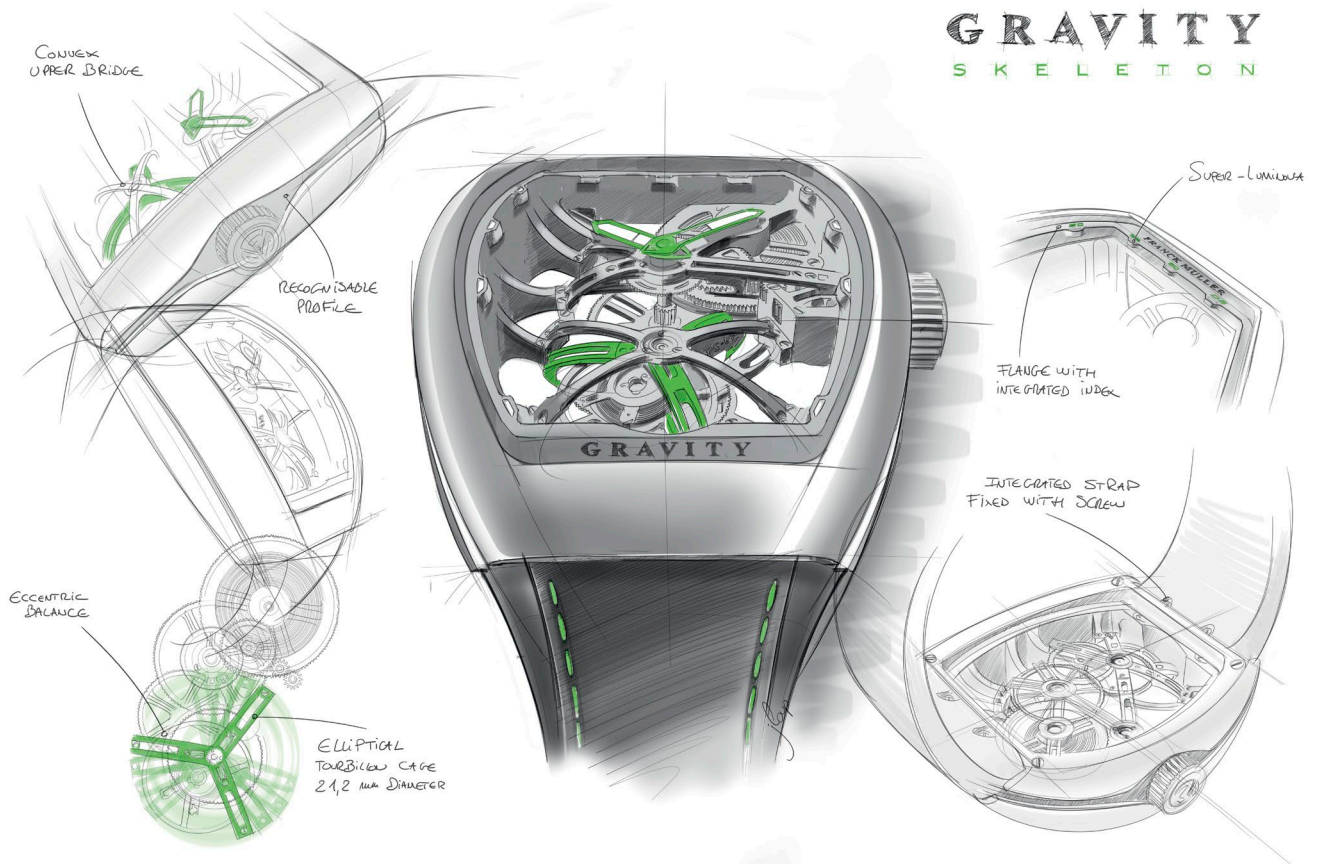
The power of gravity

Franck Muller's 25th anniversary Gravity Skeleton defies convention.

Words by Grace Lai



GRAVITY SKELETON




FOR A WATCHMAKER as unconventional as Frank Muller, the capacity to continually surprise clientele and competitors is a vastly underrated achievement. In its latest tourbillon, Franck Muller displays the kind of innovative engineering that befits a quarter century of imaginative watch making.

Launched this year, the pioneering construction of the Gravity Skeleton's lies in the size and curvature of its Vanguard case. Measuring 38.4MM x 39.6MM with a water resistance up to 30M, Frank Muller's watch designers have ingeniously engineered bridges into concave and convex shapes, and reinvented the tourbillon bridges and carriage in a 21.2MM and 7.7MM elliptical circle. The result is a timepiece with a mesmerizing three dimensional aspect. For mech-nerds and fans of physics, it's also a fascinating piece of poetry in motion. Though conceptually hard to grasp, it was Abraham Louis Breguet that pioneered the auto correction of grav-

ity's effects upon the hairspring due gravity. Frank Muller's Gravity Skeleton successfully mirrors that curving influence of space and time in a watch.

Manually wound with a five-day power reserve tourbillon, to further draw attention to its Calibre CS-03.SQT mechanism and the spectacular architecture of its movement, the Gravity Skeleton has a 14mm balance wheel deliberately set off centre. The powerful effect is also enhanced with the use of colour anodized aluminium.

All of it is protectively housed under a near indestructible sapphire crystal and is available in four colour themes: PVD treated titanium, white gold, rose gold and steel with black PVD treated elements, although 5N or rhodium plating options are also a possibility. Coloured finishes in a choice of orange, yellow, blue and purple components add to the potential for personalisation, and the time piece comes with a rubber and nylon strap. 



Neo-Bridges.

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Girard-Perregaux

Tending to the roots of a 226-year-old brand.

Words by Daniel Goh

WHEN ANTONIO CALCE took over as CEO of Girard-Perregaux a couple of years ago, he had his work cut out for him. The brand that started in 1791 had lost touch with its heritage. Understanding the importance of preserving its history within the current watchmaking ecosystem, Calce set out to introduce new fans of Girard-Perregaux to the Girard-Perregaux of the past. In his words, he has “a duty to continue on the path traced by our predecessors, who made innovation one of the brand signatures.”

Last year, Girard-Perregaux celebrated their 225th anniversary. The watches that came out were fantastic, particularly the Place Girardet 225th Anniversary watch. It was limited

to 225 pieces, and apart from the iconic bridge design, each one bore an inscription corresponding to a particular year, starting from 1791. What's smart about this was not only did it highlight the long history of the brand, but also its exclusivity.

This year, the trend of heritage pieces continues; firstly, with Girard-Perregaux's move back to SIHH after four years at Baselworld. Calce says the brand actually started with SIHH so in a way, it's a return to a familiar playing field. The Laureato is the main highlight of 2017 and it has great significance for Girard-Perregaux. Not only does it have an iconic shape, it was the brand's first quartz watch.



LAUREATO 42MM

Despite its quartz beginnings, the newly re-introduced Laureato collection contains mostly mechanical movements. There's one with a tourbillon, and even a 34mm with a quartz movement, but it is this 42mm version that is the purest. A great case size for men, the watch is available in steel or pink gold and it is only 10.88mm thick. The movement is the Calibre GPO1800 that has been designed, produced, adjusted and finished by Girard-Perregaux.



NEO-BRIDGES

The Girard-Perregaux Neo-Bridges is the perfect example of how the brand can connect the new consumer with its long history. Its bridge design might be a brand icon, but instead of using it in a classical piece, the new Neo-Bridges is a modern take of this tradition. Still governed by the same visual balance that is synonymous with the bridges, the watch is perfectly symmetrical thanks to the clever placement of the micro rotor and the barrel. The bridges offer a PVD coating, and with the titanium case, the watch is both dynamic and historic at the same time.



1966 WWTC

The 1966 collection is denoted by a case topped with a slim, delicately polished bezel, an opaline dial and signature leaf-type hands. All of that can be found in the Girard-Perregaux 1966 WWTC. Yet another icon of the brand, the WWTC (short for World Wide Time Control) returns with its iconic dual crown: one controlling the time and another for the inner bezel. By this clever use of an additional crown, the world timer can be kept as classical as possible without compromising on its jet-setting function.



TRI-AXIAL PLANETARIUM

Not forgetting the *haute horlogerie* customers of Girard-Perregaux, the Tri-Axial Planetarium is as grand as its name suggests. The rotating globe with day/night indications and the moonphase indicator are both hand-painted, adding to its sophistication. Then comes the tri-axis tourbillon comprising of 140 parts yet weighing a mere 1.24g. The 48mm diameter case is crafted out of pink gold.

ANTONIO CALCE

Antonio Calce is the current Chief Executive Officer of the Sowind group (a part of French luxury group Kering) that consists of both Girard-Perregaux and sister brand, JeanRichard. He began his career in 1994 with Piaget before stints at Officine Panerai and Corum. Since his appointment as CEO

in January 2015, Calce has dedicated his time to reconnecting the brand to its roots as well as plotting its future path. His current strategy for Girard-Perregaux is to also be present in every price segment of the market, creating value and goodwill for the brand.

American spirit, Swiss precision

The Official Timekeeper of the Red Bull Air Race World Championship, Hamilton takes to the air with two special editions.

Words by Grace Lai





2017 HAS BEEN Hamilton's year. It's the year the Pennsylvania-born brand became the Official Timekeeper of the Red Bull Air Race World Championship.

Created in 2003 and officially a world championship in 2005, the Red Bull Air Race World Championship celebrated its landmark 75th race at this year's 2017 season opener in Abu Dhabi in February.


The race puts wings on the competitive field of motorsports and features 14 of the best race pilots in the world. Heavy on speed, precision and skill, qualifying pilots must navigate a low-level aerial track around 25 meter high air-filled pylons in their fastest, most agile, lightweight racing aircraft. Among them is Hamilton Watches ambassador, Nicolas Ivanoff. Dubbed the Quick Corsican, the French pilot shares a passion for flight with the watch maker and possesses the kind of flair best described as painting in the sky.

Founded in 1892, Hamilton has been timing the skies since 1918 when pioneering pilots of the era navigated the skies with the brand. In addition to keeping the first American airmail ser-

vice on track, Hamilton has also been the official watch of TWA, Eastern, United and Northwest.

Today, many squadrons rely on Hamilton watches as their prevailing gear including South Korea's 121st fighter Squadron, Spain's Patrulla Aspa, USA's Patrol Squadron Forty and the Apache and F-16 Demo Teams from the Netherlands.

Hamilton's Khaki Air Race special edition, released for the 2017 Red Bull Air Race World Championship, comes in two versions: a Team Hamilton model with orange and black team colours on the dial and a special case back printing symbolising the synergy between Hamilton Watches and Ivanoff; and an Official Timekeeper model with blue and grey dials and a red second hand honouring the Red Bull Air Race colour.

Both versions come in a choice of 38mm or 42mm stainless steel case, with black leather strap and stainless steel bracelet options. The timepieces also boast a H-10 automatic caliber, 80 hours of power reserve, date display, sapphire crystal case and is water resistant up to 50 meters. 



Cooking up a storm

Interrogating luxury and the art of fusion with Ricardo Guadalupe, CEO of Hublot.

Words by Jason Tan



YOU MOSTLY SEE the price, however stunning the piece. The numbers matter, whatever the provenance of the buyer because, what would the neighbours think? Hublot makes its pitch at the high-end of the market, but even the neutral non-collector could be persuaded by the rich proliferation of its mightily morphing line-up of watches.

That though would be the closest to the Swiss-like impartiality that Hublot is intent on exploding. CEO Ricardo Guadalupe knows what he wants to do, and what the Swiss watch industry needs to produce to meet the demands of a world going ballistic, head-on. And it's not another 'Swiss watch'. Nor is it even a watch.

But first, a brief history that explains Hublot's "Art of Fusion". In 2004, Jean-Claude Biver, Guadalupe's predecessor

and mentor, took over the small business founded in 1980 called Hublot Geneva. He quickly realised that in 1980, Hublot was already the first manufacture to create a watch which used an unconventional match of materials: gold and rubber. Working fast, he coined the "Art of Fusion" to explain Hublot's reason for being, and unveiled the aptly named Big Bang at Basel World 2005. It marked the beginning. Turnover went up: from 25 million in 2004, to more than 200 million Swiss francs in 2008, when the brand was sold to LVMH.

Guadalupe, who first met Biver in 1994, setting off a long and fruitful working relationship, became Hublot CEO in 2012. The brand and the company continue to straddle the zeitgeist, involving itself in both popular culture and high culture. On your newsfeed, you might

see Floyd Mayweather and Neymar, their wrists wrapped in Hublot's encrustations of sapphire and diamonds.

The range and fecundity of Hublot's collaborations mean there are few watch brands that have a similar resonance in the market. Guadalupe calls a spade, a spade, whether or not it is blinged up. It's a frankness that lends authenticity to the product. Esquire caught up with him on his swing-by of Kuala Lumpur recently for an 'Art of Fusion' event. Below, is an edited excerpt of our chat.

Esquire: How do you see trend of populism, and how it affects Hublot as a high-end brand? How is Hublot responding to it?

Guadalupe: Populism is a problem of civilisation and much more important than what we are doing. Populism





is really an important question that the world should think about but, of course, it really can have an impact on our business. Luxury is scarcity, rarity, exclusivity, quality. To be able to make a product that make people dream, you must have a good environment; so populism is not the best environment for our business.

There are all these points in history that have had different impacts, in different parts of the world, so it's difficult to give a global answer.

ESQ: Are democracy and luxury incompatible?

Guadalupe: No, I don't think so because sometimes, in some countries that are not a democracy, luxury products can still have success. Sales of luxury products are linked to psychology so if people are in the right mood, and there are no big fears, they will buy luxury products.

ESQ: Right now, they're not in the right mood.

Guadalupe: Today, who is the biggest consumer? China is the biggest consumer products in general for many brands,

even though China can be imagined as a communist country.

ESQ: How do you see the market for luxury goods in Southeast Asia?

Guadalupe: Southeast Asia, I don't see really a problem. Because its countries can be different types of governments, but the consumer is still looking for good products; sophisticated, refined. And they see Hublot as being successful. With the rebirth of the brand with Mr Biver and myself from 2004, Malaysia for example, immediately accepted this concept of art of fusion; products with a strong identity, strong design. They have been with us since day one, which has not been the case for the Chinese.

ESQ: Why has this been the case with China?

Guadalupe: Because the level of maturity of the Chinese consumer is not the same. The market was opened not so many years ago, so they at first wanted something traditional (conventional). The new generation, the children of that first generation of consumers, wants something different. Hublot can

give them an answer...

ESQ: Different generations would like to have different ideas of luxury. How do you navigate the different ideas of Gen X, Y and Z?

Guadalupe: (laughs) I don't care; we do whatever we think is good; we think that when what we believe for us is good, it can be good for many people in the world.

ESQ: Hublot straddles both the high end and popular culture. How do you choose your collaborations and partnerships?

Guadalupe: It (collaboration) is a matter of life; so, it is about meeting people in you life, when you can always think about collaboration. There is no scientific approach; it is totally irrational and instinctive.

Ferrari was an obvious choice. We first first approached them in 2006, but we couldn't do it then, then in 2011, we could. I was at the Ferrari 70th anniversary celebration, and the majority of owners were wearing Hublot...

Football is a very popular sport; maybe this person might never be able to buy a Hublot watch, but if this person knows Hublot is a watch brand, that is something really important too.

ESQ: How do you strike a balance between reaching out to aspirational, younger buyers, and say, exclusivity, for mature buyers?

Guadalupe: Yes, it's a balance that requires that we communicate on different levels. (Hublot is the number two watch brand on Instagram, after Rolex.) You have sometimes to work on the manufacture side, of (engineering) substance (for mature buyers). It's not easy; you could lose consumers and not gain others. We must bring them mechanical value and spectacular product with identity ... It is what watches represent that is interesting... 📌





Da Vinci Perpetual
Calendar Chronograph

آموزشگاه انعکاس منبع جدیدترین اطلاعات، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی

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IWC Schaffhausen

2017 marks the rebirth of the Da Vinci collection for IWC.

Words by Daniel Goh

OVER THE PAST couple of years, under the watchful eye of Georges Kern (who is no longer with IWC, or even Richemont for that matter), IWC Schaffhausen has consistently dedicated each year to one of their major watch collections, updating and modernising the pieces within to correspond with current trends. In 2014, it was the Portugieser, then the Portofino, followed by the Pilot's Watch, and this year, IWC presented the revamped Da Vinci collection.

The first shocker is that all the Da Vinci watches are round and, according to Kern, "it means we are bidding farewell to the tonneau case and reaffirming our commitment to the classic proportions that the brand stands for." The second major change to the Da Vinci collection is that it focuses heavily

on women's watches with many references that are not only smaller and slimmer, but also have a more feminine design. Now this is not to say that all the watches within the collection are dedicated to women, but it's obvious that this is the new direction for the collection.

The heavy skew to women's timepieces may be a good strategy for IWC moving forward; but in the past, the Da Vinci collection was perhaps better known for the immensely successful perpetual calendar made by Kurt Klaus in 1985. This year, we see a perpetual calendar return to the Da Vinci collection amidst a flurry of ladies' watches, and we also love that the swivel lugs (a key defining trait of the collection) have been retained.



DA VINCI PERPETUAL CALENDAR CHRONOGRAPH

Pegged as the spiritual successor to the perpetual calendar Da Vinci watch created back in 1985, the new Perpetual Calendar Chronograph has been given a thorough update to carry it into the 21st century. Where the first watch heralded new technology for IWC, this iteration also represents the first time the brand has managed to combine the hour and the minute counters with the moonphase in a single subdial. Combining both the perpetual calendar and a chronograph, the watch is clad in a 43mm case of either 18k red gold or stainless steel.



DA VINCI AUTOMATIC

If you are looking for the purest distillation of the 2017 Da Vinci collection, the Da Vinci Automatic is the best example to look at. The watch is made to fit the wrists of both men and women at 40mm and the key to achieving this is the swivel lugs, the signature feature of the Da Vinci collection. Although the watch may seem simple with its three-hand function, it is in fact modelled after the Da Vinci SL Automatic (Ref. 3528) from the late '90s. The Ref. 3528 was produced in such limited numbers that it remains a much sought-after collector's piece to this day.



DA VINCI CHRONOGRAPH EDITION "LAUREUS SPORT FOR GOOD FOUNDATION"

Every year since 2006, IWC has launched an exclusive special edition for the Laureus Sport for Good Foundation where part of the proceeds is used to help disadvantaged children and young people. The 2017 edition of the watch features a drawing of a young boy on skis, laughing happily on the caseback, and this in fact was the winning entry of an annual children's drawing competition within the charity foundation. The motto was "Time Well Spent" and the jury picked this drawing by 12-year-old Hou Ye from Shanghai who, despite having a mental handicap and limited motor abilities, is still a passionate participant in the Special Olympics East Asia.



DA VINCI TOURBILLON RÉTROGRADE CHRONOGRAPH

A marvel of technological accomplishments within IWC, the Da Vinci Tourbillon Retrograde Chronograph is a marvel made for watch geeks looking for an immensely complicated movement. To the normal watch crowd, a hacking function on a flying tourbillon might seem irrelevant, but the geeks will be happy to know that IWC is able to achieve this by two levers that grip the balance rim like a clamp and block the mechanism consisting of the balance, the wheel train and the hands when the crown is pulled out. Further, the Retrograde date display also adds to the sense of theatrics every month when the date resets to the 1st and swings back in a pleasing arc.

KURT KLAUS

Seeing as this is the year of the Da Vinci for IWC, it is only right that we mention Kurt Klaus, as he was the man responsible for putting the collection on the map in 1985 when he created an autonomous perpetual calendar module for the Da Vinci watch. Klaus began his tenure at IWC more than 60 years ago and, besides the perpetual calendar module, he was also the man leading the design of the Calibre 5000 movement that

debuted in 2000. Although he officially retired from IWC Schaffhausen at 65 (he is now in his eighties), he still remains active within IWC, promoting an understanding and appreciation for the mechanisms inside some of the most complex IWC watches. In honour of all that Klaus has done for IWC, the manufacture produced a limited edition Da Vinci Perpetual Calendar Edition Kurt Klaus back in 2007. Only 600 pieces were made available, 500 of those in gold, 50 in platinum and a further 50 in white gold.



Geophysic Tourbillon Universal Time.

آموزشگاه انعکاس منبع جدیدترین اطلاعات، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی



Jaeger-LeCoultre

Relative affordability may be the direction of Jaeger-LeCoultre's latest collections; nevertheless, the brand still retains the key complications that make it a *tour de force* in the horology universe.

Words by Daniel Goh

FOR JAEGER-LECOULTRE, last year was very much dominated by a huge wave of Reverso watches—and understandably so, as 2016 marked the 85th anniversary of the watch born out of the gentleman's sport, polo. Rolling around to 2017, however, the rectangle flip-case of the Reverso has been replaced with the traditional round cases of the Geophysic and the Master collections.

The last two years have been rather tumultuous for most brands within the Swiss watchmaking universe and it hasn't been uncommon to see brands adopting the strategy of offering more affordable collections. And it looks like for 2017, this is the strategy that Jaeger-LeCoultre has chosen to take. This does two things for the brand. First, it gives those already fa-

miliar with the watch industry a product worthy of the Jaeger-LeCoultre name at a more accessible price point; and second, it serves as a lucrative entry-point into the brand for those who are discovering watches or the *maison* for the first time, thus securing a customer who will hopefully move up to collections at higher price bands.

With this strategy in mind, the SIHH 2017 watches presented by Jaeger-LeCoultre consist of a wide range of clean and simple designs, with either a basic three-hand movement or minimal complications. Being affordable doesn't mean that they don't come with their own storytelling, and at the end of the day, there is nothing wrong with a well-made time-only mechanical watch.



MASTER CONTROL DATE

If you know your JLC history, the Master Control collection was the first batch of watches to receive the new in-house "1,000 Hours Control" certification. With 2017 being the 25th anniversary of this mark of excellence, Jaeger-LeCoultre presents a brand-new Master Control line of watches. This Master Control Date is the most basic model, offering the simple three-hand movement along with a date function. The case is crafted with a comfortable 39mm diameter, while the sapphire crystal on the back reveals an oscillating weight made from 22k gold.



REVERSO CLASSIC

This year, the Reverso has been distilled down to its purest form with the Reverso Classic. Minimalist aesthetics and geometric lines work with Arabic numerals and baton hands, all while respecting the "golden ratio" rule to offer up the perfect watch for everyday use. Being the kind of watch that will suit even the most assertive or relaxed contemporary lifestyle, it comes in a medium or large size with a pink or stainless-steel case.



GEOPHYSIC TOURBILLON UNIVERSAL TIME

This pretty special watch from Jaeger-LeCoultre has a wide appeal. The Geophysic collection was born in 1958, and in 2017, it is the first within the JLC universe to offer a flying tourbillon on a world timer. Not only does the tourbillon rotate traditionally on its own axis, it moves along with the globe on the dial, meaning it will perform one full trip around the dial in 24 hours. This is all thanks to the new Calibre 948 movement that also offers complex functions with cunningly simple methods of adjustment.



HYBRIS ARTISTICA MYSTÉRIEUSE

Not forgetting the Hybris Artistica collection for Jaeger-LeCoultre, the new *mystérieuse* watch is designed just as the name suggests—to be a mystery. Coming from a manufacture like JLC, you can be sure it tells the time with the utmost precision, but without hands, it keeps its passage as secret as can be. The hour can be read via the tourbillon's position, but to see the minutes, the wearer will have to look closely at the flange disc. The idea for this watch is to champion the talent of JLC's master craftsmen by showcasing an embroidery of skeletonized mother-of-pearl across the blue aventurine dial.

JANEK DELESKIEWICZ

Now the Artistic Director for Jaeger-LeCoultre, Janek Deleskiewicz has been in the design department of the manufacture for close to 23 years. With such a long history within the brand, you can be sure that his artistic influence stretches across all the collections. Indeed, he was involved in the creation of the Reverso Tourbillon, the Reverso Repetition Minute, the Reverso Septantième, and even watches within the Master and the Atmos ranges. Deleskiewicz was also the brain behind the Reverso 60ème watch

launched in 1991 that can only be described as a masterpiece of horology and elegance, and the world's smallest Reverso. But the thing that strikes us most about Deleskiewicz is that just like the Reverso, he lives a dual life. On the professional stage, he charts the course of JLC's watch design, but in his casual space, he is a keen saxophonist, spending the weekends and some of his holidays performing around the world with several bands that he has formed with friends.

BRAND STORY

Live long, and prosper

Longines parlay elegance and the sporting life into its own.

Words by Jason Tan



LIVE LONG ENOUGH, and see things come full circle. Longines, 185 years old this year and in rude health, is still based in Saint-Imier, Switzerland. Entrepreneur Auguste Agassiz had sourced his watches using the *établissage* distributed network, under which suppliers had the luxury of working from home, as is the trend among younger workers of today's deindustrialising western world.

It was Ernest Francillon, Agassiz's nephew and successor, who did away with *établissage* for the company, consolidating production in the Longines factory; the promise of mechanical automation was the new dawn in 1867. Les Longines, the site on which the factory was built and named, employed 1,100 workers by 1911 and exported around the world, decades before Deng Xiaoping untethered China's teeming workers from communism. The factory had already produced its millionth movement by 1899.

Francillon also anticipated the importance of branding in today's anything-goes globalised market and its capacity for counterfeits; he trademarked the Longines name and its now-celebrated logo in 1889. The winged-hourglass now associated with Longines by consumers the world over is something of a triumph of graphic design: it is the oldest still in use in its original form registered with the World Intellectual Property Organisation. In fact, as early as 1867, Longines was already using the winged hourglass symbol and the trade-name "Longines" as a guarantee of quality, or "brand values", according to current marketing lexicon.

In celebrating its 185th anniversary, Longines has launched its "On This Day" project where the Swiss watchmaker's collective memory is revealed as the new day dawns: 365 short stories related to the rich history of the brand from January 1 to December 31 can be accessed on www.longines.com/185years/on-this-day.



Left Longines won the Grand Prix at the 1900 Universal Exhibition in Paris with this pocket watch named La Renommée, containing the 21.59-calibre chronometer.
Opposite page Flagship Heritage: 60th Anniversary 1957-2017.

Here's one that illustrates the brand's strategic partnership with sport, notably the competitive, elegant, equestrian kind: on January 15, 2013, Longines became the first "Top Partner" of the august FEI (Fédération Équestre Internationale). Longines has since established a network of advantageous links with the world of sports timekeeping, such as artistic gymnastics, archery, skiing and tennis, enabling it to offer its practised services to selected prestigious sports ever since. Another anecdote: collectors will be interested to know that the millionth movement produced by the Longines factory on February 2, 1899, went to Longines' president Ernest Etienne Francillon, the son of the company's founder.

Stepping jauntily past its 185th birthday cake and into its 186th year, Longines revisits its Flagship collection, introducing the 60th anniversary edition of the effortlessly good-looking model first sold in 1957. Timeless and tasteful with its white dial, slim profile and minimalist fasteners, hearts were won with the simple symbolism of the Flagship, its name coming from the lead vessel on which

the flag of the fleet's commander-in-chief snaps in the wind. The Flagship Heritage 60th Anniversary was selected in part in honour of British actress Kate Winslet who, when visiting the headquarters in Switzerland, fell for the original timepiece from which Longines draws inspiration for its anniversary edition.

Available in steel, yellow gold and rose gold, these numbered and limited-edition models display the iconic flag-ship on the back as per the original pieces. The model houses an L609 mechanical calibre in its 38.5MM case with the gold versions limited to only 60 pieces, the rose gold another 60 pieces, and the steel 1957 pieces. The brushed, silvery dial comes adorned with eight indices and four Arabic numerals in yellow or rose gold, complete with a brown, alligator leather strap with buckle. The watch is water-resistant up to 30M with an automatic winding mechanical movement. 🚩

For more information on the rich heritage of Longines, and a glimpse of the classic 60th anniversary Flagship Heritage mode, drop by the Longines 185th Anniversary Exhibition from November 14 to 19 at Vivo City, Singapore.



Heritage Chronométrie Rattrapante.

آموزشگاه انعکاس منبع جدیدترین اطلاعات ، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی

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Montblanc

Celebrating heritage and the humble chronograph with the new and improved TimeWalker collection.

Words by Daniel Goh

DURING AN EVENT hosted by Montblanc at SIHH 2017, one of their watchmakers opened up the barrel of their high-end movement to reveal that even its inner surface was meticulously circular-grained to add value to the timepiece (something most upper-tier brands don't bother to do). This is arguably the perfect analogy to describe Montblanc watches: products that offer immense value to those who know what they're worth.

Under the watchful eye of Davide Cerrato, Managing Director of the Montblanc Watch Division, this year sees the re-launch of the TimeWalker collection. Previously, the TimeWalker moniker was reserved for the more modern and dynamically designed watches of Montblanc. With its re-introduction however, it seems that the TimeWalker has taken on a new hat, one that involves the fast-paced world of motor racing.

Not content with just an aesthetic overhaul and a revamp in the storytelling for the collection, the TimeWalker also saw an evolution of Montblanc's chronograph movement. In 1911, they managed to achieve a chronograph that was capable of measuring up to 1/5th of a second, improving that to 1/10th in 1916 and 1/100th in 1936. It might have taken some time, but in 2017, the evolution of Montblanc's chronograph rolls around once again, offering an accuracy of up to 1/1,000th of a second with the manufacture movement Calibre MB M66.26.

Although it may seem like Montblanc has only been making watches for the past couple of decades or so, their watchmaking know-how actually spans centuries thanks to Minerva, which was acquired by Richemont in 2006, and subsequently, integrated into Montblanc shortly after.



TIMEWALKER CHRONOGRAPH RALLY TIMER COUNTER

Far from being an everyday timepiece for your wrist alone, this limited-edition Rally Timer Counter is made to be a novelty that speaks to the fans of motorsports. The design of this piece was taken directly from the Rally Timer produced by Minerva and made to effortlessly go from a wristwatch to a pocket watch or a dashboard clock with ease. At 50mm, the watch is huge, but the case is crafted out of grade-two titanium so it remains light. The aesthetics have been kept as close as possible to the original, but the movement has been upgraded to the beautiful Calibre MB M16.29, which is visible through the caseback.



MONTBLANC TIMEWALKER CHRONOGRAPH 1000

The star of this TimeWalker watch is most definitely the Calibre MB M66.26, which holds two patents and 22 auxiliary patents within its construction. The monopusher chronograph works just like any other, but the central hand makes a full rotation every second to measure the 1/100th of a second precision. Meanwhile, the 1/1,000th of a second measurement is read only when the chronograph is stopped with a retrograde display at 12 o'clock. With such a high frequency oscillation, the chronograph requires its own separate balance wheel, and thus, its own separate barrel.



1858 CHRONOGRAPH TACHYMETER

This watch from Montblanc is by no means new, but the update for SIHH 2017 comes in the form of the gorgeous bronze material used throughout. Matching the case, the dial is now a champagne colour with a sunray finishing. Under the hood, the Calibre MB M16.29 is a classic manual-wound chronograph movement with red gold-coloured components to match the bronze exterior. It has also been decorated with Côtes de Genève stripes and circular graining with the name Minerva engraved onto the 'V'-shaped chronograph bridge.



HERITAGE CHRONOMÉTRIE EXOTOURBILLON RATTRAPANTE

Not forgetting the fans of *haute horlogerie*, Montblanc showcases its technical *savoir faire* with a watch that combines the *maison's* patented ExoTourbillon with a monopusher split-second chronograph. Limited to only eight pieces worldwide, the watch was inspired by yet another Minerva timepiece—the Pythagore. The dial is packed with three subdials that preserve balance, while the ExoTourbillon sits at 12 o'clock accentuated by its double infinity tourbillon bridge. The sapphire caseback is extremely large, offering an unbridled view of the chronograph's split-second column wheel, a delight to aficionados of this complex complication.

HUGH JACKMAN

From wearing their watches to accessorising with their leather goods, the *Wolverine* actor has been the international ambassador for Montblanc since 2014. Surprisingly, it was only in 2016 that Montblanc extended this deal to include North America to make Jackman the global face of the brand.

Jérôme Lambert, former Montblanc CEO, had this to say when they first announced Jackman's ambassadorship: "He represents all the attributes of the Montblanc brand: elegant, talented, pioneering and committed to the arts. He inspires and enthral audiences worldwide with the quality of his performances."



Lab-ID Luminor 1950 Carbotech.

آموزشگاه انعکاس منبع جدیدترین اطلاعات ، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی

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Officine Panerai

A new revolution for the Florentine brand founded in 1860.

Words by Daniel Goh

OFFICINE PANERAI is as consistent as they come. If you look at the watches coming out of the brand when it was first established by Giovanni Panerai on the Ponte alle Grazie in Florence, you'll see the same distinctive-looking designs but with just the right number of updates to keep collectors happy. This year, however, Officine Panerai did something entirely out of the box: they offered up watches that seem to revolutionise the Florentine brand.

The most revolutionary of these watches is the Lab-ID. As the name suggests, it was born out of ideas that could possibly be the new standard for Panerai watches in the years to come. But for now, it remains a jarring reminder of just how traditional the current watchmaking industry is. Firstly, this watch

offers up a dial that cannot be printed on, forcing Panerai to print the name of the watch on the underside of the sapphire crystal, a first for the brand. Then there is the simple fact that it doesn't rely on oils or lubricants; for a traditional watchmaker, this is definitely impossible, but somehow Panerai has done it.

Up next on their revolutionary bandwagon is an all-new partnership with the 35th America's Cup. Although the brand has had its fair share of yachting associations, this marks the first time Panerai is working with the world's oldest sporting trophy, often considered the Formula One of competitive yachting. To this effect, they have a brand-new watch for the regatta and even special editions for the two teams that Panerai has partnered with: Oracle Team USA and Softbank.



LAB-ID LUMINOR 1950 CARBOTECH

This stunning watch is an example of what the future watches of Officine Panerai could look like. The case is made from Carbotech, which is essentially thin sheets of carbon fibre pressed together under high temperature with the organic polymer PEEK. Additionally, the dial can offer a deep black thanks to its carbon nanotube coating and, because, as previously mentioned, they couldn't print on the dial, Panerai uses a clever sandwich construction for the indices, giving it a sense of dimension when paired with the printing on the underside of the sapphire crystal. Best of all, the new P.3001/C movement works perfectly without any lubrication, giving Panerai the chance to offer a warranty period of no less than 50 years!



LUMINOR SUBMERSIBLE 1950 BMG-TECH

Adding yet another wondrous material to its range of options, this new Luminor Submersible comes with something called BMG-TECH. Basically, it is a bulk metallic glass that has a disordered atomic structure. In order to achieve this, the alloy is obtained through a high-pressure injection process at high temperatures followed by a really quick cooling process. The resulting material is not only harder and lighter than steel, but also extremely resistant to corrosion, external shocks and magnetic fields. The case is large at 47mm, while the P.9010 automatic movement within is capable of 28,800vph and has a three-day power reserve.



LUMINOR SUBMERSIBLE 1950 BRONZO

With the Luminor Submersible's strong connection to the sea, it only makes sense that Panerai offers one with a bronze case. One of the things that might make this timepiece appeal to longtime collectors of the brand is the fact that, for the first time, a bronze case is paired with a blue dial. The case is cast in a 47mm size, while the classic device protecting the winding crown is an alloy of copper and pure tin. Over time, the bronze case of the watch will remain highly resistant to the corrosive action of sea water and atmospheric agents, but it will inherit a characteristic patina, an aggregable sign of a watch put to good use.



LUMINOR 1950 REGATTA ORACLE TEAM USA

Panerai decided to "go big or go home" with their first America's Cup partnership. And so, they have unveiled a bevy of watches including stunning timepieces for Oracle Team USA. Not content with just slapping their logo onto an existing watch, the Luminor 1950 Regatta Oracle Team USA was specifically designed for the yachting race. The red push-piece allows the wearer to set the countdown timer and, when the time is up, the push-piece at nine o'clock returns all the chronograph hands to zero in flyback fashion, shaving off the time needed to stop and reset, thus boosting its timing precision.

GIOVANNI PANERAI

While most of the brands with centuries of history began life in the numerous watchmaking towns that dot Switzerland, Officine Panerai got their start in Florence—all thanks to one man, Giovanni Panerai. Back in the 1860s, he opened the doors to his watchmaker's shop on the Ponte

alle Grazie in Florence. The premises served not only as a workshop for Panerai, but also as the city's first watchmaking school. Later on, the shop was moved to its current location in the Palazzo Arcivescovile in Piazza San Giovanni, changing its name to "Orologeria Svizzera" at the beginning of the 20th century.



Bugatti Aérolihte Performance.

آموزشگاه انعکاس منبع جدیدترین اطلاعات ، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی

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Parmigiani Fleurier

This year, Parmigiani goes back to basics, applying its unquestionable standards to more affordable timepieces.

Words by Daniel Goh

FOR A WATCH MANUFACTURE that only turned 20 last year, Parmigiani Fleurier has managed to accomplish what many players in the horology industry strive to do, and that is to be a fully integrated manufacture. What this means is that everything you get on a Parmigiani timepiece—except the sapphire crystal and the strap—has been machined, crafted and assembled in-house.

Thanks to the vision of one man, Michel Parmigiani, and the support of the Sandoz Family Foundation, this Swiss manufacture has achieved cult status. From the first wristwatch—the Kalpa Hebdomadaire (formerly known as the “Ionica”) in 1999—the brand has amassed more than 33 movements to date, all of which are crafted to the demanding standards of Michel Parmigiani.

This year, however, the brand is going back to basics with their watches. Whether this is due to the difficulties faced by the entire watchmaking industry in the last two years or a move to introduce Parmigiani to new collectors, what we can say is their watches still exude the finesse and the elegance of more expensive pieces. The Tonda 1950 has been updated to offer a slightly bigger case, the Métrographe has been redesigned to be more legible and, not forgetting the collectors, this year, the Toric Chronomètre—inspired by the first watch Michel Parmigiani designed in 1966—has been re-issued.

For a brand that has managed to accomplish so much in so little time, it's astounding as to why it is not better known in watch-collecting circles, but here's to hoping that will change with this year's SIHH 2017 novelties.



TORIC CHRONOMÈTRE

Perhaps one of the most significant watches for collectors in 2017, its key defining factors are the gadroons and the knurling on the case inspired by the columns of Ancient Greece. Designed with a case structure that frames the wrist, the curved contours inject a certain dynamism into the design, while the lugs have also been tweaked to reflect this philosophy. Through the caseback, the beautifully finished PF331 Calibre movement provides a modern twist to this classic offering a 55-hour power reserve.



TONDA 1950 IN STEEL

Going back to the philosophy of producing a simple timepiece, the Tonda 1950 has been re-cased in steel. Being simple doesn't quite mean basic, as Parmigiani has equipped this ultra-thin everyday watch with its proprietary PF702 movement that is finished with circular graining and Côtes de Genève decorations; it even has a micro-rotor for automatic winding. The case has been enlarged slightly to 40mm, fitting into the current landscape of watches, while its lugs have reverted to the slightly concave aesthetics of the Tonda 39 Qualité Fleurier.



TONDA MÉTROGRAPHE

The Tonda Métrographe represents the entry-level chronograph for Parmigiani and, this year, it too has been given a facelift. The dial has been re-designed to be more legible with the obvious relocation of the date window, from within the subdial at six o'clock to the 12 o'clock position. The addition of a tachymeter scale also gives it a more dynamic characteristic backed by the PF315 movement with a modular chronograph module.



BUGATTI AÉROLITHE PERFORMANCE

The Parmigiani and Bugatti partnership has been in place for quite a while now and so we were quite surprised that the newly launched Bugatti Chiron didn't get its own watch. However, this year, Parmigiani Fleurier did offer us the Bugatti Aérolithe Performance that is an obvious nod to the Chiron. The case is made entirely out of titanium and uses laser technology to apply finishes beyond the capability of conventional machining; even the two subdials are circular satin-grain finished with lasers as satin-finishing within a recess is impossible. On the tachymeter, the blue and red Bugatti colours are employed, while on the angled bezel, an indication for 0 to 100km/h is marked out at 2.4 sec—showing off the Chiron's insane numbers.

MICHEL PARMIGIANI

To understand where the impeccable watchmaking prowess of Parmigiani Fleurier originates, one only has to look at founder, Michel Parmigiani. Born in Neuchâtel, he began his career in restoration—a field often reserved for the best and most skilled watchmakers.

In 1976, while the rest of the watch industry was in the throes of the quartz crisis, he set up his own workshop dedicated to restoration. “When one has worked on as many wonders of the past as I was lucky enough to

do, it was simply impossible to believe that traditional watchmaking would die out,” he explains.

It was through the restoration of these outstanding works of past masters that Parmigiani got the skill, and later, the confidence to pursue his dreams of watchmaking. He took each piece that he restored as a lesson, and soon, his reputation led to the task of maintaining the Maurice-Yves Sandoz collection in the '80s. This was where he met Pierre Landolt, president of the Sandoz Family Foundation, and in 1996, Parmigiani Fleurier was born.

The first step into a new dimension

Patek Philippe implements new technical resources that promise a solution towards ever-finer accuracy.

Words by Patricio Ramírez



FEW COMPANIES HAVE a history of 178 years of uninterrupted production, with values that support a brand of such a high standard. This year, Patek Philippe celebrated its anniversary with several collections, one of the most important of which was the Aquanaut Travel Time, because it demonstrates the latest engineering breakthroughs and solutions from the programme, “Patek Philippe Advanced Research”.

The manufacture presents two important innovations for the future of watchmaking, and undoubtedly a new chapter in the history of the construction of traditional watchmaking. Patek Philippe Advanced Research is essentially the family-owned company’s initiative to future-proof itself while keeping with the time-honoured values that it is built on.

The first innovation is a Spiromax spiral made from Silinvar, which has been optimised by adding the Patek Philippe terminal curve, another curve at the inner end, near the integrated ferrule.

The second technological advancement is a flexible guide system, which has made it possible to bring to light a mechanism for correcting time zones which is characterised by the reduction of its number of components that “has increased from 37 to 12”, its height reduced, no need for conventional lubricants, no friction anywhere on the mechanism, and most likely, much improved durability and overall functionality. If there is damage or depletion, is it repairable? I would say that the only way to do this is to change the whole piece to a new one.

The Aquanaut Travel Time Reference 5650 is a limited edition with only 500 pieces issued. The movement caliber 324 SC FUS, 31mm self-scrolling, allows a reserve of 45 days, operating at 28,800 alternations per hour, obviously features the Patek Philippe Seal. It is made with 18k white gold and is the first time an innovation is implemented in a box that is neither round nor has a traditional style.





THE VIRTUES OF CLASSICISM

There is a simple reason why collectors favour Patek Philippe timepieces, and it is because they are classic designs. Being elegant may be seen as conservative, but it is precisely the quality of being unchanging, immutable and, perhaps divine-like in its everlasting quality, that underpins the appeal of the conservative approach. The recently introduced Patek Philippe 5078G, for example, is the most current iteration of a distinguished lineage of watches. Auction houses favour classical pieces, and Sotheby's Asia is known to highlight Patek Philippe pieces in its catalogues. Browsing through the records of *Collector Square*, here are two recent examples of the 5078, and the prices they have commanded.—Jason Tan

Left

The exquisite cream shade dial of the 5078G model, presented for the first time in white gold, gives it a well-realised elegant and retro look. It chimes with a sound that has conquered the taste of the collectors, deriving from the technical "cumulo" that keeps in its case a genteel 38mm. Movement: automatic rope caliber R 27PS repetition of minutes, sounded on two bells, and small seconds.

Antiquorum, New York

Important Watches & Jewelry, December 2016

Movement: Automatic

Case material: Platinum

Dial colour: White

Complications: Minute repeater

Sold: USD245,000; €174,734

Estimation: USD200,000 to USD250,000; €142,640 to €178,300

Description: Extremely fine and rare, elegant, self-winding, minute-repeating, platinum wristwatch with white enamel dial and a platinum Patek Philippe buckle. Accompanied by the original fitted wooden winding box, Certificate of Origin, solid platinum case back, and leather folder with technical data and instructions.

Christies, Geneva

Important Watches, November 2015

Movement: Automatic

Calibre: R PS T

Case material: Platinum


Case form: Round

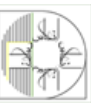
With diamonds: Yes

Complications: Minute repeater

Sold: CHF317,000; €258,640; USD362,426

Estimation: CHF250,000 to CHF350,000; €203,975 to €285,565; USD285,825 to USD400,155

Description: A very fine and rare platinum automatic minute repeating wristwatch with black lacquered dial, original certificate, second case back and box, factory sealed. Signed Patek Philippe, Geneve, ref. 5078, movement 1'904'244, case no. 4'483'296, manufactured in 2009. Cal. R 27 PS automatic movement stamped with the Geneva Seal, 39 jewels, repeating on two polished steel hammers onto two gongs, black lacquered dial, Roman numerals, outer railway minute divisions, sunken engine-turned subsidiary seconds, circular case, downturned lugs, snap on glazed display back, repeating slide in the band, diamond set between the lower lugs, platinum Patek Philippe buckle, case, dial and movement signed. 38mm. diam. 





Altiplano Self-Winding 43mm.



Piaget

Celebrating 60 years of the ultra-thin Altiplano.

Words by Daniel Goh

IT CAME as no surprise to see the Piaget booth at SIHH 2017 dominated by Altiplano watches—and that's because this year is the 60th anniversary of the super-thin, super-elegant watches that have adorned the wrists of both men and women.

The slimness of the now-iconic Altiplano collection comes from the incredibly thin movement that rests within the case. It was in 1957 that Valentin Piaget first revolutionised the watchmaking industry with his ultra-thin 9P manual-winding movement, which he presented at the Basel watch fair (SIHH hadn't yet been established). The watch was an instant hit, but just three years later, the founder's grandson disrupted the legend of the 9P with his very own 12P, a movement measuring only 2.3MM in thickness but with the added ability of a self-winding construction.

So how do you celebrate a watch that has been around for the past 60 years? By perpetuating its legacy and ensuring it will live on for another 60 years (and beyond). And that is exactly what Piaget has done by unveiling two new models of the Altiplano that they are calling the new classics. The Altiplano Manual-Winding 38MM (G0A42107) and Altiplano Self-Winding 43MM (G0A42105) are both elegant watches clad in the historical Piaget blue, but with the addition of a very nostalgic crosshair dial.

Additionally, Piaget has added a brilliant variety of colours to the Altiplano line, including pink, grey and a very provocative green. Pushing the collection further, there are references with hard stone dials and a high-jewellery tourbillon along with another watch that boasts an intricate feather marquetry dial.



ALTIPLANO SELF-WINDING 43MM

Although there is a manual winding 38mm variant that harks back to the first Altiplano watch, which was also manually wound, the Altiplano Self-Winding 43mm will probably be the watch to drive this collection into the future. Firstly, the 43mm fits the current trend of larger watch cases, but more importantly, it is the automatic winding of the Calibre 1200P that will make it a great option for everyday wear. Even with the larger case size, the watch remains incredibly thin, making it perfect to slip under the cuff of a suit, which is probably why so many Hollywood stars choose to wear the Altiplano on the red carpet.



ALTIPLANO 40MM PATINATED DIAL IN GREEN

This may be a controversial colour choice for Piaget and it does seem a bit loud when you first see it. But a closer examination reveals the combination of a green dial with gradient shades and a gleaming yellow-gold case really gives it a look like no other. The case is 40mm in diameter and the movement is the manufacture-developed 1203P that adds a date complication as well.



PIAGET ALTIPLANO NATURAL TURQUOISE

The avenue of a thinner movement gives Piaget more options when it comes to the choice of dials that they have at their disposal. This watch offers a turquoise one that is crafted from the natural hard stone. The style of dial first gained popularity back in the '60s, and for the 60th anniversary, Piaget decided to revisit the trend. In the past, the brand also worked with ruby, malachite, lapis lazuli, jade, tiger's eye, coral and onyx to produce some truly interesting jewellery pieces.



ALTIPLANO TOURBILLON HIGH JEWELLERY

Sitting at the top of this year's Altiplano collection is the Altiplano Tourbillon High Jewellery that beats to the rhythm of the complication for the first time in the collection's history. Accentuating the brand's capabilities in innovation and creative interpretation of the finest horological complications, the 670P ultra-thin mechanical manual-winding tourbillon movement was developed specifically to fit inside the thin case. Adding touches of craftsmanship to this technically brilliant watch, the *fleur-de-lys* enamel dial was born from the virtuosity of master artisans capable of manually creating a *guilloché* pattern on gold, before delicately coating it with layers of transparent enamel.

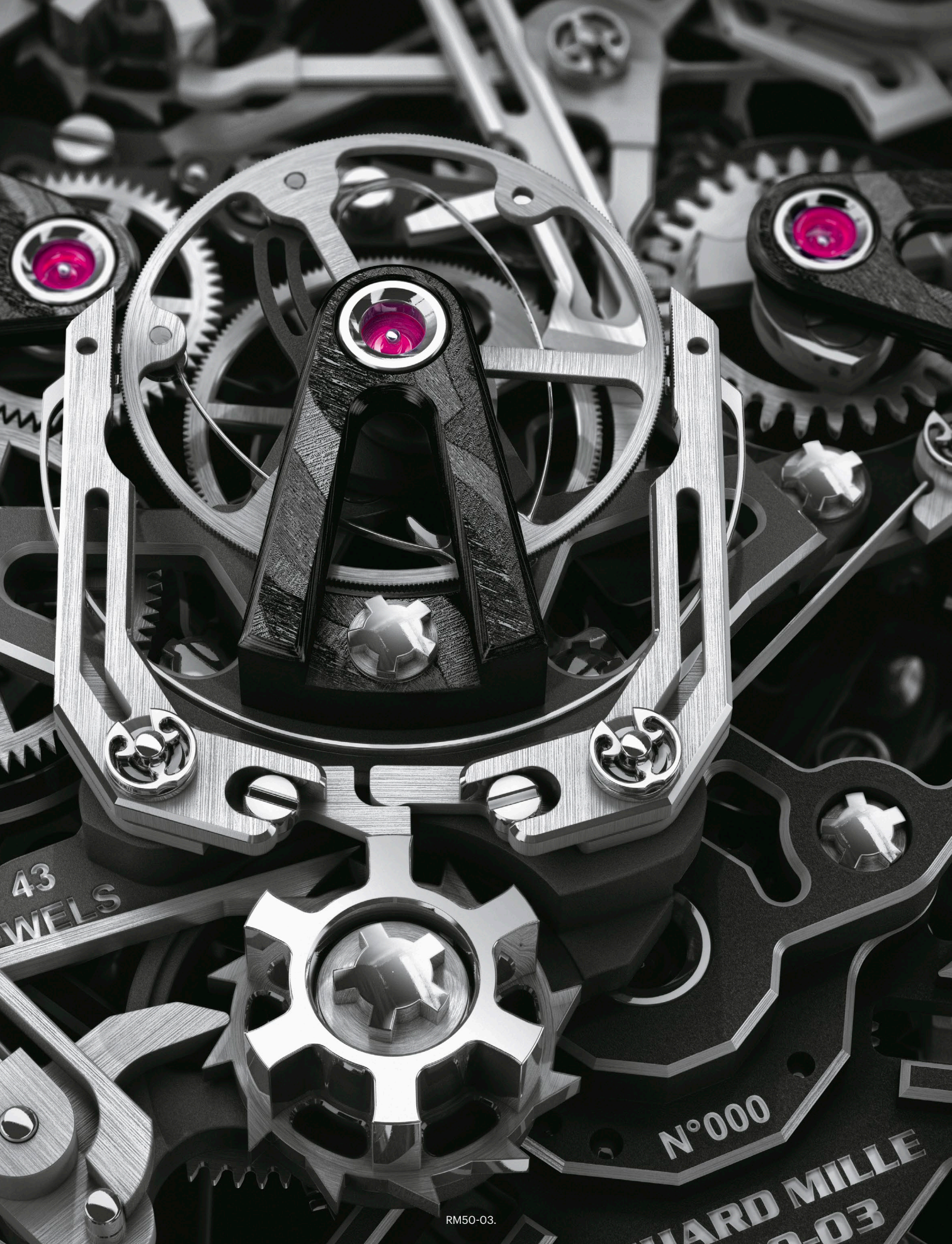
RYAN REYNOLDS

"Ryan Reynolds delights audiences around the world with a blend of elegance and charisma. His remarkable and daring on-screen performances paired with his magnetic good looks have earned him a place as one of Hollywood's leading men," explains Philippe Léopold-Metzger, Piaget CEO. "Like Piaget, he fearlessly brings creativity to his art, and we are thrilled to welcome him to the Piaget family."

Reynolds is as versatile a leading man as they come. Although the Ca-

nadian-born actor has mastered comedy like his first major breakthrough in the 2002 cult classic *National Lampoon's Van Wilder*, and more recently, the anti-hero blockbuster *Deadpool*, he isn't afraid to take on more challenging roles like the independent drama *Buried* (2010).

Reynolds says he has known about Piaget since he was a kid and his love for the brand stems from the fact that it exemplifies craftsmanship, elegance and creativity—qualities that mean a great deal to him.



RM50-03.

آموزشگاه انعکاس منبع جدیدترین اطلاعات ، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی

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Richard Mille

The one and only RM 50-03.

Words by Daniel Goh

USUALLY WHEN SIHH rolls around, all the participating manufacturers are ready with a bevy of watches to be presented to journalists, retailers and industry experts so that they may then spread the word. But not Richard Mille. This year, instead of preparing an assortment of watches, they brought just one: the RM50-03.

Everything about Richard Mille pushes forward the narrative that they are indeed the rebels of the Swiss watch industry. Where other brands showcased many watches, they displayed only one; and where others took special care of their watches that cost upwards of a million Swiss francs, Richard Mille threw theirs across a room to an unfortunate journalist who probably had a mini heart attack as the precious commodity bounced out of her grasp and onto the floor.

Then again, Richard Mille has proven time and time again, they are not a company that is afraid of putting their watches to the test. They put their money where their mouth is; when they say that their watches are built to take punishment, they put it on the wrists of tennis players, golfers, rally drivers and sprinters just to prove a point. So, throwing a watch across a

room may be the most docile thing that it could go through in its lifetime.

It's no secret that Richard Mille himself is a big fan of motorsports, and throughout the relatively short life of the brand, the watch has already been associated with the biggest names in the motorsports industry. Felipe Massa has been an ambassador for Richard Mille for more than a decade, and in more recent times, the *maison* has added the likes of Simon Pagenaud, Sébastien Ogier, Romain Grosjean, Sébastien Loeb and Jules Bianchi to their list of ambassadors.

No stranger to the world of Formula One, Richard Mille has also partnered with the Haas F1 Team since 2016, but the latest RM50-03 watch was introduced to commemorate yet another F1 partnership, this time with McLaren-Honda. Again, not content to be part of the crowd, where other brands sign on partnerships of this kind in short stints, Richard Mille has pledged a tie-up with McLaren-Honda, for better or for worse, for 10 long years, all fuelled by a shared sentiment for relentless technical innovation, the quest for perfection and a perpetual hunger for progress.



RM50-03

Being the only watch in their arsenal for 2017, you can bet that this timepiece is really something else, and indeed it is. The RM 50-03 tourbillon split seconds chronograph ultralight McLaren F1 is the lightest of its kind ever made, thanks to an entirely new material in the watchmaking industry: Graph TPT.

Graphene was first isolated by Professor Andre Geim of the School of Physics and Astronomy in the University of Manchester, which led him to win a Nobel Prize in 2010. Through collaborative work with the University of Manchester, McLaren Applied Technologies and North Thin Ply Technology (NTPT®), Richard Mille has managed

to harness the power of graphene to create a watch case made out of carbon TPT. This material is six times lighter than steel and 200 times stronger; Richard Mille even put the case through 5,000Gs of force and it survived. Combine that with a movement that uses this material along with grade 5 titanium for the baseplate and the bridges, and the result is a watch that offers a split-second chronograph and a tourbillon weighing less than 40g (including the strap!).

The beautiful markings on the case come from the Carbon TPT material itself, which basically comprises 600 layers of parallel filaments, each with a maximum thickness of only 30 microns.

Every layer is impregnated with super-charged resin containing graphene, which is then compiled by a CNC machine that shifts the orientation of the fibres by 45° between layers before the entire composite is solidified by heating it to 120°C, at 6 Bar of pressure. As you can imagine with a material this complicated, Richard Mille had to enlist a special team that spent hours creating and programming cutting tools suitable for achieving precision to a micron.

The movement is aptly named Calibre RM50-03 and it offers a power reserve of 70 hours with power-reserve, torque and function indicators.

RICHARD MILLE

With a brand like Richard Mille doing such audacious things, you would be right to expect founder, Richard Mille himself, to be a man of similar qualities. With no formal training in watchmaking, engineering or the sciences, he is just a man who is, in his own words, obsessed with mechanical devices. And these devices include cars, watches and planes.

Richard Mille was about 50 when he decided to create his own brand and the first step he took was to carve a prototype—would you believe it—from a bar of soap. The RM 001 Tourbillon was the first watch out of

his fledgling brand, and when it was launched, the press heralded it as the “dawn of a new era in watchmaking, a revolution”. Since then, Richard Mille’s philosophy of combining the best technical innovation, the best of artistry and architecture, the best of the heritage and the culture of fine watchmaking with hand finishing lives on in his watches.

These days, the founder of the multi-million euro watch company usually jets from golf and tennis tournaments to regattas where the brand is title sponsor, yet he still finds the time to race his vintage Formula One car in Le Mans Classic.



Excalibur Spider Automatic Skeleton.

آموزشگاه انعکاس منبع جدیدترین اطلاعات، مقالات و دوره‌های آموزشی طراحی لباس و مدشناسی



Roger Dubuis

Good things can happen when *haute horlogerie* drives full speed ahead into the world of motorsports.

Words by Daniel Goh

EVERY YEAR, visiting the Roger Dubuis booth at SIHH is a treat as they put in copious amounts of work to offer something extraordinary to their clients. Last year was dedicated to women, while the year before that, it was the Astral Skeleton that took centre stage. This year, they celebrated the Excalibur, and more importantly, the fact that they were going to use this collection to bring disruption to the mostly traditional world of Swiss watchmaking.

Before the fair, the teaser for what Roger Dubuis would be showing in Geneva had a lot of motoring connotations. I guess all the visitors to the booth were a little surprised to say the least when the big reveal for Roger Dubuis was a partnership with Pirelli—the sole supplier of tyres used in the Formula One championships—and not a supercar marque (like most of us had expected).

If you peel back the veil of this partnership, what appears to be a somewhat unorthodox pairing starts to make sense. Jean-Marc Pontroué, CEO of Roger Dubuis, hopes the strategy will offer customers an incredible brand experience. And indeed, with this partnership, they gained the opportunity to offer their clients unlimited access to areas during Formula One not open to the public.

The next big partnership is with Italdesign, and through that, Roger Dubuis customers get special privileges at the prestigious Geneva Motor Show. Pontroué continues that there will be a third big partnership to come out of Roger Dubuis this year. At the time of writing, they have yet to reveal what it will be, but Pontroué let slip that it will be an Italian automobile manufacturer and the watch that comes with it will have a brand-new movement. We can't wait.



EXCALIBUR SPIDER PIRELLI DOUBLE FLYING TOURBILLON

This is the main watch for the Pirelli partnership—with nary a single tyre print in sight. The watch is a double flying tourbillon that would be familiar to Roger Dubuis fans, but where the association with Pirelli comes in is the fantastic blue colour (for Formula One tyres in wet conditions) and the fact that the strap is made from the actual winning tyre of the 2016 Monaco GP. Roger Dubuis managed to find a process to mould and stabilise the rubber for the strap, a first in the watch industry.



EXCALIBUR SPIDER CARBON

Yet another first for the watch industry. Sure, we've all seen watches with cases made from carbon, but the Excalibur Spider Carbon is the first watch to offer a movement plate, bridges and a tourbillon upper-cage made entirely from it. As you can imagine, this results in a watch that feels almost weightless on the wrist. The Calibre RD509SQ is an Astral Skeleton tourbillon movement, but instead of being empty, the skeletonised portions are filled with a carbon honeycomb resembling a radiator grill as a tribute to its motorsports inspiration. Unlike other carbon variations, the material used in this watch is eight percent less porous and particularly rigid.



EXCALIBUR QUATUOR COBALT MICROMELT®

Again, this is the Roger Dubuis Quatuor that mesmerised us before, but the innovation for this reference comes with a case made from a "disruptive" material: cobalt chrome. This alloy is a result of an incredibly complex process called Micromelt that involves melting and atomising the material into a fine powder before being processed into hot-rolled bars. Often associated with aeronautics and astronomy, the material of the 48mm case of the Quatuor 100-percent biocompatible and extremely corrosion-resistant. This gleaming case makes a brilliant accompaniment to the hand-wound 590-part RD101 Quatuor movement that has been PVD coated with blue.



EXCALIBUR SPIDER AUTOMATIC SKELETON

Those who want to bring the dynamism and the raw excitement of the racetrack to a more sophisticated setting will surely admire the Excalibur Spider Automatic Skeleton. The warm glow of the precious pink gold is beautifully offset by the grade 5 titanium bezel and the black PVD brass skeleton upper-flange. Limited to only 88 pieces worldwide, this watch mixes the automobile-inspired vibe embodied in the Roger Dubuis "Technical Skeletons" with the elegance of the precious metals, making it the perfect companion to adorn the wrist, partially hidden by the pristine cuff of a razor-sharp suit.

ALVARO MAGGINI

Alvaro Maggini is the Creative Director of Roger Dubuis, but his job at the Swiss manufacture is not what you would expect of the title. Instead of being involved with watch design, he is in charge of the wonderful and sometimes intense storytelling that comes with every new collection. So, this year, the story goes that Roger Dubuis has to be first destroyed in order to be rebuilt.

Of course, in the whole poetic sense, this doesn't mean a physical

destruction, but rather the letting go of their familiar conventions to move forward and think outside the box; and indeed, this is what the brand has done. In fact, to be a brand that challenges and disrupts the norm, it has to be willing to look outside the industry for inspiration, and that's how Maggini came to be with Roger Dubuis. He doesn't have the typical background of someone in the industry (think, watchmaking training, finance, business administration, micro engineering), but rather he was previously involved with micro-typography, and even high fashion.

Record breaker

A need for speed and a curiosity for exploration are what drive Rolex.

Words by Zul Andra



Into the deep

To mark the 50th anniversary of its release, the Rolex Oyster Perpetual Sea-Dweller is now bigger than ever before.

The Rolex Oyster Perpetual Sea-Dweller is available at all Rolex authorised dealers.

THE SEA-DWELLER is one of Rolex's least commercial releases but served as a historically important tool watch for deep-sea divers.

At Baselworld 2017, the latest iteration comes with functional upgrades that sees it being upsized from a 40mm to a 43mm case with a date magnifier ("Cyclops")—both being introduced for the first-time in the Sea-Dweller's 50-year history.

Made of virtually scratchproof sapphire, Rolex believes that this Cyclops lens at three o'clock will enhance the

reading of the date for divers.

Also, this year's model comes with the latest Calibre 3235. With 14 patents, Rolex claims that the new movement offers greater precision, power reserve, resistance to shocks and magnetic fields. According to reports, it does perform as posited.

At the end of the day, with the device retaining its function for as deep as a 4,000FT dive—even though no one dives that deep, anyway—the Sea-Dweller has never failed to deliver its purpose as a tool watch for divers.



Going for gold

With three new versions, the Rolex Oyster Perpetual Cosmograph Daytona is a head-turner.

THE THREE NEW VERSIONS of the Cosmograph Daytona pay tribute to the collection's heritage. Available in 18k yellow, white or Everose gold, they are fitted with the innovative Oysterflex bracelet. The bracelet is designed to be as comfortable as an elastomer and as durable as a metal bracelet—a technical marvel for Rolex enthusiasts. The Oysterflex is also reinforced with a metal blade and features an Oysterlock safety clasp to prevent accidental opening. The black bezel is an honorary nod to the 1965 model that was fitted with a black Plexiglas bezel insert, and it's here that another stand-out feature lies. The Cerachrom bezel is engraved with a tachymetric scale for measuring average speeds of up to 400 miles or kilometres per hour. Thanks to its reliability and performance, the Cosmograph Daytona continues to be known as one of the best known chronographs in the world.

The Rolex Oyster Perpetual Cosmograph Daytona is available at all Rolex authorised dealers.





A class act

Your favourite classic just got classier.

IT WAS IN 1945 that Rolex launched the first self-winding chronometer timepiece to display the date at three o'clock, and later on the Cyclops in 1953. The Datejust is an understated timepiece but one steeped in elegance and endurance. The latest generation, as revealed in Baselworld this year, the Datejust 41, now comes in 904L steel and a white Rolesor version—a combination of 904L steel and 18k white gold, and features an 18k white gold fluted bezel. Since its introduction more than 70 years ago, the Datejust has remained at 36MM but now has been redesigned with a 41MM case along with a wide selection of dials. On the coattails of this newness comes the Calibre 3235 which incorporates the new Chronergy escapement that combines high-energy efficiency with great dependability. A true classic.

The Rolex Oyster Perpetual Datejust 41 is available at all Rolex authorised dealers.





New moon

Rolex invigorates a classic timepiece with the Cellini Moonphase.

The Rolex Cellini Moonphase is available at all Rolex authorised dealers.

COMPARED TO THE Oyster collection, Rolex's collection of Cellini timepieces is considered one of its simplest releases. The three-hand model ideally functions as a dress watch, but with the latest iteration, as seen from Baselworld this year, the Cellini Moonphase adds another elegant element to the mix. With a 39MM case in 18K Everose gold, the new model features a blue enameled disc at six o'clock showing the full and new moon—the former is depicted by a meteorite *appliqué* and the latter

by a silver ring. The moonphase is read via the indicator set at 12 o'clock on the subdial as the moon rotates through the lunar cycle. Another first for the Cellini timepiece is the date display around the circumference of the dial indicated by a centre hand with a crescent moon at its tip. The Cellini Moonphase combines Rolex's high standards of perfection with an approach that heightens watchmaking heritage in its most timeless form. Every detail respects the codes of the art of watchmaking. **12**



Follow the emerald green road

If you ever feel lost in the world of watches and yearn for a return to the greats, the newest Rolex Boutique in Singapore might just be what your horological soul deserves.

Words by Zul Andra

IN SEPTEMBER last year, retailer Cortina Watch unveiled the Rolex Boutique at Marina Square with great fanfare. We were there and might have a piece of confetti or two still stuck to our sole.

The 5,521SQFT universe spans the past, the present and the future of the century-old English brand and continues to enthrall loyalists and new collectors alike. If Rolex sponsored heaven, this must be what it looks like.

What's more, the boutique is being hailed as one of the largest Rolex stores in the world, second only to Shanghai, and doesn't only showcase the latest collections, such as the Oyster and Cellini iterations, but also features a permanent exhibition. We spent hours in there during the launch like a beast released into the wild for the first time.

In a consumer climate that has seen retailers struggling to attract footfall, it takes a powerhouse like Rolex to even consider opening a boutique as large as this one. And true to their uncompromising focus on workmanship and the value of individual legacies, the Rolex Boutique is more than just another showpiece. Rather, they recreated a world that only a few would experience otherwise.

The Rolex Exhibition is the crowning centrepiece of the boutique and showcases the innovations and the mastery of the house over the years. A walkthrough will reveal three different themes: The Rolex Way, The World of Rolex, and Rolex and the deep.

The Rolex Way features an illustrated dictionary and uncovers some of the

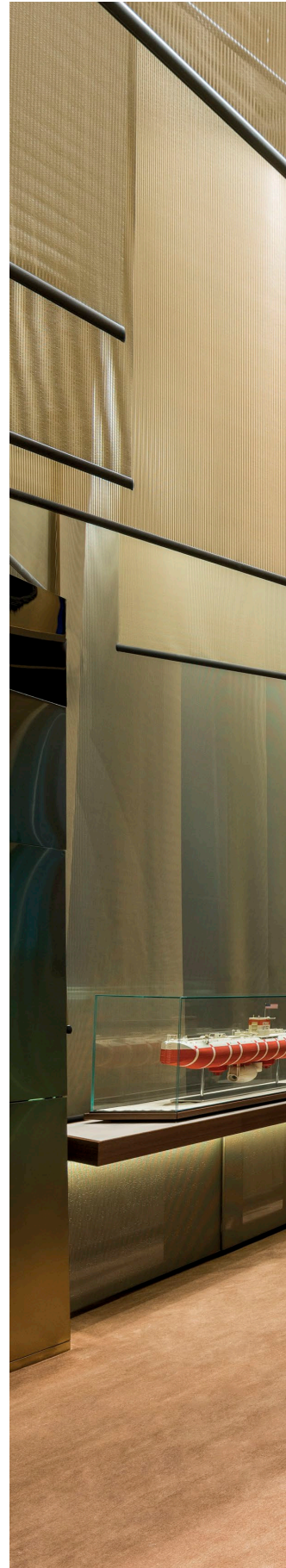
ingredients of the precision, the quality and the craft behind the self-winding mechanical wristwatches manufactured at the brand's four sites in Switzerland. Also displayed are six automated showcases featuring exclusive Rolex components: the latest Perpetual movement, the steel case, the President bracelet, the Cerachrom bezel, the Parachrom hairspring and the new Chronergy escapement.

In The World of Rolex, the exhibition presents the brand's partnerships in the arts, exploration, selected sports and philanthropic programmes. Basically, see Rolex back humanity's greatest feats and records while you lounge in their swanky in-house bar.

The third and final installation is the Rolex and the deep experience which features two landmark submarine expeditions, in 1960 and 2012, to the deepest reaches of the Mariana Trench and the only two watches to have ever been on manned dives to the deepest point in the oceans: the experimental Rolex Deep Sea Special and Rolex Deepsea Challenge. Models of the pioneering bathyscaphe Trieste and the DEEPSEA CHALLENGER submersible are also showcased in this area.

The vast boutique and the permanent Rolex exhibition are truly experiences to behold whether you are a watch aficionado or it simply piques your interest. The space embodies the rich history of the brand and gives us a glimpse into its future. It's hard to miss, just follow the emerald green and enter a world where time stops. 📌

The Rolex Boutique is located at #02-38 Marina Square, 6 Raffles Boulevard and opens daily from 11AM to 9PM.





Grand re-editions

Old is gold.

Words by Wayne Cheong



SEIKO IS AN OLD BOY in the world of watches, and since its founding in 1881, the timepiece giant has secured its foothold with an impressive catalogue and a laundry list of innovative achievements. One such example is the Grand Seiko, first launched in 1960 as a response to the rising popularity of Swiss watches at the time. Now, Seiko releases a re-creation of that perennial classic with modern tweaks.

The modern re-interpretation of the 1960 Grand Seiko is a testament to the

spirit of the original design with longer hands, narrower lugs and recessed sides. It's made out of Seiko's proprietary Brilliant Hard Titanium that has a unique brightness thanks to the *Zaratsu* (blade) polishing technique. A new feature of this timepiece is the exhibition caseback, which lets you witness the 9S68 movement in action. This release is limited to 968 pieces worldwide.

Also available is a re-creation of the Grand Seiko line that comes in three versions: platinum, gold and stainless

steel—one uses Platinum 999 with 18K gold hour markers (pictured), the second uses 18K gold for its entire case and hour markers; and the third has “a gold accent in the form of the Grand Seiko lion emblem” on its caseback. All three variants have the 9S64 manual-winding calibre with a 72-hour power reserve, with the exception of the platinum piece that has a higher level of precision of -1 to +5 seconds per day. **18**

Above The modern re-interpreted 1960 Grand Seiko in 18K yellow gold.



Underwater treasure

Seiko dives into the blue.

Words by Wayne Cheong



IT REQUIRES A LONG GAME to be the go-to watch for divers everywhere. Seiko created its first diver's watch in 1965 when timepieces with high water resistance were hard to come by. Designed for maximum reliability and legibility, it used an automatic mechanical calibre with 150M water resistance, and accompanied the Japanese Antarctic Research Expedition between 1966 and 1969.

In fact, many of the features from Seiko's initial diver's watches are now industry norms like the accordion-style strap, the use of a titanium casing and extra-wide hands for easier visualisation. Seiko's Prospex re-creation of the 1965 classic retains its original design (save for an increased case diameter of 1.9MM) but with up-to-date tech, such as enhanced functionality, 200M water resistance and scratchproof coat-

ing; and housed within is the beating heart that is a calibre 8L35.

In addition, Seiko releases two more contemporary re-interpretations of the 1965 diver's watch. Apart from wider hands and long-lasting LumiBrite, they also have an increased depth of 200M and a *Zaratsu* (blade) polish for a refined look. Both are driven by the calibre 6R15. **12**

Above Seiko's Prospex Re-Creation





Marine Chronograph Regatta.

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Ulysse Nardin

Predicting the future of a brand that has been producing watches uninterrupted since 1846.

Words by Daniel Goh

2017 IS AN INTERESTING YEAR for SIHH as it marks the first time that Ulysse Nardin has exhibited in its hallowed halls. The brand, along with Girard-Perregaux, are the two new additions to the SIHH roster, and the move follows the acquisition of both by the French luxury group, Kering.

Of course, as the new kid on the block (in SIHH at least), Ulysse Nardin had a lot to prove, and this year, they pulled out all the stops and showcased almost everything they had to offer. And that's saying a lot, seeing as how this manufacture from Le Locle, that has been in continuous production since 1846, is one of the very few in the Swiss watch industry that can claim to produce every component of a watch, including the escapement and the hairspring. And to demonstrate their technical prowess, this year, they exhibited the Innovision 2, a concept watch packed with 10 new innova-

tions that will be slowly implemented into Ulysse Nardin's production series watches.

If the first Innovision watch was anything to go by, the Innovision 2 would undoubtedly bring incredible new technologies to the future watches of Ulysse Nardin. The self-winding mechanism, the oscillator, the escapement and the time display all showcase brilliant new ideas, while the use of ground-breaking materials and state-of-the-art production technologies all allude to an exciting future for the brand.

Not content with just showcasing their technical capabilities, Ulysse Nardin is also beefing up its line of watches with artistic crafts. This year, we saw plenty of watches with fantastic enamelling techniques including *grand feu*, *cloisonné* and *champlevé*, proving that they are indeed a great all-rounder.



INNOVISION 2

Although this is just a concept, the Innovision 2 is just too stunning of a watch to not mention it in this SIHH roundup. It would take too many words to describe all the new innovations so here are the most notable ones. Starting at the heart, Ulysse Nardin unveils a brand-new dual constant escapement that is capable of delivering equal pulses to the balance wheel and the hairspring simply because it is not dependent on the tension of the mainspring. This is achieved through a complex silicium structure with locking elements, which interacts with silicium escape-ments. Then there is the completely new "Grinder" automatic winding system that improves efficiency by leaps and bounds.

Incorporating new and never-before-used materials for its watch components, the Innovision 2 has 24k hard gold wheels (traditionally cast in brass) that will open up the possibility of creating beautiful and precious movements for high-end timepieces. The bridge is made from glass, which offers brilliant transparency, and yet has a shock protection system that keeps the most important parts of the watch safe. Adding to the theatrics, the glass bridge can also be filled with SuperLuminova, giving it a futuristic edge. Top it all off with a new way of telling time and you have a combination of innovations that are sure to fuel Ulysse Nardin's offerings far into the future.



MARINE CHRONOGRAPH REGATTA

Born of Ulysse Nardin's announcement as the official partner of Artemis Racing for the 35th America's Cup, the Marine Chronograph Regatta offers a very interesting complication tailor-made for this type of competition. The watch has a unique sweep countdown timer that can be set from one to 10 min, making it perfect for tracking the gruelling competition that is the America's Cup. The watch is 44mm in diameter and made of a robust steel case complete with a fluted bezel with rubber inserts, a screw-down crown and two moulded rubber pushers.



CLASSIC PERPETUAL LUDWIG

Part of a new series of watches to celebrate Ulysse Nardin's milestones in watchmaking history, the new Classic Perpetual Ludwig celebrates master watchmaker Ludwig Oechslin. This man was the brilliant mind behind the perpetual calendar timepiece in 1996, which allowed for forward and backward date adjustments using a single crown, something that was unprecedented in the world of *haute horlogerie*. The UN-33 movement is resurrected in this modern classic resting within a 41mm steel case that is water resistant to 30m.

LUDWIG OECHSLIN

Ludwig Oechslin is a master watchmaker who is well-known for his uncanny ability to find the simplest solutions for the most complicated functions. How Oechslin came to do so many great things for Ulysse Nardin was the result of Rolf Schnyder's love for the astrolabe. Determined to miniaturise the astrolabe for the wrist, Schnyder enlisted the help of Oechslin, who by that time had already been known for his work on the Farnese Clock. This partnership resulted in the legendary Trilogy of Time collection: Astrolabium Galileo Galilei, Planetarium Copernicus and Tellurium Johannes Kepler. Over the next 20 years, Oechslin was given *carte blanche* to express his

genius at Ulysse Nardin where he created several watches that are today regarded as milestones in modern watchmaking history.

Among these were GMT± Perpétuel—that combined a perpetual calendar with a second time zone (and could be adjusted backwards and forwards); The Sonata—that featured an alarm which could be set within 24 hours; and The Freak—that brilliantly used a carousel tourbillon transforming rotation of its movement into time-telling indications. Most recently, he is the co-founder of a watch company that has managed to make a perpetual calendar complication with only nine additional parts (Patek Philippe uses 182).

BRAND STORY

How to be a geek god

From worms to gravity-defying watches: Kikuo Ibe on the dream of G-Shock.

Words by Grace Lai



Kikuo Ibe signing a token for a fan at the launch of G-Shock MR-G 2017 Hammer Tone.





AND YOU THOUGHT nothing could faze him? The man was on course to become a doctor. It was the fulfilment of his childhood dream to save the world, to do good and to heal, he says, one person at a time. Practice surgery on a worm sealed his fate. He couldn't do it. He found it nauseating; unimaginable, slicing into an alive, wriggling being. Life threw a curveball at Kikuo Ibe and he jumped on, hitching a ride. At the end of its eccentric trajectory, he'd rolled up at Casio, "a very small, but made-in-Japan company."

Fast-forward five years: Ibe the Casio engineer looks out the window, watching as a crew of construction workers do their thing at the front of the office building. They wear matching uniforms. But hey, a watch isn't part of the get-up. In fact, they're not wearing watches! Not a single man. This is a big deal: in Japan, where time is efficiency, respect, courtesy and the calibrator of an immaculate community, workers wear watches. Their denuded wrists are no mere curiosity; they are a mystery. Ibe, sparking into life, wants to crack it.

"I was really puzzled and asked them why. I found out that they all couldn't wear watches. Not because they didn't want to, but because the pressure, the active work and the constant drilling, digging and climbing in and out of the manhole were all too much for their watches [which] would either break, crack or just not be able to withstand the pressure from the manual labour they carried out," says Ibe. "So I decided to make a watch for these people."

You can think of G-Shock as the horological version of denim, and as universal in appeal. Like the blue-collar worker's original working outfit, it can be worn to a fashion show and to a Bersih rally in the same day; G-Shock jives with both the ideas of *haute couture* and the ancient Greek *demoi*. And, like denim, it is a cultural phenomenon (and not just a trending topic) because it wasn't intended to become one; its authenticity is rooted in its clear fitness for purpose.

It helps that it was designed by a genuine geek god who, at the time, had begun to kindle his divinity. By devoting himself to his endeavour, Ibe's "very, very hard work caused good luck." The first working prototype Gravity-Shock watch was realised after a gestation period of just two years. Throughout, he had kept in mind the working everyman, for whom a "strong watch" would be a boon in his daily roles as provider, colleague and friend.

By broad consensus, G-Shock is currently the "toughest" watch available in retail. But "toughness" comprises several complementary qualities that make up the whole, not merely hardness of skin material. In the understanding of eastern cultures, "tough" also means the ability to yield. Ibe explains:

"At first, I couldn't find the correct material to protect the watch I created from breaking. I didn't know how to make it tough and I nearly gave up. The solution was really a eureka movement and came from watching a child bouncing a rubber ball. I saw that the rubber expands (*editor's note: engineers can do this*) and shrinks to the gravity and bouncing, allowing it to not burst or crack, and realised that all I had to do was float the watch engine in the centre of the watch." His solution: five shock-absorbing stops and a floating structure with point-contacts, all covered in a resin case.

IT WAS A NATURAL PROGRESSION from there to match-make tech with the know-how of tradition. "There are many artisanal, and beautiful Japanese techniques that are little known to the world and I would like to see them merge with modern, Casio watches," says Ibe.

A limited edition model of its flagship MR-G series, the MRG-G2000HT, features automatic updates by satellite wherever you are in the world, and boasts a handmade texture created using the *tsuiki* metal-hammering technique.

"*Tsuiki* is a metalworking technique where a sheet of metal is hammered out thinly into a three-dimensional shape. Historically, it was used to make copperware and other metal containers, armour and helmets which needed to be both thin and strong. This technique is nowadays applied to aircraft, rail cars and now, G-Shock," Ibe explains with care.

For this, Casio collaborated with Bihou Asano, a third-generation master artisan of the *tsuiki* technique. Asano is widely hailed for his work for the Kyoto State Guest House and has, over the years, participated in restoration work of items designated as important cultural properties in Japan. For the MRG-G2000HT, Asano applied to the bezel and the centre row of the band, a *kasumi-tsuchime* patterned finish of overlapping hammered lines. The bezel and the caseback are also finished in a deep indigo fondly called "Japan blue" that is traditionally valued, rendered using a blue diamond-like carbon finish.



BRAND STORY



Above
G-Shock MR-G 2017 Hammer Tone.

Opposite page
Kikuo Ibe.





“Our history is one of challenge,” he says. “I started by creating a watch that was tough. It was plastic then, and we progressed to metal over the years. My mandate, to myself, and everyone in the team is to continue to evolve. We are Japan, but we are also new world. My destiny in life is to work hand-in-hand with people I am working with, at any point in my life, to create something that lasts for other people. I’d like to continue to see models of higher quality but maybe at a lower price for everyday people.”

“JANGAN PUTUS ASA,” said the engineer sportingly during his animated public presentation on more G-Shocks to come. Ibe not just spoke whole sentences in Bahasa Malaysia; he clearly understood what he was saying. A new language, at his age? “My personal motto is to never give up. I believe that no matter how difficult something is, no matter how hard you have to work, it is important not to give up.”

He explains his motivation this way: he feels proudest not from being recognised as the inventor of G-Shock, but from meeting people who tell him they are “so happy” they can now wear a watch that will not break easily.

Who are this man’s benchmarks? “I admire Leonardo da Vinci. He was a real genius. A professional in so many areas, not just as a physician, but also as an artist, a mechanical engineer, a designer

and a philosopher. He is really someone that I look up to. Unfortunately I’m not that talented.”

But Ibe does indeed have other talents he parlays into his work. We call on the Beatles to explain: *Doing the garden, digging the weeds / Who could ask for more? / Will you still need me, will you still feed me / When I’m sixty-four.*

Ibe is 64, still needed and jaunty with it. When he’s not globe-trotting in his role as brand ambassador, he is an organic vegetable farmer who re-connects with the source of creation via his patch of earth, at home.

“I think I’m the only engineer I know who farms!” he laughs, before providing this counter-intuitive take on the difference between engineering and farming: “I create things at work to express myself. Engineering is a very precise but creative process. You can try anything, and do things any way you want and come up with something totally new. Farming is not like that. It is a very precise and set process. I cannot change how to plant, where to plant, or even when to plant however I want, and that is why when I’m not working, I like to plant.”

Never mind! How many G-Shocks does he own? “San! (Three!)” he laughs. The exact same model, in three colours. “White for summer, black for autumn and spring, and red for winter.” We repeat the colours to ourselves... Clearly, the engineer and the farmer is also an abstract expressionist. ■

BEFORE WE GO

Technical details

Movement: Calibre BR-CAL.313. Automatic mechanical. 'X'-shaped upper bridge. 56 jewels, 28,800 VPH. Skeleton chronograph.

Functions: Hours, minutes, small seconds at 3 o'clock. Skeleton date at 6 o'clock.

Chronograph: 30-min timer at 9 o'clock, central chronograph seconds.

Case: 45mm in diameter. Microblasted titanium and matt white ceramic with rubber inserts. Rocker push-buttons. Case-back with opening in tinted sapphire crystal, centred on the balance.

Dial: Sapphire crystal. Metal applique Superluminova-filled indices. Metal skeletonised Superluminova-filled hour and minute hands.


Crystal: Sapphire with anti-reflective coating.

Water-resistance: 100m.

Strap: Bi-material; rubber and grey calfskin.

Buckle: Pin. Satin-polished steel and rubber insert.

White hot

MEET THE NEWEST MEMBER of the avant-garde Bell & Ross BR-X1 family. The White Hawk matches Grade 5 titanium and white ceramic with a grey bi-material strap. Collectors will recognise this grade of titanium as also being widely used in the aerospace and medical industries. The BR-CAL.1303 skeleton chronograph calibre lends the dial perspective by giving a visual impression of depth. The overall effect is signature Bell & Ross: pristine, precise; Platonic, with a flourish. Limited to a production run of 250 pieces. 



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