

# The Time Place

#48

INDONESIA



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Hail to the King

**FENDI**  
Small Wonder

**TORY BURCH**  
Bohemian Rhapsody

**Jaeger-LeCoultre**  
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# BASEL 2015



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20  
30  
40  
50

6  
7  
8  
9

SWISS MADE



# THE LEGEND AMONG ICONS.



## Portugieser Perpetual Calendar.

**Ref. 5034:** Real icons have a special story to tell. And what was true of the great Portuguese seafarers also applies to IWC's own Portugieser. After all, the history of its genesis bears the stamp of courageous innovation and watchmaking expertise at its best. Seventy-five years ago, two Portuguese businessmen approached IWC requesting a wristwatch with the precision of a marine chronometer. In response, IWC's watchmakers took the unprecedented step of housing a hunter pocket watch movement in a wristwatch case. In so doing, they founded a watch family whose timeless elegance, sophisticated technology and unmatched complexity have been a source of wonderment ever

since. The movement itself is visible through a transparent sapphire glass back cover that provides an unimpeded view of the IWC-manufactured 52000 calibre's impressive precision. The watch's complexity is eloquently expressed by the perpetual calendar, whose functions can all be adjusted simply by turning the crown. And just as observing the star-studded heavens can guide a ship safely to harbour, a glance at the perpetual calendar and the moon phase display navigate the wearer safely through the complexities of time. This, in a nutshell, is how 75 years of watchmaking history became an icon of haute horlogerie. And how, thanks to its unique blend of perfection and timeless elegance, it has become a legend in its own time.

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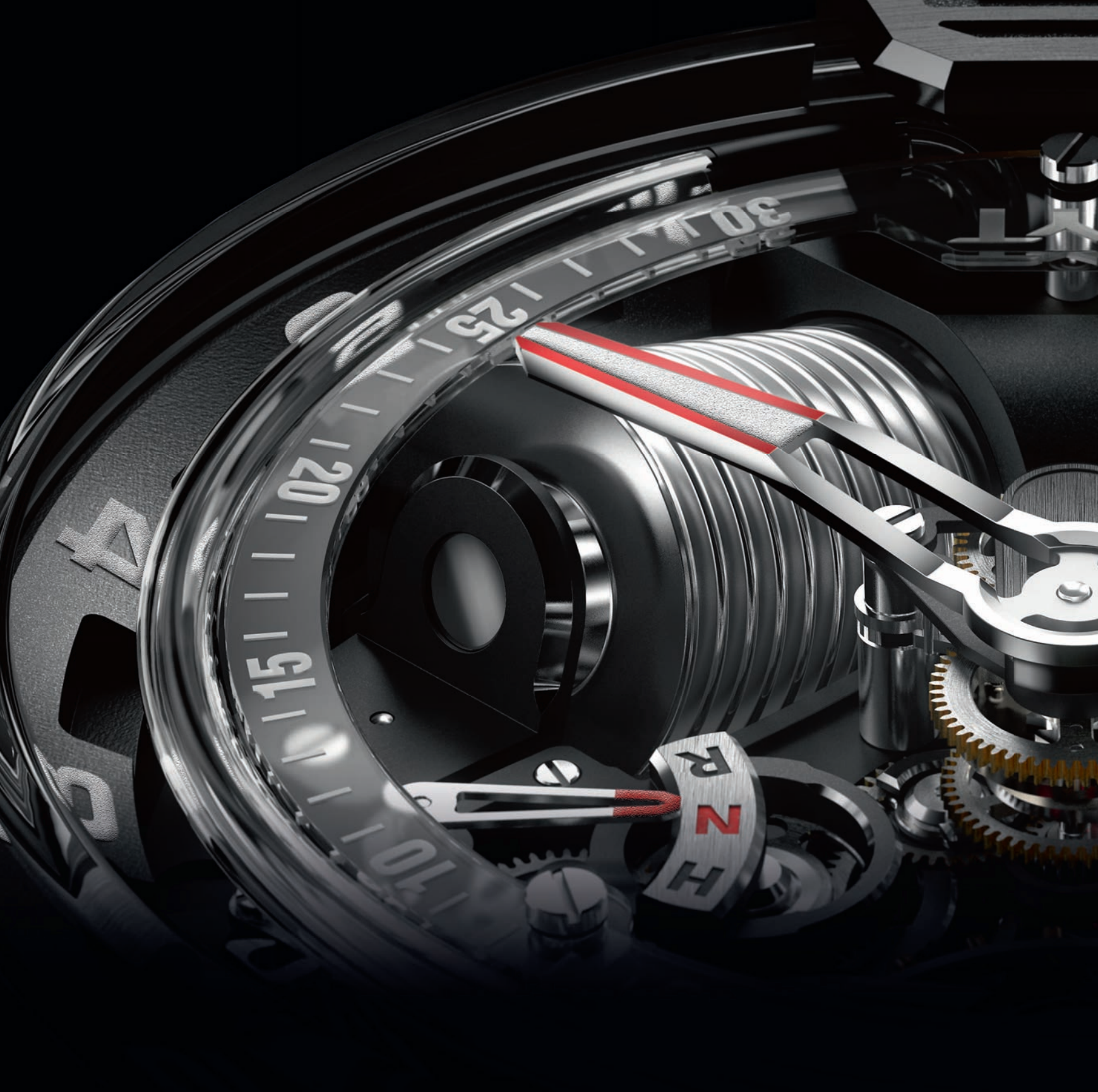


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The second instalment of The Time Place Magazine for 2015 bears the beautiful Jaeger-LeCoultre Duomètre Sphérotourbillon Moon on the cover. Paying tribute to the unique relationship between the earth and the moon, the Jaeger-LeCoultre Duomètre Sphérotourbillon Moon features a wonderfully accurate moon phase integrated with a tourbillon which uses the Dual-Wing® concept. Find out more about this fascinating timepiece in our cover feature entitled 'From the Earth to the Moon.'

Aside from Jaeger-LeCoultre's technical and astronomical feat, we are also greatly enthused to present you with the latest updates and innovations from other luxury watch brands. Following the success of the world's largest watch and jewellery fair, we now share with you our special Baselworld 2015 coverage. Peruse our pages and discover the exciting array of new and updated watch offerings from Ball, Bell & Ross, Blancpain, Breguet, Breitling, Chanel, Chopard, Corum, Frederique Constant, Gucci, Hamilton, Hublot, HYT, Rolex, TAG Heuer, Tudor and Zenith.

For our Heritage Series, we trace the rich history of Cartier, King of Jewellers and Jewellers of Kings. Through the years, the regal brand has capitalised on its prolific and artistic creation of one-of-a-kind jewellery for royalty. In addition, Cartier has also presented the world with magnificent watch collections that are all worthy of its undisputed and unparalleled legacy. Read more about Cartier's fascinating story in 'Hail to the King.'

Lastly, it is with great excitement that we launch our new advertising campaign with this issue. Entitled 'My Finest Hour,' we aim to shed light on our clients' special moments, ones they regard as singular and important in their life's journey. Through this emotional endeavour, we hope to share in their personal experiences and impart to the audience the precious quality of time, and how important it is in shaping our lives.

**Irwan Danny Mussry**  
Editor-In-Chief and Publisher  
  @irwanmussry



DESIGN AND TECHNOLOGY.



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3 DAYS CHRONO FLYBACK  
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**H**aving skipped Basel last year, for reasons I can't even remember, it was good to be back. It might sound strange to some, but I missed the hectic run-around, going from booth to booth, catching meetings with brands and discovering all the new pieces they have to offer. After nearly 15 years in the industry, the creativity, atmosphere and bustling energy at Basel never cease to amaze me. I just find it fascinating that there seems to be no end to their creativity and technology, even when times are challenging for the industry.

On a lighter note, Spring is finally here and although in Jakarta we are still suffering the occasional hazy skies and thunderstorms, we are at least attempting to celebrate the season with a colourful photo spread. In keeping with the season, we present you with a play of gorgeous colours, accompanied by equally stunning watches, which will hopefully brighten your mood on some of those hazy gloomy days.

Happy reading.

*Shanna Hartono*

**Shannon Hartono**  
Chief Editorial Advisor

The city of Basel comes alive every year during Baselworld

CONTRIBUTORS



**Adri Krisnadi**  
Photographer

Adri Krisnadi's interest in photography developed naturally from a young age. Influenced by his father who values art, his initial appreciation for photography emerged from the first camera that he had, with which he discovered the capability to capture a moment he can never have back. With knowledge he received from studying in San Francisco and working in New York City, Adri views photography as something that embodies his passion and love for art.



**Mulyadi Kurniawan**  
Writer

Mulyadi Kurniawan spent the last nine years in the luxury retail, media and mall industries as a marketing communication specialist, public relations, writer/editor, and brand management. A self-proclaimed traveller, foodie, impulsive shopper, and occasional daydreamer, his interest in timepieces led him to write for The Time Place magazine. Based in his hometown Jakarta, he is expecting a daughter with his wife this July.



**Deborah Iskandar**  
Art Consultant

With more than 20 years' experience in the art trade under two of the world's preeminent auction houses, Deborah founded her own art advisory firm, ISA Art Advisory® in 2013. Widely respected in South East Asia, Deborah knows how to navigate the current evolving market trends of the art world. ISA Art Advisory® aims to aid buyers, sellers and collectors to approach art with ease and to build collections that will grow in value over time.



TO BREAK THE RULES,  
YOU MUST FIRST MASTER  
THEM.

THE VALLÉE DE JOUX. FOR MILLENNIA A HARSH, UNYIELDING ENVIRONMENT; AND SINCE 1875 THE HOME OF AUDEMARS PIGUET, IN THE VILLAGE OF LE BRASSUS. THE EARLY WATCHMAKERS WERE SHAPED HERE, IN AWE OF THE FORCE OF NATURE YET DRIVEN TO MASTER ITS MYSTERIES THROUGH THE COMPLEX MECHANICS OF THEIR CRAFT. STILL TODAY THIS PIONEERING SPIRIT INSPIRES US TO CONSTANTLY CHALLENGE THE CONVENTIONS OF FINE WATCHMAKING.



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**Hail to the King**  
 As the leading jeweller and watchmaker to royalty, Cartier has cemented itself as a king in the world of haute horlogerie

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**Editor-in-Chief and Publisher:** Irwan Danny Mussry  
**Chief Editorial Advisor:** Shannon Hartono  
**Managing Editor:** Maria Zarah Gregorio Viado  
**Sales and Operations Director:** Imelda Zuchriany  
**Production Manager:** Christine Yulita **Production Coordinator:** Yoonhye Shin  
**Contributors:** Christine Terrisse, Aaron de Silva, Deborah Iskandar, Olivia Hidajat, Mulyadi Kurniawan, Liza Sani

**Art Director:** Noni Soeparman  
**Contributing Photographers:** Adri Krishnadi, Pudjiono, Vicky Vandara

**For Advertising Inquiries:**  
 Please contact **Christine Yulita** at [christine.yulita@time.co.id](mailto:christine.yulita@time.co.id) or +62 21 2927 2708  
 To subscribe, please contact us at [subscribe-magazine@time.co.id](mailto:subscribe-magazine@time.co.id)  
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[info@printindo.net](mailto:info@printindo.net)

**The Time Place, Plaza Senayan:**  
 Plaza Senayan, Level 1 #125, Jakarta, Tel: +62 21 572 5759  
**The Time Place, Plaza Indonesia:**  
 Plaza Indonesia, Level 1 #165, Jakarta, Tel: +62 21 310 7715  
**The Time Place, Pacific Place:**  
 Pacific Place, Ground Floor #12A-B, Jakarta, Tel: +62 21 5140 2776  
**The Time Place, Tunjungan Plaza 4:**  
 Tunjungan Plaza 4, Level UG # 14-16, Surabaya, Tel: +62 31 532 7991  
**Rolex by The Time Place:**  
 Plaza Indonesia, Level 1 #69-70A, Jakarta, Tel: +62 21 2992 3982  
 The Shoppes at Marina Bay Sands B2 - 211/214, Singapore,  
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## Dinner and Drinks

Earlier this year, HYT invited watch enthusiasts to an intimate cocktail party at Artoz Whisky and Cognac Bar, followed by an elegant dinner. CEO of HYT, Vincent Perriard, made an appearance, welcoming guests and inaugurating the launch of HYT novelties in Indonesia with a ceremonial toast. Guests took a closer look at the new collection, while live music provided festive accompaniment.



1. Carla Rosell, Vincent Perriard, Omamgbe Ikpa & Ion Schiau 2. Steven Lee 3. Budi Notowidjojo 4. Fanina Prawiro & Jaka Setia 5. Jerry Haryanto 6. Wanda Evans & Diana Masud 7. Reza Sungkono & Febri Rusli 8. Lily Sumanti & Iswandi Junus.





#DontCrackUnderPressure



**TAG Heuer**

SWISS AVANT-GARDE SINCE 1860



**AQUARACER CALIBRE 5**

Cristiano Ronaldo is born to break all the records. His motivation is to win at every occasion to challenge the human statistics. Like TAG Heuer, Ronaldo surpasses the limits of his field and never cracks under pressure.



#DontCrackUnderPressure



**TAG Heuer**

SWISS AVANT-GARDE SINCE 1860



**TAG HEUER FORMULA 1 STEEL & CERAMIC DIAMONDS**

Cara Delevingne challenges rules. Being free-minded is her motto. Like TAG Heuer, she defies conventions and never cracks under pressure.





## Paint the Town Blue

First impressions are everything and no one understands this better than Cartier. Taking the opportunity to introduce the Ballon Bleu collection at Plaza Senayan's Cartier boutique, guests were afforded a first look of the unique collection. Guest of honour Jean-Baptiste Tardy commenced the event with warm words of welcome, setting the ensuing cocktail party on a jovial tone.



1. Merry Jamil 2. Wenny Peki & Inge F. Gozali 3. Mimie Barbie 4. Maher Gautama & Fiona Cuthill 5. Debby Setiawaty 6. Jean-Baptiste Tardy 7. Mulyadi Kurniawan & Joseline Thiomas 8. Justine Widjojo, Elisabeth Kurniawan & Felicia Lie.



# After Hours

Time International hosted a party to celebrate the opening of the fifth INTime boutique in Jakarta. The Grand Indonesia INTime boutique bustled with loyal patrons and watch enthusiasts, eager to review what the multi-brand retail concept had to offer. Guests enjoyed cocktails presented by mixologist Tim Adams, while DJ Dipha Barus provided catchy tunes.



1. Ade Andrini, Viola Maria, Daniel Mananta, Mia Ismy Halida & Shannon Hartono 2. Widya Suryadinata & Sandrie Isan 3. Elizabeth Erlina & Marco Lukmanto 4. Ervina & Davin 5. Marischka Prudence & Ferry Rusli 6. Shinta Saras & Diana Sari 7. Dimitri Aubert & Inga Laurina.



# HUBLOT



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Jessica  
Chastain

# BEAUTIFUL

## Image

DEBONAIR ACTRESS, JESSICA CHASTAIN, IS THE NEW PIAGET BRAND AMBASSADOR



What does Jessica Chastain and international star Gong Li have in common – aside from of course being famous actresses? The two are representative of Piaget, as marked by the 140-year-old fine Swiss watchmaker's recent announcement of its newest international brand ambassador, Jessica Chastain.

Piaget has long been known for its commitment to support the cinema and arts industry, and through the years has deepened its roots in the movie industry. Philippe Léopold-Metzger, Piaget CEO stated, "We are thrilled to introduce Jessica Chastain as our new international brand ambassador. She embodies Piaget's unique values – from her audacious acting career choices to her unrelenting passion for perfection. She is beautiful, elegant, charismatic, and full of joy." The beautiful relationship is reciprocated by the new ambassador who was quoted saying, "It is an incredible honour to be in partnership with Piaget. They believe in innovation and boldness in their approach with pieces that are modern but respect the company's rich heritage." Jessica further showed her admiration for the Swiss jeweller and watchmaker by adding, "Their attention to detail is unparalleled and their beautiful collection reflects the company's motto to 'always do better than necessary.'"

After starring in the blockbuster hit "Interstellar," Jessica was later seen at the Oscars red carpet showcasing Piaget's remarkable high jewellery collection, along with fellow beauty, Scarlett Johansson. She was seen wearing the Extremely Piaget high jewellery necklace with marquise and brilliant-cut diamonds, with a cushion-cut centre stone, and an elegant Piaget Mediterranean Garden ring to complete her look at cinema's biggest night. The vivacious Johansson, on the other hand, mesmerised the crowd with Piaget's Mediterranean Garden ear cuff in 18-carat rose gold set with emeralds, diamonds, aquamarines and green tourmalines.



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Marc Foster and Georges Kern



Karl Spoerri

# CINE City

IWC SHOWS SUPPORT FOR A NEW FILM-CENTRIC INITIATIVE, THIS TIME IN ITS HOME BASE OF SWITZERLAND

As far as we can tell, IWC's CEO Georges Kern is a major film buff. To date, the company has sponsored and/or partnered with no less than five film festivals in Beijing, Dubai, London, New York and Zurich. In his latest filmmaking sponsorship joint venture, Kern has teamed up with his industry pals to promote Swiss films.

The non-profit Verein zur Filmförderung in der Schweiz, or Association for Film Promotion in Switzerland, was founded on 9 December 2014. Its board members consist of Kern, Nadja Schildknecht and Karl Spoerri (founders and co-directors of the Zurich Film Festival); Ringier CEO Marc Walder; and Marc Forster, the German-Swiss director responsible for Hollywood blockbusters such as 'Monster's Ball (2001)', 'Finding Neverland (2004)', 'Quantum of Solace (2008)' and 'World War Z (2013)'.

"We are all passionate about cinema and film, and decided to give Swiss filmmaking a boost by focusing our efforts on promising film projects," explains Kern. "Our aim is to be a flexible and non-bureaucratic source of support to filmmakers when traditional sources of funding are either exhausted or not available for other reasons," adds Spoerri.

The primary focus of the Association is the Filmmaker Award, which has a prize purse of CHF 100,000. Contestants vying for the accolade need to submit feature films or documentaries of at least 60 minutes in length. The projects must also be in need of post-production funding. The winner(s) will be announced at the IWC Gala evening during the 11th Zurich Film Festival in September 2015.





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**Ocean Innovation Challenge**  
**In co-operation with Blancpain**

# DEEP Blue Sea

BLANCPAIN SHARES ITS LATEST  
 ACTIVITY IN ITS ONGOING OCEAN  
 COMMITMENT PROGRAMME



In line with its advocacy,  
 Blancpain unveils the Ocean  
 Commitment Bathyscaphe  
 Chronographe Flyback

**B**lancpain's affinity for the ocean stretches back more than 60 years, starting with the launch of its first diving watch, the Fifty Fathoms, in 1953. In addition to its water-proofness, the watch bore a graduated scale that allowed divers to keep track of the elapsed dive time and thus their air supply management. In the absence of dive computers, this feature was pivotal in ensuring the divers' safety while aiding the coordination of their underwater missions.

It's no surprise, then, that causes such as ocean preservation and protection come naturally to the brand. In 2014, a major initiative, the Ocean Commitment programme, was unveiled in an effort to boost public awareness. The programme, which has a dedicated website, [www.blancpain-ocean-commitment.com](http://www.blancpain-ocean-commitment.com), supports scientific exploration, underwater photography, environmental forums and public exhibitions.

In a special Ocean Commitment exhibition at this year's Basel fair, visitors learned about the history of the Fifty Fathoms and the achievements of underwater explorers, admired the work of the world's best underwater photographers, as well as perused reports from various Ocean Commitment projects around the world, such as the recent creation of the world's largest single marine reserve around the Pitcairn Islands in the South Pacific.

Blancpain is currently involved in a project with The Economist magazine, the Ocean Innovation Challenge, which invites individuals or companies to submit working prototypes of business practices or technologies that contribute to the ocean's long-term health. The winner will receive an all-expense paid trip to the World Ocean Summit 2015 in Portugal this June, where they'll have the chance to showcase their project to global movers and shakers.





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The less sparkly yet equally elegant version with diamond bezel

Dazzling diamonds on the new J12-G.10

# MARKING The Trend

CHANEL GOES BEYOND FASHION WITH ITS NEW J12-G.10 TIMEPIECES

While its J12 sisters received feminine pastel colour creations at Baselworld 2015, Chanel's J12-G.10 instead blended femininity with a touch of masculinity in particular to its military-inspired NATO strap.

NATO straps are the new trend as evident at Baselworld 2015, several of the fine watch-making brands offer the NATO nylon or fabric strap as an alternative to the elegant alligator straps. While it is practical, water-resistant and stylish in general; the NATO straps on the J12-G.10 are slightly different in that they are made of alligator skin with large scales, and not of the usual nylon. To step it up another notch, the buckle is set with brilliant and baguette-cut diamonds. The J12-G.10 comes in three different iterations; the crème de la crème is a 42 mm diameter piece in 18-carat white gold with 78 baguette-cut diamonds. The bezel also provides more bling as it comes with 18-carat white gold and 48 baguette-cut diamonds – which adds up to a total of

9.95 carats of stones just on the case and bezel! The black high-tech ceramic dial acts as a clean canvas to the 18-carat white gold hands, and 12 baguette-cut ceramic indicators. The self-winding movement provides as much as 42-hour power reserve for this limited edition of five pieces only in the world.

The second version comes with a black, white lacquered or grey dial, and its own set of 8 brilliant-cut diamonds indexes. Choices of black, white or titanium high-tech ceramic and steel are available for the case which is set with 53 brilliant-cut diamonds. The 33 mm diameter uses a high-precision quartz movement. The last version of the J12-G.10 is offered in mother-of-pearl, grey or black dial, set with 12 baguette-cut diamond indexes. Also driven by the high-precision quartz movement, the 33 mm diameter case sits beautifully on the wrist blending femininity, masculinity, and fashion style to the world of fine watch-making.





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L'INSTANT  
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THE CHANEL MOMENT



Jaeger-LeCoultre  
Duomètre  
Sphérotourbillon  
Moon



# FROM THE EARTH To The Moon

JAEGER-LECOULTRE  
INTRODUCES  
THE DUOMÈTRE  
SPHÉROTOURBILLON  
MOON





From left:  
Close-up of the moon phase; A closer look at  
the Sphérotourbillon

When the Griffith Observatory opened in 1935, it fulfilled one man's dream. Griffith J. Griffith left instructions for the creation of the Los Angeles landmark in his will. He was enamoured with an observatory's ability to bring the celestial to the ordinary person and wanted to leave this as his legacy, a public space dedicated to astronomy. His vision became reality; the Griffith Observatory is now recognised all over the world as one of the most spectacular places to contemplate the stars, planets, and the moon.

Perched above the quaint neighbourhood of Los Feliz, at the South end of Mount Hollywood, the Observatory is not only a research destination but a place of wonder and discovery. Iconic, its distinguished domed roof has played a part in Hollywood films; most famously in the 1955 classic film, "Rebel Without a Cause." Inside, a Zeiss telescope points to a night sky that has captivated humanity for thousands of years.

Like the Griffith Observatory, Manufacture Jaeger-LeCoultre began with one man's vi-

“  
SPINNING IN THE  
CENTRE, IN A  
CLASS BY ITSELF,  
IS THE DUOMÈTRE  
SPHÉROTOURBILLON  
MOON: AN  
EXCEPTIONAL TIME  
INSTRUMENT THAT  
COMPELS ITS WEARER  
TO THINK OF THE  
RELATIONSHIP  
BETWEEN THE EARTH  
AND THE MOON,  
ITS CONSTANT  
COMPANION.”

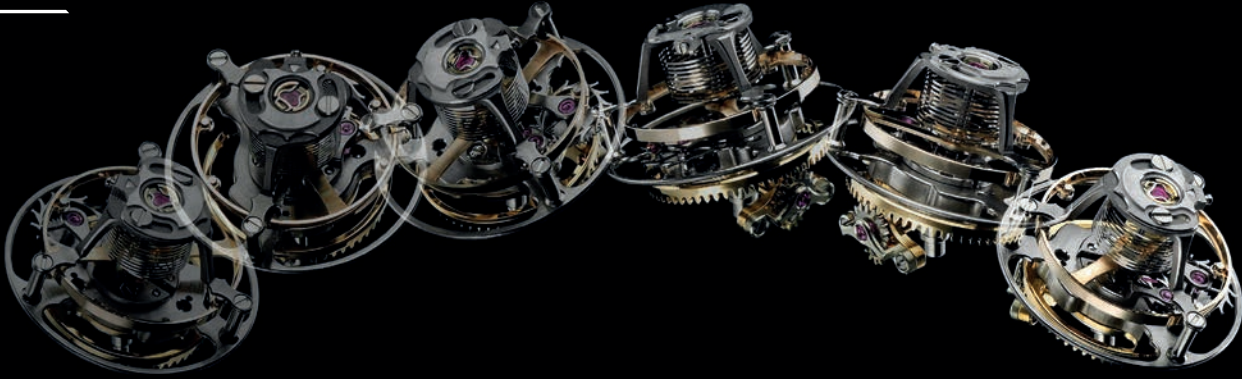
sion: inventor and watchmaker Antoine LeCoultre. And just as the Observatory has become synonymous with Los Angeles, Jaeger-LeCoultre is inseparable from Le Sentier in the Vallée de Joux, where LeCoultre first started making beautiful watches.

This year, the venerable Swiss manufacture highlights the important role astronomy has played in watch-making with its stunning new editions. Spinning in the centre, in a class by itself, is the Duomètre Sphérotourbillon Moon: an exceptional time instrument that compels its wearer to think of the relationship between the earth and the moon, its constant companion.

David Nakamoto is the CCD (Charged Coupled Devices) Imaging point person of the Los Angeles Astronomical Society. Comprised of amateur and professional astronomers, the group plays host at "star parties" on the front lawn of the Griffith Observatory. Each month, on a Saturday closest to the first quarter new moon, the group invites the public to look through its member's telescopes and share in their expertise.



The  
Sphérotourbillon



The Jaeger-LeCoultre Duomètre Sphérotourbillon Moon





# IN HOMAGE TO THE HEAVENS

## 2015: the year of astronomy

Centuries ago, a link was formed between the science of astronomy and the advancement of timekeeping. It is a bond forged from the earliest reaches of civilisation. Each culture observed the world around them, devising ways to mark the passing of time. The moon, sun, and constellations, the observable heavens; all led to breakthroughs in timekeeping. For 2015, Jaeger-LeCoultre links the past to the present in a stunning tribute to astronomy. Orbits adorn the wrist, evoking emotion, as a world we have watched from afar comes alive in front of our very eyes. Particular attention is given to our nearest satellite, the moon, as it captivates in its transformation.



**“IT BECOMES THE FIRST  
TOURBILLON WATCH  
CAPABLE OF  
SYNCHRONISATION  
TO THE SECOND”**



## **Synchronising Beauty**

Linked in orbit, the Earth, moon and sun are constant companions. It is a relationship poetically evoked in the limited series Duomètre Sphérotourbillon Moon. Its tourbillon, rotating both on a tilted axis and within its carriage, becomes a symbol for the Earth's orbit around the sun on its tilted axis. A golden moon peeks from underneath a grained ivory dial, shining against a lapis lazuli sky; its dark hue a contrast with the platinum sheen of the watch's case. Design codes are reformed. Accuracy is unparalleled. Employing the Dual-Wing concept in its calibre 389 movement, it becomes the first tourbillon watch capable of synchronisation to the second.

**DUOMETRE SPHEROTOURBILLON MOON**



**“UNEXPECTED ELEMENTS,  
PRECIOUS AND RARE  
MATERIALS AND  
REINTERPRETATIONS OF  
CLASSIC THEMES ARE  
ALL HALLMARKS OF  
ITS MASTER GRANDE  
TRADITION LINE”**



**MASTER GRANDE TRADITION  
GRANDE COMPLICATION**

## **Creative Passion Fuels Inventive Complications**

Consistently at the edge of watch-making expertise, Jaeger-LeCoultre began creating calendar complications in 1870 and Grande Complications in 1895. The art of telling time continues to propel the creative passion of its watchmakers and designers, just as it did so long ago. Not merely carrying on a legacy, the Jaeger-LeCoultre design team works hard to execute the most complicated of wristwatches, pushing the limits of mechanical function all while using the finest finishing techniques. Unexpected elements, precious and rare materials and reinterpretations of classic themes are all hallmarks of its Master Grande Tradition line.



## Master Amongst Masters

Leaving the artificial lights of the city behind, the universe, a glittering jewel box, opens before us. We observe millions of stars and recognise familiar patterns. Peering into the dial of the Master Grande Tradition Grande Complication, the same sensation of wonderment is felt as when gazing at the heavens. A watch of mechanical brilliance, it is entirely devoted to astronomical time measurement. The constellations of the Northern hemisphere don the dial, while its flying tourbillon is used to measure sidereal time (a time-scale used by astronomers) - a watchmaking first. Standard time not forgotten, the sun, on a miniature scale, marks 24 hour time as it shines its rays around the dial.



**“A WATCH OF  
MECHANICAL  
BRILLIANCE,  
IT IS ENTIRELY  
DEVOTED TO  
ASTRONOMICAL  
TIME MEASUREMENT”**

MASTER GRANDE TRADITION TOURBILLON  
CYLINDRIQUE À QUANTIÈME PERPÉTUEL



## A Precious Gift From the Sky

Messengers from space, meteorites fall to Earth and wait to be discovered. Whether first seen as a shooting star, or found buried in the ground, meteorites are precious fragments, holding stories of worlds beyond our atmosphere. One such fragment, cut from a stone found and officially registered in Sweden, is perhaps millions of years old. It forms the dial of the 39 mm Master Calendar. The pattern on each Master Calendar is one-of-a-kind, exposed by Jaeger-LeCoultre's unique preparation and cut process. Awe-inspiring, the timepiece, as a complete calendar, lives up to its name. It displays days of the week and month, a perpetual calendar and moon phases in a grace worthy of the beauty of its rare meteorite stone.



**“AWE-INSPIRING,  
THE TIMEPIECE,  
AS A COMPLETE  
CALENDAR,  
LIVES UP TO ITS NAME  
AND MOON PHASES IN A  
GRACE WORTHY OF  
THE BEAUTY OF ITS  
RARE METEORITE STONE”**

MASTER CALENDAR



## The Lunar Love Affair

Beguiling, serene, sophisticated, motherly and multi-faceted the Rendez-Vous Moon embodies all the qualities of a woman. A mother-of-pearl moon shimmers against a gem-set diamond sky as one star shines brighter than all the others. The star serves as a hand to be set at a particular time chosen by the wearer; a poignant way to capture a special moment in time. Despite their high stylisation, scrolling numerals are part of a very legible dial. The white-gold version paves the case, crown bezel and lugs with a milky-way spatter of diamonds. Part of the Rendez-Vous Moon's appeal lies in its substance; it is designed to remain accurate for 972 years - a lunar love affair that will last beyond a lifetime.



**“BEGUILING, SERENE,  
SOPHISTICATED,  
MOTHERLY AND  
MULTI-FACETED  
THE RENDEZ-VOUS MOON  
EMBODIES ALL  
THE QUALITIES OF  
A WOMAN”**

RENDEZ-VOUS MOON



Mr. Nakamoto acknowledges the moon's continuing relevance in modern society. "As an object to observe, the moon is the only readily available object in the sky where you can see...the geography...And it's not just a bunch of craters, [but] Mountain ranges, valleys, peaks, gigantic old lava fields, and many [other features]" he notes.

"Lunar phases are important to any activity connected to the sea since the phase of the moon determines the timing of tides...many events are based on the lunar calendar."

Indeed, Hebrew, Islamic and Chinese calendars still rely on the moon's changing cycles to determine important holidays like Diwali and Chinese New Year.

Keeping the moon's ongoing relevance in mind, Jaeger-LeCoultre developed the Duomètre Sphérotourbillon Moon by working from a deep understanding of the sway the silvery orb holds over us: in ways both practical and symbolic.

At SIHH 2015, Jaeger-LeCoultre launched an evocative boutique edition of its groundbreaking Duomètre Sphérotourbillon. Introduced a few short years ago, the watch exemplifies innovation and technical refinement; a formula the Manufacture has perfected in its over 180 years as a leading watch-making Maison.

Several changes were made to accommodate the moon phase into the structure. The watchmaker's challenge was to match creativity, aesthetics and the precise technical requirements of the piece; giving equal weight to all aspects.

In order to do this, the classic codes of a moon phase were challenged, a greater legibility of the dial reached, and a harmony of mechanics and artistry achieved. It is a balance not unlike the careful pull of gravity between our rotating planet, the sun and moon; with all parts fitting together in an orbital orchestration.

Integrating a moon phase complication with a tourbillon is no easy feat. Jaeger-LeCoultre not only pulled it off, but did so in a visually stunning show of grace.

The Sphérotourbillon is multi-axial and complex, comprised of 105 parts. It turns both within its grade 5 titanium carriage and at a 20-degree incline, mimicking the Earth's near 20-degree angle as it rotates on its axis and simultaneously around the sun. The function is made more efficient by a small seconds hand



flyback system which allows it to be set to the nearest second.

Like a theatre curtain parting to reveal a gorgeous set piece, the grained, ivory dial parts: showing three pleats (or steps) of non-treated nickel silver in a satin finish. Revealed in the centre, spinning in its orbit, is the Sphérotourbillon.

It takes a mere 30 seconds to complete a rotation within its carriage and 15 seconds to rotate along its tilted 20-degree axis. Turning the platinum dial on its side reveals an opening through which the owner can view the whirring inner workings up close.

#### DUAL HARMONY

The development of the Dual-Wing® system parallels the symbiotic relationship between Earth and its stabilising satellite. Developed in 2007 for the Duomètre à Chronograph, the Dual-Wing® concept unites two separate mechanisms sharing the same regulating organ. One mechanism takes care of precision while the other is devoted to functions.

This flyback-based principle allows for greater preciseness. The balance-spring doesn't stop. Instead, when a push-piece at 2 o'clock is reset, the small seconds at 6 o'clock can re-

turn to zero, without affecting the movement of the regulating organ at all.

Like the Earth and moon, the regulating mechanism, moon phase and tourbillon functions can be locked in orbit without setting each other off course. They are independent, yet rely on each other to run properly.

#### FLY ME TO THE MOON

At 3 o'clock, is a lapis-lazuli sky punctuated with golden stars and the glint of a gold moon peeking from a split in the dial. Golden feuille hands, delicate indices and numerals mark the moon phase dial. The 24-hour and seconds sub-dials with dual power reserve indicators have contrasting gold and blue indices and hands.

Identity codes are re-written for the Sphérotourbillon Moon. Typically, Jaeger-LeCoultre places moon phases at 6 o'clock. Its new positioning and the uncluttered layout makes for an extremely legible, harmonious dial.

Moreover, a traditional moon phase has a one-day discrepancy about every two ½ years. However, when adjusted correctly, the Duomètre Sphérotourbillon Moon can remain accurate for an incredible 3,887 years!



The relationship between the earth and the moon inspired the Jaeger-LeCoultre Duomètre Sphérotourbillon Moon



The dark hue of lapis lazuli, flashes of gold, and the creamy white grain of the watch face, play nicely against the gleam of the platinum dial. At 42 mm and 14.3 mm thickness, the dial is large, yet elegant and streamlined. When turned over on the cambered sapphire case back, its two barrels can be viewed, along with nickel silver bridges and a silver main plate.

The mechanical wound movement is powered by Jaeger-LeCoultre's in-house manufactured Calibre 389. It has a 45-hour power reserve and comprises 476 parts. Limited to 75 pieces, it attaches to the wrist with a hand-sewn alligator strap with a platinum high-end pin buckle.

### THE ARTIST, THE ASTRONOMER, THE WATCHMAKER

Astronomy is not the only profession that has become a part of the brand's thematic library. As the official watch-making sponsor of the Venice International Film Festival, part of La Biennale di Venezia, Jaeger-LeCoultre has had a longstanding relationship with the world of cinema. The ties it has formed with the film community are longstanding and personal.



THE JAEGER-LECOULTRE MASTER WATCHMAKER ACTS AS AN ARTIST, AS HE FINDS THE BEST WAY TO BRING BEAUTY TO TECHNICAL CHALLENGES. ALIGNED WITH THE ASTRONOMER, HE LOOKS AT THE MOON AND FINDS INSPIRATION. ”

César award-winning actor Guillaume Canet recently paid a visit to Jaeger-LeCoultre headquarters at Vallée de Joux. When at the Manufacture, the celebrated artist discovered he

has something deeply in common with the Jaeger-LeCoultre watchmakers: a passion for his craft.

No doubt, it is the same fuel that fires the multi-faceted actor and artist James Franco who coincidentally played James Dean in a biopic. Franco is the 2014 recipient of the Jaeger-LeCoultre "Glory to the Filmmaker" Award at the Venice Biennale and is in constant pursuit of excellence in all of his pursuits.

It's the same passion which leads the astronomer to the Griffith Observatory in order to demonstrate to a novice how to look at the night sky using a telescope. The artist, astronomer and watchmaker all share a love for their science, their craft, their art forms. It becomes more than making a product; it is about sharing and communicating that which you love with others.

The Jaeger-LeCoultre Master watchmaker acts as an artist, as he finds the best way to bring beauty to technical challenges. Aligned with the astronomer, he looks at the moon and finds inspiration.



# WELCOME TO OUR WORLD



At the heart of the most extreme missions are the exceptional pilots who experience daring feats on a daily basis and are prepared to entrust their security only to the most high-performing instruments. At the heart of the most extreme missions is the Breitling Avenger. A concentrated blend of power, precision and functionality, Avenger models boast an ultra-sturdy construction and water resistance ranging from 300 to 3,000 meters. These authentic instruments for professionals are equipped with selfwinding movements chronometer-certified by the COSC – the highest official benchmark in terms of reliability and precision. Welcome to the sphere of extremes. Welcome to the Breitling world.



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INSTRUMENTS FOR PROFESSIONALS™





Excalibur Quatuor in pink gold



icon as “metallic crystal” due to the advanced techniques required in producing the case.

Proving themselves as one of the top fine watch manufacturers, Roger Dubuis produced four sprung balances fitted into the Excalibur Quatuor – when one sprung balance is regarded as the beating heart of a mechanical watch – four guarantees the precision of its calibre RD101 which beats at 16 Hz per second! The four sprung balances, working in pairs, effectively negate the effects of gravity caused by the constant movement of the wrist. If that’s not enough, the Excalibur Quatuor wields another magic feature with its original power reserve indicator. While a double display shows the crescent of the moon on the left side of the hour markers, the double-

# WORLD

## First ROGER DUBUIS PROVES ITSELF A STALWART IN INNOVATIVE WATCH CREATION

Anytime you ask an average Joe about what silicon is good for, their answers would either be the famed Silicon Valley in California, or a material for augmentation; but never will you hear the general public say silicon as a material in the watch-making process.

Enter Roger Dubuis’ Excalibur Quatuor, the world’s first silicon watch, with four sprung balances, five differentials, presenting one

magical piece that defies the nature of general watch-making and gravity. Used normally to improve the precision in watch movements, Roger Dubuis Manufacture took it to another level and used the material to craft the entire case of the Excalibur Quatuor. Known for its lightness and incomparable hardness – ¼ the weight of steel, yet four times harder – silicon shares a similar atomic structure to diamond, thus needing highly skilled expertise to work with it. Roger Dubuis himself dubbed the sil-

edged needle turns as a power gauge. As the power reserve reduces, the hand positions itself precisely on the two moon crescents to indicate the power remaining in the reserve.

The silicon case version is available at a highly exclusive three pieces in the world, and a more accessible – albeit only 88 pieces worldwide – pink gold version is also available. Witness the super cool Excalibur Quatuor today at The Time Place Plaza Senayan boutique.





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Engineer  
Hydrocarbon  
AeroGMT

# GREAT<sup>ER</sup> Illumination

Innovation found within affordable timepieces has been BALL's recipe for success over the years. At Baselworld 2015, BALL maintains its innovative identity and pushed further to introduce three additions to its collections.

The Engineer Hydrocarbon AeroGMT is an all-new watch using micro gas light in its rotating bezel. For the first time in any timepiece, H3 micro gas tubes are infused in the bezel to ensure continuous luminosity for up to 25 years. The Engineer Hydrocarbon AeroGMT can absorb impact of up to 7,500Gs and it has magnetic-resistance of 4,800 A/m. The beating heart of the all-new watch is BALL's RR1201-C automatic movement, COSC-certified chronometer.

The H3 micro gas tubes also made their way to BALL's Engineer Master II Skindiver II watch. Following the success of the first Skindiver, the new watch is inspired by popular underwater diving in the United States. The 43 mm diameter carries the United States Coast Guard Reserve insignia on its case back, and is water-resistant up to 500 metres. The indexes on the dial are fitted with H3 mi-

THIS YEAR, BALL  
INTRODUCES EVEN  
MORE LUMINOUS  
WATCH MODELS



Left: Engineer Master II Skindiver II with rubber strap, Right: Trainmaster Moon Phase

cro gas tubes enabling the wearer to view the dial even under murky waters. The Engineer Master II Skindiver II is powered by the BALL RR1103-C movement and is available with a stainless steel link bracelet or a rubber strap for a sportier look.

Stepping away from the world of sports, this time BALL introduced the Trainmaster Moon Phase, a dress watch perfect for impressing your significant other, or to be worn during a night out in town. The Trainmaster Moon Phase is powered by the BALL RR1801 movement, housed in a sleek 40 mm polished stainless steel case for elegance. The versatile looking watch comes with a black, blue or silver dial, with guilloché patterns resembling rays of moonlight. The cool thing about the Moon Phase is that the dial indexes and hands are fitted with 14 H3 micro gas tubes, which contrast with the dial and creates exceptional luminosity. To add to the dress watch feel, a transparent sapphire case back reveals the movement. The Trainmaster Moon Phase also comes in a ladies' version featuring a mother-of-pearl dial within a 34 mm case, adding a touch of glamour to the elegance it already possesses. To complete the look, both versions come with an option of stainless steel bracelet or crocodile strap.





## A NEVER-BEFORE-SEEN INNOVATION SOON TO BE FELT AROUND THE WORLD.

The heart of the Engineer II Magneto S is the A-PROOF® device, built on the revolutionary mu-metal alloy. Used for the first time in watchmaking, this alloy represents the pinnacle of magnetic permeability and protects up to an intensity of 80,000A/m. Accompanied by the SpringLOCK® system and micro gas light, every element has been carefully crafted to ensure accuracy at all times. To be groundbreaking in form and function.

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BR 01 10th  
Anniversary



# *FORM* & Function

BELL & ROSS  
CATERS TO  
AVIATION  
ENTHUSIASTS  
WITH ITS NEW  
OFFERINGS



As we arrived in Basel for Baselworld 2015, one apparent image plastered around the Messeplatz area was of the Bell & Ross new BR-X1 skeleton chronograph. Based on the BR 01 model, the BR-X1 is the “Ultimate Utility Watch” according to Bell & Ross.

Before we get to the BR-X1, we need to visit its forefather, the BR 01 model which happens to celebrate its 10th anniversary this year. Created back in 2005, a simple idea gave birth to the Swiss brand’s most iconic model. The idea was simple, “from the cockpit to the wrist,” the attributes of which include reliability, functionality, accuracy and most importantly, legibility. Ever since then, the classic square-faced BR 01 has lent its ‘face’ to more than 150 models, both in limited editions and grand complications. This year, the BR 01 receives its due with a limited edition run of 500 pieces worldwide, dubbed the BR 01 10th Anniversary. The design mimics its 2005 version, but the 2015 version is crafted using high-tech ceramic which means it is stronger, yet lighter than steel, and it’s allergic-resistant. The steel case back has a special engraving of the ‘10th Anniversary’ logo. The simple square face with matt black finish is apparent; the hands are very similar to an altimeter in a cockpit and they are covered in white photoluminescent material for legibility against the matt black dial. Loved by purists and fans of Bell & Ross, the BR 01 sports a BR-CAL.302 automatic movement in a 46 mm diameter, complete with a black rubber and ultra-resistant synthetic canvas strap.

Clearly inspired by the iconic BR 01 shape and soul, the 2015 BR-X1 took it up a notch with its hypersonic chronograph with a super lightweight, yet ultra-resistant material called Carbone Forgé® or in English, forged carbon. Inspired by 21st century jet fighters, forged carbon is used in structural parts in a jet’s fuselage which are subject to extreme mechanical stress, which is what the BR-X1 is created for. The forged carbon is obtained by compressing carbon fibres with resin at a high temperature in a steel mould; the result, a marbled-looking single-unit case in deep black. The marbling effect is unique on each watch as a result of the high temperature blending of carbon fibres and resin. To finish off the case, the square face is bumpered in high-tech ceramic and rubber.

With such a strong case, one wonders, what does it do? It houses the skeletonised chronograph movement, structured in the shape of the letter ‘X’ – which gives the watch its name,



BR-X1 Skeleton Chronograph - Carbone Forgé®



BR-X1 Skeleton Chronograph in titanium and ceramic

“THE SIMPLE SQUARE FACE WITH MATT BLACK FINISH IS APPARENT; THE HANDS ARE VERY SIMILAR TO AN ALTIMETER IN A COCKPIT AND THEY ARE COVERED IN WHITE PHOTOLUMINESCENT MATERIAL FOR LEGIBILITY AGAINST THE MATT BLACK DIAL.”

the BR-X1. As one flips to the grade 5 PVD titanium case back, like all Bell & Ross watches, you can view the beating heart through a round opening. The dial is composed of SuperLuminova hands and indexes, while the small seconds hand indicator is placed at 3 o’clock and a skeleton date dial is at the 6 o’clock position. The chronograph display

at 9 o’clock is a cool one-piece blade instead of the usual hands. To give off a masculine feel, the chrono blade is marked with a touch of red. The BR-X1 comes with a black rubber strap. A titanium and ceramic version of the BR-X1, with rubber inserts, is also available. Both are offered in a limited number of 250 pieces worldwide.



Villeret  
Grande Date



ble pomme case, an opaline dial with Roman numerals, contrasting red gold hands and the date display at 6 o'clock. To complete its elegant design, the watch comes with a chocolate brown alligator strap.

Within the Villeret collection, this year, Blancpain also introduced another line infusing engraving and enamel painting in shakudō, a Japanese technique of manipulating alloy that's composed of copper and gold. The technique spawns a dark blue-black patina which varies according to composition and texture and lends a one-of-a-kind effect to the watches. Rarely applied in the world of watch-making, Blancpain has brought this art form to the present with a series of unique pieces which reflect the expertise of the Man-

# TRUE Art

BLANCPAIN UPDATES ITS MOST ICONIC WATCH AND INTRODUCES A COMMEMORATIVE PIECE

**B**ack in 1735, Jehan-Jacques Blancpain started making watches in his workshop in Villeret, Switzerland's Jura region. Fast forward a few centuries, the Villeret timepiece has become Blancpain's most popular model, and surely one of the most elegant timepieces in the market.

At Baselworld 2015, the beloved Villeret collection offers a grand date complication to add modernity to its classic, timeless dial.

Dubbed the Villeret Grande Date, the display consists of two side-by-side windows for optimal readability. The newly developed calibre 6950 allows the date to change instantaneously at midnight, yet it remains thin to maintain the same profile of the classic Villeret case. The automatic calibre 6950 also employs two mainspring barrels that powers the timepiece to a 72-hour power reserve. As part of Villeret's key identifying features, the new Grande Date has a red gold 40 mm dou-



Villeret  
Shakudō  
Métiers d'Art

ufacture in the practices of Métiers d'Art. Four models were presented at Baselworld 2015, which combine shakudō engraving and Damascening - art of inlaying different metals into one another - where each of the four pieces are exclusive to one artisan. The four unique pieces feature Ganesha - the Hindi God of wisdom and intelligence - on the dial.



The Ocean  
Commitment  
Bathyscaphe  
Chronographe  
Flyback



Case back of  
the Ocean  
Commitment  
Bathyscaphe  
Chronographe  
Flyback

Ganesh sits on a hand-engraved gold throne, with apparent Hindi motifs, crafted using the Damascene technique. Keeping the Villeret form, the models are presented in red gold in a 45 mm case. A larger than normal diameter gave the artisan some space for his creativity which ultimately gives each of the pieces its true uniqueness. The calibre 15B hand-wound movement powers the watch, while the Côtes de Genève seal is hand-applied on the sapphire case back.

Aside from enhancing its existing line with notable pieces, Blancpain is also displaying its firm commitment in creating awareness about the preservation and protection of the world's oceans through the Ocean Commitment Programme. To further strengthen this advocacy in oceanic initiatives, the brand proudly showcased its first limited edition Ocean Commitment Bathyscaphe Chronographe Flyback, the pioneer in a series of limited edition diving watches, which will be available in only 250 pieces per series. Furthermore, for every watch sold, Blancpain will

“BLANCPAIN IS ALSO DISPLAYING ITS FIRM COMMITMENT IN CREATING AWARENESS ABOUT THE PRESERVATION AND PROTECTION OF THE WORLD'S OCEANS THROUGH THE OCEAN COMMITMENT PROGRAMME.”

be setting aside the amount of 1,000 Euros for scientific expeditions. This will be on top of the brand's other contributions for the cause. The Ocean Commitment Bathyscaphe Chro-

nographe Flyback is a fully featured underwater chronograph which measures 43 mm in diameter. Powered by the brand's latest in-house movement, the F385, the timepiece is equipped with sealed chronograph pushers making it possible for the chronograph to be used during dives of up to 300 metres. In addition, the chronograph incorporates a flyback function which simplifies operation, a feature useful for divers' decompression stops.

The blue unidirectional ceramic rotating bezel and dial complements the grey ceramic case, complete with a ceramic crown and ceramic chronograph pushers. Three subdials, highlighted on the dial, feature the chronograph counters and small seconds display. Visible through the clear case back are the movement and winding rotor, with the latter bearing the logo for the Ocean Commitment. Every Ocean Commitment Bathyscaphe Chronographe Flyback will be individually numbered and each owner will be automatically enrolled in the Ocean Commitment Circle. Through the purchase of the watch, every owner will become an active part of Blancpain's advocacy and will display his/her own support for the world's oceans.





Tradition  
Automatique  
Seconde  
Rétrograde

Not many Swiss brands can boast heritage as rich and deep as Breguet. Since its beginnings in 1775, the Manufacture Breguet has set itself apart from the other watch-making brands with its flawless styling and technique in creating exquisite timepieces - the word *savoir faire* epitomises Breguet's DNA in this matter. Rich in tradition and blessed with a roster of distinguished past clients such as Queen Marie-Antoinette, Napoleon Bonaparte and Caroline Murat, the queen of Naples, Abraham-Louis Breguet cemented his name and legacy in the world of fine watch-making.

It is tradition that propels Breguet's name, and it is the new Tradition Automatique Seconde Rétrograde that the esteemed Manufacture put forth that captured the world's attention at Baselworld 2015. Launched originally in 2005 with the 7027 model, the Tradition is well known to watch aficionados as the 'inside-out' watch. Much imitated but never equalled, after 10 years, Breguet introduced



The  
symmetrical  
dial

# DERIVED from History

BREGUET PRESENTS ODES TO ITS  
EXTENSIVE WATCH-MAKING LEGACY





Marine  
Chronographe  
"200 ans de  
Marine" 5823

the new Tradition Automatique Seconde Rétrograde 7097 model. The timepiece is inspired by subscription watches which were fitted with a simple movement and sold by subscription: made to order with 25% down-payment up front. The Tradition 7097 also pays homage to Abraham-Louis Breguet's first tact watches. What is a tact watch? Tact watches reveal bridges, wheels, escapement, barrel, and other components of the movement, and bring them all up above the base-plate; where they normally or usually are. The term inside-out is apparent on the watch as it

allows the wearer to marvel at the movement and the watch practically has no dial to further enhance this feature.

The 7097 is called Seconde Rétrograde due to the retrograde seconds hand at the 10 o'clock position. The semi-circle indicator spans a full 60 seconds with classic Breguet blue steel hands, sitting on top of the hour display which highlights large Roman numerals at the centre of the face. At 4 o'clock, a parachute shock protection system is visible. Protecting the balance staff, this system was invented

“

SINCE ITS BEGINNINGS IN 1775, THE MANUFACTURE BREGUET HAS SET ITSELF APART FROM THE OTHER WATCH-MAKING BRANDS WITH ITS FLAWLESS STYLING AND TECHNIQUE IN CREATING EXQUISITE TIMEPIECES.”

in 1790 by none other than Abraham-Louis Breguet and preceded the existing shock-protection systems of today. Although plenty of openworked watches employ an asymmetrical layout; the Tradition 7097 maintains its symmetrical layout making it easy to tell time, while allowing the wearer to observe the mechanism that powers the timepiece. At the bottom part of the hour display you will find the individual number of each piece making it a truly one-of-a-kind watch.

The Tradition Automatique Seconde Rétrograde 7097 is powered by Breguet's calibre 505SR1, a self-winding movement with 14 1/2 lignes, with 38 jewels and an ample 50-hour power reserve. The 40 mm diameter case is made of 18-carat white gold or rose gold with another traditional Breguet element, the fluted case band, with elegant leather strap to complete the elegance.

Another distinguished offering by the Manufacture this year is the Breguet Marine Chronographe "200 ans de Marine" 5823. A tribute to the bicentenary of Abraham-Louis Breguet's official assignation as chronometer-maker to the French royal navy, the timepiece is powered by a self-winding movement and is encased in platinum. Measuring 42 mm, the Breguet Marine Chronographe "200 ans de Marine" 5823 features the chronograph minutes and seconds hands in the centre while two sub-dials – one at 9 o'clock and another at 6 o'clock – measure the running seconds and chronograph hours respectively. This special offering is available in a limited number of 200 pieces and comes with a black rubber strap.



Travel is more convenient with the Galactic Unitime Sleek T



# MADE FOR Professionals

BREITLING GOES ABOVE AND BEYOND WITH ITS LATEST WATCH MODELS

As you make your way across the different parts of the world, one of the most tedious parts of travel would be having to adjust your watch to the new time zone. At Baselworld 2015, Breitling introduced the Galactic Unitime Sleek T, a new timepiece that allows you to adjust the time to your location with a single turn of the crown.

The Galactic Unitime Sleek T is powered by the new B35 self-winding worldtime movement, which in fact is the very first Manufacture Breitling calibre with no chronograph function. The cool thing about the Galactic is, with a single turn of the crown in one-hour

increments, the watch corrects all the dial indicators in a single move. This includes adjusting the date and time as well. No more adjusting the time by checking your mobile phone and twisting the crown multiple times.

A second cool thing about the new Galactic Unitime Sleek T is its bezel, which is made of tungsten carbide. The material is a result of tungsten powder moulded at a high temperature and pressure, which gives the watch hardness of up to five times that of steel. Equipped with over 70-hours power reserve, the new Galactic Unitime Sleek T embodies Breitling's spirit of sporty, travel-friendly time



The Galactic Unitime Sleek T has a tungsten carbide bezel

while also exuding sophistication, making it truly the perfect instrument for professionals.

Before we step into the future with Breitling's new B55 concept watch, let's visit the brand's close-relation to the world of aviation. In-



spired by the vintage aviation chronograph, the new Breitling Chronoliner continues the classic styling with a modern twist. One of the new modern twists is the use of high-tech ceramic on its broad bezel, which makes the case pretty much scratch-resistant. White ceramic numerals provide stark contrast to the red-tipped hand of the second time zone on top of the black dial. The Breitling calibre 24 COSC-certified self-winding movement powers the Chronoliner. The chronograph counters at 12, 9, and 6 o'clock make up the dial and completes the 46 mm diameter case. The new Chronoliner comes with a steel mesh bracelet which Breitling calls the Ocean Classic, or a choice of the Navitimer bracelet.

From the world of aviation, we turn underwater where the diver's watch is king. At this year's biggest watch fair, Breitling brought back the Superocean – which was originally launched in 1957 – and aptly called it the Superocean II. The second iteration of the model features a redesigned dial and bezel as well as a slimmer profile. It also now comes in a 36 mm option and is equipped with a new rubber strap. The fluted rubber-moulded unidirectional rotating bezel dis-

plays clearly visible large numerals, including a cool feature of counting your last 15 dive-time minutes. As you dive into deep water, the dial remains visible due to the large numerals coated with white luminescent material and large hands that shine under murky waters. The secure lockdown steel case also provides water-resistance to depths of 200 to 1,000 m.

Powered by the Breitling Calibre 17, the Superocean II also comes in 42 mm and 44 mm



*THIS YEAR, THE NEW GENERATION, CALLED THE B55, TARGETS NOT ONLY PERFORMANCE, BUT ALSO CONNECTIVITY, WHILE THE CHRONOGRAPH REMAINS AT THE HEART OF THE WATCH.* ”



Black and blue palette of the B55 Connected



Stay connected with the B55 Connected





The Superocean II

calibre B50 which allows multifunction chronograph movement with analog and digital displays. This year, the new generation, called the B55, targets not only performance, but also connectivity, while the chronograph remains at the heart of the watch. The B55 Connected allows wearers to connect with their smart phones to adjust time, alarms, displays and many other features of the watch via their mobile phones. The connectivity also works both ways, the wearer may also upload data, such as, flight times, to the smartphone for easy-reading or store the data for later reference. Aside from its smart features, the B55 keeps its Breitling spirit of authentic instruments for professionals with its titanium case with black carbon coating and a cool blue wireless symbol on the dial. The apparent blue and black theme is also applied to the rubber strap. Combining analog and digital display in the



Hurricane White 36 mm version of the Superocean II



Blue option for the Superocean II

diameter aside from the new 36 mm introduced this year. The 42 mm and 44 mm come with options of volcano black or mariner blue colours, while the 36 mm is in volcano black or hurricane white. All models come complete with leather or two choices of rubber straps: the Ocean Racer or the Diver Pro/Professional.

Before Baselworld 2015 began, the world heard of the Breitling B55 Connected, a smart watch concept that began in 2014 with the

dial, the B55 offers two LCD displays featuring high-intensity backlighting that are easily activated by pressing the crown - or when the wearer tilts his wrist at over a 35° angle. The B55 Connected is powered by a SuperQuartz™ movement, which is ten times more accurate than standard quartz, and it is rechargeable! You can recharge the battery by simply plugging the watch to a computer USB port. Like all Breitling movements, the chronograph is COSC- certified for precision.





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Limited  
edition J12  
Skeleton  
Flying  
Tourbillon



Baselworld is always an exciting time for watch manufacturers and aficionados alike. Often used as a launch pad, this year's Baselworld is no different for Chanel. The French couturier decided to come out with three stunning haute horlogerie collections including its iconic J12 collection. This year, Chanel made sure we know its codes - femininity, expertise, and creativity - through these three spectacular highlights we feature below.

The J12 has always been a mainstay of Chanel watches. Popular for its easily recognizable high-tech ceramic look, the J12 family adds a new J12 Skeleton Flying Tourbillon to the fashion-oriented J12 introduced back in 2000. The case comes in 18-carat white gold and the material made its way to the bezel,

J12 Skeleton  
Flying  
Tourbillon



# INFINITE Delight

CHANEL UNVEILED STUNNING PIECES  
WITHIN ITS FAMILY OF COLLECTIONS





Première  
Openwork  
Flying  
Tourbillon



From left:  
J12 Soft Blue  
33mm,  
J12 Soft Rose  
38mm &  
J12 Soft Mint  
38mm

“THE NEW PASTEL J12 WATCHES COME IN LIGHT BLUE, SOFT PINK, AND GREEN; ALL THREE VERSIONS ARE PRESENTED IN 33 AND 38 MM CASES AND ARE LIMITED TO 1,200 PIECES EACH.”

flange, and hands as well. The open-worked dial and flange is flushed with 74 brilliant-cut diamonds. No, we're not done with diamonds yet; the white gold hands are decked with 21 stones, while the crown is actually a round faceted diamond. The J12 Skeleton Flying Tourbillon is truly a unique piece and certainly catches the eye with its design and surely, its bling. While keeping the J12 versatile for any style, the J12 also received three new pastel colours on its bezel. The new pastel J12 watches come in light blue, soft pink, and green; all three versions are presented in 33 and 38 mm cases and are limited to 1,200 pieces each.

J12 isn't the only one that receives the flying tourbillon; last March, Chanel brought to the world the Première Openwork Flying Tourbillon. The octagonal-shaped Première case is made of 18-carat white gold; along with its bezel, hands, even all the way to the case back. The iconic 28.5 x 37 mm case is set with 47 baguette-cut diamonds. Its bezel is comprised of two sets of baguette-cut diamonds; the inner square is flushed with 42 stones, while the outer one comes with 52 stones, combining 3.6 carats of diamonds on the bezel alone. Unlike the J12 Skeleton Flying Tourbillon crown, the Première Openwork Flying Tourbillon crown is made of 16 baguette-cut diamonds on the outer ring, and the inner part is made of 11 pieces of the precious stones. The diamonds are set against a polished black ceramic dial where the openwork flying tourbillon becomes the perfect canvas to the stones. Limited to only 12 pieces worldwide, the watch comes with a black Mississipiensis alligator or black satin strap, again to set off the diamonds, allowing the watch to be a perfect accessory for any occasion, day or night.



Exquisite  
timepieces  
in the  
Mademoiselle  
Privé  
Coromandel  
collection



It's only apt that we move on to Chanel's jewellery watch collection after all the sparkle on the J12 and Première. The Mademoiselle Privé is a collection of watches crafted by the finest artisans – enameller, engravers, carvers, and stone-setters – expressing the unparalleled expertise of Métiers d'Art craftsmanship used in fine watch-making and High Jewellery. The Mademoiselle Privé is driven by Coco Chanel's cherished objects in her Rue Cambon studio, and this time the focus is on her black lacquered Chinese screens or coromandels. The new collection features three different coromandel dials recreating Madame Chanel's Chinese panels using sculpted gold, grand feu enamel, and glyptic technique. First, the glyptic – a technique combining carving and sculpting – features birds, each in lush greens and flowers; its own living environment. The coromandel glyptic watch comes in an 18-carat white gold case, hands, and crown. The case is set with snow-set diamonds while the stunning

“  
THE COROMANDEL  
GLYPTIC WATCH  
COMES IN AN  
18-CARAT WHITE  
GOLD CASE, HANDS,  
AND CROWN.  
THE CASE IS SET  
WITH SNOW-SET  
DIAMONDS WHILE  
THE STUNNING DIAL  
BEARS A MINIATURE  
PRODUCED USING  
THE GLYPTIC  
TECHNIQUE.”

dial bears a miniature produced using the glyptic technique. The second technique – grand feu enamel – depicts water-based flowers complete in their element. The 18-carat white gold case is furnished with snow-set diamonds, while 18-carat yellow gold is used on the dial in grand feu enamel. Just as the other coromandel pieces, the hands, crown and hand-engraved case back are made from 18-carat white gold. The last model of the Mademoiselle Privé Coromandel collection is sculpted gold; where the dial is adorned with 18-carat beige sculpted gold to compose the harmony depicting dainty tree branches with little birds on it. The sculpted gold version uses 18-carat beige gold instead of white on the case, also complete with snow-set diamonds. Each of the Mademoiselle Privé Coromandel series watches is uniquely crafted in Switzerland and comes in an elegant 37.5 mm diameter. To complement the fascinating dial, the watches are paired with black Mississippiensis alligator straps.





**N 65° 19' 6.7" - W 137° 20' 14"**

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WATCH YOUR STYLE



L.U.C. 1963  
Tourbillon



# *IT RUNS* In The Family

CHOPARD INTRODUCED NEW  
ADDITIONS TO ITS COLLECTIONS  
AT BASELWORLD 2015





Case back of the L.U.C. 1963 Tourbillon

**I**t was in the year 1963 that the Scheufele family acquired Chopard; this year at Baselworld 2015, never has 1963 been more relevant to the Swiss haute horlogerie brand. Meet the Chopard L.U.C. 1963 Tourbillon, which joins the proud family of L.U.C. 1963 and the L.U.C. 1963 Chronograph watches.

One obvious feature of the new timepiece is of course, the tourbillon that spins at the heart of the case. However, the beauty of the L.U.C. 1963 Tourbillon lies beneath the surface, quite literally. The dial is finely crafted out of Grand Feu enamel. Using a precise technique, the craftsman needs to first fire the enamel powder, hand-polish it, and then glaze the surface to give it the unique glossy surface. Beneath the dial lies a new L.U.C. calibre 02.19-L1 engine that's completely tailored to fit the enamel dial – it is 0.6 mm slimmer than the previous 02.01-L movement. The new calibre powers the tourbillon at 6 o'clock, and the 9-day power reserve. The tourbillon is COSC-certified, just like all of the L.U.C. watches which also possess a seconds indicator.

“MEASURING 40 MM IN DIAMETER, THE L.U.C. 1963 TOURBILLON BEARS THE POINÇON DE GENÈVE, AND CERTAINLY IS THE STAR OF CHOPARD'S NEW COLLECTION AT THIS YEAR'S BASELWORLD.”

Measuring 40 mm in diameter, the L.U.C. 1963 Tourbillon bears the Poinçon de Genève, and certainly is the star of Chopard's new collection at this year's Baselworld.

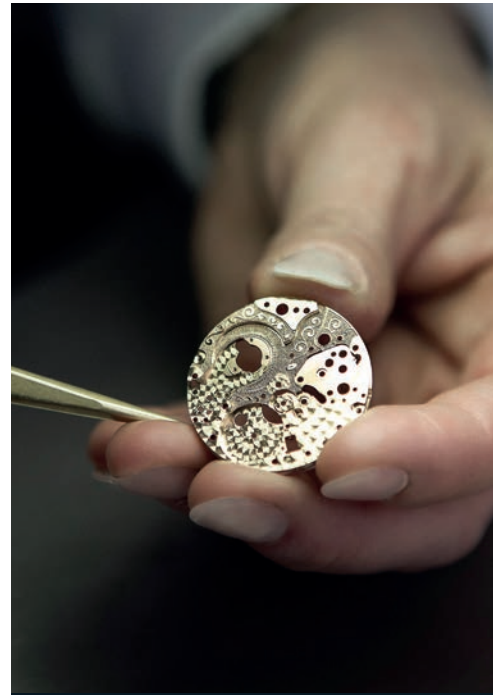
Like the 1963 Tourbillon which is endowed with the patented Quattro® technology – that's four barrels powering the movement up to 216 hours – the newly re-designed L.U.C. Regulator with L.U.C. 98.02-L movement once again sets Chopard on top of the game at miniaturising a regulator mechanism into the size of a wristwatch. Regulator watches offer a very distinctive dial, whereby the hour hands are not at the centre of the dial; the L.U.C. Regulator hour display is at 3 o'clock, perfect to peek at the time from beyond your shirt cuff! The dial is symmetric on all four corners: the top offers a power reserve indicator, the hours at 3 o'clock as mentioned above, while the small seconds beats at 6 o'clock, and the dual-time GMT display is positioned at 9 o'clock. At 43 mm diameter, all four displays are beautifully laid out on the dial.

Ladies also get a treat from Chopard. The brand presented the L.U.C. XPS 35 mm Esprit de Fleurier, feminism personified. Well-known and admired for its elegance, the ultra-thin XPS model has always been a



The enamel dial of the L.U.C. 1963 Tourbillon





Left: L.U.C. Quattro Platinum & L.U.C. XPS 35mm Esprit de Fleurier, Above: Fleurisanne engraving

staple of Chopard. At Baselworld 2015, the new L.U.C. XPS 35 mm Esprit de Fleurier enjoys a subtle mother-of-pearl blue dial, and as the watch is flipped, you can witness the movement decorated with fleurisanne engraving; a dying art that contributed to the reputation of local 19th century watchmakers. With origins from the village of Fleurier, the fleurisanne engraving technique uses distinctive motifs carved in high relief. The engraving process requires cutting away surrounding metals to form the desired pattern. The raised surface is then engraved with scrolling pattern known as 'volutes,' and then polished to obtain the optimal shine. Certainly beautiful on the outside, as well as the inside, the L.U.C. XPS 35 mm Esprit de Fleurier is driven by a twin-barrel self-winding COSC-certified



L.U.C. XPS 35 mm Esprit de Fleurier

Case back of the L.U.C. XPS 35 mm Esprit de Fleurier





This year's Mille Miglia GTS Chrono



Mille Miglia GTS Power Control



Power reserve indicator resembles a car's gas gauge in the Mille Miglia GTS Power Control timepiece



Back of the Mille Miglia GTS

movement, with enough power for up to 65 hours.

The L.U.C. XPS 35 mm Esprit de Fleurier model features an 18-carat diamond set white gold bezel to frame the blue mother-of-pearl dial, with brilliant-cut diamonds as hour markers. At just 35 mm in diameter, the timepiece is the epitome of elegance and class, perfect for ladies who enjoy the finer things in life.

To complete the new collection, Chopard introduced the Mille Miglia GTS Collection. Representing the historic Italian racing spirit, the three models – the Automatic, the Power Control, and the Chrono – feature large cases, 43 mm diameter for the first two models, and 44 mm for the latter. For the first time, the Mille Miglia GTS (Grand Turismo Sport) watches are powered by Chopard movements, namely Calibres 01.01-C and 01-08-C.

Dedicated to the most famous classic car race, the collection was designed with a penchant for speed. The Power Control bezel for instance is made of graduated

“ ANOTHER RACING DNA EVIDENT ON THE POWER-RESERVE INDICATOR RESEMBLES A GAS GAUGE ON CAR DASHBOARDS, WHILE THE DATE WINDOW SHOWS THE RED MILLE MIGLIA ARROW LOGO. ”

black aluminum insert, for lightness and of course, to connote a sporty nature. The dials are flushed with black, red and white tonal colours, which all are tributes to the vintage race car instrument colours. Another racing DNA evident on the power-reserve indicator resembles a gas gauge on car dashboards, while the date window shows the red Mille Miglia arrow logo.

The collection is offered in steel, complete with a very cool rubber strap mimicking Dunlop classic tire threads. A steel bracelet is also available for a more dapper look.



The Admiral's  
Cup Legend 42  
60th Anniversary



# ODE TO The Classics

CORUM VISITS ITS RICH WATCH-MAKING PAST TO INTRODUCE UPDATED MODELS





The unique dial of the Admiral's Cup AC-One 45 Bois

Celebrating a 60th birthday should be done in a special way; it's no different for Corum at this year's Baselworld. The iconic Swiss haute horlogerie brand took the opportunity and brought back past favourite models including the signature Admiral's Cup watch, Heritage Bubble watch, and the elegant Golden Bridge for both ladies and gents.

The Admiral's Cup, this time, is introduced in two different sizes; a 42 mm and 45 mm. In conjunction with the brand's milestone, Corum presented the Admiral's Cup Legend 42 60th Anniversary, with a flying tourbillon spinning at the heart of the case. The tourbillon – considered to be the most prestigious complication in watchmaking – is mounted on enlarged ceramic ball bearings, with its bridge and base plate

made of brass. The tourbillon which is suspended at both sides, at the four and eight o'clock positions, appears to be 'flying,' and serves as the main attraction for this edition of the Admiral's Cup. At the top of the dial, a fan-shaped retrograde date display is prominent for legibility; the date hand jumps from day to day until the 31st, which then jumps right back to 1 at the beginning of every new month. A red gold galvanised Corum logo at 9 o'clock is proudly displayed over a smoked sapphire dial.

Staying true to its nautical heritage, the Admiral's Cup comes back with its 12 nautical pennants as hour markers. Also one of the watch's signature features is its 12-sided bezel which correlates with the 12 nautical

“STAYING TRUE TO ITS NAUTICAL HERITAGE, THE ADMIRAL'S CUP COMES BACK WITH ITS 12 NAUTICAL PENNANTS AS HOUR MARKERS. ALSO ONE OF THE WATCH'S SIGNATURE FEATURES IS ITS 12-SIDED BEZEL WHICH CORRELATES WITH THE 12 NAUTICAL PENNANTS, WHICH ENVELOPES THE RED GOLD 42 MM DIAMETER CASE.”



Admiral's Cup AC-One 45 Bois





Bubble  
Vintage



Bubble  
All Black

pennants, which envelops the red gold 42 mm diameter case. At just 13 mm thick, the case is constructed for robustness, yet can also elegantly sit on the wrist for special occasions, day or night. The Admiral's Cup Legend 42 60th Anniversary is limited to only 60 pieces worldwide.

The Admiral's Cup is also introduced in a larger 45 mm case for 2015. Dubbed the Admiral's Cup AC-One 45 Bois, the timepiece is a newcomer combining power, elegance and performance. First born in 1960, the Admiral's Cup AC-One line begins a completely new chapter with re-designed lines yet maintaining the signature model's 12-sided bezel. The 45 mm case is made of a layered construction; black PVD-coated titanium, inlays alternating from the bezel to the back of the case. Powered by the automatic CO 116 chronograph movement, the AC-One 45 Bois features a date display, as well as a can't-miss compressed and then sliced teak wood dial that resembles a yacht's deck. Fitted with a 'Mad Max' leather strap with kevlar embossed pattern, the AC-One 45 Bois is equipped with black SuperLuminova™ hour markers

“  
THE LAST OF THE  
BUBBLE WATCHES  
FEATURES A  
SKELETONISED  
MOVEMENT AND  
DOES AWAY WITH THE  
DIAL ALTOGETHER.  
THE SAPPHIRE  
CRYSTAL ACTS AS A  
MAGNIFYING GLASS  
TO EXPOSE THE  
WHEELS OF THE  
CO0082 SELF-WINDING  
MOVEMENT.”

making it sporty, powerful, and stylish at the same time.

After introducing two new versions of its iconic model, Corum turned back

the time to the year 2000 when it first introduced the Bubble watch, known best for its domed crystal, so tall it distorted the dial. The Bubble was a big hit during Baselworld 2000 and now 15 years later, it's back. Originally masterminded by the late Severin Wunderman, the Bubble was inspired by deep-sea dive watches back in the 1960s with domed crystal to withstand deep-water pressure. This year, the Bubble watch retains its original design, and is fitted with a spherical crown. The entire case is composed of rounded lines and displays the smooth transition from the crystal to the bezel.

Offered in a larger case at 47 mm, the Bubble stands at 18.8 mm, including the convex sapphire crystal, which by itself measures 8 mm high. Considering its convex form, shaping it has proven to be a challenging task and took hours to achieve. Taking advantage of the domed sapphire crystal, the dial is specifically designed with optical art (op art), taking inspiration from Hungarian-born French artist, Victor Vasarely. The op art dial uses square shapes in different sizes that grow larger towards the centre of



the dial. The op art dial will be fitted in only two Bubble watch versions, each limited to only 350 pieces, namely the Bubble Vintage, which comes in a bronze PVD-coated case with SuperLuminova™ treatment for a vintage effect, and the Bubble All Black, made entirely in a glossy black PVD-coating with matching black dial and charcoal hands. The last of the Bubble watches features a skeletonised movement and does away with the dial altogether. The sapphire crystal acts as a magnifying glass to expose the wheels of the CO0082 self-winding movement.

As the brand celebrates its 60th anniversary, one of its iconic models, the Golden Bridge, commemorates its 35th birthday. Presented for both ladies and gentlemen, the Golden Bridge and Miss Golden Bridge are back in ceramic black and gold duet.

The new and stunning Golden Bridge



The watch's linear architecture

The iconic Rene Bannwart creation retains its main identity, transparency and the 'baguette en ligne' movement. Composed of 140 components forming a single column 33 mm in length, 3 mm in width, and less than 5 mm thick, the masterpiece collection features the CO113 calibre powering the watch to a 40-hour power reserve, along with hand-engraved bridges and fine gold plate.

This year's version also features a feminine touch with a whole new ceramic case. The Golden Bridge's transparency comes into play; one moment it looks opaque on your wrist, at times it's translucent to light. This creates a somewhat playful yet feminine touch to the watch, where you can see through, but just barely and occasionally.



Miss Golden Bridge



Slimline  
Moonphase  
Manufacture



# LIVING Passion

FREDERIQUE CONSTANT  
DISPLAYS PASSIONATE  
WATCH-MAKING WITH  
ITS NEW MODELS

**I**t was the convergence between entrepreneurship and the love for watches that prompted Aletta and Peter Stas to establish Frederique Constant in 1988. During a trip to Bern, Switzerland, Aletta and her husband saw an opportunity in the market, where they identified a need to create a bridge between the luxurious timepieces and affordability. Defined by their high quality, in-house developed and manufactured calibres, Frederique Constant embraces innovation by offering creativity and value in the affordable luxury market.

Celebrating the brand's 10th year of involvement in Baselworld, this year, Frede-

rique Constant put forward two of its 18 movements. First presented was the Slimline Moonphase Manufacture in 38 mm diameter. Already the house's best-selling model, the new ladies' version combines feminine grace and elegance with technological innovation that defines the brand's identity. The ladies' Slimline Moonphase Manufacture, much like the gentleman's version, strikes our attention with 60 shiny diamonds on its bezel. Pretty from the outside as well as inside, the Slimline Moonphase Manufacture features a rose gold-plated steel case and is powered by the in-house FC-703 Manufacture automatic calibre, complete with 26 jewels and a cool 42-hour power reserve.

The silver dial is complemented by eight hand-applied diamonds at 0.02 carats marking the hours, and a beautiful moon phase, all encased in convex sapphire crystal. Sapphire crystal is also applied on the case back allowing you to observe the FC-703 movement. To add a final feminine touch, an elegant alligator strap completes the look. The gentleman's version of the Slimline Moonphase Manufacture remains at 42 mm.

At Baselworld 2015, we were privileged to speak with Aletta Stas, the co-founder of Frederique Constant. She imparted her belief that the smart watch will be a part of the timepiece industry, in particular the





Frederique  
Constant's  
Horological  
Smartwatch

quartz movement, ‘Back in the 1970s, a lot of people thought that the quartz watch was just a wave coming, but that’s not true,’ Aletta said in reference to the smart watch introduction this year, “Smart watches can be done in two versions: the extreme form of watch such as the Apple Watch, or what Frederique Constant offers, which is the Horological Smartwatch,” added Aletta passionately.

The Horological Smartwatch, unlike other smart watches, retains its artistic mechanical watch elements, yet features a technology to complement modern living, and can be easily paired with smart phones.

Designed completely to be horological in a 42 mm diameter stainless steel case and alligator strap, the Horological Smartwatch features the MMT-285 quartz movement, powered by MotionX®. Smart functions include always-on time and date, MotionX® activity tracking, Sleeptracker® sleep monitoring, Sleep cycle alarms, Get-Active alerts, Adaptive coaching, as well as,

“*THE HOROLOGICAL SMARTWATCH, UNLIKE OTHER SMART WATCHES, RETAINS ITS ARTISTIC MECHANICAL WATCH ELEMENTS, YET FEATURES A TECHNOLOGY TO COMPLEMENT MODERN LIVING, AND CAN BE EASILY PAIRED WITH SMART PHONES.*”

MotionX® cloud backup and restore. The dial features Roman numerals and circular date which belie the wonderful smart watch capabilities of the timepiece.

Created to appeal to the tech savvy – or “people who use their mobile phones to tell time,” as Aletta refers to them, the Horological Smartwatch combines the best of both worlds, especially for health-conscious young executives, who need to stay connected. The smart features provide a promising trend to the watch-making industry, “There are not many brands out there that can launch their smart watch in July,” said Aletta Stas. This fact actually puts Frederique Constant firmly in the driving seat to see how the market responds to a conservatively-styled smart watch. Its success remains to be seen however. Having said that, the Horological Smartwatch from Frederique Constant surely epitomises the Geneva-based watchmaker, as its co-founder addresses us with her life motto, “live your passion, if you live your passion, you’ll be making the best of your time in this world.”



Diamantissima

# INTRICATELY

## Gucci AT BASELWORLD 2015, GUCCI PRESENTED ITS NEW ENSEMBLE OF TIMEPIECES FOR WOMEN AND MEN

**O**ne collection that stood out at Gucci's Baselworld 2015 offerings was the Diamantissima collection. Diamante – French for diamond – is the unmistakable pattern that inspires this line. Inspired by Gucci's famous canvas fabric print with its distinctive crisscrossing motif, the pattern can be seen etched on the case, while the dial features the motif all over, conveying a fabric print effect. Available in three different sizes (32 mm, 27 mm, and 22 mm), the Diamantissima watch collection perfectly complements the Diamantissima Jewellery Collection and provides ladies with several options including stainless steel and white, or pink

gold PVD and black with matching black calf leather strap. The diamante pattern is apparent particularly on the cases as it is rendered in tone-on-tone stainless steel or contrasting in colours on the pink gold PVD version. The Gucci iconic logo and 'Swiss Made' stamp are displayed under the sapphire glass at the 12 and 6 o'clock position.

New additions are also highlighted in the Horsebit collection. Although it's not an entirely new design, the horsebit motif has been the house's most recognisable one. Presenting six new models, three feature Gucci's soft leather straps. The watches come in two case sizes, 30 mm and 34 mm. All of them possess a white-lacquered dial as well as a modern mix of indexes, Roman numerals and the Gucci logo, which results in a clean, classy look, perfect for work or the weekend.

Gentlemen don't need to despair as Gucci hasn't forgotten about you. The brand brings you the new G-Timeless Slim and Gucci Dive Collection. There are two G-Timeless Slim models in 40 mm with quartz movements. Each model, in black or white, carries the diamante pattern on its dial, set off with a daring red seconds hand. Both models come with Nato-style nylon straps with green, red, white or black colour combinations; a true DNA of Gucci. The Gucci Dive also comes with a red and green Nato strap, complemented by the distinct unidirectional rotating bezel which gives the watch a strong, sporty look. When the watch is flipped, the historic Gucci Crest can be seen engraved on the case back.



1. Horsebit 34 mm timepiece  
 2. Horsebit 30 mm timepiece  
 3. G-timeless Slim  
 4. Gucci Dive Watch



A close-up portrait of a woman with long, dark, wavy hair. She is looking directly at the camera with a neutral expression. Her right hand is raised, with her fingers gently touching her hair. On her left wrist, she is wearing a silver-toned Gucci watch with a white dial and a metal link bracelet. The watch face features the Gucci horsebit logo and the word 'GUCCI' at the top. The background is a plain, light grey color.

# GUCCI

TIMEPIECES

HORSEBIT COLLECTION

SWISS MADE

**THE TIME PLACE** PLAZA TUNJUNGAN 4 031.532.7991

**INTIME** GRAND INDONESIA 021.2358.1208 PLAZA SENAYAN 021.572.5323

PONDOK INDAH MALL 2 021.7592.0797 SENAYAN CITY 021.7278.2181 PARIS VAN JAVA 022.8206.4135

**@TIME** PLAZA INDONESIA 021.2992.4209 **TIME CARE SERVICE CENTRE** 021.2927.2780



Hamilton  
Khaki Chrono  
Worldtimer



# COUNTING

## The Minutes

HAMILTON DISPLAYS IT'S  
PENCHANT FOR PAYING CLOSE  
ATTENTION TO DETAILS



Hamilton  
Khaki Chrono  
Worldtimer



**W**e've all heard of the old adage 'it's the small things that count.' However, the people behind Hamilton believe in this slightly modified saying, 'it's the minutes that count'. At Baselworld 2015, Hamilton introduced the new Khaki Chrono Worldtimer, a pilot watch that is easy to read, and tells you the time in 24 major cities.

The Khaki Chrono Worldtimer is a quartz-powered chronograph, designed in collaboration with aerobatic pilot, Nicolas Ivanoff. For pilots, counting minutes are far more important than hours, therefore it is imperative for pilot watches to be able to countdown minute intervals; the Khaki Chrono Worldtimer does just that with its centred chrono counter spanning 12 minutes. At the 10 o'clock mark, a push piece allows the wearer to switch between the two functions offered; the chronograph and the worldtimer. Once in the worldtimer mode, the complication calculates the current time in the requested time zone from a choice of 24 locations around the globe. Quite a handy function when you're a frequent flyer or a pilot who travels often.

The H-41e quartz movement is a newly developed one specifically for the Khaki Chrono Worldtimer, which also automatically adjusts to daylight savings time across the globe. Offered in a 45 mm diameter stainless steel case, the Khaki Chrono Worldtimer comes with a choice of steel bracelet or black rubber strap.

This year, Hamilton treats the ladies generously with two new models – the Railroad Lady Auto or Quartz, and the Jazzmaster Lady Auto or Quartz. While the Railroad has no other sibling, the Jazzmaster however has an uber-cool sister called the Jazzmaster Skeleton Lady. You guessed it, a skeletonised face that allows you to peek into the H-20-S movement through cut-outs that form a flower shape. To make it even better, the dial is crafted in mother-of-pearl to add an elegant, feminine touch. The Hamilton Jazzmaster Skeleton Lady is offered at 36 mm, with a blue satin strap, and matching flamed blue second hand. To put icing on the cake, the Jazzmaster Skeleton Lady case is decked with 68 exquisite diamonds that underlines the sophistication of the collection. For ladies who prefer an understated style, the Jazzmaster is also offered in a 30 mm case, with sunray patterned dial and a choice of midnight blue or white leather strap.



Hamilton  
RailRoad  
Lady Auto



Hamilton  
Jazzmaster  
Skeleton Lady

Although ladies and railroads do not belong in the same sentence; these two worlds blend really well in Hamilton's new Railroad Lady Auto. The mother-of-pearl dial acts as a canvas to 11 diamonds marking each hour, except at 3 o'clock which

“ THIS YEAR, HAMILTON TREATS THE LADIES GENEROUSLY WITH TWO NEW MODELS – THE RAILROAD LADY AUTO OR QUARTZ, AND THE JAZZMASTER LADY AUTO OR QUARTZ. WHILE THE RAILROAD HAS NO OTHER SIBLING, THE JAZZMASTER HOWEVER HAS AN UBER-COOL SISTER CALLED THE JAZZMASTER SKELETON LADY. ”

features a date display. The slim hands blend well with the slim hour markers creating a graceful silhouette within the 32 mm diameter case. Subtle elegance is the name, Hamilton Railroad Lady is the watch. Also available is a quartz version of the Railroad Lady at 28 mm, with 12 diamonds to represent the hours. Both models come with a stainless steel bracelet or a beautiful petrol blue leather strap.



Big Bang Unico  
'10 Years' Haute  
Joillerie full  
black diamond  
version



Jean-Claude Biver, now Chairman of the Board of Hublot and President of LVMH's Watch Division, said, "Nothing can be born without a good idea." The idea that came in the Spring 2005 of combining objects and materials that one may never think would appear together under normal circumstances, gave birth to the fusion concept that has evolved into Hublot's iconic model, the Big Bang. Fast forward 10 years to this year's Baselworld, Hublot launched its Big Bang Unico '10 Years' Haute Joillerie – consisting of three models that combined is worth up to \$10 million!

First of the new releases for 2015 is the Big Bang Unico Full Magic Gold, a completely re-designed Big Bang to fit the Unico movement, all the way to the screws, push-buttons, crown, numerals and counters; even the strap now features a unique one click attachment system that allows easy strap switching. What's even more special this year is the introduction of Full Magic Gold – everyone loves magic – the brand's unique, scratch-resistant 18-carat gold. Full Magic Gold is also applied to the new Big Bang Tourbillon 5-day Power Reserve Indicator, which was unveiled earlier this year. The first tourbillon in the new Big Bang line, it is a minute tourbillon which means it revolves once every minute. A barrette is placed on the dial side to ensure stability. Featuring a fully skeletonised

# TEN YEARS of Big Bang

HUBLLOT CELEBRATES THE 10<sup>th</sup>  
ANNIVERSARY OF THE BIG BANG WITH  
NOTABLE ADDITIONS TO THE LINE



Big Bang Unico  
Full Magic Gold





Big Bang Unico  
'10 Years' Haute  
Joillerie blue  
sapphire version



Big Bang  
Unico '10  
Years' Haute  
Joillerie ruby  
version

movement, the prominent Power Reserve Indicator is placed at 9 o'clock for easy reading.

And finally we come to the Big Bang Unico '10 Years' Haute Joillerie. It is a collection inside a collection which features 10 watches, each priced at \$1 million. So exceptional, the line actually employs three different stone-setting techniques: invisible setting, Clou de Paris setting, and rail setting. Each of the 10 watches has more than 40 carats of diamonds, varying from black baguette diamonds, full white diamonds, as well as combinations of diamonds with blue sapphire and ruby baguettes.

One may wonder if the \$1 million is only justified because of the precious stones on the models. But these pieces are more than just bejewelled watches. Aside from the amount of stones, more than 400 hours were dedicated to research and development as well as production, while 350 hours of stone-setting were spent on creating each piece. Also for the first time, Hublot uses bezels that are set with invisible inverted trapeziums – this is the most difficult part in stone-setting – as it allows no material between each baguette. The black baguette diamond and full white



Classic Fusion  
Enamel Britto  
in platinum



tions and variations of patterns, Britto's distinctive pop art blends well with the master dial-maker's touch in producing one-of-a-kind white gold and champlévé enamel dial. Here's the catch, the pop art isn't the hard part in the process; the master dial-maker had to grind the enamel in a mortar before applying thin layers of the powdered enamel to the art piece. Colours are applied one at a time to ensure an exact reproduction of the original Britto design.



Classic Fusion  
Enamel Britto  
in black  
ceramic

diamond timepieces feature a total of 653 diamonds - 132 with invisible setting, 127 set on a rail, and 394 with Clou de Paris setting –and all of them are displayed on the 45 mm diameter of the watch.

Staying within the fusion concept, Hublot's association with enamel was rather unheard of before Baselworld 2015, but now the brand introduces the Classic Fusion Enamel Britto 2015. The watch is a fusion of arts and crafts, featuring grand feu enamelling with pop art and cubism in the work of Brazilian artist, Romero Britto. Known for his bright colours, combina-

“  
THE CLASSIC  
FUSION ENAMEL  
BRITTO REPRESENTS  
HUBLOT'S FUSION  
CONCEPT PERFECTLY;  
COMBINING TWO  
THINGS THAT DO NOT  
BELONG TOGETHER.”

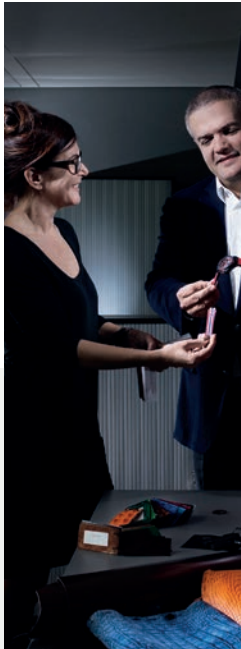
The Classic Fusion Enamel Britto represents Hublot's fusion concept perfectly; combining two things that do not belong together – enamel with pop art and cubism, classic art with modern timepiece design and watch-making technique. Available in platinum limited to 30 pieces, this work of art is also created in 50 pieces for the ceramic version.





INTERVIEW – HUBLLOT CEO, RICARDO GUADALUPE

# ROCK & ROLL



**T**he Time Place spoke with Hublot CEO Ricardo Guadalupe at Baselworld 2015, where the friendly executive dubbed Hublot as “a rock ‘n’ roll brand,” referring to its special surprise for visitors of the fair: a Rock ‘n’ Roll concert featuring the legendary KISS.

**AS THIS YEAR CELEBRATES THE 10<sup>th</sup> ANNIVERSARY OF THE FUSION TECHNIQUE, DOES HUBLLOT NOW OWN THE PATENT TO THE TECHNIQUE?**

No, we normally try to apply for exclusivity for instance the Magic Gold is patented by us and cannot be copied. However, at the moment Hublot has 20 projects using different materials.

**HOW EXTENSIVELY IS HUBLLOT’S R&D TEAM WORKING ON THIS SPECIAL 10TH ANNIVERSARY PROJECT?**

Depends on the internal team, roughly five to six people are working on the fundamental of the techniques. But we also have outside people working on the crystallisation for Hublot, which is also patented and exclusive to Hublot.

**TALKING ABOUT BIG BANG, WHICH IS**

explore other areas to appeal to diverse consumers.

**SPEAKING OF LIFESTYLE AMBASSADORS, IS IT BECOMING A TREND NOWADAYS TO REACH OUT TO LIFESTYLE ICONS?**

It’s a new era of communication for us, for example with Lapo Elkann, we are using real people who are sophisticated. A different approach from brand ambassadors, as we aim to create a correlation between the product and the person we choose to use in the campaign. With the Lang Lang campaign, we even used a Chinese photographer, Chen Man, to tell a story about the campaign.



*LOOKING BACK ON WHAT WE ACHIEVED IN 10 YEARS, ONE THING IS THAT WE ARE ABLE TO DEVELOP OUR OWN CHRONOGRAPH MOVEMENT AS WEI I*

In our case, it’s a soul, a state of mind, whereas some brands focus on changes.

**WHAT HAS BEEN YOUR BIGGEST ACCOMPLISHMENT IN 10 YEARS SINCE THE BIG BANG?**

Looking back on 10 years, one of our own creations is the Magic Gold watch is a success. Of course, in the last 75 - 80% of the last 10 years’ time, we have the ability to be a matured movement.

**WILL WE BE A MODEL FOR OTHER BRANDS?**

No, this is our own thing on. At the moment, we do not have other brands. This is our DNA.







The Day-Date 40 mm

# THE NEXT Generation

ROLEX INTRODUCED PLEASANT  
SURPRISES AT BASELWORLD 2015

**W**hen Rolex announced they will be introducing new generation models, a new calibre and a new bracelet, most people said, “They’re Rolex, how surprising can they be?” Boy, were they in for a delightful surprise at Baselworld 2015.

When one thinks of Rolex, a specific model comes to mind, the Oyster Perpetual Day-

Date or better known as the ‘presidents’ watch’ as numerous well-known figures, even heads-of-state have been seen with one on their wrists. This year, the new Day-Date 40 mm hasn’t changed much; except Rolex has modernised it and gave it the house’s new calibre 3255 engine. First established back in the 1950s, the new Day-Date with its calibre 3255 has been called as setting a new standard for chronometric per-

formance and is certified COSC standard. The new mechanical movement improves precision, power reserve, shock-resistance, and reliability. Powering the new Day-Date and the Lady-Datejust, the calibres 3255 and 2236 for the Lady-Datejust, really redefine the Superlative Chronometer.

The Day-Date 40 mm is available in a selection of materials: 950 Platinum or 18-carat yellow, white, or Everose gold. The new Day-Date features thin laser-etched motifs on the dial while also highlighting a more durable bracelet with ceramic tube insert inside the links. Its lady companion, the Lady-Datejust as mentioned above, is powered by the new calibre 2236, which is developed for the smaller 28 mm case. The mechanical movement is fitted with a Rolex-patented Syloxi hairspring in silicon for superlative chronometric performance. Like her big brother, the Lady-Datejust also comes in options of 950 Platinum or 18-carat yellow or Everose gold, with new specially designed dials, as well as a redesigned jubilee bracelet with



ceramic tube insert inside the links to improve bracelet durability.

What would you say when you see a Rolex with a rubber strap? Quoting a certain slogan of 'Anything is Possible,' the new Yacht-Master features an Oysterflex bracelet. The moment it was revealed, it mesmerised the crowd in the exclusive Rolex booth at Baselworld 2015. The powerful combination of black and 18-carat Everose gold on the Oyster Perpetual Yacht-Master is completed with the newly developed and patented Oysterflex bracelet by Rolex. The black bezel is fitted with a new Cerachrom insert in black ceramic, beautifully contrasting with the Everose gold case, hands and crown. The black Oysterflex bracelet, made of a super-elastic metal blade moulded with high-performance black elastomer, results in a bracelet as robust as a metal bracelet, yet is very flexible and comfortable. The new Yacht-Master is offered in 40 mm and

“  
FROM ONE GEM-SET JEWELLERY WATCH, WE MOVE TO THE NEXT ONE, PRESENTING THE NEW GEM-SET CELLINI TIME. THERE ARE FOUR NEW VERSIONS OF THE NEW CELLINI TIME, OFFERED IN 18-CARAT WHITE OR EVEROSE GOLD IN A CLASSIC 39 MM DIAMETER CASE.”



Cellini Time with double bezel

in a smaller 37 mm diameter. This piece is certainly the crème de la crème of Rolex's new introductions, or is it?

Next up is the new Datejust Pearlmaster in 39 mm diameter. The case is crafted of 18-carat yellow or white gold blending in with the colourful gemstones that flush the three new versions of the Datejust Pearl-

master. Powered by the new calibre 3235, the three new versions use exquisite colour gradients for the 48 baguette-cut sapphires on the case; from blue to fuchsia pink, blue to green, and orange to yellow. These three new Datejust Pearlmaster pieces set a new standard in the use of gemstones, and certainly provide a playful colour gradient to the unisex 39 mm case.



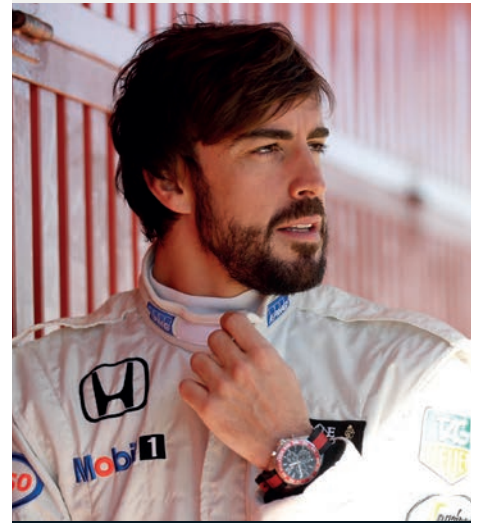
Cellini Time in white gold with 62 diamonds on the bezel

From one gem-set jewellery watch, we move to the next one, presenting the new Gem-set Cellini Time. There are four new versions of the new Cellini Time, offered in 18-carat white or Everose gold in a classic 39 mm diameter case. The Cellini Time certainly attracts attention with its single or double bezel. The double bezel is literally two bezels stacked on top of each other, combining a row of 96 diamonds with Rolex's iconic fluting pattern. The double bezel is only available on the black lacquered dial version to enhance the elegance of the Cellini Time. The single bezel features larger cut 62 diamonds. So there you have it, from the classic, elegant Cellini Time, to the iconic presidential Day-Date and his little sister, Lady-Datejust, to the modern and innovative Yacht-Master with Oysterflex bracelet, to the striking gem-set Datejust Pearlmaster. These models just about round up Rolex's surprising offerings at Baselworld 2015.





TAG Heuer  
FORMULA 1  
McLaren



TAG Heuer Ambassador for 2015, Fernando Alonso



Case back with engraving,  
'30 years of partnership  
between TAG Heuer and  
McLaren'

# TAG HEUER'S Expansion

THE AVANTE-GARDE BRAND  
PROVIDED A SNEAK PEEK INTO  
THEIR EVER-GROWING FOLD

With each passing year, TAG Heuer gets bigger and their collections expand to appeal to wider segments. This year at Baselworld, TAG Heuer – staying true to its strategy – introduced four realms: sports, lifestyle, music, and heritage.

As long as TAG Heuer has been known, the world of sports is always mentioned in the same sentence. True to its identity, TAG Heuer introduced limited edition new models for its sports ambassadors, Cristiano Ronaldo, Bruno Senna, and Jeremy Lin. The limited edition TAG Heuer Formula 1 CR7 chronograph comes with a daring green NATO strap and green-toned



TAG Heuer's  
new ambassador  
for 2015,  
David Guetta



TAG Heuer FORMULA 1 DAVID GUETTA

flange – consistent with Ronaldo’s domain, the football pitch – along with a distinctive CR7 logo on the dial.

Also falling under the sports category is the TAG Heuer Formula 1-McLaren Limited Edition watch. Marking the 30th anniversary of the partnership between the brand and McLaren, the timepiece symbolises a passion for motor racing, as evoked by the colour red, or ‘Rocket Red’ to be precise, derived from the 1985 campaign of McLaren. This striking hue can be found on the aluminium bezel which features a tachymetric function, engraved with McLaren. It can also be seen on the flange, under the number ‘30’ on the minute track as well as on the sporty and highly resilient Rocket Red and Black Nato strap. The 42 mm TAG Heuer Formula 1-McLaren Limited Edition watch is powered by a quartz chronograph movement and is accurate to a tenth of a second, as indicated on the small counter located at 6 o’clock. Also seen on the opaline black dial are the chronograph minute counter at 9 o’clock and the current seconds counter at 3 o’clock. Water-resistant to 200 m, the case back features a profile view of a 1985 McLaren with a text engraving alluding to 30 years of partnership.

This year, TAG Heuer delves into the musical arena by working with iconic French DJ, David Guetta. One of the most followed characters in social media, Jean-Claude Biver, TAG Heuer’s CEO and President of LVMH’s watch division said, “We need someone like David, in touch with his time and connected to his fans, to help us

“  
GUETTA’S SPECIAL  
LIMITED EDITION  
FORMULA 1  
FEATURES A GMT  
FUNCTION, ALONG  
WITH A DAY/NIGHT  
SYMBOL, PERFECT  
FOR THE WELL-  
TRAVELLED DJ.”

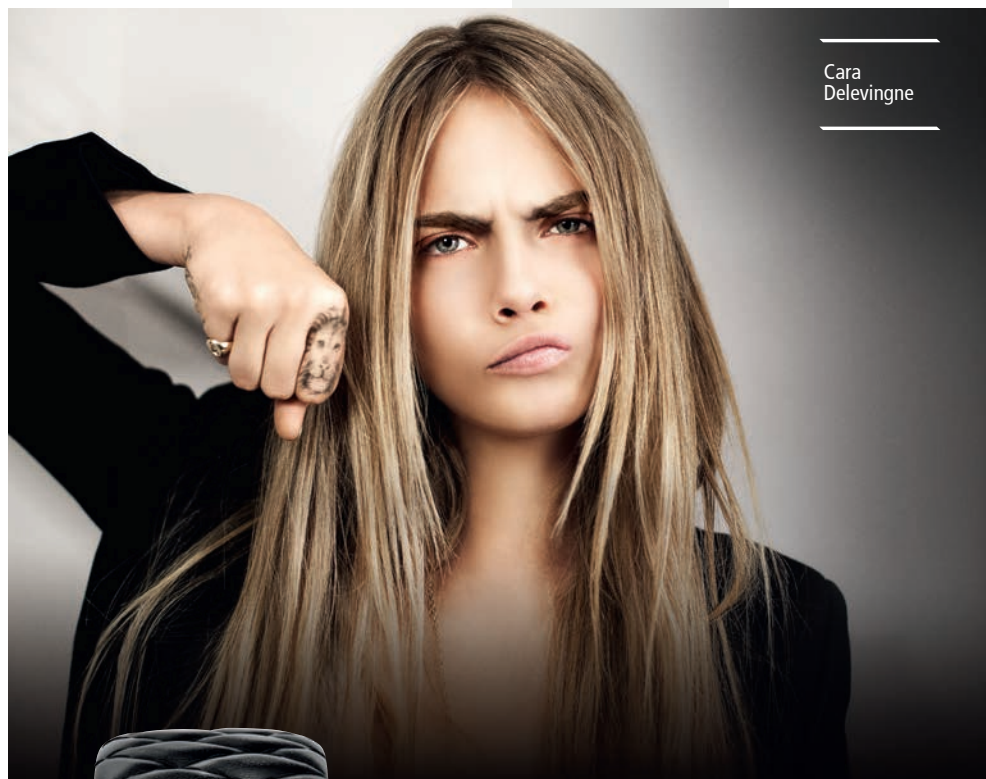
recapture today’s youth.” Guetta’s special limited edition Formula 1 features a GMT function, along with a day/night symbol, perfect for the well-travelled DJ. The day time section is represented in blue, while night time is in black. His version also comes with a one-of-a-kind aged black calfskin bracelet; an homage to Guetta as he wears leather bracelets on a daily basis.

Not to forego the significance of lifestyle to haute horlogerie, TAG Heuer proudly announced a new addition to its growing family last year, British supermodel Cara Delevingne – dubbed the most disruptive It Girl of the moment – by Françoise Bezzola, TAG Heuer’s VP of Communication. As a new ambassador of the brand, Cara is perfect to represent TAG Heuer through her innocent-looking blonde hair, elfin face,



Limited edition TAG Heuer Formula 1 CR7 chronograph and case back featuring Cristiano Ronaldo’s initials and number





Cara Delevingne



TAG Heuer Carrera – Cara Delevingne

the mischievous look in her green eyes, her bold eyebrows and her slender bird-like frame. Truly she is unique in the world of fashion. Born as a Leo, the special TAG Heuer Carrera – Cara Delevingne piece features a lion engraving in the case back. Specially designed for Cara, the limited edition TAG Heuer Carrera – Cara Delevingne collection comes in elegant all-black and charcoal treatment. To add a feminine

“SPECIALLY DESIGNED FOR CARA, THE LIMITED EDITION TAG HEUER CARRERA – CARA DELEVINGNE COLLECTION COMES IN ELEGANT ALL-BLACK AND CHARCOAL TREATMENT.”

touch, the appliqués and hands are gold-plated. Available in six references with a 41 mm case and several with diamond-studded bezels, two are available in black diamonds for edgy women. The most extreme version comes in aged black calfskin leather, which is padded with tone-on-tone stitching for an ‘haute-couture’ look.

Undoubtedly known as one of the most respected brands in the watch-making industry, TAG Heuer also presents its heritage realm, with two very special pieces at Baselworld 2015. First, the Monaco V4 Phantom, all black, all matt, almost stealth-looking yet eye-catching. Continuing on last year’s Monaco special edition tourbillon, this year the Monaco case comes in CMC (Carbon Matrix Composite), along



Case back of the TAG Heuer Carrera – Cara Delevingne watch and signed leather strap

with its iconic seven bridges movement. The carbon fibres are micro-blasted in high temperatures and as they expanded, they created a ‘matt black vertical brushed’ look. The 41 mm x 41 mm iconic square case features different shades of grey and black. To set off the dial, the hands are faceted and finished in satin, with a Titanium Carbide Coating and SuperLuminova™ for legibility.

We finally come to the pièce de résistance, the TAG Heuer Carrera Calibre Heuer 01. A completely new case, new construction, all new design and most importantly a whole new calibre. Created in honour of the brand’s founder, Edouard Heuer, the 01 refers to the marked horological chronograph movement development of the calibre 1887, which serves as the backbone of the new collection. The case is made of light titanium, modular with 12 different components, hence the titanium is sturdy enough to provide greater shock resistance. The titanium case also houses the Swiss avant-garde brand’s bold skeletonised chronograph bridge and open-worked





TAG Heuer  
Monaco V4  
Phantom



Back view of the calibre Heuer 01

date disc on the dial. Through continuous improvement and research over five years, TAG Heuer managed to achieve very high quality while maintaining its competitive price, making the Heuer 01 the only 100% Manufacture Chronograph available for a shade over 5,000 CHF in the market.

TAG Heuer also announced its intention to step into the smartwatch direction at the brand's booth in Baselworld 2015. Working with Intel and Google – visible through the three logos plastered at the booth – TAG Heuer plans to launch a Carrera smartwatch next autumn powered by Intel technology and Android Wear. The smartwatch is expected to offer the functions many tech-savvy fans covet such as geo-location, distance walked, as well as altitude. With plenty to offer at this year's biggest watch fair, TAG Heuer is sure to offer more next year with its continuous research and development.



TAG Heuer  
Carrera Calibre  
Heuer 01



TUDOR North Flag with solid steel bracelet and another version with matt black leather strap



# SPIRIT OF Adventure

CREATING ITS OWN PATH, TUDOR PRESENTED THREE NOVELTIES AT BASELWORLD 2015

**T**UDOR spent many years trying to step out of the shadow of its sister brand, Rolex, and not until this year at Baselworld 2015, did TUDOR manage to do just so. In fact, it was the first words Philippe E. Peverelli, the CEO of TUDOR said when he introduced this year's three new novelties: the Pelagos, the North Flag, and the Fastrider.

Three new novelties, two main cornerstones – heritage and technology – and

one clear message. TUDOR unveiled its latest movement, which powers the North Flag. The new manufactured movement is proudly branded as the TUDOR MT5621 (MT stands for Manufacture Tudor) and drives the North Flag, a watch whose soul belongs in the Earth's coldest and most remote of locations. In the early 1950s, members of the British North Greenland Expedition wore the TUDOR Oyster Prince during their excursion in the most hostile environment on Earth. This very same inspiration



The TUDOR Pelagos Blue



fired the people behind TUDOR to fine-tune the MT5621 to power the North Flag. Beating at a frequency of 28,800 beats per hour, the movement is regulated by a variable inertia oscillator with silicon balance spring for improved resistance to shocks and vibrations. The automatic MT5621 is also COSC-certified and is able to produce 70 hours of power. The North Flag case is crafted of a monobloc middle case with a transparent case back to admire the in-house movement. At 40 mm, the North Flag's main identity on its face is the fuel gauge style power reserve indicator at 9 o'clock, in bright yellow, which contrasts against a matt black dial. Masculine as it is, the North Flag is versatile enough as it's offered in a choice of stainless steel bracelet or a stylish black leather strap with yellow stitching to match the dial.

On the other hand, the Pelagos is powered by the TUDOR MT5612 movement. Unlike the North Flag, the Pelagos is born for

underwater activities; it's a diver's watch. However, like the North Flag, the Pelagos breathes the same resistance to Earth's uninhabitable environments and beats at 28,800 bph or 4 Hz allowing precision timing even under deep water. The movement is COSC-certified and has a power reserve of 70 hours. The Pelagos is substantially waterproof to a depth of 500 metres and it has a helium escape valve which allows the build-up of gas inside the watch during the decompression stage in a deep water dive, to escape at the end of the dive. Under deep murky waters, instrument readability is important, and that's why the Pelagos is featured with large-sized hour markers in blue luminous material. Its titanium rotating bezel is also fitted with luminous markers for easy reading underwater. The case is made of titanium with satin-finish, while the titanium blue bezel provides the unmistakable identity of the Pelagos. A choice of titanium bracelet or a blue rubber strap completes the Pelagos and read-

ies you for your next deep sea adventure. Breathing the same adventurous spirit is the Fastrider chronograph. The result of TUDOR's partnership with Italian legend Ducati, the Fastrider is the perfect companion for the youthful ride of your life.

Originally created back in 2011, the new 2015 Fastrider has taken a more direct aesthetic approach to Ducati's famous model, the Scrambler. Much like the bike, the Fastrider represents freedom and youth aptly presented in its choices of three dials: a bright yellow, an urban olive green, and the retro-chic red. To compensate for the bright dials, a matt ceramic bezel acts as a canvas, as well as the matt black PVD-treated push pieces and crown. The Fastrider is also offered with two bracelet options: a black leather reminiscent of leather saddles with gadroons and a black rubber bracelet. At 42 mm, the Fastrider is the perfect companion for the young soul, or for a ride out during sunset on the Ducati Scrambler.

The selection  
of new TUDOR  
Fastrider Chrono  
timepieces



“ BREATHING THE SAME ADVENTUROUS SPIRIT IS THE FASTRIDER CHRONOGRAPH. THE RESULT OF TUDOR'S PARTNERSHIP WITH ITALIAN LEGEND DUCATI, THE FASTRIDER IS THE PERFECT COMPANION FOR THE YOUTHFUL RIDE OF YOUR LIFE. ”



El Primero Sport  
with black dial  
and rubber strap



# *ON THE* Mark

ZENITH PRESENTS  
UPDATES AND NEW  
WATCHES FOR 2015



El Primero Sport  
with silver dial  
and brown  
alligator strap



the watch more than four days of power. Dress watch is the first thing that comes to mind when you see this magnificent work. At 42 mm diameter, the uncomplicated three-hand dial watch is adorned with a black alligator strap and a steel case. However what lies beneath that dressy surface is what's special this year, with 195 parts beating at 28,800 vibrations per hour, producing at least 100 hours of power. This is what Zenith CEO, Aldo Magada, shared with The Time Place Magazine, regarding his strategic approach for the future, "all business and no BS."

Moving on to Zenith's most popular model, the El Primero. This year, the El Primero Sport comes with three different variations, all in 45 mm manly-sized diameters:



The year was 1865 when a 22 year-old Georges Favre-Jacot established Zenith. From then on, Zenith has made its mark as the Manufacture hand-crafting movements from A to Z. Fast forward to the 90s, Favre-Jacot's dream began to come to realisation when Zenith brought forth its first automatic movement, the Elite calibre. Today, celebrating its 150th anniversary, an evolved version of the original Elite – the Elite 6150 – is better than ever. Along with the new Elite 6150, Zenith also introduced its iconic El Primero Sport.

First presented in 1994 and dubbed as the 'Best Movement of the Year' at the Basel Fair, the Elite maintains its thin, sleek, clean and elegant look this year. Not just that, the Elite comes with beefed-up performance in the form of twin barrels to give

El Primero Sport  
with slate grey  
dial and steel  
bracelet





Elite 6150



a silver-toned dial with dark brown alligator strap, a slate grey dial with steel bracelet, and lastly, a black dial with black rubber strap to match.

The famed El Primero movement designed by Zenith back in 1969 powers this new release, dubbed the El Primero 400B calibre. The classic chronograph beats at 36,000 vibrations per hour guaranteeing timing precision of up to 1/10th of a second! With more than 320 components and 31 jewels inside, the crown and push pieces are screwed-in, hence the watch is water-resistant to 200 metres while providing a power reserve of 50 hours. The El Primero 400B calibre powers the chronograph function, as well as the hour and minutes hands, and the second display at 9 o'clock. As you flip to the back, the proud Côtes de Genève motif is applied on the oscillating weight.

This year, Zenith also introduced the El Primero Chronograph Classic. The understated design of the timepiece is the epitome of Zenith; known for its movement, the Chronograph Classic comes in a 42 mm diameter with choices of steel or rose gold for the case. Retaining the classic thin case of Elite 6150, the watch is just 11 mm thick, but underneath its sunburst dial an El Primero 4069 movement powers the hands, along with running seconds register and a 30-minute counter indicator. Clean and simple, the Chronograph Classic features a slightly domed crystal for added legibility and anti-glare treatment. The Zenith Chronograph Classic has power reserve of approximately 50 hours, with the prestigious Côtes de Genève motif applied on the oscillating weight.



THE ZENITH CHRONOGRAPH CLASSIC HAS POWER RESERVE OF APPROXIMATELY 50 HOURS, WITH THE PRESTIGIOUS CÔTES DE GENÈVE MOTIF APPLIED ON THE OSCILLATING WEIGHT. ”

Domed sapphire crystal with anti-reflective treatment on both sides





INTERVIEW WITH ZENITH CEO - ALDO MAGADA

# EARNING Respect



Éric Abidal, Felix Baumgartner, Aldo Magada and Érik Comas

One of the oldest watch-making brands in the world, Zenith brings forth even better watch-making as guided by the company's CEO, Aldo Magada.

#### WHAT IS ZENITH'S STRATEGY THIS YEAR?

We need our customers to better understand our brand. In order to do that, we need simplification, clarification, and concentration. In the end, there is no need to do advertising just to convince people. It is important to engage and get to know your customer as they reciprocate and get to know your brand.

#### WHAT WAS YOUR FIRST TAKE ON ZENITH UPON JOINING THE COMPANY?

Zenith is a 150 year-old brand, involved in manufacturing, production; we have been doing this for 150 years. The thing is, when I arrived at Zenith, it was as if I had a nice garden, however it hasn't been cared for; all it needs is fine tuning. First thing I did was identify the main issue, which is, brand identity. We need to make sure when people hear the name Zenith, they think about watches. First mission is to concentrate the collections

“  
TODAY, ZENITH IS A  
RESPECTED WATCH  
MANUFACTURER. IT  
IS IMPORTANT FOR  
THE MARKET TO  
RESPECT YOU.”

and attention on products, which will be the face of Zenith. Second mission is to ensure that customers know the assortment of our products; I want people to respect the name brand, Zenith. Third mission is to be more customer-oriented, including after-sales service, to retain excitement about the products.

#### WHAT DO YOU THINK ABOUT BRAND AMBASSADORS?

We have to treat Zenith as a family; we give

great products with great marketing. Friends of the brands or ambassadors are people who want to achieve something for their life, not because they are famous. People with substance, such as Louis Bleriot, Felix Baumgartner, Mr. Gandhi, and Russell Westbrook for instance, he's a great basketball player and also involved in young communities and fashion in the US market. However as a marketer, you need to listen and be open to changes; and Zenith is ready to listen and we speak to people who are listening as well.

#### PLEASE TELL US ABOUT THE NEW ELITE 6150.

We introduced the new Elite 6150 with the intention to put a special light on the product, which has been forgotten or misunderstood lately. Elite is 100% manufactured movement unlike the others within the same price range, and this fact is something that we need to communicate, without changing the price positioning. So, we came up with a new product this year that breathes a new life on regular dress watches, which are priced reasonably. We will see more of the Elite line in the future.

#### WHERE IS ZENITH IN THE LUXURY INDUSTRY?

Today, Zenith is a respected watch manufacturer. It is important for the market to respect you. Zenith belongs in the top 10 in turn-overs, while it's certainly top five in brand image within the luxury watch industry.

#### HOW DO YOU FEEL ABOUT OTHER WATCH BRANDS USING ZENITH MOVEMENTS FOR THEIR TIMEPIECES?

For me, I'm very proud to be a 'sub-contractor' of movements for other brands such as, BVLGARI and Hublot. We care only about doing a good job for our clients and customers; we don't really care about whether the other brands are giving us credit on using our movements.



The new H3  
timepiece



# *PUSHING* The Limits

HYT BREAKS EVEN MORE  
BOUNDARIES IN FLUID  
MECHANICS

**T**he geniuses behind the innovative brand, HYT, are back this year. After successfully turning the heads of watch aficionados with their H1 and H2 models, the Hydro-Mechanical Watchmakers brings forth the H3, and the new Skull collection.

After much anticipation of the new H3, the world has finally heralded its debut at Baselworld 2015. The H3 – much like the H1 and H2 – is an innovation in the world of watch-making, yet stays true to the identity of HYT, using fluid mechanics to essentially power the watch and display the time. As you gaze at the H3, there are no hands, and the case is a unique shape measuring 62 x 41 mm. Initially inspired by the desire to have a linear time display, the H3 features its two bellows at opposite ends.



On the left side, the bellow powers the fluid movement which allows the wearer to tell time. The bellow on the right side compensates the fluid in the capillary. Between the two bellows is a very thin – less than 1 mm – glass tube containing two kinds of fluids, yellow water-based fluid as time indicator, while the other, a translucent viscous-based fluid works in opposition. The bellows and glass tube are located at the top of the dial.

At its centre, the H3 features a rotating dial with numbers from 1 to 6, all the way to 21 to 24; these obviously are used to tell the hour of the day. A complication is used to rotate the dial, at the end of each 6-hour cycle, the dial makes a retrograde movement, in which the time display jumps semi-instantaneously. At this time, the energy that's stored inside the bellows is harnessed to rotate the dial. On the lower right side of the watch, a linear minute display using a twin-articulated arm sweeps across as minutes pass by. The arm then jumps back instantaneously to the starting point at the turn of every hour.

With its arrival, the H3 has surely become the brand's most exceptional piece; as well as its most highly anticipated one. The two barrels inside powers the H3 and equips it with 170-hour power reserve. The H3 comes in charcoal grey PVD-coated titanium and platinum and will be limited to just 25 pieces worldwide. First delivery will be in September 2015.

Vincent Perriard, the CEO of HYT, was asked about the Skull, and he said, "Simply taking an existing movement, giving it a vague skull shape and presenting it as an entirely new piece is not really our style." The Skull, like all other HYT pieces, is extraordinary and it breaks all the rules.

At first glance, the Skull doesn't exactly look like anything HYT has done in recent years. Its bold skull design covers the entire centre dial, with two big glass eyes staring right at the viewer. Circling around the skull are the hour markers in Arabic numerals. But beneath that, a masterwork of the capillary – use of fluid to tell time – is deployed differently from the other HYT watches. The fluid tube is shaped in a skull, which has four angles; two of which are almost 90° at the base, the architecture of which presented the biggest challenge. The curves require a specific technique in shaping the tubes, unlike in previous models of H1, H2, and H3, which have zero curves. It also



The HYT Skull Red Eye

“CIRCLING AROUND THE SKULL ARE THE HOUR MARKERS IN ARABIC NUMERALS. BUT BENEATH THAT, A MASTERWORK OF THE CAPILLARY – USE OF FLUID TO TELL TIME – IS DEPLOYED DIFFERENTLY FROM THE OTHER HYT WATCHES.”

requires enough power for the fluid to get past the four angles, moving at a constant time and speed, travelling across the entire circumference. Unlike the other watches, the Skull almost entirely hides the movement from the dial. Moreover, the Skull doesn't tell you the minutes, rather it has a seconds display located in the left eye. The right eye acts as a power reserve indicator. As the eye gets darker, the power subsides from its 65-hour reserve.

The Skull measures at 51 mm in diameter and is offered in two highly limited versions. The first is in DLC titanium with green fluid and will only be produced in 50 pieces worldwide. The other is in 5N rose gold and black DLC titanium with red fluid and will be offered at an even more limited availability of only 25 pieces.



# Colourful Feast

LOOKING FOR JUST THE RIGHT TIMEPIECE? THESE  
ARM CANDIES WILL SURELY WHET YOUR APPETITE





Reptilian  
Allure

**HUBLOT**  
Big Bang Pop Art  
Auto Chrono





Vermillion  
Surrender

CARTIER  
Ballon Bleu  
Full Diamond





Periwinkle Power

**CHOPARD**  
Happy Sport Rainbow  
Moving Diamonds







Sunny  
Disposition

A. LANGE & SÖHNE  
Yellow Gold Lange 1



Purple Fixation

IWC  
Portofino Midsized





# White Hot

**BREGUET**  
Marine











The historic Cartier boutique at 13 Rue de la Paix (1915)



Louis Cartier and sons

# HAIL TO The King

AS THE LEADING JEWELLER AND WATCHMAKER TO ROYALTY, CARTIER HAS CEMENTED ITSELF AS A KING IN THE WORLD OF HAUTE HORLOGERIE

**R**enowned as the King of Jewellers and Jeweller of Kings, Cartier has a rich and extensive history that dates back to the early 19th century. With an initial focus on crafting fine jewellery, Cartier slowly established itself as a fine watchmaker and master jeweller. Today, the brand celebrates more than 150 years of excellent craftsmanship and further fortifies itself as the signature brand for luxuriously beautiful products.

## 1847-1911

The Cartier Maison was founded in 1847 by jeweller, Louis-François Cartier, in Paris. A family business for many years, the Maison was headed by Louis-François' son Alfred, as well as his grandsons Louis, Pierre and Jacques, in the succeeding years.

In 1899, Cartier opened a store in Rue de la Paix, Paris, considered the cosmopolitan hub of the city at that time. This development was part of the expansion envisioned by the young Cartier brothers who were set on conquering the overseas market.

In an effort to pursue this endeavour, Pierre and Louis travelled to Russia in 1904, where they were inspired to create wonderful pieces and eventually enchanted the Imperial family and Russian aristocracy.

This was followed by the opening of the Cartier store in New Bond Street, UK in 1909. A few years later, Jacques



Cartier Santos



took the helm of British branch and was entrusted by Indian Maharajahs with dazzling gemstones to create stunning jewellery in modern style. The strong ties Jacques established with the Indian market led to the establishment of a Cartier office in India in 1911.

Meanwhile, Pierre was assigned to the New York branch in 1909. His clientele included important American families as well as rising stars of the stage and screen. With hard work and perseverance, the three brothers were able to see their dream to fruition.

Slowly, Cartier became synonymous with quality and excellent craftsmanship, making it the jeweller of choice for royalty. In fact, the Prince of Wales, the future King Edward VII coined the phrase 'King of Jewellers, Jeweller of Kings' as testament to the brand's prowess for creating flawless pieces worthy of his birth right.

The efforts of the Cartier family were truly not in vain as between the years 1904-1939, the Maison was awarded 15 Royal patents and became the official supplier to the most powerful dynasties. This included aristocracy from Russia, Belgium, Spain, UK and India, who entrusted the artisanship of their most precious crowns, tiaras and jewellery to Cartier.



Cartier opens a boutique in New York in 1917



Cartier Panther drawings

## 1904-1912

Apart from jewellery, Cartier also embarked on the creation of exquisite timepieces. As early as 1888, there are already references to wristwatches which can be found in the Cartier archives. However, it was Louis Cartier who became instrumental in cementing the Maison as a wristwatch manufacturer.

In 1904, Louis received a special request from his friend, renowned Brazilian aviator, Alberto Santos Dumont, for a watch that will allow him to tell the time while fly-

ing. At that time, pocket watches were all the rage but taking out the watch to tell the time was not feasible for a pilot who needed to keep his eyes and hands fixed on the control panel of the aircraft. Louis then designed a watch with harmoniously shaped joints that converge towards a leather strap to be specifically worn on the wrist. With a rounded dial, seamless curve of the horns and exposed screws, this was the origin of the Santos de Cartier wristwatch, one of the first ever wristwatches. It was launched by the brand in 1911.

Always delving into new ideas, Cartier followed up the success of the Santos de Cartier with the introduction of the first Tonneau wristwatch in 1906 and the development of two other unusually-shaped watches, the oval (which in 1973 will be named Baignoire) and the Tortue, in 1912. All three watches received such great enthusiasm from the market that Cartier sold as many of these watches as all its other timepieces. Through time, the Tortue became a grand classic and was interpreted many times in Cartier's Fine Watch-making history.

## 1914-1917

One of the Maison's most timeless subjects, the Panthère de Cartier first leaped into existence in 1914. A design spearheaded by Louis Cartier, the panther still reigns supreme in the world of Cartier until the present time.

In 1917, the Maison marked the creation of the Tank wristwatch, inspired by the hori-





The Duchess of Windsor in front of Cartier boutique in Cannes 1938



Love bracelet in gold, Cartier New York, 1970

in point is the Trinity ring, designed by Louis Cartier. Three bands are intertwined in harmony and combines three colours of gold: yellow for fidelity, white for friendship and pink for love. This line was first introduced in 1924 and is now available as a necklace, bracelet or earrings.



Trinity ring



Trinity Crash pendant earrings

In 1933, Jeanne Toussaint was made head of Cartier Fine Jewellery. With this, Cartier filed a patent for the 'invisible mount,' a special stone-setting technique wherein the metal of the mount disappears to allow the stones to dazzle in all their glory. Throughout her decades-long career in Cartier, Jeanne designed a number of the most spectacular pieces of Cartier jewellery. One of note was the colourful flamingo brooch she created in 1940 for the Duchess of Windsor, Wallis Simpson.



Trinity bracelet

Not one to squirm away from introducing novel ways of telling time, Cartier continued to design new timepieces while also retaining the fundamental features that make the watches aesthetically Cartier. This is displayed in the Pasha which was created in 1943. With a round case, this waterproof watch with a screw-down crown was made in gold and exuded power with its large diameter. Other features included sword-shaped hands, Arabic numerals and a natural leather strap that added to its appeal. Simple yet unique, the timepiece was revived in the 1980s, during which it became a popular women's accessory.

zontal section of the Renault military tanks. Louis Cartier designed the watch in 1917, and during World War I, presented the first prototype to General John Pershing, commander of the American Expeditionary Force in Europe.

Breaking from the trend of that era which focused on fanciful twirls, the Tank was the pioneer in more formal rigour. Since then the line has undergone several evolutions and interpretations including the Tank Améric-

aine launched in 1989, the Tank Française introduced in 1996 and the Tank Anglaise which made it to the market in 2012.

## 1924-1943

Alongside the development of its watches, Cartier also continuously excelled in the world of haute joaillerie. Not only focusing on large pieces and commissions, the Maison also delved into creating classic pieces that remain relevant until the present. Case

## 1956-1969

Cartier was commissioned to create Grace Kelly's engagement ring set with a large emerald-cut diamond. The actress was to become Princess Grace, the wife of Prince Rainier of Monaco.



Expressing the carefree spirit of the 1960s, the Crash Watch was created in 1967 in Swinging London. Truly unique and seemingly unimaginable, the Crash Watch could only have been conceived by Cartier, the great maker of shaped watches, in an effort to capture the exhilaration of rebellion and pop culture which shook up the status quo of the time.

In 1969, the Love bracelet was welcomed as a new addition to the Maison's ever-growing family of jewellery. A symbol of inseparable affection, the Love bracelet is a flat bangle studded with screws that locks to the wrist. Undeniably elegant, only a screwdriver can open and fasten the bracelet, a witty reference to 'you hold the key to my heart.' In this instance, it is a bracelet and not a lock that is unscrewed or opened by one's significant other. A unisex piece, the line, at present, includes a ring or necklace.

## 1997-2001

Throughout the years, Cartier has mesmerised the world with its collection of watches and jewellery lines. For its 150th anniversary, the Maison launched exceptional Fine Jewellery creations which included a serpent necklace paved with diamonds and set with two pear-shaped emeralds of 205 and 206 carats.

Taking inspiration from the world of car design, the Roadster was made in 2001. Initially intended for men, the steel watch also greatly appealed to women. Exuding



Santos 100 flying tourbillon watch in white gold, 9452 MC calibre

refined elegance, the structural timepiece has a satin-brushed dial and sword-shaped hands. It also features a shell-shaped calendar magnifier in synthetic sapphire. To accompany it, Cartier created a selection of interchangeable bracelets that clip on with a tiny titanium spring.

In the same year, the Délices de Cartier jewellery collection was launched.

## 2004-2007

For the centennial of the Santos de Cartier watch, the Maison spearheaded new ver-



Crash watch in platinum



Ballon Bleu de Cartier 39 mm Flying Tourbillon



Pasha timepiece

sions of the iconic timepiece, including the masculine Santos 100, the slim, manual-winding Santos-Dumont and the ladies' watch, Santos Demoiselle, named after the Brazilian aviator's plane.

Three years after, roundness defines the Ballon Bleu de Cartier with its rounded case and case back. Its soft curves is complemented by a sapphire cabochon which adorns the winding mechanism. Its style can be referred to as both classic and futuristic, such is its versatility. Roman numerals feature on the guilloché dial along with the staple sword-shaped hands of the Maison.

## 2010-2014

A timepiece that automatically catches the eye, the Calibre de Cartier boasts powerful lines and a robust case which are indicative of a Manufacture watch. With a strongly defined character, it is reinforced by its me-





Cle de Cartier for men, 40 mm white gold and pink gold

chanical construction which includes a 42 mm round case enhanced with a bezel and extended by four curved horns, perfectly embedded in the cylindrical case-middle. Powered by the first automatic mechanical movement entirely made by Cartier, the 1904 MC calibre, its masculine look is complemented by contrasting satin-brushed and polished finishes. Introduced in 2010, the Calibre de Cartier is symbolic of the Maison's foray into movement development.

In succeeding years, the timepiece has gone through a number of improvements. In 2013, Cartier launched the Calibre de Cartier Chronograph while in 2014, the Calibre de Cartier Diver took centre stage at Salon International de la Haute Horlogerie or SIHH 2014. An accomplishment in its own right, the Calibre de Cartier Diver was made in compliance with ISO 6425 standards. An authentic diving instrument with ideal accuracy and water-resistance to 300 metres, the timepiece has a unidirectional turning bezel and time-control displays in Super-LumiNova®.

In between the years of further research in movement creation, Cartier made it to the headlines once again when Kate Middleton, the Duchess of Cambridge, wore the 'halo' tiara on her wedding to Prince William in 2011. A privileged witness of royal love, Cartier crafted the tiara in 1936 and adorned it with 739 brilliant-cut diamonds and 149 baguette-cut diamonds. Lent by Queen Elizabeth II for Kate's 'something borrowed,' the tiara has previously been worn by Princess Margaret, the Queen's sister, and Princess Anne, the monarch's



Rotonde de Cartier Grande Complication Skeleton Watch

daughter. It was originally purchased by Queen Elizabeth II's father, King George VI, the former Duke of York, for his wife, the Duchess right before he became King and she became Queen Elizabeth (later on more affectionately known as Queen Mother).

## 2015

This year, Cartier pursues excellence in the two worlds of watch-making and jewellery-making. The Maison began the year with the introduction of the Clé de Cartier timepiece. Featuring a pared down silhouette, it exudes minimalist elegance while focusing on precision, balance and proportion. With a gently rounded bezel and smoothly tapered horns, the crown of the watch is adorned with a sapphire that is set to remain flushed to the metal. Reminiscent of

the traditional turning of a key to wind up a clock, the crown of the timepiece is the key to setting the time and date. It is powered by the dual-direction winding automatic 1847 MC calibre, named after the founding year of the Maison.

Meanwhile, the automatic self-winding mechanical movement, calibre 9406 MC, drives the Rotonde de Cartier Grande Complication Skeleton Watch. With a platinum case, it features a minute repeater, flying tourbillon, perpetual calendar and a skeleton complication.

In contrast, the Rotonde de Cartier Mysterious Double Tourbillon Watch features the manual-winding mechanical 9454 MC movement. Measuring 45 mm,

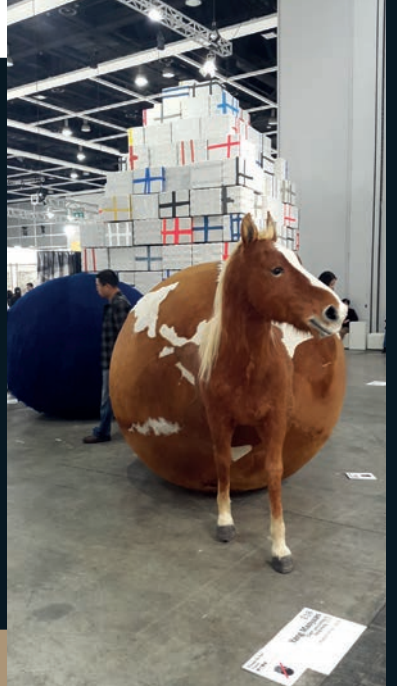
the watch is equipped with the most sophisticated movements in Fine Watchmaking such as a central chronograph, flying tourbillon and astrorégulateur. Other notable timepieces launched this year include the Tank Louis Cartier Skeleton Sapphire Watch, the Rotonde de Cartier Flying Tourbillon Reversed Dial Watch and the Crash Skeleton Watch in platinum.

Many years after the demise of the founding members of the Cartier family, the brand they established still reigns supreme. Synonymous with exquisite quality and sophistication, Cartier retains its position as the King of Jewellers. But now it adds another appellation to its esteemed status, as master haute horloger.





# HIGH LIVING







From Above:  
The Audemars Piguet lounge at Art Basel Hong Kong

# THE ART of Time

DEBORAH ISKANDAR DISCOVERS  
THE TIMELESS WORLD OF  
AUDEMARS PIGUET AT ART BASEL  
HONG KONG

**W**hat is time? How do we define time? What do we do with our time? These are all very philosophical questions that we rarely have time to ponder. But 140 years ago, in a small village in Switzerland, the passing of time gave birth to a company that is “timeless.”

Audemars Piguet is an Associate Partner of Art Basel Hong Kong, the largest art fair in Asia. During the fair, Audemars Piguet hosted a VIP lounge, for the weary collectors to rest and observe the art of watchmaking. For the interiors of the lounge, the brand has always sought to merge artistic creation with technological mastery. In 2015, they





David von Gunten, Louis Koo, Sandra Ng and Olivier Audemars

commissioned artist, Alexandre Joly, to join the brand's artist roster which includes Mathieu Lehanneur, who is behind the design of the lounge and the entrance to the Art Basel Hong Kong after-party, held at California Tower. But, to appreciate the artwork, you need to understand the history of the company.

Audemars Piguet was founded in 1875 in a small village named Le Brassus, in the Vallée de Joux, the southwestern part of Switzerland. It's an isolated town that experiences severely long and cold winters. The original industry to support the village was iron ore. But with the decline of iron production in the late 1800's, the villagers used the minerals to develop precision manufacturing and watch-making, a time intensive industry. This patience helped them to survive the harsh winters, and enabled them to create intricate masterpieces in watch-making.

Reflecting back on the history of the brand, Mathieu Lehanneur's design for the lounge incorporates the juxtaposition of the village landscape; the harsh grey rocks of glaciers and iron ore compared with the



Sandra Ng and Louis Koo take a tour of the Audemars Piguet lounge at Art Basel

small, focused Audemars Piguet factory of peace and tranquillity, where the craftsmen hand-crafted the exquisite watch designs. The stone-like icons hovering over the brand's display protects the entrance to the workshop. The "rocks" were modelled on the actual mineral rocks found in the village. Mathieu added the living wall

from moss as a contrast and to illustrate the transition to spring.

Taking Mathieu's design to the next level, Audemars Piguet appointed sound artist, Alexandre Joly, to breathe life into the living wall. Sound art is a new medium in the 21st century based on the merging of





The living wall at the Audemars Piguet lounge at Art Basel



Alexandre Joly



Mathieu Lehaneur

different sounds to create a melody. Joly recorded the sounds of nature around the village of Le Brassus, the insects, frogs, and the weather, together with the sounds in the Audemars Piguet factory and the chimes of a minute repeater, to create a resonance of sound for the world of Audemars Piguet. To echo the vibrations on the wall, Alexandre creatively used circular wood packaging from cheese actually produced in the village. This same thin wood is used to produce violins and musical instruments. The circular format of the cheese casing allowed the sound to resonate. Piano string and copper wire were integrated into the technology to create a dialogue between the landscape

and the craftsmanship of the village and the world of precision technology.

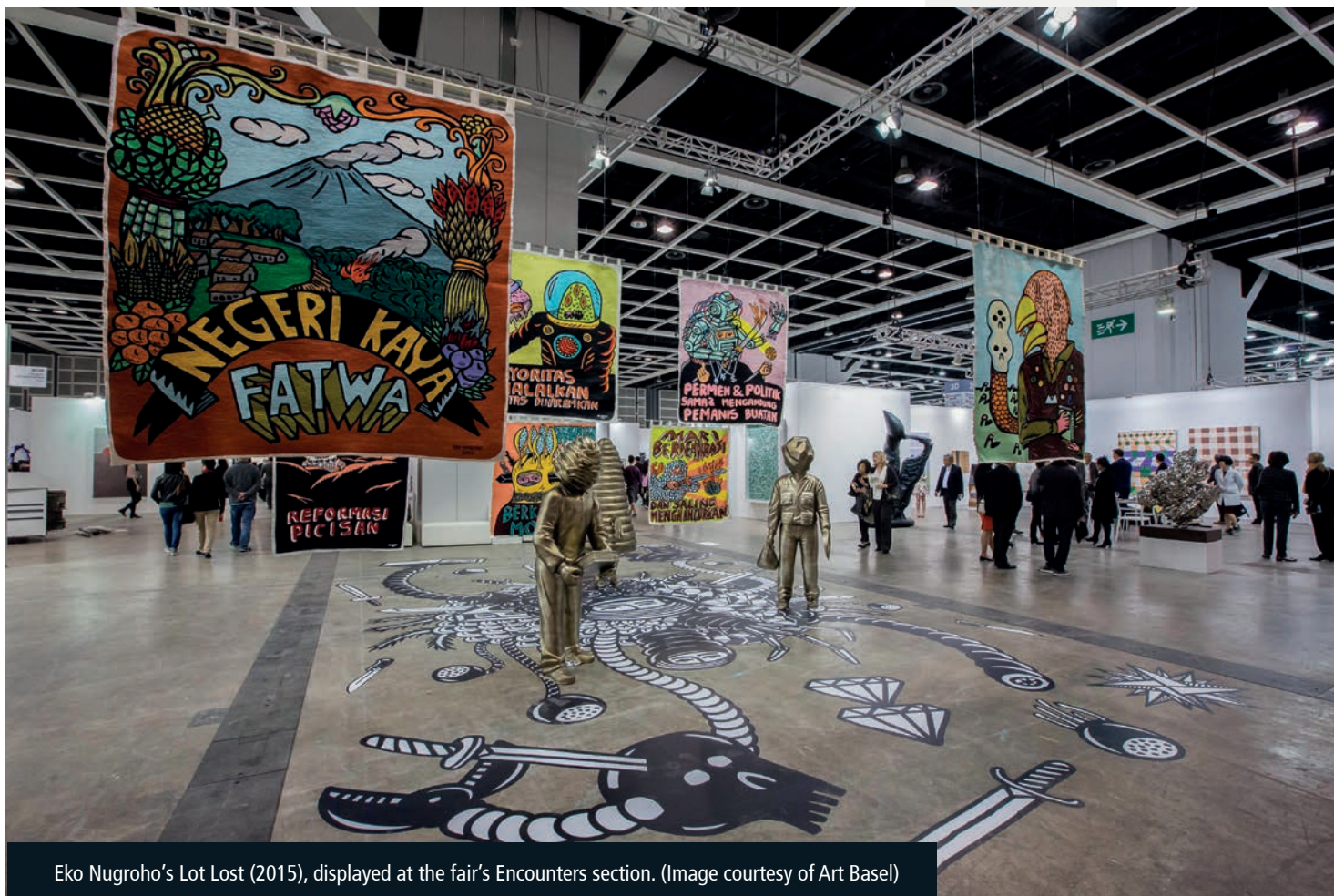
Olivier Audemars, the great-grandson of Edward Auguste Piguet, was in Hong Kong during Art Basel. Conducting personal tours of the watch-making demonstration, Audemars Piguet showcased the technical expertise of their craftsmen. A trained physicist and economist, one would think Olivier would be promoting computer advancements to create an Audemars Piguet watch. Contrary to this, there is a familial pride in the skills of the watchmakers, who can spend four hours just to make a small screw. The minute pieces that must be manufactured to create an Audemars

“ART AND TIME CONTINUE TO GIVE BIRTH TO NEW RELEVANCE FOR GENERATIONS. AUDEMARS PIGUET’S DEDICATION AND LOYALTY TO TIME IS AN ART FORM THAT HAS NO BOUNDARIES.”

Piguet timepiece cannot be replicated by a computer. The time and precision it takes to create an Audemars Piguet masterpiece makes each one truly a work of art.

We rarely have the time to ponder the “concept” of time. One observation that can be drawn from physics is that time is relative to the motion of the observer. How we measure time is defined by each individual. Audemars Piguet illustrates that the skill of creating precision watches is not changed by time. The same is true with art. Art and time continue to give birth to new relevance for generations. Audemars Piguet’s dedication and loyalty to time is an art form that has no boundaries.





Eko Nugroho's *Lot Lost* (2015), displayed at the fair's Encounters section. (Image courtesy of Art Basel)

The completion of Art Basel Hong Kong last March 17th marked the end of the busiest week in Hong Kong's art scene. With a cornucopia of gallery openings, museum and collector's shows, and of course the fair, a full week in Hong Kong was not long enough. Art Basel has quickly changed the landscape of the Hong Kong art scene in three short years. Representing 233 leading galleries from around the world, and showcasing more than 3,000 artists, Art Basel covers the range of emerging artists to the modern masters such as Picasso and Roy Lichtenstein. Attracting over 60,000 visitors, the key is to enter early during the Vernissage to have the top picks of the fair as the best works were snapped up quickly by hungry collectors. Combined with the satellite events, there are many exceptional works to satisfy an art addict's appetite. But in my opinion these are the five works that stood out, including two artists from Indonesia.

Eko Nugroho's installation, entitled 'Lot Lost' took centre stage at the fair in the Encounters sector. Curated by Australian Alexie Glass-Kantor, the Encounters section exhibited 20 large-scale sculpture and

## NEW Reflections

DEBORAH ISKANDAR PROVIDES HER INSIGHTS ON CONTEMPORARY ART AT ART BASEL

installation works that drew inspiration from the landscape urbanism. Eko's work consists of mural, sculptures, and embroideries in his signature street style. The work tells the story of crisis and transition to democracy in Indonesia. It was sold to an Australian museum for US\$ 330,000 at the end of the show.

A large abstract piece by Arin Dwiheartanto Sunaryo was featured in Jakarta-based Nadi Gallery's booth. Titled "Combustication #2", the piece shows Arin's signature use of vibrant resin and Merapi volcanic

ash from the 2010 eruption of Gunung Merapi, the most active volcano in Indonesia. This signature piece is a departure from his usual greyish palette, by incorporating splashes of red and blue. The movement of the resin creates a flowering effect rising from the ashes of the volcano.

Anish Kapoor's discs are always a fair favourite and he is usually represented in several galleries. However, his gold disc was a stand out. Anish Kapoor is probably the most renowned and influential sculptor of this generation. The gold disc I saw at





Arin Dwihartanto Sunaryo's *Combustication #2* (2014); Pigmented resin, Merapi volcanic ash, digital print mounted on wooden panel; 132 x 359 cm. The work was featured in Nadi Gallery's booth. (Image courtesy of Art Basel)

the fair shines with his unique magnetism. A womb-like form impregnated with solid gold colour invites the viewer to worlds of imagination. His stature has increased to become one of the most influential sculptors in the 21st century.

One of the works that captured the most attention at the fair was Sam Jinks' hyper-realistic human figures. Reminiscent of the realistic detail of Maurizio Cattelan, these works were more than a little disturbing. Two of his sculptures were exhibited at the fair, the 'Kneeling Woman' and the 'Standing Pieta.' The details of the body and the skin are very life-like that it is almost unbelievable that these figures were just made from silicon, resin, and human hair. The human body has long been one of the greatest themes throughout the history of art, and Sam Jinks has succeeded in taking a step further to interpret this theme within the context of contemporary art today. Jinks' figures suspend the viewer in an intense moment of intimacy, while evoking strange repulsion at the same time. It invites the viewers to reflect back on themselves.

Finally, Yang Maoyuan's inflatable horse was a show-stopper. With Maoyuan's horse, its torso is blown up with the inflating ball inside, creating a strange illusion. Like Sam Jinks, Maoyuan uses real horse hair and skin to create the reality of the situation, yet we know it's just fantasy. Inspired by Chinese traditional culture, Maoyuan's inflatable sculptures were first started in 2000. On one hand, the image could reference the Chinese population's wish for growth and development, but not in an absurd way. "Inflation" and "roundness" both have positive and negative meaning within



The small gold disc by Anish Kapoor





Sam Jinks' *Untitled (Standing Pieta)* (2014) Silicon, pigment, resin, human hair 240 x 66 x 59 cm. (Image courtesy of Art Basel)



Yang Maoyuan's *'They are coming to Hong Kong'* (2014), displayed at the fair's Encounters section

Chinese culture. Maoyuan combines both of these meanings in his horse sculpture, making self-conflicting wholes that leave great impact for the viewers.

Aside from the fair, Hong Kong also hosted some several remarkable satellite events during the Art Basel. One of them was the public display of Chinese artist Zhu Jinshi's *Boat* that was presented by Pearl Lam Galleries and Hong Kong Land. Made of bamboo, cotton, and over 12,000 sheets of Xuan paper, this 18-metre long, seven metre high installation is a monumental work with a magnificent visual impact. Hong Kong Land is one of the pioneers in the use of commercial property to display works of art, and its branch company in Indonesia, Jakarta Land, which has been running an extensive art program these past few years, now also, continues this passion for art.



A visitor inside a section of Zhu Jinshi's *'Boat'* Installation art at The Rotunda, Exchange Square Hong Kong Land. (Image courtesy of Keith Tsuji)

At the end of the tour, I found that these works, and other installations that were included in the fair, show how the Asian art scene has developed to an international level. This development runs parallel with

the development of Asian economies in recent years, but the Asian art scene is still in its infancy and there are plenty of areas of opportunity yet to be discovered.





for those who require additional space in their handbags. Due to its versatility, the micro bag is able to move with its wearer from morning to night, serving as a faithful companion to the urban woman.

The micro bag's play on proportion and colour, combined with the Maison's signature irony and quirky design, makes the minuscule accessory the perfect bag to make a big fashion statement. Some might prefer the bag in a solid bright-coloured hue, while more adventurous women might opt for the special variations, such as the Bag Bug-eyed micro bag. To mix and match the pieces, the solid-hued micro bags could also be accessorised with Fendi bag bugs to add a touch of humour to a classic shape. Pairing options are endless, as patterned

From Left:  
Fendi Micro Bag and Colourful array of Micro Peekaboo bags



# SMALL Wonder

GOOD THINGS COME IN MICRO PACKAGES, AS EVIDENT IN FENDI'S SPRING/SUMMER 2015 COLLECTION OF MICRO BAGS

**F**endi recently launched the IT bag of the year, the micro bag. An accessory that is interpreted in two versions, the Peekaboo and Baguette, the Fendi micro bag possesses the humour and practicality of the Peekaboo in one and the delicate silhouette of the Baguette in another. Though compact in size, it is a versatile essential for modern urban dwellers.

The bag, with its long strap, provides options for the wearer to be worn cross body, on the shoulder, or as a clutch worn with an evening gown, when the strap is removed. With its micro size, it urges its wearer to carry only the essentials, reinforcing practicality and functionality. The adaptability of the micro bag enables the accessory to be attached to regular-sized Fendi bags,

regular-sized bags could be accessorised with a solid-coloured micro bag and vice versa, providing an exercise in creativity and a means of expressing one's individuality.

The micro bag is available in classic Nappa leather and in precious materials such as fur and python skin.





FENDI



# BOHEMIAN Rhapsody

TORY BURCH GOES BOHEMIAN FOR THE FALL 2015 COLLECTION

**M**ixing exotic Morocco and artsy Chelsea, Tory Burch's Fall 2015 collection shines a spotlight on beautifully crafted embellishments and unique patterns, while playing with textures and artfully fusing feminine and masculine elements. Inspired by London bohemian, the collection sees diaphanous fabrics and billowy bias cuts: breezy silhouettes that match the runway's easy, au naturel look.

The ethnic earthy theme of the collection is reflected in the colour palette, ranging from cool blues and slate grey to deep burgundies and reds. On the runway, the earthy tones are contrasted with subtler hues, mixing exotic patterns with cool solids, as seen in the collection's patterned flared pants and loose neutral-coloured tops. Adding an element of surprise, a sweet and demure bow blouse makes an unexpected appearance at the runway, paired with ethnic pieces such as Moroccan carpet-patterned skirts and pants.

The ethnic carpet pattern continues throughout the collection, and in the accessories department, the oversized carpet bag is singularly eye-catching despite its subtle earthy colours. Another wonder-inducing piece in the bag department is the envelope bag, made from a material that mimics the look of wood. Ranging from mini to oversized, the bags complemented the subtlety of their earth-toned hues with highly crafted embellishments in the form of studs.

With the collection's bias cuts and uneven hemlines, the structured shoes in the collection are perfect accompaniments to the clothing's easy tailoring. Mules, short boots and knee-length boots are constructed from rich velvets and leathers, with special detailing, studs and metal heels specially crafted in Morocco.

From Marrakech to London, the collection successfully combines elements of two distinctive cities. The result is a unique contrast of textures, colours and materials, with unexpected details that lend an element of surprise to the collection.



Tory Burch  
Fall 2015  
Collection





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# MARK Webber

**M**ark Webber's career in sports has been, to say the least, very diverse. Though all of his experiences have been in the motor racing field, he has jumped from Le Mans, Formula One, and as of 2014, has joined the Porsche team racing LMP1 Sports Cars in the FIA World Endurance Championships. His first year with the team ended with him avoiding a serious injury, as commented in an interview recently that the team still has a long way to go for the 2015 season, which started in Silverstone in April. Mark Webber is an ambassador for Chopard.





**DWAYNE WADE – HUBLLOT**

Miami Heat's shooting guard, Dwayne Wade, may look tough on the court. But at home, he's a sweetheart. Or so says his wife, Gabrielle Union, during a recent interview. The 33-year old, who went pro in 2003, is apparently a downright romantic, who never leaves the house without kissing his wife, and telling her he loves her. Not only that, he also does philanthropic work with St. Jude's Children Research Hospital. The three time NBA champion is an ambassador for Hublot.



**JENNIFER ANISTON – ROLEX**

Year in and year out, the media talks about Oscar snubs. Jennifer Aniston, most memorable for her role as Rachel Green on 'Friends,' was this year's most talked about Oscar snub for her role as Claire in the movie 'Cake.' Her portrayal of a drug-addicted woman earned her nominations at the Screen Actors Guild Awards and the Critics' Choice Awards, but the Academy Awards committee evidently disagreed. Jennifer Aniston is a loyal fan of Rolex, often seen in her gold Oyster Perpetual Datejust.



**DAVE PATEL – IWC**

Dave Patel has been active in the acting scene since his 2008 mega-hit 'Slumdog Millionaire.' He was a regular on the TV series 'The Newsroom' from 2012 to 2014, for which he was nominated for Outstanding Supporting Actor in a Drama Series by the NAACP Image Award committee. Earlier this year, he also released two new big screen movies, including 'The Second Best Exotic Marigold Hotel,' a film that despite receiving mixed reviews stayed at the top of the box office longer than other Indian-based movies such as 'The Hundred Foot Journey.' Dave wears IWC.

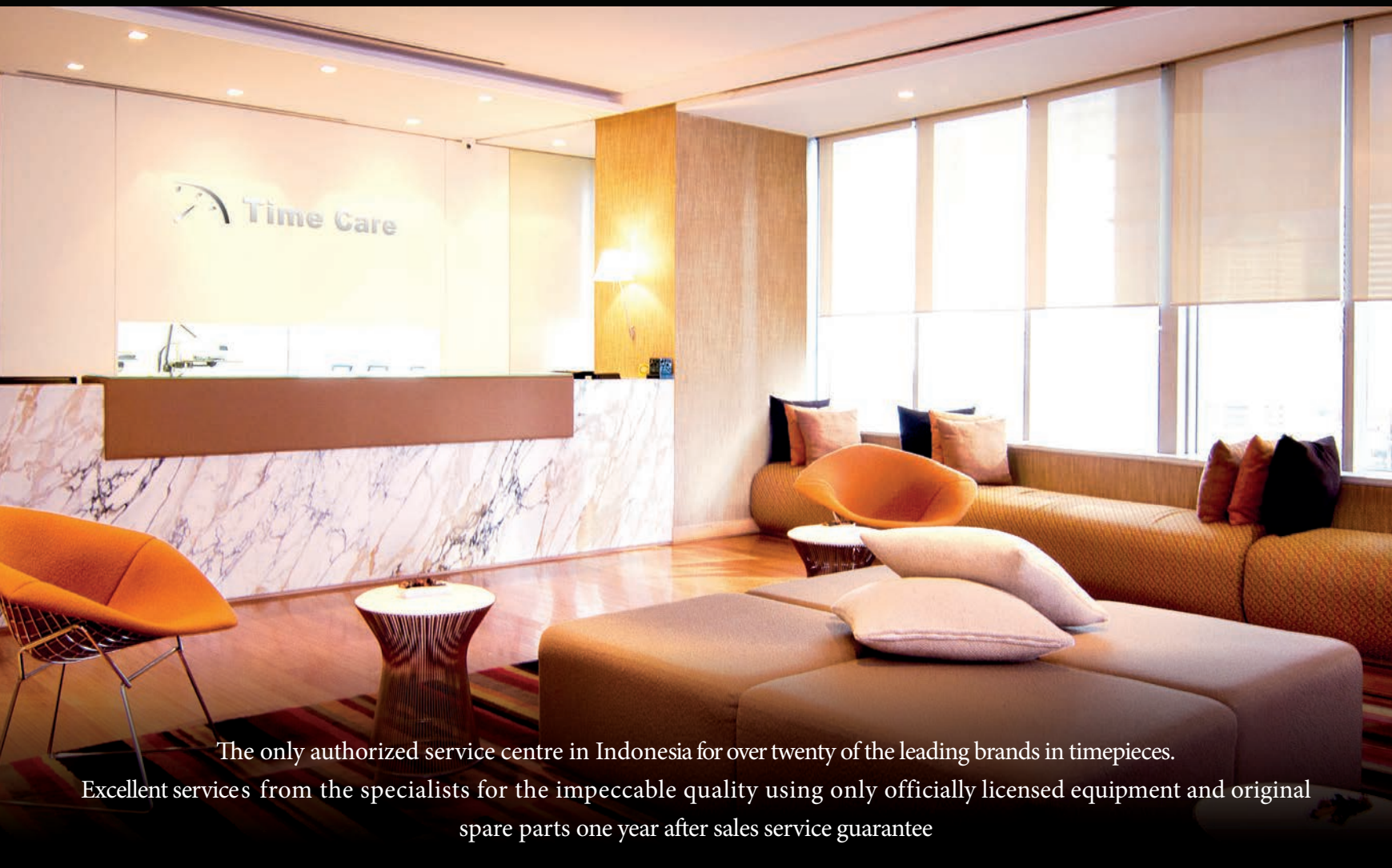


**LUHAN – AUDEMARS PIGUET**

In the land of K-Pop, Beijing-born Luhan is gathering quite a bit of headlines. Not only has he been in the spotlight with his very successful former group EXO, but his departure from said group has stirred up controversy as well. That has not, however, stopped him from enjoying success on the big screen with his recently released Chinese movie "20 Once Again," where he portrays the lead actress' musician grandson. Luhan is often spotted wearing several different Audemars Piguet watches.



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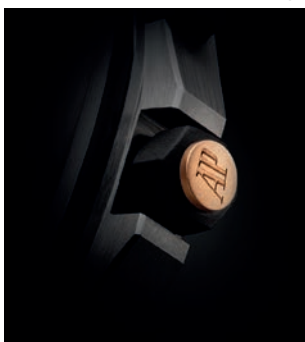
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# The Time Place

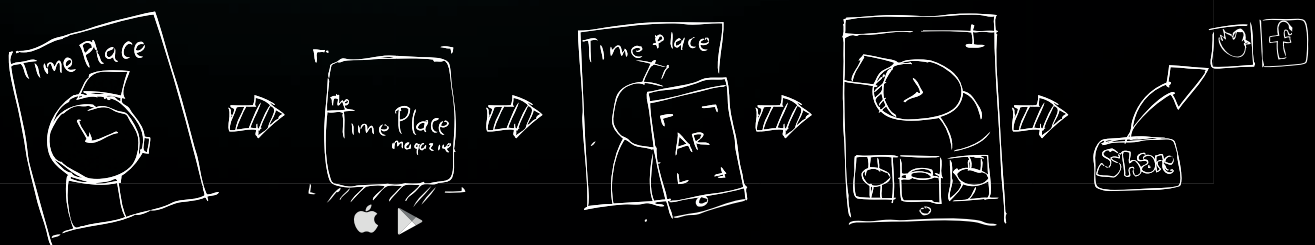
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