

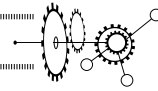
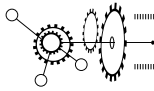
# Robb Report

SINGAPORE



# MASTERS OF TIME

AN IN-DEPTH LOOK AT  
THIS YEAR'S HIGHLIGHTS  
IN HOROLOGY



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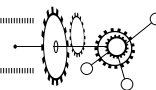
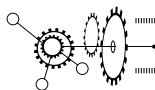
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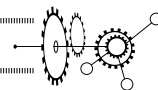
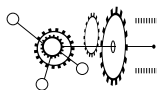
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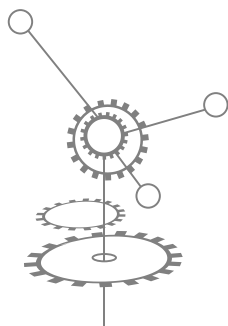
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# NO TIME LIKE THE PRESENT

This year's new releases comprise an elite peasantry of stunning timepieces.

By KENNETH TAN



Clockwise from below:  
A Lange & Sohne  
Zeitwerk Minute Repeater;  
Ulysse Nardin Stranger  
Vivaldi; Cartier  
Rotonde de Cartier  
Grande Complication.

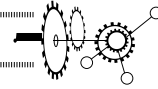
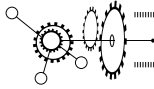


## A CHIME IN TIME

Repeaters – that most picky of complications – took centre stage this year. In the Zeitwerk Minute Repeater, A Lange & Sohne's Saxon invention birthed a rare example of a striking mechanism with a digital display. Over at Cartier, the minute repeater was one part of the triumvirate of high complications found in the

Rotonde de Cartier Grande Complication (the other two being a perpetual calendar and flying tourbillon).

Bringing it home was Ulysse Nardin with its Stranger Vivaldi, the latest version of its Stranger timepiece introduced in 2013, this time playing Vivaldi's *Violin Concerto in E* on the hour.



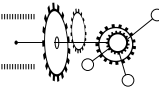
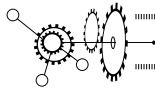
### CELESTIAL INTRIGUE

Through precision mechanics, Jaeger-LeCoultre created the Duometre Spherotourbillon Moon. On it, one finds a moon phase so accurate that a one-day deviation occurs only once in 3,887 years. In a nod to the intrepid 15th-century Portuguese explorer, Montblanc's Villeret Tourbillon Cylindrique Geospheres Vasco da Gama offers triple time zones and world time, with the added visual fascination of three-dimensional northern and southern hemispheres on the dial. The flow of time is also narrated through the digital date and month in the IWC Schaffhausen Portugieser Perpetual Calendar Digital Date-Month Edition 75th Anniversary.

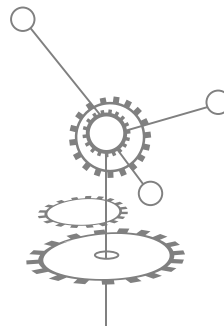


Clockwise from left:  
 Montblanc Villeret  
 Tourbillon  
 Cylindrique  
 Geospheres  
 Vasco da Gama;  
 engraving of explorer  
 Vasco da Gama  
 from 1870; Jaeger-  
 LeCoultre Duometre  
 Spherotourbillon  
 Moon.

**MONTBLANC'S VILLERET TOURBILLON  
 CYLINDRIQUE GEOSPHERES VASCO DA GAMA  
 OFFERS TRIPLE TIME ZONES AND WORLD TIME.**



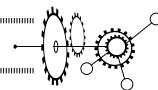
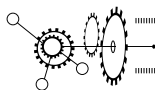
TO CELEBRATE ITS 260TH ANNIVERSARY, VACHERON CONSTANTIN UNVEILED A NEW CUSHION-SHAPED CASE.



## QUICK MEASURES

special run of 150 pieces of the Mare Nostrum Titanio by Officine Panerai revisits the Royal Italian Navy of the 1940s, in a time when each man was equipped with a Panerai chronograph. To celebrate its 260th anniversary, Vacheron Constantin unveiled a new cushion-shaped case. In this Harmony collection, the coup de grace is the Harmony Ultra-Thin Grande Complication Chronograph, limited to only 10 pieces in 950 platinum.

From left:  
Vacheron Constantin  
Harmony Ultra-Thin  
Grande Complication  
Chronograph;  
Officine Panerai Mare  
Nostrum Titanio.

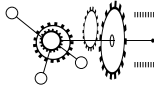


WAYS OF THE WHIRL

The tourbillon – French for whirlwind – appears in the 5.05mm-thin 1270S movement found in Piaget’s record-setting Emperor Cousin Ultra-thin Tourbillon Skeleton. Also, Harry Winston puts a triaxial tourbillon on its Histoire de Tourbillon 6, accompanied by an hour and minute counter. Meanwhile, maverick watchmaker Richard Mille engineers a flying tourbillon that rises from beneath magnolia petals in his RM 19-02 Tourbillon Fleur.

Clockwise from below: Piaget Emperor Cousin Ultra-thin Tourbillon Skeleton; Richard Mille RM 19-02 Tourbillon Fleur; Harry Winston Histoire de Tourbillon 6.





## PARMIGIANI FLEURIER'S BUGATTI VICTOIRE RECALLS THE ENGINE BLOCK OF THE LEGENDARY AUTOMOBILE.



From below left:  
Parmigiani Fleurier  
Bugatti Victoire;  
Ralph Lauren  
Automotive Skeleton.

### ROAD TEST

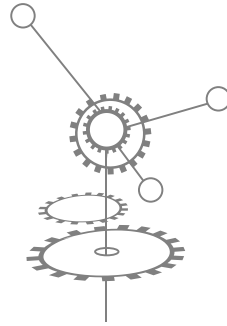
The beautiful machines produced by Bugatti influenced the distinct look of Ralph Lauren's Automotive Skeleton piece. The designer, who collects vintage cars, infuses the dashboard aesthetics of the 1938 Bugatti Type 57SC Atlantic Coupe onto a bezel of amboyna burl. Meanwhile, Parmigiani Fleurier's Bugatti Victoire recalls the engine block of the legendary automobile, with recognisable geometric shapes and engravings.





### LITTLE AND LARGE

This year's releases adeptly demonstrated the diversity of timepieces. On the one hand, the classically pure Clifton Big Date and Power Reserve is Baume & Mercier's elegant execution of traditional timepieces. As for independent watchmaker Urwerk, its UR-1001 Zeit Device, a stainless steel futuristic pocket watch first unveiled in 2012, now comes in titanium with a removable wrist strap. Renamed Titan, it is now lighter and more feasible for wear on the wrist - if a 106mm x 62mm timepiece could ever be so described.



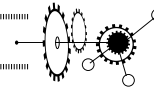
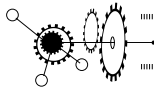
Clockwise from right:  
Baume & Mercier  
Clifton Big Date and  
Power Reserve;  
Urwerk Titan.



**THE CLASSICALLY PURE  
CLIFTON BIG DATE AND  
POWER RESERVE IS  
BAUME & MERCIER'S  
ELEGANT EXECUTION  
OF TRADITIONAL  
TIMEPIECES.**



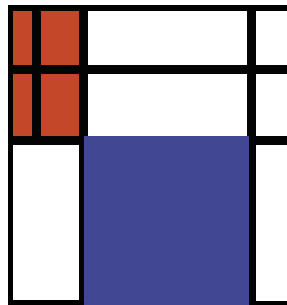
The crown on Avenue Dual Time is set at an angle, offering further proof that Harry Winston's watchmaking sets new standards and invents new horological concepts.



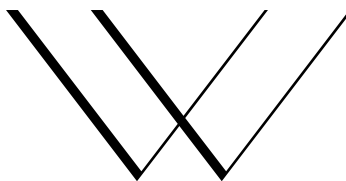
# REVOLUTIONARY TIMES

A combination of genius and sheer doggedness has given birth to timepieces that test the boundaries of watchmaking.

By KENNETH TAN AND HO YUN KUAN



## HARRY WINSTON AVENUE DUAL TIME AUTOMATIC



With the Dual Time Automatic, Harry Winston has added a masculine complicated timepiece to its Avenue line, which has so far been dominated by dainty ladies' watches. The only feature kept constant is the signature rectangular case, a tribute to the sleek skyscrapers of New York City, where the brand's first boutique is situated on Fifth Avenue.

The Dual Time Automatic has an unusual face that's actually two dials displayed on one. On the right is the home time indication. This is the more cluttered dial with overlapping design

with the Dual Time Automatic, Harry Winston has added a masculine complicated

features, a smoky sapphire crystal glass and transferred indexes. On the left, the local time is indicated by two columns of numbers from zero to 12. Through vertical openings arranged between these numbers, a red hand can be seen moving to point at the right hour. This is a retrograde display, so the hand jumps from 12 to zero at midnight.

Powered by calibre HW3502, every function can be controlled by the single crown located at five o'clock. Pulling the crown removes the red hand on the local time zone from sight. The time can then be set via a circular disc visible in the centre of the watch's face. Push in the crown, and the red hand returns, this time to point at the number as indicated on the disc. [www.harrywinston.com](http://www.harrywinston.com)



## PATEK PHILIPPE GRANDMASTER CHIME REF 5175R-001

As the last independent, family-owned Genevan watchmaking company, Patek Philippe's savoir faire is best manifested in its sensational 175th anniversary opus.

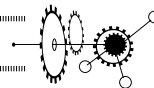
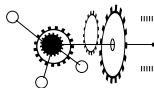
Ref 5175 displays Genevan artistry of yore: refined aesthetics, fluent legibility and superlative mechanics.

These qualities are then supercharged on the double-sided, swivel-and-lock rose gold case – which is constructed from 214 components versus 12 parts on a conventional case – as well as on the 20 complications residing within.

The latter includes a grande and petite sonnerie, a minute repeater, an acoustic alarm that strikes the alarm time, a

second time zone, a date repeater that sounds the date on demand, and a host of calendar functions including an instantaneous perpetual calendar with a four-digit year display.

A masterpiece that took seven years to complete, Ref 5175 raises the stakes in the world of horology with six patents awarded on innovations.



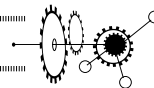
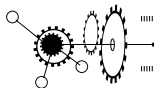
The Grandmaster Chime is the first double-faced wristwatch by Patek Philippe that can be worn with either dial facing up. One dial focuses on the time and the sonnerie, while the other is dedicated to the full instantaneous perpetual calendar.

Its ease of use is guaranteed by isolation mechanics to prevent disruption, quite necessary in view of the 1,366-part calibre 300.

This piece is limited to only seven, with six sold to long-standing collectors of the brand's timepieces and the seventh installed in the Patek Philippe Museum.

[www.patek.com](http://www.patek.com)

**REF 5175 DISPLAYS GENEVAN ARTISTRY  
OF YORE: REFINED AESTHETICS, FLUENT  
LEGIBILITY AND SUPERLATIVE MECHANICS.**



## HYSEK IO JUMPING HOURS TOURBILLON

A flying tourbillon takes centre stage in yet another iteration of Hysek's standout IO timepiece. Sitting in a chasm in the middle of the dial, the little whirlwind enjoys its moment of glory, showcased to full potential against a skeletonised movement.

It's not an exaggeration to say that everything on this watch revolves around the tourbillon, because the time display has been relegated to concentric circles that frame it. The minute display is on the inner ring, with

the reading given by a rose gold arc that moves around it. The outer ring shows the hours by rotating beneath an openworked layer that gives teasing glimpses of the indexes on it. This ring turns so that the index indicating the right time moves into place beneath a rose gold window, the only spot on the openworked layer that allows a full display of the numbers.

All this is powered by the new in-house calibre HW20 that provides the timepiece with a 42-hour power reserve. [www.hysek.com](http://www.hysek.com)



Only 88 pieces are available worldwide.



## AUDEMARS PIGUET ROYAL OAK CONCEPT RD#1 MINUTE REPEATER

In unveiling this timepiece, Audemars Piguet marks a new chapter in acoustic technology. Inspired by a 1924 minute repeater in its archives, the company undertook in-depth research – to the extent of consulting with instrument makers, sound engineers and specialists from the Ecole Polytechnique Federale de Lausanne in Switzerland – some eight years ago.

This year, backed by three pending patents, the RD#1 makes a rather loud contribution to the minute repeater mechanism. A long steel strip, similar to the steel gongs of minute repeaters from the late 19th century, has been worked around the movement to achieve an optimal 'sonic target' with nearly zero reverberation. All of this results in a more sustained and richer quality of sound superior to anything in existence; it is 10 decibels louder on the register and audible at a distance of 15m. As if this isn't impressive enough, the minute repeater shares the space in the Royal Oak's 44mm titanium case with a tourbillon and chronograph.

[www.audemarspiguet.com](http://www.audemarspiguet.com)



This new Royal Oak Concept watch, a unique prototype, was unveiled by Audemars Piguet at Salon International de la Haute Horlogerie 2015 in Geneva.

**INSPIRED BY A 1924 MINUTE REPEATER IN ITS ARCHIVES, THE COMPANY UNDERTOOK IN-DEPTH RESEARCH – TO THE EXTENT OF CONSULTING WITH INSTRUMENT MAKERS, SOUND ENGINEERS AND SPECIALISTS FROM THE ECOLE POLYTECHNIQUE FEDERALE DE LAUSANNE.**

## BREGUET TRADITION AUTOMATIQUE SECONDE RETROGRADE 7097

Simply described, a Breguet Tradition is a watch with all its entrails showing. It's really more appealing than it sounds – the movement parts, such as the bridges, wheels, escapement and barrel, which are usually hidden under the baseplate, are placed in full view instead, providing a fascinating showcase of everything that keeps the timepiece running.

Launched in 2005 and now in its 10th year, the collection is inspired by the subscription watches created by founder Abraham-Louis Breguet in 1796 that required customers

### BREGUET HAS ADDED A RETROGRADE SECONDS HAND AT 10 O'CLOCK.

to 'subscribe' by paying a quarter of the price as downpayment and the balance upon delivery. Having the movement parts put in full view of the wearer is a straightforward way to commemorate the movement used in these watches.

For this timepiece, Breguet has added a retrograde seconds hand at 10 o'clock. It's a slight improvement, yet provides copious visual pleasure when the hand jumps back to zero at the end of 60 seconds. At four o'clock is another emblematic Tradition feature: the pare-chute, a Breguet invention that protects the timepiece from shock. [www.breguet.com](http://www.breguet.com)



The pare-chute, seen here at four o'clock, is the father of all shock-protection devices used in mechanical watches today.



# WELL ARMED

Forgo the classic three-hand in favour of these standout timepieces.

Photography EK YAP

Text HO YUN KUAN

Styling WENDY KHAING





Blancpain Fifty Fathoms Bathyscaphe Chronograph Flyback in stainless steel with Nato strap (\$20,600); A Lange & Sohne Saxonia Annual Calendar in white gold (\$65,200). Tiffany & Co CT60 Chronograph 42mm in stainless steel (\$10,600).



Vacheron Constantin Overseas  
Chronograph in stainless steel  
(\$30,300);  
Hublot Classic Fusion Aeromoon in  
titanium (\$26,900).



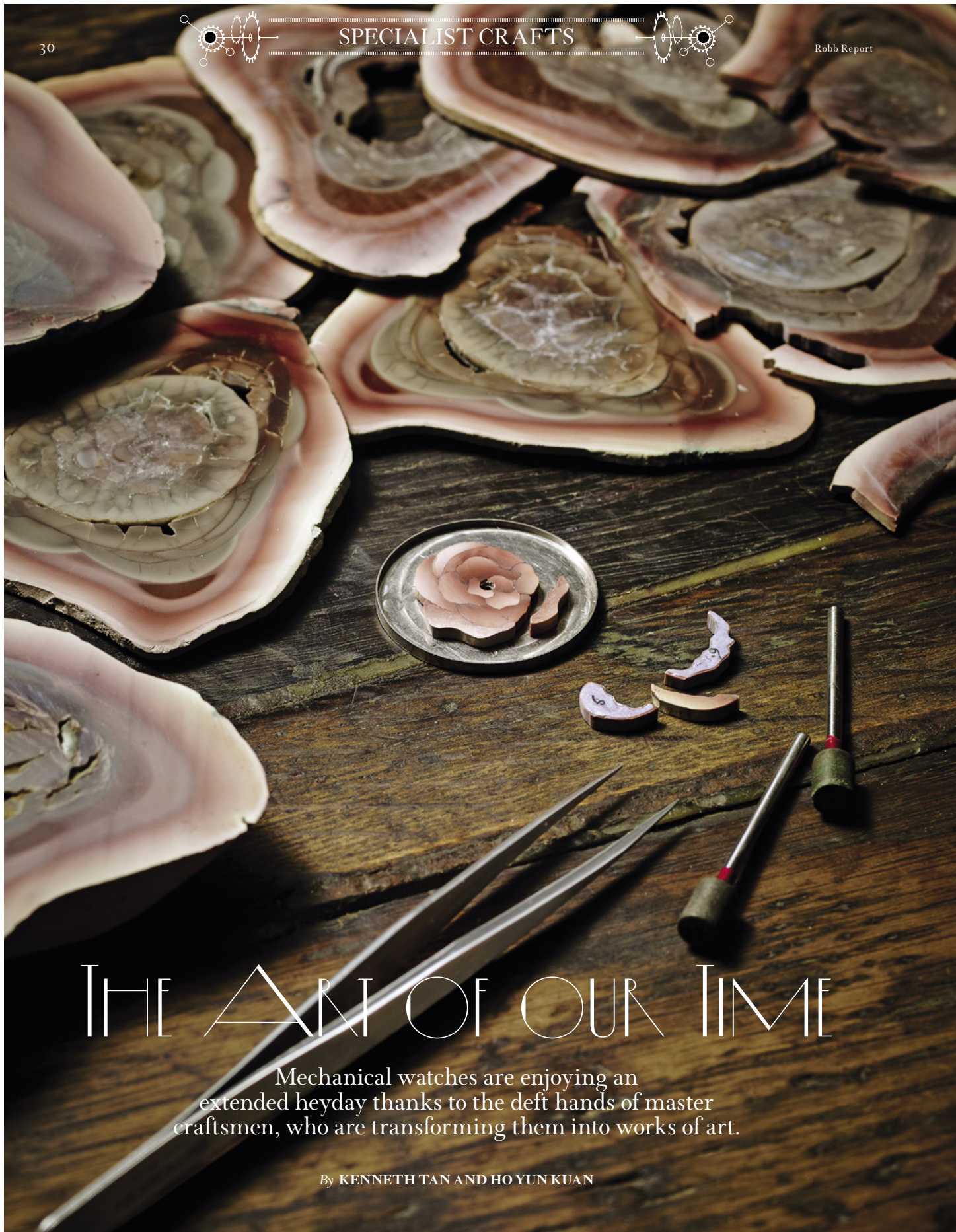
Richard Mille RM on Lotus Fr  
(price upon request).



Patek Philippe  
5960/1A-001 annual  
calendar chronograph  
(price upon request).



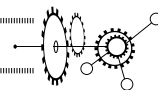
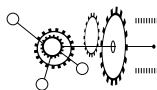
Roger Dubuis Excalibur Automatic Skeleton in pink gold (\$103,000).



# THE ART OF OUR TIME

Mechanical watches are enjoying an extended heyday thanks to the deft hands of master craftsmen, who are transforming them into works of art.

By KENNETH TAN AND HO YUN KUAN



## A Rose by any other Name

The baroque art of stone marquetry reveals itself in Piaget's Altiplano this year.

It began with ancient Roman emperors, who decorated their objects and furniture with stones. Later, the ascendancy of the Medicis in Florence led to the refinement of this craft; stones cut into tiny pieces and reproduced as flora and fauna motifs to adorn cabinets and doors.

This year, Piaget has introduced this age-old craft into its Art & Excellence collection by creating a rose from a delicate mosaic of Imperial

### THE ROSE WAS CREATED FROM A DELICATE MOSAIC OF IMPERIAL MEXICAN JASPER BY HERVE OBLIGI.

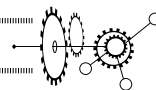
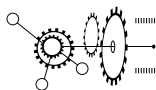
Mexican jasper. The exponent of this craft is Herve Obligi, an artist who has dedicated more than 30 years to perfecting this painstaking skill, to the extent that his workshop was honoured with a Living Heritage Company laurel.

Obligi's efforts begin with a diamond blade to break the jasper cleanly. He then employs a hazelnut wood bow strung with a steel wire to trace the shape of the petals. Assembly ensues using heated resin as a sealant. A layer of polishing is applied for extra lustre. Looking at his handiwork, Obligi says: "That was the moment when I felt I had contributed to something stunning." *obligi.fr*

Herve Obligi's handiwork is encased in the 38mm Altiplano's white gold case.





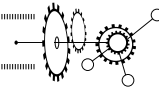
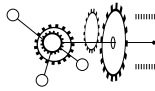


### Might of the Knights

Size matters, and for Roger Dubuis, small is good.



This and facing pages:  
the sword of each  
knight points inwards  
as replacements to  
traditional  
hour markers.



Legend has it that King Arthur once constructed a round table, about which Merlin the sorcerer declared: "Around this table, the bravest knights will gather as equals. They will set forth in search of adventure, righting

wrongs, protecting the weak and humbling the proud." The 12 worthy knights identified by the

round table thus went on a search for the Holy Grail, an object of magic that promised to provide happiness, eternal youth and abundant food.

In creating the Excalibur Knights of the Round Table timepiece, Roger Dubuis has embarked on a quest for its own holy grail – an unending search for excellence. Following the first version of the timepiece unveiled in 2013, the second iteration once again showcases

the art of miniaturisation at its best. Twelve individually sculpted bronze knights, standing only 6.5mm tall, stand around a circular table of black jade. Each figurine represents a whole day's work and is unique, being sculpted

and finished by hand. To complete a whole dial takes a month. The patina that develops on the bronze over time adds depth and texture to the finishing on each knight.

Roger Dubuis' product design director, Lionel Favre, says: "Instead of 12 sculptures that you collect to house in your home or garden, you have

## TWELVE INDIVIDUALLY SCULPTED BRONZE KNIGHTS, STANDING ONLY 6.5MM TALL, STAND AROUND A CIRCULAR TABLE OF BLACK JADE.

12 miniature sculptures housed in your watch, which you can wear and take with you everywhere. The artists and watchmakers have worked in close collaboration to bring together the traditions they uphold into this one watch."

As with all Roger Dubuis timepieces, this 28-piece, limited-edition watch is produced to the standards of the Poinçon de Genève. [www.rogerdubuis.com](http://www.rogerdubuis.com)





### Carved in Metal

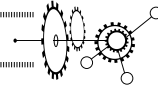
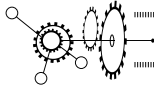
The beautifully engraved gear train bridges of Armin Strom's timepieces immortalise nature's elements.

The earliest evidence of engravings dates back to the 1430s in Germany, but more skilful executions imitating the realism and detail found in paintings only appeared in the 1470s in the works of German artist Martin Schongauer and his Italian counterpart Andrea Mantegna. Today, the art form is

an essential decorative technique in watchmaking and is commonly used on cases and movements.

In the Armin Strom workshop, this ancient art lives on through the hands of the brand's one and only engraver, Juliane Seume. The soft-spoken 31-year-old has been practicing the craft for six

Armin Strom Gravity Fire boasts the same exceptional level of finishing that has contributed to the reputation of the brand and of its eponymous founder.



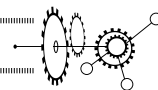
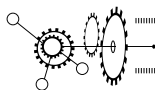
**THE GEAR TRAIN BRIDGE CAN BE ENGRAVED WITH FOUR DESIGNS, EACH INSPIRED BY ONE OF THE FOUR ELEMENTS OF WATER, AIR, FIRE AND EARTH.**



years, with three of those years at Armin Strom. She chips away at a gear train bridge with burins of different sizes and tips, sometimes using up to five or six tools to achieve the effect she wants. The gear train bridge of Armin Strom watches are engraved with four different designs, each inspired by one of the four elements of water, air, fire and earth.

“My favourite is the earth version,” says Seume. “There is just something about the lines that attract me.” The earth version calls for a motif of the Eiger, Monch and Jungfrau mountains, which form part of the Swiss Alps. Lines a millimetre or less are cut into the metal individually to form the slopes of the mountain range. Completing this motif can take Seume one and a half hours.

[www.arminstrom.com](http://www.arminstrom.com)



# WRIST TAKERS

The ladies are getting their fair share of standout timepieces this year.

By HO YUN KUAN

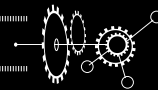


## Blancpain Day Night

The sky is definitely not the limit for Blancpain's Day Night timepiece. On its day night disc, the sun is a ball of 50 yellow sapphires. At night, the moon appears, glimmering with the sparkle of 50 diamonds in a night sky that's a gradation of blue.

Blancpain shows itself as the master of retrograde indications with this timepiece. Both the hour and seconds displays are retrograde, and are perfectly synced with the minute indication. The hours are shown on a track arching above the day night disc, while the minutes display is in a fan-shaped sub dial at six o'clock. The minute track runs around the edge of the dial. A visual treat can be enjoyed every day at 6pm when day turns to night. As the hour hand jumps from 18 to six, the seconds hand performs a simultaneous jump from 60 to zero, while the minute hand moves from 59 to 60. [www.blancpain.com](http://www.blancpain.com)

Blancpain's Day Night has a dial made up of four layers of mother-of-pearl, each thinner than the one above and arranged at different heights to give an appearance of depth.



The Premier line is significant for being the first watch collection introduced by Harry Winston in 1989.



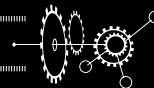
## Harry Winston Premier Precious Butterfly Automatic

With a lifespan that can be counted in months, the butterfly's beauty is short-lived. But the winged creature gets an extended moment in the spotlight in Harry Winston's Premier Precious Butterfly Automatic timepiece with a technique that took the house three years to develop. The iridescent multi-coloured pigment found on butterfly wings is harvested, then carefully placed on a dial to form a design. Because each dial is created by hand, no two are exactly alike, making every Butterfly timepiece unique.

The series consists of four other versions, with each 36mm watch set with 57 brilliant diamonds on the case. They are powered by the calibre HW2008 which gives the timepieces a 72-hour power reserve. The movement, finished beautifully with cotes de geneve and circular plating, can be admired through the sapphire crystal caseback.

[www.harrywinston.com](http://www.harrywinston.com)

**BECAUSE EACH DIAL IS CREATED BY  
HAND, NO TWO ARE EXACTLY ALIKE.**



**IN THIS DELIGHTFUL EXERCISE IN MIMETIC MECHANICS, THE WATCHMAKER REPLICATES THE BLOSSOMING OF THE DELICATE MAGNOLIA.**

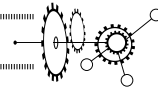
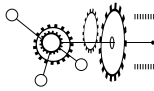
### Richard Mille RM 19-02 Tourbillon Fleur

This year, Richard Mille elevates the art of automata. In this delightful exercise in mimetic mechanics, the watchmaker replicates the blossoming of the delicate magnolia. A flying tourbillon escapement comprising five 18-carat gold petals offers a hypnotic display when activated – the petals open outwards while the tourbillon's stone-set 'stamen' protrudes – mirroring the flower's natural pollination cues.

In choosing the magnolia – which predates trees and the emergence of bees – Richard Mille intends for the timepiece to symbolise beauty and resilience in harsh environments, much like the hardy tourbillon timepieces by the brand which are constructed to withstand everything from golf swings to Formula One car crashes. This limited edition of 30 is built on a baseplate and bridges of grade 5 titanium and is water-resistant to 50m. [www.richardmille.com](http://www.richardmille.com)



Achieving the tripartite tonneau-shaped case requires a 47-step stamping process with 250 million operations and a full day of grinding, glazing and polishing.



## Faberge Lady Compliquee Peacock

A peacock perches proudly on a field of snow-set turquoise Paraiba tourmalines, tsavorites and diamonds. As the hour unfolds, it unfurls its magnificent tail, showing off a design formed by hand-applied white lacquer and opal powder.

The automated tail isn't just an aesthetic element; as it fans out, the tail points to the correct minute reading indicated on the mother-of-pearl minute track above the bird. The hour ring, which circumvents the peacock and the minute track, rotates to indicate the time - simply look at the index at three o'clock, right beside the crown.

Within the timepiece's 38mm case is the unique hand-wound 6901 calibre developed by Agenhor, a Geneva-based movement manufacturer. The movement cleverly uses wheels with split teeth, which enables gears to come together without any gaps between them. This enables the tail to unfurl smoothly, without any jerks.

[www.faberge.com](http://www.faberge.com) 

**AS IT FANS OUT, THE TAIL POINTS TO THE CORRECT MINUTE READING INDICATED ON THE MOTHER-OF-PEARL MINUTE TRACK ABOVE THE BIRD.**

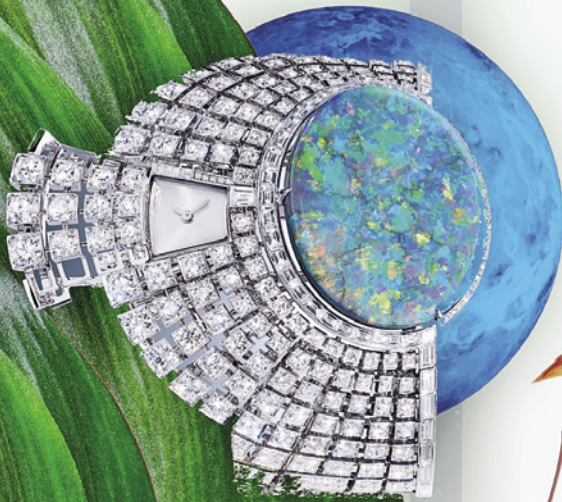


The Lady Compliquee Peacock is a homage to Faberge's Peacock Egg of 1908.

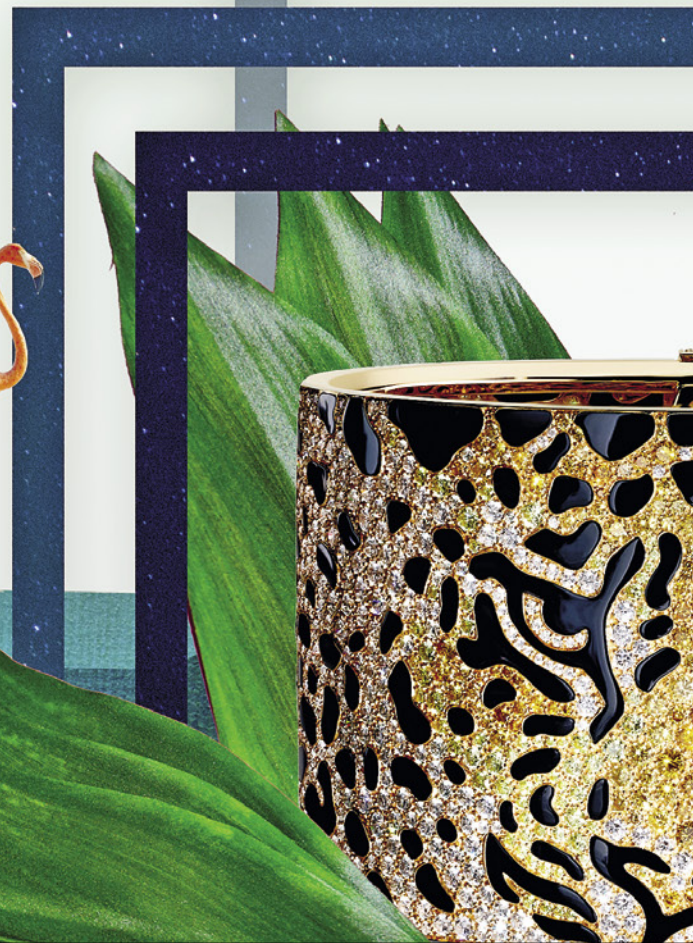


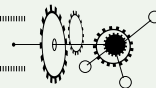
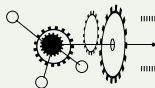
# SET IN STONES

Definitely not for the wallflower,  
these jewellery watches make an  
extraordinary statement on the wrist.



Cartier Aton High Jewelry secret hour watch  
in 18-carat white gold set with 827 brilliant  
diamonds totalling 22.49 carats, 51 baguette-  
cut diamonds adding up to 3.71 carats and a  
51.13-carat oval-shaped opal.



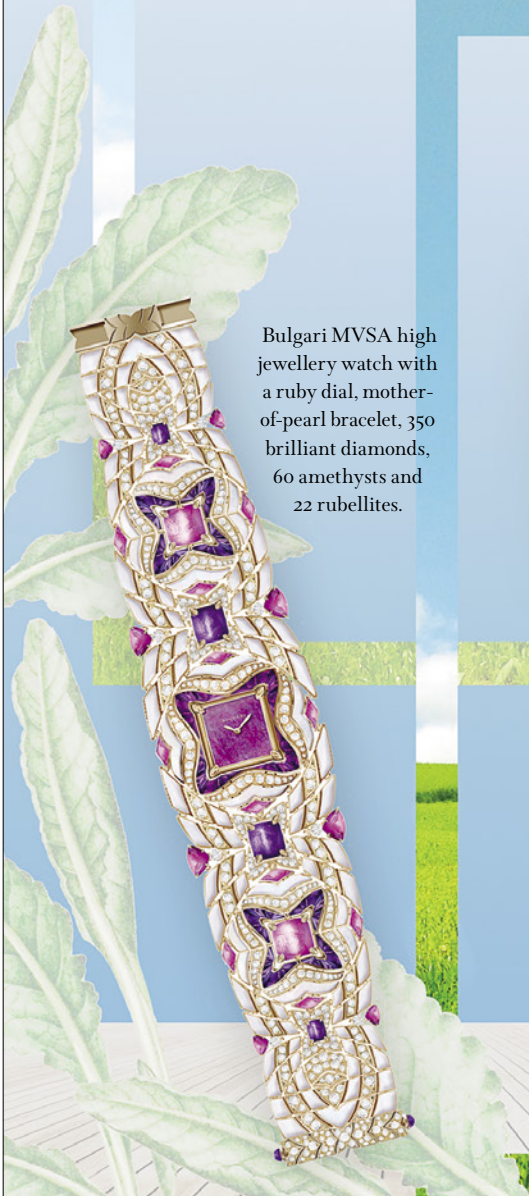
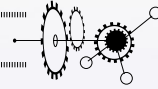
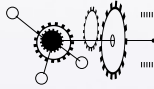


De Grisogono Ruby Grappoli timepiece with snow-set rubies on the dial and movable briolette-cut rubies around the case.



Cartier High Jewellery Panthere Imperiale visible hour watch in 18-carat yellow gold set with 1,681 yellow, light orange, orange, brown and white diamonds, and 220 onyx segments. The dial is on the underside of the watch band.



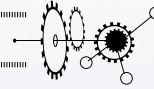
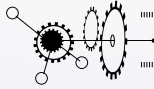


Bulgari MVSA high jewellery watch with a ruby dial, mother-of-pearl bracelet, 350 brilliant diamonds, 60 amethysts and 22 rubellites.

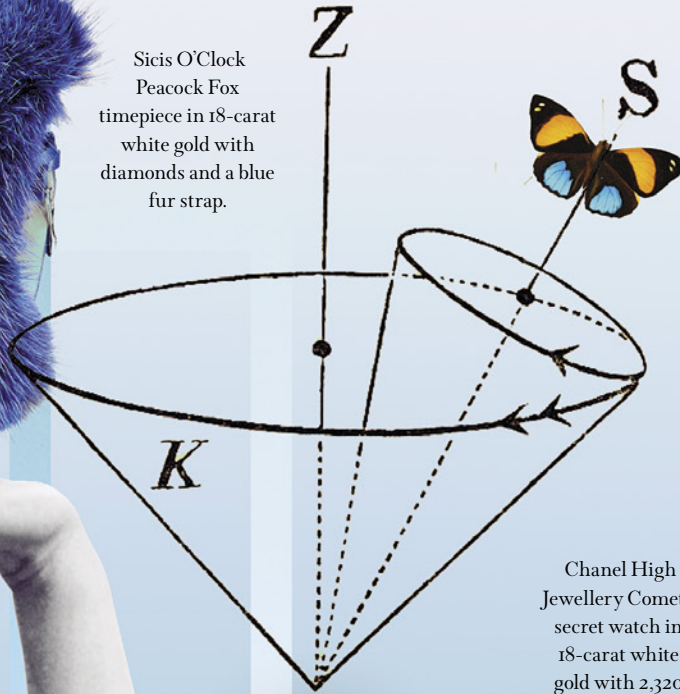


Audemars Piguet Diamond Punk secret watch with 7,848 snow-set diamonds on the case and strap, and 300 diamonds on the dial.

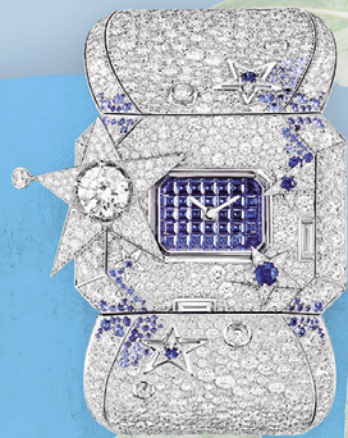




Sicis O'Clock Peacock Fox timepiece in 18-carat white gold with diamonds and a blue fur strap.



Chanel High Jewellery Comete secret watch in 18-carat white gold with 2,320 brilliant diamonds, two baguette-cut diamonds and 39 sapphires.





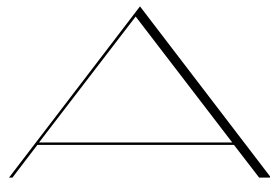
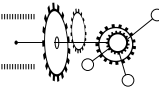
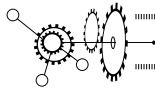
# ONE AND ONLY

A Lange & Sohne's rapid rise to horological acclaim began with a watch that dared to be different.

By CHARMIAN LEONG



This and facing pages:  
the Lange 1  
Tourbillon 165 Years  
Homage to FA Lange  
was launched in 2010  
to mark the 165th year  
of founder Ferdinand  
Adolph Lange's  
arrival in Glashutte,  
where the A Lange &  
Sohne headquarters  
is located.



At just 20 years old, the Lange 1 is one of the youngest icons in the watchmaking industry. How did A Lange & Sohne's flagship model acquire its legendary status in such a short time? By being audacious in the most elegant way possible.

Lange 1 had a heavy burden to bear.

It had to represent the tenets of the then 145-year-old brand's heritage, yet also set the

tone for A Lange & Sohne's refreshed image. The brand was founded by Dresden watchmaker Ferdinand A Lange in 1845, but was seized during the Soviet occupation in 1948. Thankfully, Ferdinand's great-grandson Walter, together with his business partner



## LANGE 1, WHICH WAS LAUNCHED IN 1994, GALVANISED THE WATCHMAKER INTO MAKING SEVERAL VARIANTS.

Gunter Blumlein, managed to revive the brand in 1990.

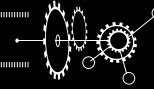
What Walter and Blumlein needed was a head-turning new watch to cement the company's comeback. And so, while other watchmakers were striving for perfect symmetry, Lange 1 presented an

asymmetric dial. The movement, which featured a three-quarter German silver plate with screw-mounted gold chatons, stop second mechanism and a power reserve of over three days, was made completely in-house – a rarity then and an achievement still.

Following its resounding success, the Lange 1 galvanised the watchmaker into making several variants. These include the Lange 1 Tourbillon, which was created

to celebrate the turn of the century in 2000, just as the Centennial Tourbillon did 100

years before it. But regardless of the year they were made and the complications they house, they all have the same off-kilter dial, sword-shaped hands, applied indexes and sculpted lugs that everyone knows and loves today, and will hopefully continue to for centuries more.



## Familiar Faces

Following an icon through the ages.



### Lange I Time Zone (2005)

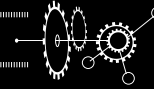
The asymmetry of the Lange I dial makes it perfect for complications like dual time. The subsidiary seconds houses the second time zone and has a small triangle at five o'clock that can be set to any one of the 24 time zones shown on the peripheral city ring with a pusher at eight o'clock. The Lange I Time Zone Singapore Edition features a black dial in a yellow gold case.

Day and night indicators are provided for both time zones.

### Grand Lange I (2012)

The Lange I's big brother got an update in 2012 with a slightly smaller and thinner case. The (discontinued) original Grand Lange I was 41.9mm wide and 11mm thick, and was distinguished by its overlapping date and dials. The new version is still a sizeable timepiece but now measures 40.9 by 8.8mm. The slightly smaller displays echo the regular Lange I and required a new movement – the L095.1 – to achieve.





### Grand Lange I Moon Phase (2014)

While the brand has included the moon phase complication in other models, it has never been more prominently displayed than in the Grand Lange I Moon Phase. Earth's celestial neighbour and 382 stars rotate on a disc within the main hour and minute dial. Most impressive? The timepiece triumphs over its competition by deviating by a day only once every 122 years, unlike the industry standard of 2.5 years.



**GRAND LANGE 1 MOON PHASE DEVIATES BY A DAY ONLY ONCE EVERY 122 YEARS, UNLIKE THE INDUSTRY STANDARD OF 2.5 YEARS.**



### Lange I (2015)

It may look almost similar to the original Lange I, but the iconic watch has a new movement beating inside it, giving it some subtle but much appreciated changes. The new L121.1 calibre features a free-sprung balance wheel, an instantaneous date change at midnight, and a power reserve of 72 hours. And when the power runs out, the second hand will always stop at zero, ensuring accurate time-setting when it's wound back up.

[www.alange-soehne.com](http://www.alange-soehne.com)

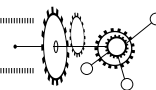
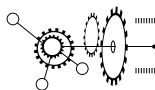




Thierry Stern represents the fourth generation of his family to helm Patek Philippe. Facing page from above: this rare Ref 5073 minute repeater was sold for HK\$5.8 million (\$1 million) at Sotheby's 2014 Important Watches auction in Hong Kong; Chiming Jump Hour Ref 5275.

# ALL IN THE FAMILY

Patek Philippe celebrates 175 years of incredible success as an independently run company.



By **DIONNE BEL**

The famed tagline of Patek Philippe's advertising campaign reads: "You never actually own a Patek Philippe. You merely look after it for the next generation." The same could be said of Thierry Stern, who inherited the position of president from his father in 2009. Patek Philippe is greater than one man; it is a legacy living on over numerous lifetimes that acts as a bridge between past, present and future.

To commemorate the milestone of turning 175, the brand recently introduced numerous novelties including the highly complicated Grandmaster Chime Ref 5175R-001 and Chiming Jump Hour that combines three jumping indications with an automatic hour strike, world timers with moon-phase display and multi-scale chronographs.

Stern has led the way for the Genevan manufacture to become the foremost household name in the world of haute horlogerie. In an industry rife with acquisitions and consolidations that has witnessed the strength of the mammoth Swatch, Richemont and LVMH groups, Patek Philippe - wholly acquired by the brothers Charles and Jean Stern in 1933 and passed down from father to son over

means that the decision-making process is not led by shareholders and profit margins, giving the brand freedom to focus on product development and take the leap with cutting-edge innovations that move the watchmaking industry forward. One example is the Calibre 89 series, comprising four pocket watches the brand then touted as the world's most complicated portable mechanical

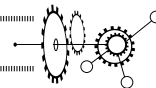
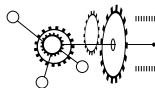
## STERN HAS LED THE WAY FOR THE GENEVAN MANUFACTURE TO BECOME THE FOREMOST HOUSEHOLD NAME IN HAUTE HORLOGERIE.

four succeeding generations - has no problem holding its own. It confidently demonstrates to the world the potential of a family-owned company, even as critics had predicted the downfall of independents in the face of these giants.

In fact, Patek Philippe has always been privately owned. Its independence

timepieces. They were introduced in 1989 to mark the brand's 150th anniversary. The three-





barrel, double-dial timepieces house 1,728 parts and took nine years to complete.

Collectors are so convinced of the eternal appeal of Patek Philippe timepieces that prices are skyrocketing at auctions. Sotheby's November 2014 sale saw the Henry Graves Supercomplication, an astronomical pocket watch delivered in 1933 to the prominent New York banker it was named after, achieve US\$24 million (\$32 million). These numbers are driven up in part by the brand itself bidding for its own timekeepers as a way to build up the collection in its museum, which was opened in 2001. The museum was built with the aim of preserving Patek Philippe's heritage and reveals the lengths the brand would go to in order to ensure its longevity.

'Innovation with tradition' is a motto that has guided Patek Philippe since its founding in 1839. Nonetheless, the brand refuses to introduce innovations with a short-term, marketing-oriented vision; new technology must bring a real measured benefit to watch reliability or precision. Due to this pursuit for perfection, it takes about five years or more to develop a new complicated movement. The drawn-out process means that Patek Philippe knows what it will launch over the next five to 10 years, always seeking the means to improve products through the use of advanced technology.

A team of engineers, technicians



Calibre 89.  
Facing page:  
Grandmaster Chime Ref 5175-001;  
Ladies First Chronograph Ref 7071 (inset).

## GRANDMASTER CHIME REF 5175R-001 IS ONE OF THE WORLD'S MOST COMPLICATED TIMEPIECES.

and draughtsmen in Patek Philippe's R&D department focuses on the creation of new movements, cases, bracelets and manufacturing processes, while its Advanced Research department uncovers pioneering technologies and materials in cooperation with external research institutions. The latter department has harnessed the power of new silicon-based technology, which resulted in the first silicon escape wheel for a Swiss lever escapement in 2005. This was followed by the Spiromax

balance spring made of a silicon-based material called Silinvar in 2006, which was used with the Pulsomax escapement. These innovations were created to improve the rate of accuracy and stability of mechanical timepieces.

At Patek Philippe, all watch components are produced in-house.

The brand is one of the few Swiss watchmaking houses that is able to master all stages in the manufacture of its timepieces, from design and production to assembly and distribution. State-of-the-art technology is employed to create the components, which are then finished, assembled and regulated by hand in true Genevan style, followed by rigorous quality controls. It even launched its own quality certification in 2009 – the Patek Philippe Seal – which applies to the entire watch, from the movement and case to customer support and after-sales service. Tools and skills that

have remained unchanged for centuries continue to be used and

passed down to new generations.

The brand's latest investment is an impressive SFr450 million (\$652 million) to enlarge its manufacture in Plan-les-Ouates. When completed in 2018, the new 50,000sqm six-storey building with an additional four underground levels will provide the space needed to consolidate all Geneva-based activities in a single site. In addition, the facility is expected to offer sufficient reserves for Patek Philippe's growth in the next 20 to 30 years.

[www.patek.com](http://www.patek.com)



## FIVE ICONIC WATCHES IN THE PAST DECADE

### **Grandmaster Chime Ref 5175-001 (2014):**

One of the world's most complicated timepieces, it is Patek Philippe's first double-face reversible wristwatch that can be worn with either dial facing up: one displays the time and the sonnerie, the other showcases a full instantaneous perpetual calendar. Seven years in the making, it boasts 20 complications. Only seven were made.

### **Patek Philippe Advanced Research**

**Ref 5550 (2011):** The brand premiered the Oscillomax – a complete oscillating system with the Pulsomax escapement, Spiromax balance spring and GyromaxSi balance in Silinvar and gold – in this perpetual calendar timepiece.

### **Ladies First Chronograph Ref 7071 (2009):**



A series of women's complications was introduced six years ago, starting with this timepiece equipped with the Calibre CH 29-535 PS – its first in-house manually wound chronograph movement.

This marked the first time Patek Philippe debuted a new movement in a women's line instead of a men's.

### **Nautilus Chronograph Ref 5980/1A**

**(2006):** This subtly reworked and refined Nautilus powered by the Calibre CH 28-250 C was launched to commemorate the 30th anniversary of the line.

### **Split-Seconds Monopusher Chronograph**

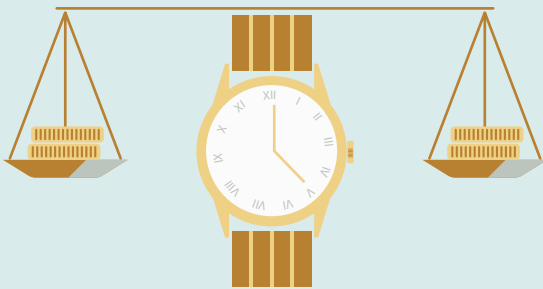
**Ref 5959 (2005):** The CHR 27-525 PS movement is still the world's thinnest column wheel-controlled split-seconds chronograph calibre today.

# SECOND TIME LUCKY

Bonhams senior specialist, Nicholas Biebueck, dissects the watch auction market.

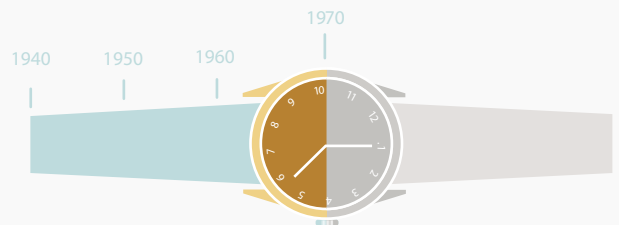
By HO YUN KUAN

## ALMOST NIL



Probability of profiting from selling your second-hand timepiece - unless it is a Patek Philippe. Watch collecting is not as much an investment as it is commonly believed to be.

## NO LATER THAN THE 1970S



And before the quartz crisis - how old a timepiece should be before it can be marked as vintage.

## THREE NAMES TRUE CONNOISSEURS LOOK OUT FOR



1. Late British watchmaker George Daniel.

2. Philippe Dufour, who makes fewer than 20 watches a year, all by hand.

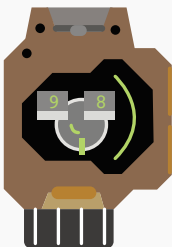


3. Vianney Halter, the unorthodox watchmaker who once took a seven-year break.

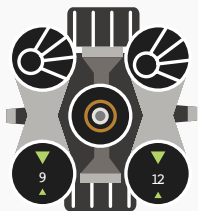


## TWO UP-AND-COMING

# DARK HORSES



Urwerk



and

MB&F

# FIVE TIPS FOR GETTING A GOOD VALUATION



1. Refrain from polishing your watch, even if it has minor scratches. Collectors appreciate original case finishings.



2. Only send your timepiece for servicing with the brand.



3. Keep the box and papers that came with the timepiece.

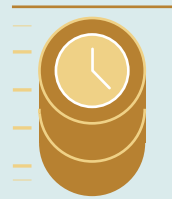


4. Never replace the dial and hands.



5. If the watch used to belong to someone famous, hold on to any proof of provenance you have.

# HOW TO AVOID OVERSPENDING AT AUCTIONS



1. Set a limit.
2. Bring a friend along to help reinforce the limit.



3. Check on the interest level for the item you hope to bid for with the auction house's specialist so that you know if your limit is reasonable.



4. If you expect yourself to get too emotionally involved, leave an absentee bid.

# ASIA vs THE WEST

## PREFERRED TYPE



Casual sports watches



High complications

## VINTAGE OR MODERN?

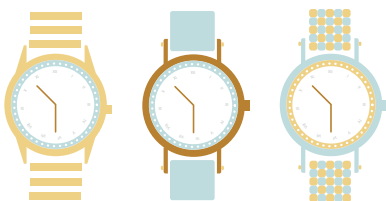


Modern. Asian buyers still seem slightly distrustful of the reliability of older timepieces.



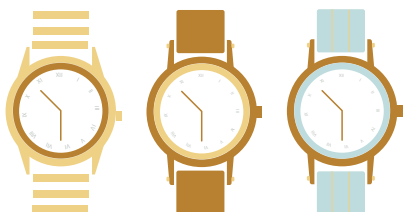
Vintage. Good watch repairers are a dime a dozen in Europe and North America.

## WHERE THE MONEY IS (BEST PERFORMING BRANDS) WOMEN'S



Patek Philippe  
Cartier  
Chopard

## MEN'S



Patek Philippe  
Audemars Piguet  
Rolex

## PREFERRED BRANDS

Patek Philippe, Rolex, Panerai and the independents.

Patek Philippe, Rolex and vintage chronographs from Tag Heuer and Omega, because the region has a strong motoring culture.



# SEAL OF EXCELLENCE

A set of stringent quality checks guides the making of every Roger Dubuis timepiece.

By SU JIA XIAN

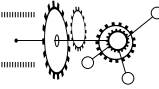
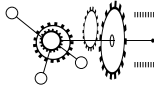


All 167 parts composing the self-winding RD820SQ movement are individually finished, earning the Excalibur 42 Automatic Skeleton (facing page) full Poinçon de Genève certification.

Roger Dubuis was founded in 1995, but it observes a century-old watchmaking tradition. The brand's founding partners are the eponymous watchmaker and, until 2008, Carlos Dias, a watch designer with an extravagant imagination. They dreamed of making modern timepieces, while adhering to traditional standards.

Consequently, all Roger Dubuis timepieces are hallmarked with the Poinçon de Genève, a seal of excellence that was established in 1886.

The Poinçon de Genève, also known as the Geneva Seal, is a hallmark of quality devised to protect local watchmakers. Historically a centre of jewellery making, the city shifted its focus to watchmaking due to the rise



of Calvinism and its prohibition of flashy accessories. However, Geneva's watchmakers had a penchant for manufacturing pricier timepieces, making them targets for copycats.

In response, the Geneva Seal was created to ensure that watches made in Geneva met certain quality standards. The original criteria were primarily in terms of movement decoration, but in 2012 standards were revised to include evaluations for functionality. Only about 0.1 per cent of the watches made in Switzerland every year qualify for the seal.

The demands of the seal are a key element of Roger Dubuis' watchmaking. Every watch that leaves its Geneva manufacture bears the shield-shaped Poinçon de Geneve hallmark on the movement. Though the seal embodies the ideals of traditional watchmaking, Roger Dubuis watches are distinctively modern in form.

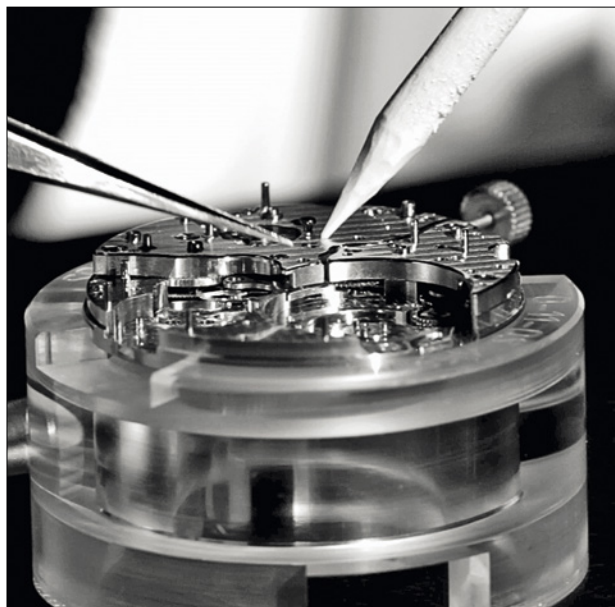
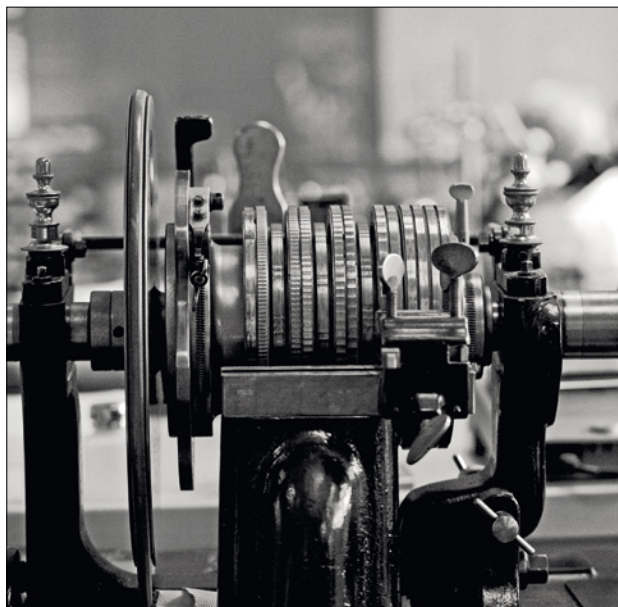
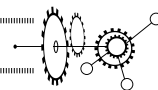
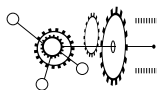
A case in point is the Excalibur, Roger Dubuis' flagship timepiece. It is characterised by a polished, notched bezel and triple case lugs, details that give it a distinctive presence despite its conventional round shape. It was conceived as a 47mm timepiece, but the collection now includes a 42mm size as well as a 36mm case for the ladies.

The tourbillon is the brand's signature complication. All its tourbillons are equipped with a carriage in the form of a Celtic cross, making them immediately recognisable. Often, Roger Dubuis pairs its tourbillons with skeletonisation. Again, its skeleton watches have strong defining characteristics, featuring clean,



**THE EXCALIBUR AUTOMATIC SKELETON  
IS ROGER DUBUIS' FIRST SKELETON  
WATCH WITHOUT A TOURBILLON.**





geometric lines and a barrel bridge open-worked in the form of a star.

Until this year, the star-shaped barrel bridge was found only in skeleton tourbillon watches. The only exception is the Excalibur Automatic Skeleton, Roger Dubuis' first skeleton watch without a tourbillon, featuring just hour and minute functions. Conveying the same striking aesthetic as the skeleton tourbillons with the emblematic star-shaped barrel bridge, it made its debut in January at Salon International de la Haute Horlogerie.

Introduced alongside it was the Excalibur Spider Skeleton Double Flying Tourbillon, featuring the most elaborately conceived case yet found on a Roger Dubuis watch. Still furnished with the key elements of the Excalibur, namely the notched bezel and three-pronged strap attachment, the Excalibur Spider Skeleton Double Flying



All Roger Dubuis movements, including the RD01SQ in the Excalibur Spider Skeleton Double Flying Tourbillon (above) are made up of several hundred components that have been meticulously finished by hand.

Tourbillon brings skeletonisation into the watch case. Its titanium case is open-worked, cut down to the lowest volume required for structural integrity. For a dash of colour, inserts of red anodised aluminium are used for the bezel, crown and case flanks. Even the hour and minute hands, as well as the minute chapter ring, have been open-worked and accented in red.

Equipped with a similarly skeletonised case is the Excalibur Spider Skeleton Flying Tourbillon, which comes with a gem-set bezel. A world-first, the metal bezel has a rubber coating over it. Geneva-based gem-setting specialist Pascal Vincent Vaucher took two years to develop a method to set diamonds into the rubber coating.

Roger Dubuis is the first watchmaker to utilise this technique with 60 baguette-cut diamonds on the bezel. [www.rogerdubuis.com](http://www.rogerdubuis.com)



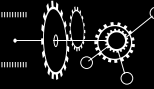
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**ROGER DUBUIS  
DREAMED OF MAKING  
MODERN TIMEPIECES,  
WHILE ADHERING  
TO TRADITIONAL  
STANDARDS.**

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Roger Dubuis continues to make his mark on the company in an advisory capacity.



# SAXON APPEAL

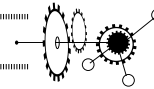
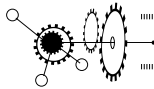
A visit to the Glashutte Original workshop in Germany shows Ho Yun Kuan that the brand remains very relevant in an industry dominated by the Swiss.



The case back of Senator Cosmopolite offers a clear view of the Glashutte stripe finish and the brand's double-G logo on the off-centre rotor.

Facing page:  
top graduates of the Alfred Helwig School of Watchmaking are guaranteed full-time positions at Glashutte Original or its parent company, the Swatch Group.

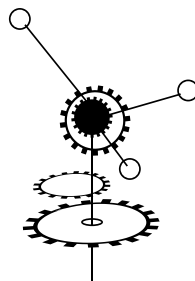




The town of Glashutte is the centre of German watchmaking, but lacks the presence suggested by its status. Located near the German-Czech border 45 minutes away from Dresden, the capital of Saxony, the sleepy town has only one hotel. "You wouldn't want to stay here," says our guide and spokesperson from watch brand Glashutte Original, which was hosting the trip. "There's nothing to do. No restaurants, cinemas or bars. You will be very bored!" And so, as most visitors to Glashutte choose to do, we stayed in Dresden and made a drive down instead.

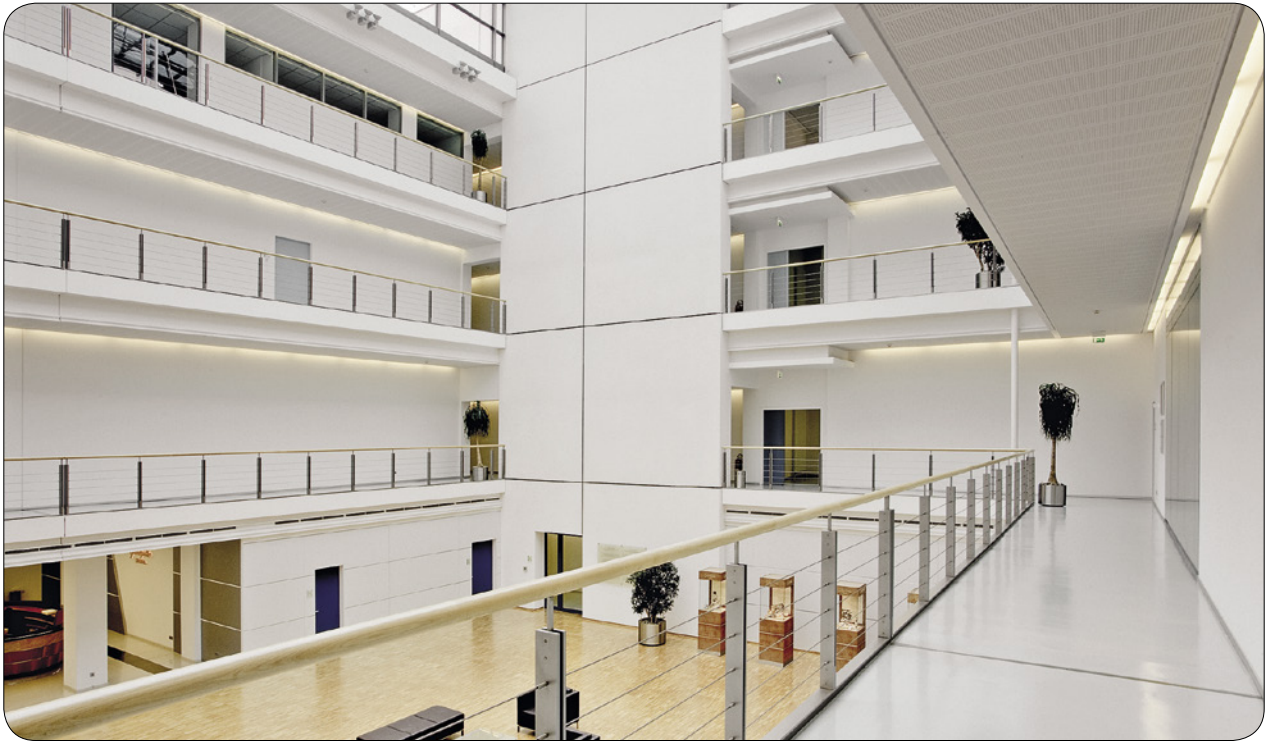
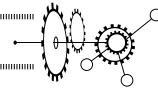
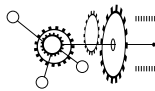
The headquarters of Glashutte Original is a modern glass-clad building that, at four storeys, is double the height of most of the buildings in a town dominated by quaint red-roofed cottages. The 8,500sqm facility is spotless, all-white and flooded with daylight from

**THE BRAND TAKES ON AVERAGE THREE TO FOUR YEARS TO LAUNCH EACH PRODUCT AFTER CONCEPTUALISATION. FOR HIGH COMPLICATION PIECES, SUCH AS THE GRANDE COSMOPOLITE TOURBILLON, DEVELOPMENT CAN TAKE UP TO SIX YEARS.**



the glass ceiling that tops the central atrium. The welcoming interior must be credited to the renovations made between early 2013 and 2014 to make the building more visitor-friendly. The brand gets an average of 7,000 requests to visit from collectors every year; to put the number in perspective, if all 7,000 requests were accepted, the number of visitors walking through the workshop would match the population of Glashutte.

Indeed, the town would probably cease to exist if not for the dozen or so watchmakers who have steadfastly stayed put through the decades. The founding of Glashutte Original cannot be attributed to one man, but is the work of the circumstances of its time. The story of Glashutte watchmaking began 170 years ago, when Ferdinand Adolph Lange, equipped with a loan from the



Saxony government, brought his love for watchmaking to the town by building its first watch firm. The move quickly prompted more great watchmakers to move to Glashutte and in the 1850s the town was home to big names such as Adolph Schneider, Moritz Grossmann and Julius Assmann.

The rapid growth of this new industry needed the support of qualified craftsmen – something Glashutte lacked because its main trade then was silver ore mining. In hope of discovering new talents, Grossmann established the German School of Watchmaking Glashutte on 1 May 1878.

With the foundations set, watchmaking thrived in Glashutte for almost a century. For Glashutte Original, this period of boom was marked by two significant events. The first was in 1916, when a watchmaker, Karl W Hohnel, came up with the Original Glashutte trademark, which

he stamped on his pendulum clocks as proof of their origin. This evolved into the first ladies' watch in 1927 carrying the Glashutte Original imprint, which is still used today.

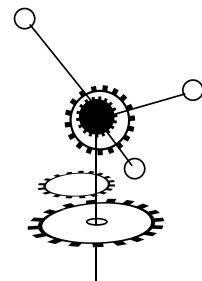
Then, tragedy befell the company at the end of World War Two. On 8 May 1945, Soviet fighter pilots bombed the town, destroying residences and several watchmaking workshops. To rub salt into the wound, with East Germany under Soviet rule after the war, machinery and watchmaking equipment were seized as state property. Several watchmaking firms were merged to form the state-owned Volkseigener Betrieb Glashutter Uhrenbetriebe (VEB GUB).

It was only in 1994, after the Berlin Wall fell, that VEB GUB was allowed to go private. German entrepreneur Heinz W Pfeifer took over the company and renamed it Glashutte Original.

Back in the present, we made our way around the atrium, which holds a

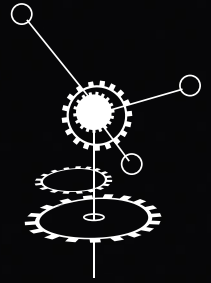


From top:  
the atrium can be used for events  
such as exhibitions and concerts;  
Alfred Helwig.



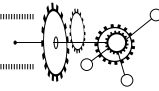
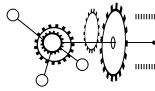


THE 8,500SQM FACILITY IS SPOTLESS, ALL-WHITE AND FLOODED WITH DAYLIGHT FROM THE GLASS CEILING THAT TOPS THE CENTRAL ATRIUM.



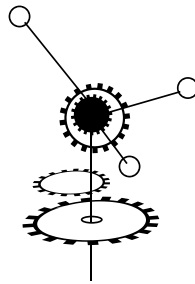
Grande Cosmopolite Tourbillon allows the wearer to track the time in any two of 37 world time zones.





mini exhibition of some of Glashütte Original's most important vintage pieces, before moving on to what the firm calls the 'learning path'. This is the corridor outside the ateliers, which have glass walls so visitors can observe the craftsmen at work. Following this path would take the visitor to every department in the building. The experience is complete with 13 glass display cases and 10 educational videos installed outside some of the ateliers.

The brand takes on average three to four years to launch each product after conceptualisation. For high complication pieces, such as the Grande Cosmopolite Tourbillon, development can take up to six years. To supply its workshop with enough talent to create these timepieces, Glashütte Original took over the

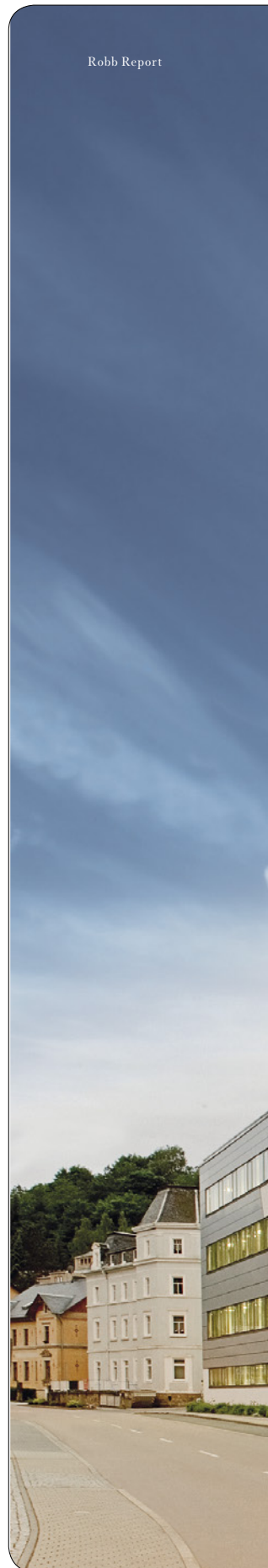


This polished/satin-brushed stainless steel edition of the PanoMaticLunar was launched at Baselworld this year.

building that once housed Grossmann's German School of Watchmaking for its own school. Named the Alfred Helwig School of Watchmaking, it pays tribute to Alfred Helwig, a former student of the German School of Watchmaking who went on to become a well-loved teacher and gained renown as the developer of the flying tourbillon. The school attracts about 300 eager applicants per year, but only 24 applicants will pass muster to become full-fledged employees at Glashütte Original.

The presence of watchmaking giants such as Glashütte Original, its equally popular neighbour A Lange & Söhne, and Nomos Glashütte is what keeps the town alive.

"In the 90s, after the Berlin Wall fell, no young people wanted to stay in






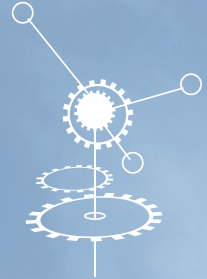
**“GLASHUTTE IS THE PLACE TO BE IF YOU  
KNOW THAT WATCHMAKING IS WHAT YOU WANT TO DO  
AND YOU ENJOY A PEACEFUL EXISTENCE IN A SMALL TOWN.”**

Glashutte,” explains our host. “They were leaving for West Germany, where wages were higher and which was seen as the way to success.” However, the dogged determination of the aforementioned watchmakers to keep the heart of German watchmaking in Glashutte soon encouraged the youth to move back. “Now, they realise that

they have a future here because there are a few watchmaking schools (A Lange & Sohne has its own institution in the town as well) and many employment opportunities. Glashutte is the place to be if you know that watchmaking is what you want to do and you enjoy a peaceful existence in a small town.”

[www.glashuette-original.com](http://www.glashuette-original.com) 

Glashutte Original combines watchmaking traditions with advanced technologies to create its timepieces at its manufactory.



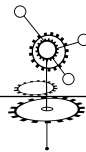


Longines ambassador  
Eddie Peng.  
Facing page:  
Walter von Kanel  
(inset); La Grande  
Classique de  
Longines.



# THE APPROACHABLE GIANT

A big presence does not necessitate corresponding price tags. Longines' president, Walter von Kanel, shares his strategies of building one of watchmaking's biggest brands with Ho Yun Kuan.



**H**ow has the past year been for Longines? In terms of turnover, we rank fourth in the industry. Within the Swatch group, we rank second. We had a turnover of more than SF\$1 million (\$1.4 million)! So I am very confident for 2015.

**What is most important to the longevity of a big company?** My policy is to never hire *guai los* (foreigners)! I only want local people in my overseas offices because they know their own markets. Also, retail staff are very important. They know best who is buying and what they are buying.

**Longines follows a very timeless look. Why not experiment a little?** Round watches sell the best. Whenever we introduce anything with a longer face, it doesn't perform as well. So we can make a few of them, but we should not focus on them. The Master collection (which features round dials) takes up 30 per cent of our sales and we have 50 per cent of our business in ladies' watches. That's why we always



**“MY POLICY IS TO NEVER HIRE GUAI LOS (FOREIGNERS)!”**

make sure to create watches for the ladies when we introduce a new line and we stick to what we know works.

**Will Longines introduce a more upmarket range?**

No, because the success of the company is based on not trying to do everything. We stay in our price range. Do you think a collector who buys a \$10,000 timepiece would like to see another watch from the same brand selling for \$100? We

use exclusively ETA movements. We don't do in-house movements because we are not building our argument on the movements; we are building it on our global design.

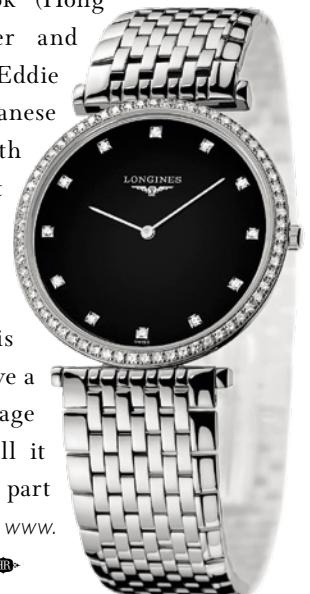
**The Longines tagline is all about elegance.**

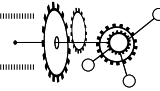
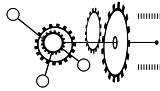
**What does elegance mean to you?** Everyone has something elegant about them. For example, (Longines ambassadors) Aaron Kwok (Hong

Kong singer and actor) and Eddie Peng (Taiwanese actor) are both

elegant, but in different ways. To me, what is most important is that they have a positive image and that's all it takes to be a part of Longines. [www.longines.com](http://www.longines.com)

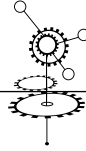
[www.longines.com](http://www.longines.com) 



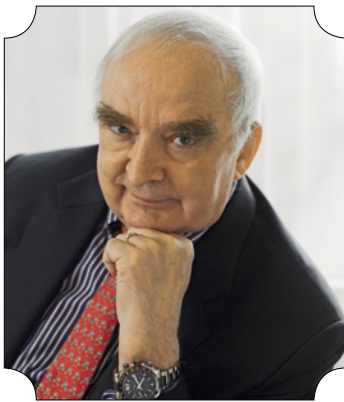


# SO THEY SAY

Four titans of the watchmaking world tell us what being innovative means to them.



## RESPECTING LIMITS



“Innovation should not kill my best horses in a race. Innovation should just be a signal that we are not slipping. In this industry, you have two kinds of innovation. One on the movement, but we (Longines) are not going into that, and innovation in the looks. Ninety per cent of the watches we sell are round. You can have a few exceptions – you can have this (gestures to a rectangular watch), but it’s not our biggest seller.”

Walter von Kanel,  
president, Longines

## A BALANCING ACT

“There is nothing worse than innovation for the sake of innovation. One of the biggest challenges is to find the right balance between preserving brand heritage and developing new concepts.

The historic reference is central to building a product that is meaningful and credible.”

Christian Knoop,  
associate creative director,  
IWC Schaffhausen

## KEY TO LONGEVITY



“Innovation is as important as tradition. From tradition we learn, and with innovation we create the future. No innovation is no future.”

Jean-Claude Biver, president, Hublot

## THE WAY FORWARD

“Innovation is one of the key factors to success in the future. I think innovation in all kinds – in terms of design, production, user friendliness, and so on – those are the kinds of innovation that can make the future of an industry.”

Jean-Paul Girardin,  
vice president, Breitling

