

OUTSIDE THE BOX

Sandro Reginelli, co-founder and CEO of luxury watch brand Hautlence speaks to *Elite Living Africa* about his journey to challenge the boundaries of time.

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Hautlence is known and acknowledged for its original concepts in reading time. Since its creation in 2004, the brand has already cemented a unique place in the luxury watch market, thanks to its innovations.

With surprising – and sometimes unprecedented – ways of reading the time, powerful, easily identifiable design inspired by architectural principles, as well as a majority of in-house made calibres developed and crafted in its own atelier, Hautlence has earned within a dozen years a top spot on the wish list of collectors worldwide.

According to Sandro Reginelli, Hautlence is a unique brand because its very vision of time is

unique. It is a vision which aims to challenge space and time with a passion for contemporary movements and design. Speaking to *Elite Living Africa*, he describes how he does not believe in tackling the development of time with the ambition of mastering it. Instead, Reginelli is a strong advocate of creating “time objects” that give other “movements” to time, to craft unique ways of reading time, and push the boundaries of mechanics, materials and design.

Reginelli says that Hautlence’s designs are inspired by people and society in movement. In the tug-of-war between aesthetics and technology, the brand seeks to constantly find the right balance between the function, materials and design.

ABOVE: Sandro Reginelli aims to challenge traditional notions of watchmaking.



LABYRINTH

Hautlence has just launched Labyrinth, its new model, described as “the watchmaker’s invention that does not tell the time.” The model is part of the Playground collection, through which Hautlence brings a new chronometric element to the table, extending beyond the original goal of merely telling time.

“We are time object creators and we wanted to push the dimension of time to the next level. Why should a time object necessarily or exclusively be restricted to reading time?” Reginelli asks, as he describes the concept behind the collection. He says the Labyrinth aims to recreate the magical moments of childhood. It takes all the parameters that make a stunning design and re-interprets one of the oldest games, the labyrinth.

More models are planned for the Playground collection soon.



Hautlence's first tourbillon, with more to come in 2017.

HAUTLENCE OWNERS CLUB

Reginelli says that the Hautlence owners club, a select circle of watchmaking connoisseurs, is an integral part of the brand. He says it is “not just important, it is part of our DNA. From the beginning, we have established a close collaboration with our customers whom we consider part of the brand.” The members are offered three additional years of warranty and participate actively in various Hautlence projects.

HAUTLENCE'S FIRST TOURBILLION

Last year, Hautlence enlarged its Atelier collection with its first tourbillon, an elegant timepiece featuring H Moser & Cie's exclusive Calibre Tourbillon HMC 802 beating at its heart. Equipped with a dual-time function, one-minute tourbillon, three-day power reserve and automatic winding system, the Tourbillon 01 introduced new synergies between the two brands owned by the Meylan family company, MELB Holding.

“As you may probably know, Hautlence is part of an independent family-owned business that owns H Moser & Cie watch brand as well. This is actually a very interesting project originated by some customers of our owner's club, some of whom wanted to add to their collection a tourbillon product. We took the challenge in two phases. First, we have developed and proposed a re-interpretation of a traditional yet exceptional H Moser & Cie tourbillon movement, three executions exclusively limited to eight pieces each. The second step was developing our very own Hautlence Tourbillon that will be released in 2017,” Reginelli explains.

THE AFRICAN MARKET

Reginelli reiterates that the Africa market is of utmost significance to Hautlence: “At the beginning of this year, a prominent luxury economic magazine asked me the following question: How do you see luxury markets future development in the next five to 10 years? I clearly stated that the African market will play a strategic role in the luxury business and will be unavoidable. I am convinced that we have the right brand and products offer to succeed in Africa.”

Reginelli says that 2017 will once again be “a year of surprise and emotions at Hautlence.”

With Hautlence exhibiting at SIHH in January 2017 and at Baselworld in March 2017, Reginelli lists some of the new adventures for the brand in the coming year: “A new tourbillon interpretation enhancing our Concept d'Exception collection, new high-tech materials sublimating our Vortex product, and a new mechanical game to enjoy disconnecting time.”