



Creator of dreams

PRESS BOOK

2008



Creator of dreams

Hong Kong

名錶冊

~2008~

Audemars Piguet
Millenary Pianoforte
Millenary Collection -
AP escapement and Deadbeat Seconds



巴塞爾及日內瓦
鐘錶專輯

- 逾百枚高級名錶率先介紹
- 舖家敦路，10 大心手腕錶推介
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SARCAR
GENÈVE

Creator of dreams

豪門世家



Royal Solitaire 系列

總鑽石數目及重量：約690粒（約總重量38卡）及1粒超過1卡鑽石
零售價：HK\$9,380,000.00

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TIME & ART

SUPPLEMENT MAY 2008 NO.252

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The Carrousel World

很多时候人们将贵价手表等同于艺术品，以为披上了艺术的外衣就可以号令天下蒙混过关，实际上大多数的手表仅仅是工业商品，谈不上什么艺术，所谓的全人手修饰，真真是糊弄老百姓。但并不等于说手表世界里完全不存在艺术，比如真正的人手雕刻，比如这表盘。2008年，SARCAR（世家）在男女款上都加了万分精美的油画表盘，读者也可以在后边的女装里看到那套花；而男装则是一套六只的建筑版本，眼前不过是其一而已。六只表分别是亚洲之中国长城、欧洲之威尼斯、美洲之自由女神、大洋洲之悉尼歌剧院、非洲之埃及金字塔、以及总体的世界地图。虽然Carrousel系列在2006年就已推出，但加了这浓郁的色彩的表盘我看无异于新生。但很奇怪的是男装表盘上并没有签名。从风格上看，它应该与女装一样来自Na Troyka——一个诸多微绘艺术家多来自俄罗斯联邦的艺术创作公司。六款分别有18K白金或红金表壳，贝母手绘油画表盘之外，还镶嵌着三颗0.5克拉的钻石，另外，表圈、表耳、表壳侧面以及表把也均有大颗钻石镶嵌点缀。采用Frederic Piguet 615自动机芯。





SARCAR (世家) Botania

前文只一次地提到过，2008 年的女装表特色是不再满足于贝母表盘，很多品牌都在贝母之上做了小动作，而真正可以称得上是大动作的，应该属 CHOPARD (萧邦) Piece Unique 贝壳绘六动物以及 SARCAR (世家) 新款男、女款。它们均是在贝壳之上做油画艺术，其精美程度之震撼，是非见得实物所不能感受的。CHOPARD (萧邦) Piece Unique 贝壳绘六动物是超级写实主义的代表，所绘

的动物毫发毕现，而 SARCAR (世家) 女装的 Botania 则更加浪漫主义了一些，甚至不乏印象派的味道。这些精美的作品均有着 Na Troyka 的签名——这是一家专门从事艺术创作的西班牙、俄罗斯公司，大部分的艺术都来自俄罗斯联邦，拥有绝对一流的绘画功底。2008 年的 Botania 系列也是 SARCAR (世家) 继 Four Seasons Colours of Life 之后又一女装力作。用 18K 白金或红金表壳，表圈镶嵌 48 颗钻石共 0.96 克拉。

Time Square 時間觀念

Established in 1995, the World Leading Watch Magazine in Chinese

No.24

2008

| 瑞士Basel鐘錶特輯 |



Cover Story

de GRISOGONO

十五年攀向巔峰 開創製錶新局面

SARCAR

SARCAR豪門世家今年適逢六十大壽，免不了大展累積一甲子的功力以饗錶迷。延續去年Color of Life-Four Season四季風情，今年推出Botania植物系列，以彩繪花卉，展現迷人風采。而Carrousel系列則推出以五大洲為主題的世界風情彩繪錶，搭配SARCAR獨特的旋轉單鑽設計。

SARCAR is in its 60th year in business, so it is unavoidable that the brand has amassed some expertise in presenting its brand to enthusiasts. The Sarcar booth this year is a continuation of last year's Color-of-Life-Four Season style, with the new Botania series. The Carrousel series has been inspired by a colorful depiction of the five continents, accompany the unique SARCAR design including a swirling pattern and a single diamond.



↑ The Botania Collection

ETA2660自動機芯／玫瑰金或白金鑲鑽／時、分指示／錶殼鑲鑽48顆（共0.96克拉）
Cal. ETA2660 self winding／Rose gold or white gold diamonds／Hours, minutes／48 diamonds on the case totaling 0.96 carats



↑ The Carrousel World

Piguet615自動機芯／玫瑰金或白金鑲鑽／時、分指示／面盤鑲嵌3顆0.5克拉旋轉單鑽，錶殼鑲鑽207顆（共7.66克拉）
Cal. Piguet615 self winding／Rose gold or white gold diamond setting／Hours, minutes／Three 0.5 carat diamonds swirling on the dial and 207 diamonds on the case totaling 7.66 carats



← U2S

ETA 2893-2自動上鍊機芯／潛艇鋼材質／時、分、秒、日期顯示／兩地時間功能／防水2000米
Cal. ETA 2893-2 self winding／Submarine stainless steel／Hours, minutes, seconds, date／Dual time／2000m water resistant



← U1000S

SINN SZ02自動上鍊機芯／潛艇鋼材質／時、分、小秒、日期顯示／計時功能／防水1000米
Cal. SINN SZ02 self winding／Submarine stainless steel／Hours, minutes, small seconds, date／Chronograph／1000m water resistant



↑ 6000RG

Vajoux7750自動上鍊機芯／玫瑰金材質／時、分、秒顯示／計時功能、三地時間顯示功能／防水100米
Cal. Vajoux7750 self winding／Rose gold／Hours, minutes, seconds／Chronograph, three time zone／100m water resistant

SINN

軍錶名門SINN這次推出了U1000S，將7750機芯改為左置，並且可在水中操作計時功能。抗寒、抗熱，同時在四點鐘位置與底蓋還有特殊軟管可以測知錶內的濕度，讓配戴者隨時掌握腕錶狀態。另一方面，SINN這幾年企圖轉變形象，推出些古典味濃，卻一點軍風也沒有的金融家限量版系列錶款，系列價格高於軍錶，試圖拉抬品牌價值。

SINN military watch line is promoting its U1000S equipped with the 7750 caliber left-handed watch with an underwater-operable timer. It is cold and heat resistant and has a hydrometer allowing the wearer to know the watch's condition. The Sinn brand is working on design modifications, including limited editions that have a financier style watch and something that does not look at all militaristic for financiers with a price to match in an attempt to increase the SINN brand value.

珠寶·名錶
巡 禮

東方
日報

2008

Watch & Jewellery

瑞士直擊年度新錶

Omega
Ball Watch
Stephen Webster
U-Boat

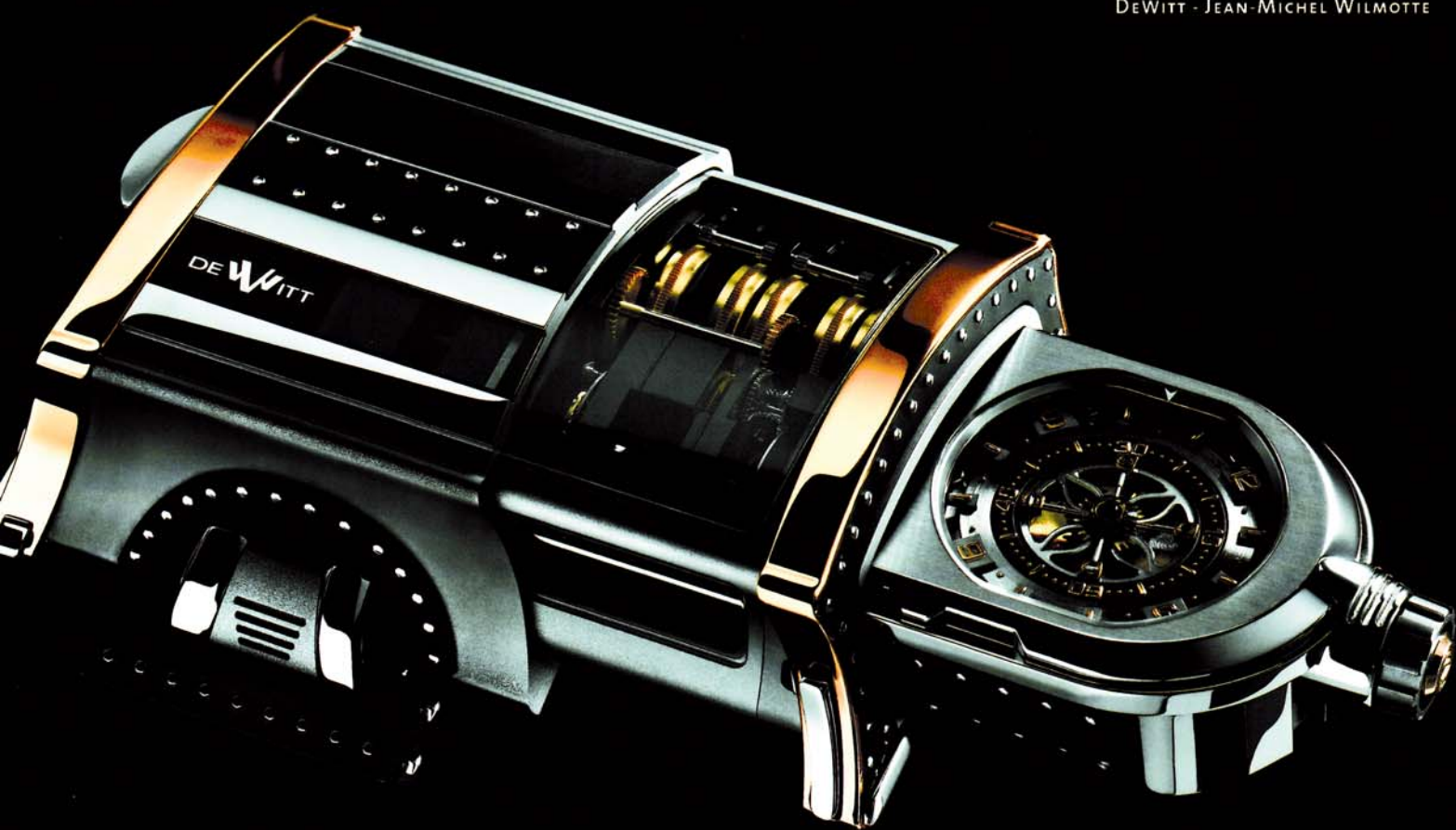
鑑賞名牌珠寶系列

Louis Vuitton
Bulgari
Chaumet
Chopard

WX-1

WATCH
concept
n°1

DEWITT - JEAN-MICHEL WILMOTTE



DeWitt WX-1

2 1 天 動 能 儲 備
直立式懸垂陀飛輪

● Pilot父子對錶只限套裝出售，有幾個團圓的話，可以「一拖二」或「一拖三」等套裝形式購買。Big Pilot父親錶\$340,000，Mark XVI兒子錶\$34,000



IWC 父子情

近年名牌界掀起親子熱潮，紛紛推出「父子裝」或「母女裝」親子服飾系列。這股親子熱最近由名牌時裝界吹到高級錶界，IWC最新Pilot系列手錶，就大玩父子對錶設計。此對錶由品牌經典的Big Pilot手錶及Mark XVI手錶組成，Big Pilot大錶屬爸爸款，46.2mm的特大錶殼以鉑金製成，配置51111型大型機芯，7天動力儲存，錶面設有動力儲存顯示。Mark XVI則是團團款，39mm精鋼錶殼，配置30110自動上鏈機芯，42小時動力儲存。兩款手錶備有銀色錶面及啡色鱷魚皮錶面，飾以懷舊洋葱錶冠。



● Da Vinci自動手錶新推出女裝珠寶款式，以粉紅、橙及粉藍等鮮色設計，屬品牌罕見。玫瑰金鑽石粉紅色緞帶款式\$228,000；玫瑰金錶殼、白色錶面配橙色鱷魚皮錶帶款式\$102,000

● 新版Top Gun沿用全黑色設計，由原來的追針款變為計時款式，錶面直徑亦由46mm稍稍縮細至44mm。\$56,600



Sarcar 風情畫

瑞士腕錶品牌Sarcar豪門世家，其錶盤中有著一顆卡鑽石不停轉動的設計，令人印象深刻；今年依然在錶盤上大賣鑽石，加上美輪美奐的圖案，更富特色。最新推出的Carrousel World腕錶，鑲有3顆各超過半卡的美鑽，鑲於1時至2時位置，並以水彩油畫上了世界各地的名勝，如中國萬里長城、澳洲雪梨歌劇院、水鄉之都威尼斯、美國自由神像等等，每套腕錶有兩枚。此外，還有一枚是世界地圖，同時發售，每款限量發行18枚，更見彌足珍貴。

另外，Janus系列推出雙面鏤空腕錶，一枚腕錶有兩面戴法。白色錶盤上12時位置由碎鑽包圍著的圓圈裏放一顆轉動的大鑽石，下面圓圈顯示時間，鑲有12顆鑽石作為刻度；反轉背面另一錶盤是黃金鏤空錶盤，可清晰看到機芯的運作。



● Color of Life Botanica系列\$132,500



● Carrousel World鑽石腕錶一套兩枚\$1,125,000



● Color of Life Four Season系列\$143,000

● Janus雙鏤花黃金腕錶\$247,000

撰文_朱寶茵 (IWC)、Jessica Lam (Sarcar) 攝影_譚建章 (IWC)、劉智源 (Sarcar) 資料_營業資訊 (Sarcar)
查詢電話_IWC 2196 8639、Sarcar 2536 0812



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2008年

No. 26

名錶傳奇

WATCH REPORT

PIAGET



伯爵錶超薄機芯 傳承精粹創新設計,藝術經典

DeWitt Incognito 2008

概念陀飛輪腕錶

TAG Heuer 360博物館

ISSN 16835115

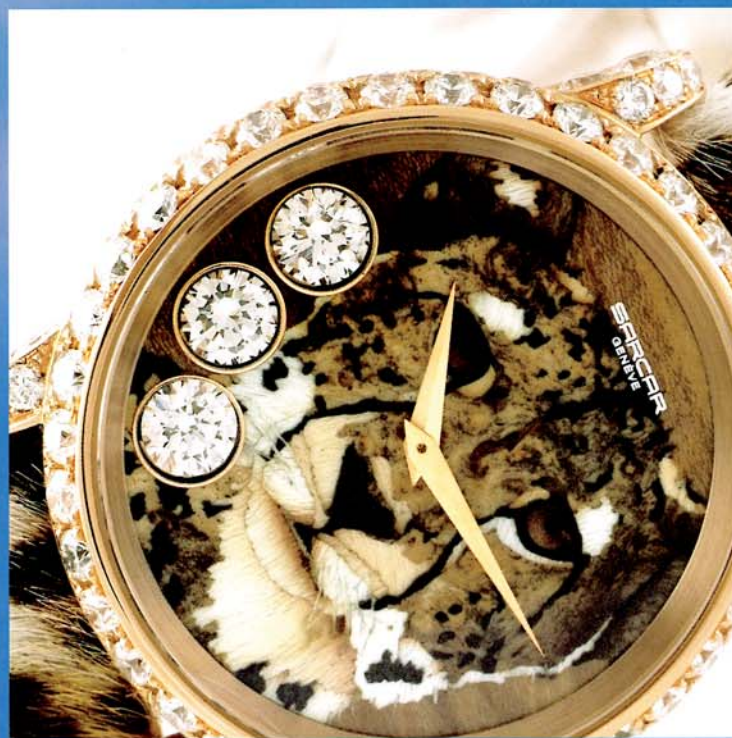


9 771683 511008

HK\$35.00/¥35.00



SARCAR 豪門世家全新 Carrousel Guépard 豹圖案旋轉錶面 獻上鑽石與製錶工藝極致結合之鉅作



一向以製造頂級奢華鐘錶為專的瑞士知名鑽錶品牌—SARCAR 豪門世家，向來以頂級美鑽結合無窮創意、先進科技與靈巧工藝顛覆豪門紳士與貴婦對腕錶的傳統觀念。在 2007 巴塞爾鐘錶展上 SARCAR 豪門世家再次獻上鑽石與製錶工藝極致結合之鉅作：CARROUSEL 自動上鍊系列鑽錶，為現代製錶藝術締造璀璨典範，讓彷彿如神話中才有的美麗真實地閃耀著光芒。

旋轉鑽石、璀璨呈現

承襲了SARCAR一向著名的旋轉設計概念，SARCAR製錶師此次將旋轉錶面與靈活閃動的鑽石做出巧奪天工的搭配。顧名思義，CARROUSEL正是源自於旋轉木馬的設計靈感，將錶面幻化做轉動的大圓盤，而一顆顆晶瑩透亮的美鑽則如同木馬兒在錶面上靈動地展現傲人的光芒。

全新 Carrousel Guépard以豹為圖案，其獨特之處是錶面鑲嵌一塊木材，再繪上細緻的動物圖案配以三顆轉動之圓鑽，氣派不凡。

MARQUETRY: 鑲嵌細工

製造過程：

1. 選擇圖案
2. 圖案劃在木材上以作基礎，再將圖案每個部份削出。
3. 圖案上削出後，會根據圖案上該部份的顏色，找同樣顏色的木材複製。
4. 當所有部份複製完成後，就跟隨圖案，用鑲嵌的方法合成。

Maple Wood - 楓樹

Walnut tree - 胡桃木

Walnut tree - 胡桃木

Ash tree - 桤木

Sandal tree - 檀香木

Pear tree - 洋梨樹木

Tulip tree - 鬱金香

Sandal tree - 檀香木

Pear tree - 洋梨樹木

Blue Sandal Tree - 藍色檀香木





每顆重量達0.5克拉VVS1頂級美鑽
的時間刻度指示更是閃耀出如七色彩虹般
變化萬千的光采。這擁有自我旋律優雅轉
動著的鑽石及錶盤與CARROUSEL旋轉
木馬的意涵巧妙地結合，讓彷彿只屬於童
話中的記憶，伴隨著輕柔的音樂，如此璀
璨的呈現在眼前，躍然於腕錶上。✔





Creator of dreams

Japan

Diamond Jewelry & Watch selection

ダイヤモンド ジュエリー & ウォッチ セレクション

J&W

The Best Gifts
of Love
さまざまな愛を伝える「ジュエリーの贈り物」

The New Trend
of Diamond
Jewelry

流れる輝き、ダイヤモンドのエレガンス

Jewelry All-day
Watches

日常使いが嬉しいジュエリー・ウォッチ特集





SARCAR

GENÈVE

Creator of dreams



J&W

Jewelry & Watch selection
ジュエリー & ウォッチ セレクション

Golden Taste

素朴な美しさを秘めたゴールドジュエリー

Rare Pearls

生誕150年、御木本幸吉の足跡を訪ねる旅

The Joy of Colors

色は感情の鏡、私の現在を色石が語る

Sporty & Elegant Watches

ヴィヴィッドな色彩、存在感のある「夏の時計」特集





SARCAR

GENÈVE

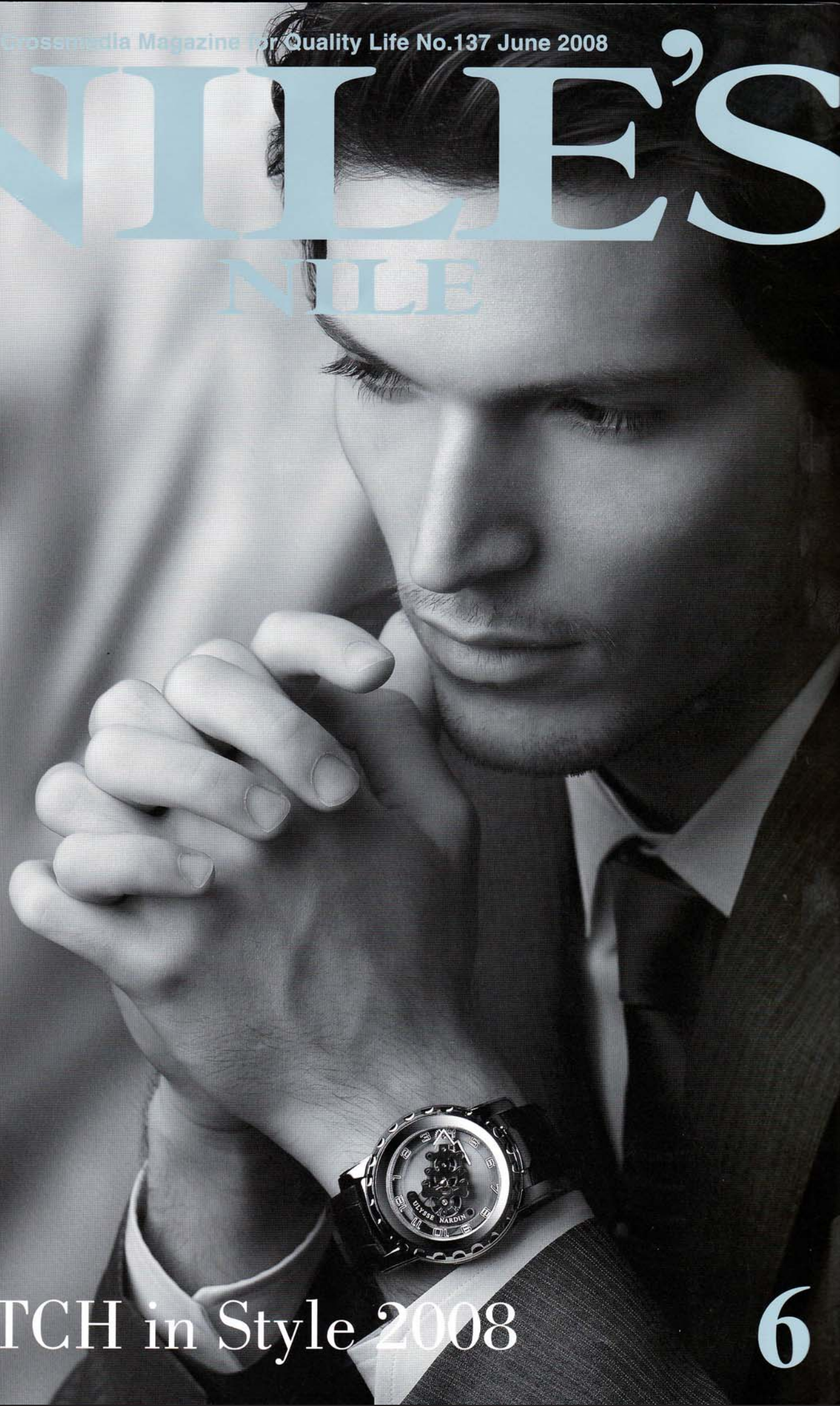
Creator of dreams



ナイルスナイル Crossmedia Magazine for Quality Life No.137 June 2008

NILE'S

NILE



WATCH in Style 2008

6

S
SARCAR
GENÈVE

Creator of dreams



SARCAR

サーカー



艶麗な美しさを漂わせる2ウェイウォッチが復刻

30年ほど前に文字盤にコインプレートを採用したのをきっかけに、回転子文字盤というユニークな発想に行き着いたサーカー。今年は、創業60周年記念モデルとして、かつての人気モデルをリバイバルした個性的な新作が登場した。ローマ神話に登場する2つの顔を持ち、過去と未来を司る神、ヤヌスの名を冠した

このモデルだ。その名の通りエナメル文字盤に回転子ダイヤをあしらったホワイトゴールドサイドと、ケースや文字盤に鮮やかな彫金が施されているローズゴールドサイド、2重構造のケースを持つ。2つの素材を合わせたケーシング、きめ細やかなダイヤセッティングなど、細部に数々の妙技が光る。

ヤヌス/K18ホワイトゴールド×K18ローズゴールドケース/カーフストラップ/ケースサイズ35mm×33mm/ダイヤ総数180個(両面)/3気圧防水/スケルトン(手巻き)、ノーマルダイヤル(クォーツ)/予価4,725,000円(税込み)/今秋発売予定

ノブレス

Noblesse

Vol. 13 January 2008



S
SARCAR
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Creator of dreams



SOLANO COLLECTION Red Gold 18 carats with Diamonds

ISH トレーディング株式会社 東京都豊島区要町3-33-11 Tel.03-5986-2505
<http://www.sarcar.co.jp/>

SEVEN HILLS

The magazine for high net worth individuals

ワインに魅せられた投資家たち
ホテルで時計とともに過ごす1日
リセット&リチャージ 快眠のススメ

セブンヒルズ
世界を舞台に活躍する
資産家のための
マネー&カルチャー誌

12

DECEMBER 2008 Vol.045

特集

アートコレクション礼讃

In praise of art
collection





SARCAR

GENÈVE

Creator of dreams



World Watch Fair

第6回

小田急ワールドウォッチフェア

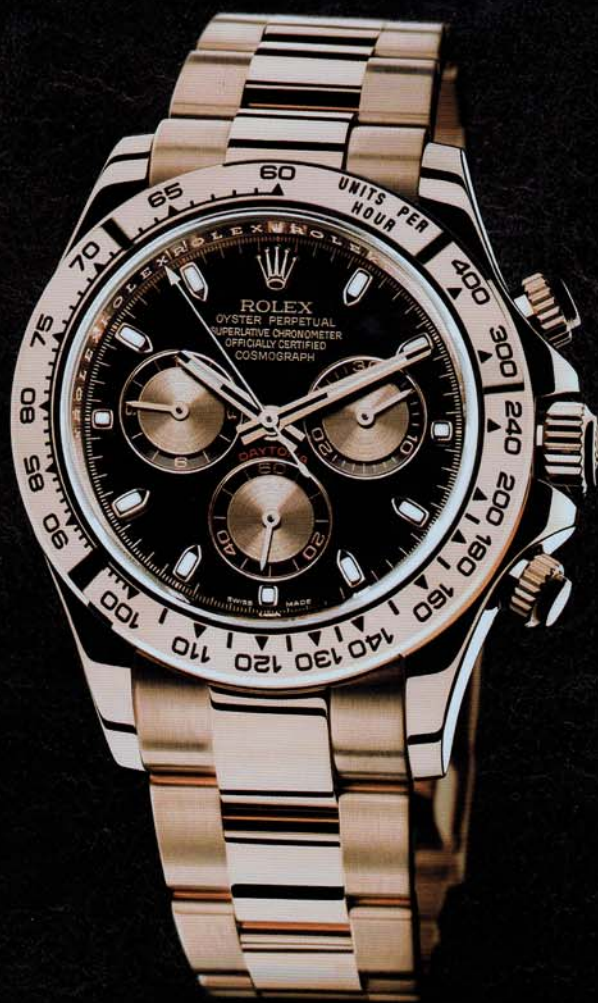
2008年

9月3日(水)→8日(月)

新宿店本館11階＝催物場

午前10時→午後8時 ※最終日は午後6時閉場

後援: スイス大使館、スイス時計協会FH
(社) 日本時計輸入協会



ODAKYU



MELLERIO *dit*s MELLER Montres

1613年の創業以来、メリオ・ディ・メレーは、高級宝飾の世界において、ひととき輝かしい光彩を放っています。希少価値の高い宝石をたゆまず求め続ける姿勢、一貫した手仕事による妥協のない完全主義、メリオ・ディ・メレーとはフランスの職人魂の代名詞ともいえる存在の一つなのです。

メリオウオッチの特徴である、卵形のフォルムと愛らしくポップな文字盤が、大人の女性の優雅さと、可愛らしさを表現しています。M字型にあしらわれたダイヤモンドの輝きも華やかです。

[メリオ・ディ・メレー]

ラ・ナフ ニューバステル

(K18PG/クォーツ/日常生活防水/ダイヤ) 1,396,500円



創始者カルロ サルザーノの「強くあるための十分な大きさと、自由であるための小ささを併せ持つ」という言葉のように、手作りへのこだわりを失わない、品質の高い時計生産に特化した稀なブランドとして、他の追随を許しません。時流に媚びることのない姿勢です。

クラシカルなケースデザインに、大粒ダイヤモンドをセットして、女性らしさを表現しています。文字盤12時の位置の一粒ダイヤモンドは、腕を動かすたびに回転。まさに、その名の通りに、ハネムーンのこころの弾みを表現します。婚約記念や結婚記念に、人気のモデルです。

[サーカー]

ハネムーン

(K18PG/クォーツ/30m防水/商品の入荷は11月以降となります。) 4,095,000円



BERTOLUCCI

あまたある時計メーカーに伍していくには、並の発想ではとても及びません。一方では、地道な技術の積み重ねをしながら、時代の感性にアピールするようなデザインを模索して、ベルトルッチの現在があるのです。目立つような宣伝もしないで、ファンを開拓してきたブランドといえます。

持つ女性をクイーンになったような気分させてくれる、エレガントなジュエリーウオッチ。ケースとストラップは、溶けて一体化して、幻想のようです。ベルトルッチの創造した新世界です。

[ベルトルッチ]

ヴォリア

左: (K18WG/クォーツ/30m防水/ダイヤ)

右: (K18YG/クォーツ/30m防水/ダイヤ) 各1,890,000円





S
SARCAR
GENEVE

ゴールドとダイヤモンドが優美な輝きを放つ、
クラシカルなケース。文字盤のダイヤモンドは、
腕の動きとともに回転します。

[サーカー] ハネムーン
婦人腕時計 (K18PG・クォーツ)
4,095,000円(高島屋先行販売)




VACHERON CONSTANTIN
Manufacture Horlogère, Genève, depuis 1755.

スピーディな現代にマッチした、頑強な
本格スポーツウォッチ。今年のモデルは、ケースに
気品漂うピンクゴールドを用いました。

[ヴァシュロン・コンスタンタン] オーヴァーシーズ・クロノグラフ・
ピンクゴールド 紳士腕時計 (K18PG・自動巻き・チャコールグレーダイヤル)
5,460,000円



Creator of dreams

Middle East

THE TOURISM & BUSINESS LINK BETWEEN THE CIS & THE MIDDLE EAST

Авиамост

Aviamost

MAY 2008

**Sheikh
Mohammed
Gardens –**
region's biggest,
'green' project

Ожившая легенда
Атлантиды

Весенне-летние
коллекции мира
ВЫСОКОЙ МОДЫ

**Эксклюзивный
репортаж:**
Блестящий мир
природы на выставке
Baselworld 2008

Фестиваль
вечного
искусства
в **Абу Даби**

**Nature themes dominate Baselworld 2008
watch & jewellery collections!**


SARCAR
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Sarcar's Botania collection



Повороты времени

Время может рассказать много удивительных легенд со счастливым или печальным концом. Но поразительно то, что вы можете изменять течение времени одним лишь движением волшебной палочки. И этой волшебной палочкой является ваше сознание. Как Salon International de Haute Horlogerie (SIHH), так и Baselworld 2008 стали свидетелями растительной и животной тематики в коллекциях, представленных рядом ведущих часовых производителей. Помимо дани уважения вечной магии природы, эти часы отражают растущее в нашем сознании беспокойство за состояние окружающей среды. Будь то мысль в подсознании, или зарождающаяся тревога, ясно одно — время сейчас работает на нас, но скоро может быть слишком поздно, чтобы спасти нашу зеленую планету...

Это не простое совпадение, что известные имена в области часового дела повернулись к теме природы и выбрали ее в качестве своей музыки. Мы прекрасно знаем, что ничего не происходит случайно. Что посеешь, то и пожнешь, помните? В этом году Perrelet предлагает свою очаровательную коллекцию часов Diamond Flower, тогда как Breguet в коллекции Reine de Naples представляют модель Van Gogh с подсолнухами. Известный французский ювелир и часовый мастер Cartier представляет новую коллекцию Cirque Animalier de Cartier, представляющую трех обитателей Азии — слона, тигра и панду — которые занесены в список животных, стоящих перед угрозой вымирания. Темой для коллекции Beluga Caviar от Ebel стала икра — один из самых дорогих деликатесов на земле (между прочим, рыбы семейства осетровых, источник этой прекрасной икры, также занесены в Красную книгу). А коллекция Botania от Sarcar характеризуется удивительными портретами цветов, и выпущена в честь 60-летия бренда. Две фирменные марки de Grisogono и Van Cleef & Arpels взяли за основу тематику своих коллекций космос, позволяя Вам немедленно отправиться к звездам. Время требует нашего внимания и действий. Итак, сможем ли мы себе это позволить?

Ebel's Beluga Caviar collection

ПРЕДСТАВЛЕННЫЕ НА ВЫСТАВКЕ В БАЗЕЛЬ ЧАСЫ МАРКИ EBEL ИЗ КОЛЛЕКЦИИ BELUGA ОТЛИЧАЛА ФОРМА БЕЛУГИ, В ОСНОВУ КОТОРОЙ АВТОРЫ ВЗЯЛИ ИДИ ИЗ САМЫХ ЭКЗОТИЧЕСКИХ РУССКИХ ДЕЛИКАТЕСОВ – ИКРУ



Van Cleef & Arpels -
Midnight in Paris collection



Tiert Debonair collection

этих уникальных часах – они были созданы женщиной, дизайнером Carmen Voegeli. Коллекция состоит из 27 моделей из стали, стали и розового золота (два тона), и из розового золота в корпусе диаметром 38 мм с разноцветными циферблатами от белоснежного до угольно-черного, а также темно-шоколадного и голубого. Ротор часов усеян бриллиантами, сияющими рубинами или сапфирами. Лепестки служат показателями часа, и часы предлагаются с ремешками из натуральной резины или крокодиловой кожи. Исключительная линия из 7 экземпляров представлена в выпуске Rare Prestige. Это модели высокой моды с экстравагантной отделкой редкими изумрудами, сапфирами и бриллиантами.

Sarcar

Sarcar Geneve была образована в 1948 году, и в этом году, представляя удивительную коллекцию часов под названием Botania, отмечает свой 60-летний юбилей. Прекрасные и яркие, эти часы являются предметами искусства и достижением научной мысли, в которой эта швейцарская марка прекрасно преуспела на протяжении многих лет. Коллекция Botania – это высокое искусство в чарующей атмосфере, переносящей вас на прогулку в лес или сад с цветущими деревьями. Каждый цветок, украшенный бриллиантами по кругу – это дань уважения гениальности марки Sarcar и подтверждение статуса исполнителя всех желаний.

В 1972 году, когда Карло Сарзано (Carlo Sarzano), основатель марки, сказал, насколько важно

THE TOURISM & BUSINESS LINK BETWEEN THE CIS & THE MIDDLE EAST

Авиамост

Aviamost

NOVEMBER 2008

UAE economy remains
stable amidst global
financial crisis

Дубай: Активный отдых,
традиционные рынки
и многое другое

Экономика ОАЭ сохраняет
стабильность в условиях
мирового финансового
кризиса

Воплощенные
мифы от **Cartier**

Cityscape Dubai 2008:
зеркало роста рынка
недвижимости

Тур по новому
Терминалу 3

Winsome winter jewels simply enthrall!


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частей. Центральная часть представляет собой характерную геометрическую форму.

Авангардистский дизайн корпуса, гнездо и стекло сферической формы напоминают медузу, когда она начинает сокращать свое тело и плыть.

Perrelet

Perrelet — одна из самых характерных марок эксклюзивных часов, основанная часовым мастером Абрахамом-Луи Перреле — настолько очаровала знаменитую поп-звезду Лютрицию МакНил, что для своего последнего альбома, выпущенного в прошлом месяце, она появилась в автоматических часах Moonphase от Perrelet. Во время мировой премьеры нового сингла 'Same Same Same', она

надела новую характерную модель Perrelet Diamond Flower, посвященную женщинам, ценящим подлинность и точность. Они выполнены в белом свете с цифрами и стрелками из желтого золота, центром, украшенным искрящимися бриллиантами. Вращающийся бриллиантовый цветок расположен на циферблате и является не только декоративным элементом, но также служит для завода хода механизма, синхронизирует основной ротор, играя, таким образом, существенную роль, как часть механизма завода. Модель представлена в различных комбинациях цветов и материалов. Кожаный браслет часов отличает интересная волнообразная форма.



Tiret

Sarcar



Sarcar

Часы Ann Royal Solitaire отличает ослепительная белизна бриллиантов. Это пример яркого богатства и великолепия, с бриллиантами, украшающими лицевую часть, гнездо и браслет. Кроме использования самых ценных драгоценных материалов, мастерство изготовления и оригинальность моделей марки Sarcar (в частности, Solitaire с вращающимся бриллиантом) привлекает внимание избранных мира еще и благодаря эксклюзивности и удовлетворению всем желаниям покупателей. В этом году марка отмечает свою 60-ю годовщину, став для многих исполнителем самых заветных желаний.



Dior



Van Cleef & Arpels

СЛЕДУЯ УСПЕХУ КЛАССИЧЕСКИХ КОЛЛЕКЦИОННЫХ ЧАСОВ С ЧАСОВЫМИ ЗОНАМИ, JASOB & CO СОЗДАЛ КОЛЛЕКЦИЮ АВТОМАТИЧЕСКИХ ХРОНОГРАФОВ, В КОТОРОЙ ИСПОЛЬЗОВАНЫ ХАРАКТЕРНЫЕ ДЛЯ МАСТЕРА ГЕОМЕТРИЧЕСКИЕ ФОРМЫ, СМЕЛЫЕ ЦВЕТА И ВЫСОКОКАЧЕСТВЕННЫЕ БРИЛЛИАНТЫ



Nubeo

Tiffany & Co.

Tiffany & Co. — икона американского стиля с более 150-летней историей, представляет в этом сезоне часы Tiffany Grand™ для мужчин и женщин. Часы изготовлены из чистого металла или украшены бриллиантами, что делает их идеальными, как для деловой встречи, так и для вечера.

Часы большого размера Tiffany Grand™, выполненные из нержавеющей стали, предлагаются с браслетом из нержавеющей стали и имеют автоматический механический ход, три стрелки, окно даты и белый лакированный циферблат с медной отделкой. Версия уменьшенного размера имеет белый лакированный циферблат, кварцевый резонатор хода, две стрелки и секундный циферблат. Этот дуэт Tiffany Grand™ станет прекрасным подарком для элегантной пары. С другой стороны, часы Tiffany Grand™ из нержавеющей стали с бриллиантовым кварцевым резонатором представлены с циферблатом различных цветов, включая барвинковый,

Baume & Mercier



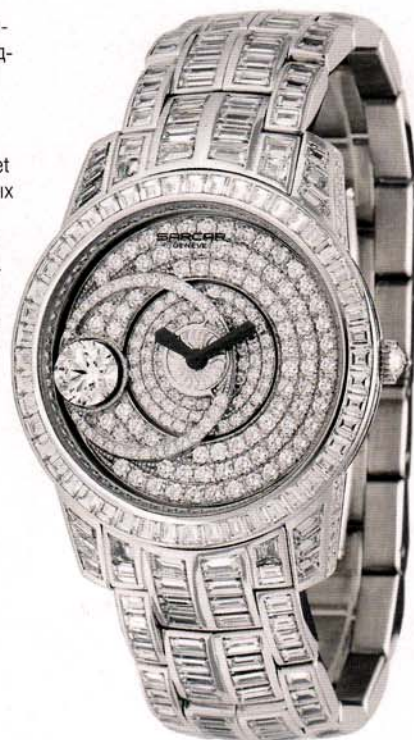
сиреневый и медный с браслетом из нержавеющей стали. Улавливая правильный баланс между мужскими и женскими элементами дизайна, эти часы немедленно станут хитом с любым эффектным платьем.

Tiret

Несмотря на юный возраст, но смелые амбиции, Tiret New York сегодня — это престижная марка роскошных часов и ювелирных украшений, основанная в 2004 году талантливым дизайнером Даниэлем Лазаром и бизнесменом Дэймоном Дэшем. Часы марки, случайно названные Second Chance (Второй Шанс), имеют форму шара, усиленную тремя рядами бриллиантов, а то, что напоминает всплеск брызг в цен-



Dior



Sarcas

Van Cleef & Arpels

Van Cleef & Arpels представляет в этом году эксклюзивный ансамбль SIHH, состоящий из нескольких ярких коллекций, подтверждающих творческую силу и новаторский дух марки, представляя прелестную коллекцию Charms, чувственную Timeless и поэтически сложную Midnight in Paris, а также особую коллекцию Lady Arpels Papillon с перламутровым мозаичным циферблатом, в основу дизайна которой легли характерные тематики дизайнерского дома — бабочка и PA 49, делая ее совершенно классической. В мифических сказаниях бабочка является предвестником изменений. Корпус из белого золота украшен бриллиантами. Две полированные стрелки усилены швейцарским кварцевым ходом механизма, а корпус имеет круглую или прямоугольную форму. ■

Chanel



тре, можно принять за земную массу, богато украшенную бриллиантами. Выполненные из нержавеющей стали, часы Second Chance украшены 559 бриллиантами общим достоинством 10 карат. Ход механизма представляет собой двойной хронограф с 2 датами и является кварцевым в соответствии со спецификациями Tiret. Гнездо часов Tiret имеет эксклюзивную патентованную сменную систему с 44 бриллиантами. Циферблат украшен белыми бриллиантами на белом перламутровом фоне. Сапфировое стекло, корпус большого размера с белым кожаным ремешком со сменной системой. Эксклюзивная Т-образная застежка из нержавеющей стали украшена 43 бриллиантами и 2 сапфирами.

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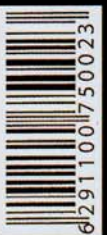
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FEMME FATALE

It's no longer merely about the number of diamonds that adorn ladies' watches this year; the wristwatch has evolved into a mobile art display



The Carrousel World is a continuation of the Carrousel line that was first shown by Sarcar last year. Turning the watch dial into an easel for artwork, the Carrousel World captures iconic scenes from various parts of the world (US, Egypt, China and more) with micro oil hand-painting. To maximise the dial for the artwork, the number of diamonds have been cut down to three 0.5 carat rotating solitaires. The crown and bezel are all set in diamonds and the timepiece is powered by a Piguet 615 Automatic movement.



Rado has always looked to the future and sought to produce it with today's technology. The new Ceramica Chronograph is the result of much work into the aesthetics behind ceramics and amalgamating it into a Rado timepiece. This year, it presented the Ceramica Chronograph in a variety of colours: green, silver, pink, blue, violet and gold. Its reworking of sapphire crystals has allowed it to tint the crystal to the same shade as the dial, giving it a uniquely unearthly sheen.



Leonard has also turned the watch into an art form with the Lady Jet Set DualTime. While set in an elegantly engineered 30mm rectangular casing generously lined with diamonds, its face is divided into two for easy reading of two separate time zones at once. This, paired with its mother-of-pearl dial that captures the light and exquisitely compliments its dazzling orchid motif truly is the embodiment of function and beauty.



LEONARD WATCHES

Name:

Alexandre
Reymond

Position:

Chief Executive
Officer



AM: What comprises Leonard's DNA?

AR: It would be creativity. My target for the brand is to create something new every year. We do not want to follow watch trends. I want to tell a story with the watch.

AM: How have you positioned Leonard?

AR: We want to have a strong relation to fashion. My inspiration for the Belle de Nuit comes from Art Décor.

AM: What is your target audience with the Belle De Nuit?

AR: When you buy a watch, you buy the name. My target audience are ladies who like to show their personality and have some knowledge of *haute couture*.

AM: What are your upcoming plans for the brand?

AR: We will continue to bring you beautiful pieces. Our timepieces will revolve around the theme of love. I would like to create a pair of watches for a daughter and mother (launched this year) as well as one for a father-son pair.

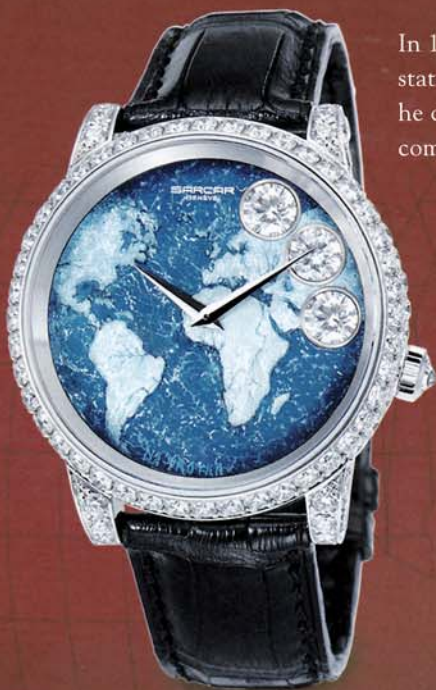
AM: How does Singapore fit in with Leonard's future plans?

AR: Singapore is very important to us. You have all the future in the world and you have no problems accepting new or creative time pieces. To me, I feel that Singapore is the future society.

*60th
Anniversary
1948-2008*

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Sarcar Celebrates its 60th Anniversary



In 1948, when Carlo Sarzano, founder of the Geneva watch manufacturer Sarcar, stated how important it was "to be large enough to be strong... and small enough to be free", he could not have imagined that he was dictating a line of conduct on which his company's enduring success was to be built.

Carrousel of the World:

Micro oil hand-painting technique with maximum concentration and peace of mind is needed in the creation of the miniature paintings for the dials.

Using a sharpened human hair as his tool, an artist with extreme dexterity must, apart from creating an atmosphere of love, develop a technique of lowering his heart-beat to only 35/min before proceeding to his creation.

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Sarcar's
Botania
Collection

In a world where so many masterpieces are made to be loved from afar, miniature painting knocks on the door of our personal space, urging us to draw close. If a picture speaks a thousand words, then a miniature one whispers those words urgently in our ears. The fineness of the strokes compels us to lean in; to pay attention to the devotion it speaks, to extend ourselves to the passion it holds that borders frequently on pain. The poetry of its minute scale has the power to strike deeper than any oversized canvas, and it is this poetry that gives miniature painting its universal appeal — after all, the most poignant moments of life reside between the lines. Our enjoyment of this art does not have to depend on understanding or knowledge. It brings to mind the great French poet Charles Baudelaire's words on Romanticism, that it is "precisely situated neither in choice of subject nor exact truth, but in the way of feeling."

BEAUTY IN THE DETAILS

What is the draw of a miniature painting that those who behold it can never love it lightly? BY LYN YIP

In the course of history, miniature painting has captured the hearts of emperors and kings, and has spent centuries as the indulgence of royal courts. The famous miniatures of the Mughal Empire depict up to two centuries of Indian royal life. The art ascended to sublime heights during the reign of Emperor Akhbar, legendary Mughal ruler of Northern India in the 16th century. Painted on parchments, the pictures were vivid with colors derived from rich, oftentimes unusual sources. Gold leaf was a dominant feature, and lapis lazuli was ground into a paste for brilliant blue paint. Even the iridescent wings of green beetles were plucked and glued on to represent emeralds. Scenes of Mughal warriors, Sufi mystics, Hindu deities, and dancing girls of the Indian courts, opened a window into an exotic world.

In Europe, miniature painting was literally close to godliness, for it was the heritage of illuminated manuscripts (special manuscripts decorated with borders and miniature paintings like that found in the Bible), as well as Byzantine art, that led to the birth of the Palekh miniatures. Palekh miniatures first appeared in the little Russian village of its namesake. It was the Soviet era, and icon painters of the Orthodox church who were put out of action by Communism took to more secular expressions of their art. Using tempera, they painted magical scenes of Russian fairy tales and poetry on small, varnished papier-mâché boxes. Each emotive piece promises a great story, and communicates insistently across barriers of language and culture.

It is due to this great story that independent watchmaker Sarcar Tramex SA chose the art of miniature painting to adorn the dials of their 60th anniversary watches. Sarcar has existed for 60 years as a company fueled by passion and an intimate relationship with beauty, clinging aggressively to the daring ideals set by its charismatic founder Carlo Sarzano. Steered by the guiding light of being "Large enough to be strong, small enough to be free", Sarcar is continuing on decisive steps to become more niche, exclusive and extraordinary by plunging deeper into a level of craftsmanship where every watch it yields can be considered "artwork". Sarcar's

60th anniversary collection, named the World collection, pays tribute to Mr. Sarzano's worldwide travels with breathtakingly detailed miniature paintings

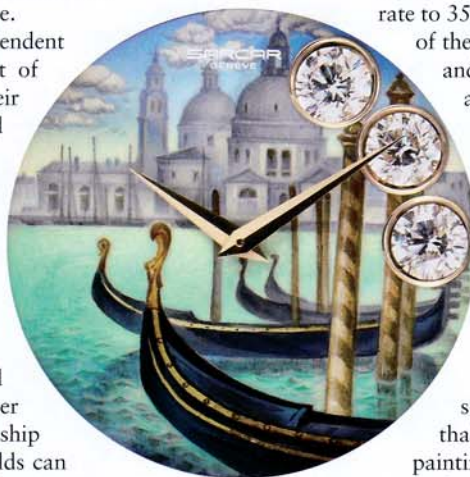
(or micro paintings, as they call them, for all their microscopic intricacy) of the global monuments representing the five continents of the world on the dials of its Carrousel range. The world itself is represented by a meticulous world map. The artwork is punctuated with three spinning solitaire diamonds — a Sarcar signature. In a more feminine expression, the Botania collection runs alongside the World, bursting with the "Colors of Life" — bouquets of flowers representing the four seasons beautifully painted on dials framed by dazzling diamond bezels.

The Russian artist who applied her mastery to the dials is a descendant of generations of gifted painters. She is lovingly guarded and kept protectively close to the heart of Sarcar. Maya Koenig, Sarcar's inspired and inspiring CEO, has a twinkle of awe in her eyes as she speaks of the artist's rare and precious skill that has taken a lifetime to master: This art, several hundred years old in heritage, has to be learned as a child. You have to grow up with it, training your eyes, training your body. The Russian artist works without a microscope, relying only on the precision of her eyes. She can only work for a few hours a day when the light is best, and begins to paint only when she has managed to lower her heart rate to 35 beats a minute. This is how she gives life to the eyes of the Giant Panda she paints on the dial, and movement and softness to its fur. Her hands must be steady beyond a regular person's ability. Her paintbrush is a hair split in two. Her techniques are shrouded in mystery. She will only paint this way for a number of years in her life, as the art is so consuming, it would take a toll on her body.

In this light, it is clear the art of miniature painting is a demanding, almost punishing discipline. Which raises the question: What is it about painful, all-consuming art that moves us so? The answer lies not in our inclination towards masochism (as the situation may suggest), but in that the apparent suffering that arises from the processes of miniature painting is more about love than about pain.

An art that demands a lifetime of preparation and training is an art that conveys soul. It is pregnant with the kind of love that inspires love. It is impossible for us not to attach deep emotional value to a painting in which each stroke is applied with mental and physical focus so great that the world melts away as the picture materializes.

Such beauty is powerful, as it is a reminder that life is more than the routines of our everyday grind, and that magic is waiting to happen at the far end of our passions.



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In 1948, when Carlo Sarzano, founder of the Geneva watch manufacturer Sarcar, stated how important it was "to be large enough to be strong... and small enough to be free", he could not have imagined that he was dictating a line of conduct on which his company's enduring success was to be built.

Carrousel of the World:

Micro oil hand-painting technique with maximum concentration and peace of mind is needed in the creation of the miniature paintings for the dials.

Using a sharpened human hair as his tool, an artist with extreme dexterity must, apart from creating an atmosphere of love, develop a technique of lowering his heart-beat to only 35/min before proceeding to his creation.



60th
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Exclusive collection with micro hand painted dials of the World Map and major attractions of 5 continents of the world:

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Mereka tampil lantang dalam rupa-rupa bentuk. Motif 'liar' macan dan ular, wajah polos si panda dan gajah, serta keindahan sang naga yang mistis. Memperkuat inspirasi tentang alam pada tampilan gaya.

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Kenneth Jay Lane, Ivy

A Cartier wristwatch with a diamond-set case and a large, ornate diamond-set elephant head pendant. The watch face is pink with blue star markers and a blue dial. The background is a yellow floral pattern.



Anya Hindmarch

haru biru

Ia memang lebih dikenal sebagai warna maskulin. Tapi di musim ini, ia tampil cantik dalam ragam gradasinya. Siap mengharubirukan sekujur tubuh, bahkan goresan nama Anda.

Celine Fall Winter 2008

Bvlgari

Van Cleef & Arpels

Piaget

Sarcar

Chopard

Roberto Cavalli

kilau berlian

Tentang sebuah simbol kemewahan yang tak lekang waktu. Kian ramai, kian indah. Kilau yang sejati pun menjadi inspirasi di sana sini, melahirkan kilap kerlip dalam bentuk lain yang tak kalah gemilang.



Van Cleef & Arpels



Sarcar



Rodo Masari



Piaget



Nannete Lep



Piaget



Montblanc

Montblanc

Richmond Fall Winter 2008



rekonsiliasi zaman

Kekuatan dan kebebasan, kiat ampuh Sarcar mempertahankan 60 tahun eksistensinya.



PADA 1948 DI GENEVA, setelah lama bekerja sebagai representatif untuk beberapa perusahaan jam tangan terkemuka, Sarzano Carlo mendirikan Sarcar karena ingin menggabungkan presisi dan kualitas teknologi dengan visi kreatifnya sendiri. Sepeninggal Sarzano Carlo, sang istri Paulette Sarzano tetap gigih dalam mempertahankan dedikasi Sarcar sebagai artisan jam tangan emas yang bonafid. Enam puluh tahun kemudian, semangat perfeksionis ini tetap berkobar, mengukuhkan reputasi Sarcar sebagai salah satu label legendaris dengan deretan klien eksklusif.

Hingga sekarang pun, prinsip bisnis sang pendiri, *"Big enough to be strong, but relatively small that freedom is preserved"* tetap dijunjung. Kebebasan inilah yang memungkinkan tim Sarcar untuk merealisasikan keinginan klien mereka. Koleksi *La Bise* dan *Maestro* yang baru saja dilansir tahun ini, misalnya, diciptakan khusus untuk mereka yang menyukai desain yang lebih kompleks. *La Bise* menghadirkan tampilan *second time-zone* beserta fitur *self-winding* yang digerakkan oleh rotor emas 18 karat, sedangkan *Maestro* menampilkan *hand-wound movement* dengan *power reserve* selama 72 jam.

Meski menggunakan teknologi terkini, konsep desain produk Sarcar tidak pernah melenceng jauh

dari identitas intinya. Seri *Honeymoon* yang terbaru pun sebenarnya merupakan evolusi dari seri *Moonlight Galaxy* – bentuk oval dan fitur *rotating diamond* tetap dipertahankan namun dibingkai dengan casing yang berbeda.

Namun tingkat keistimewaan Sarcar paling nyata terlihat pada koleksi *Carrousel World* yang dirancang khusus dalam rangka peringatan ulang tahunnya yang ke- 60. *Carrousel World* yang merupakan ekstensi dari koleksi *Carrousel* yang dilansir di pameran *Baselworld 2008* ini diciptakan dengan menggunakan teknik *micro oil hand-painting*. Demi mencapai level presisi yang diinginkan, sang artisan harus menurunkan detak jantungnya hingga 35 ketukan per menit untuk menggambar lukisan miniatur sebagai latar belakangnya. Alat yang digunakan juga tak biasa: rambut manusia yang ditajamkan!

Koleksi ini hadir dalam lima pilihan *background* yaitu *The Great Wall of China*, *Venice*, *Statue of the Liberty*, *Pyramids of Egypt*, *The Opera Hall of Sydney*, dan *The World Map*. Masih ingin tahu mengapa koleksi ini begitu eksklusif? Setiap jam tangan *Carrousel World* memiliki sekitar 207 butir berlian berdiameter 7.66 karat, cocok untuk Anda yang menghargai desain klasik dengan kilau ekstra. Sebuah visi tentang kekuatan dan kebebasan versi Sarzano Carlo yang telah mendunia. (JO ELAINE)



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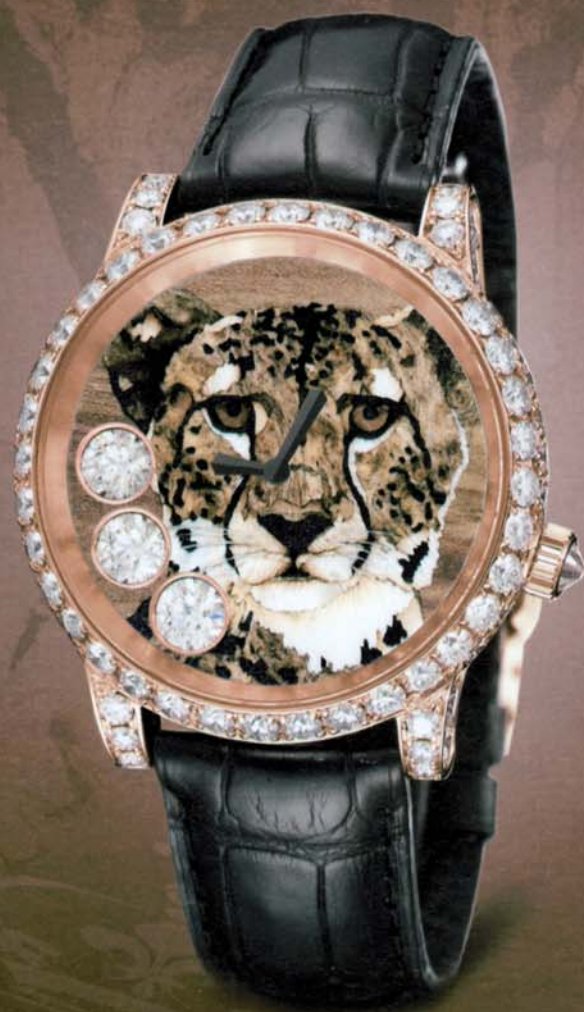
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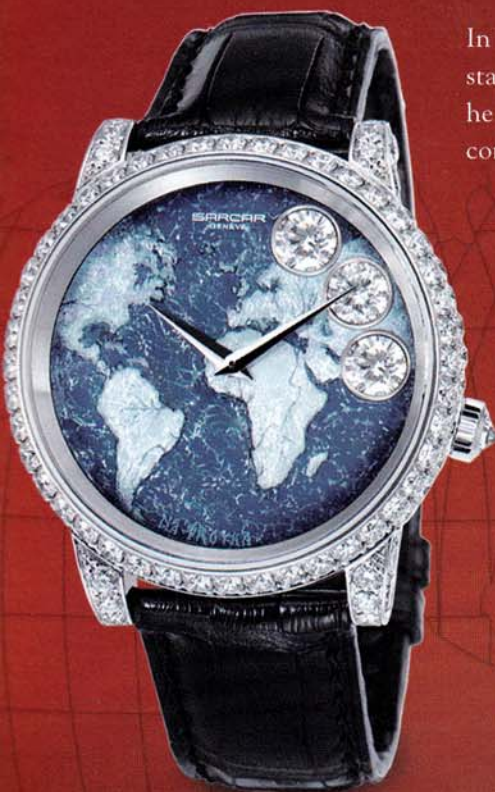
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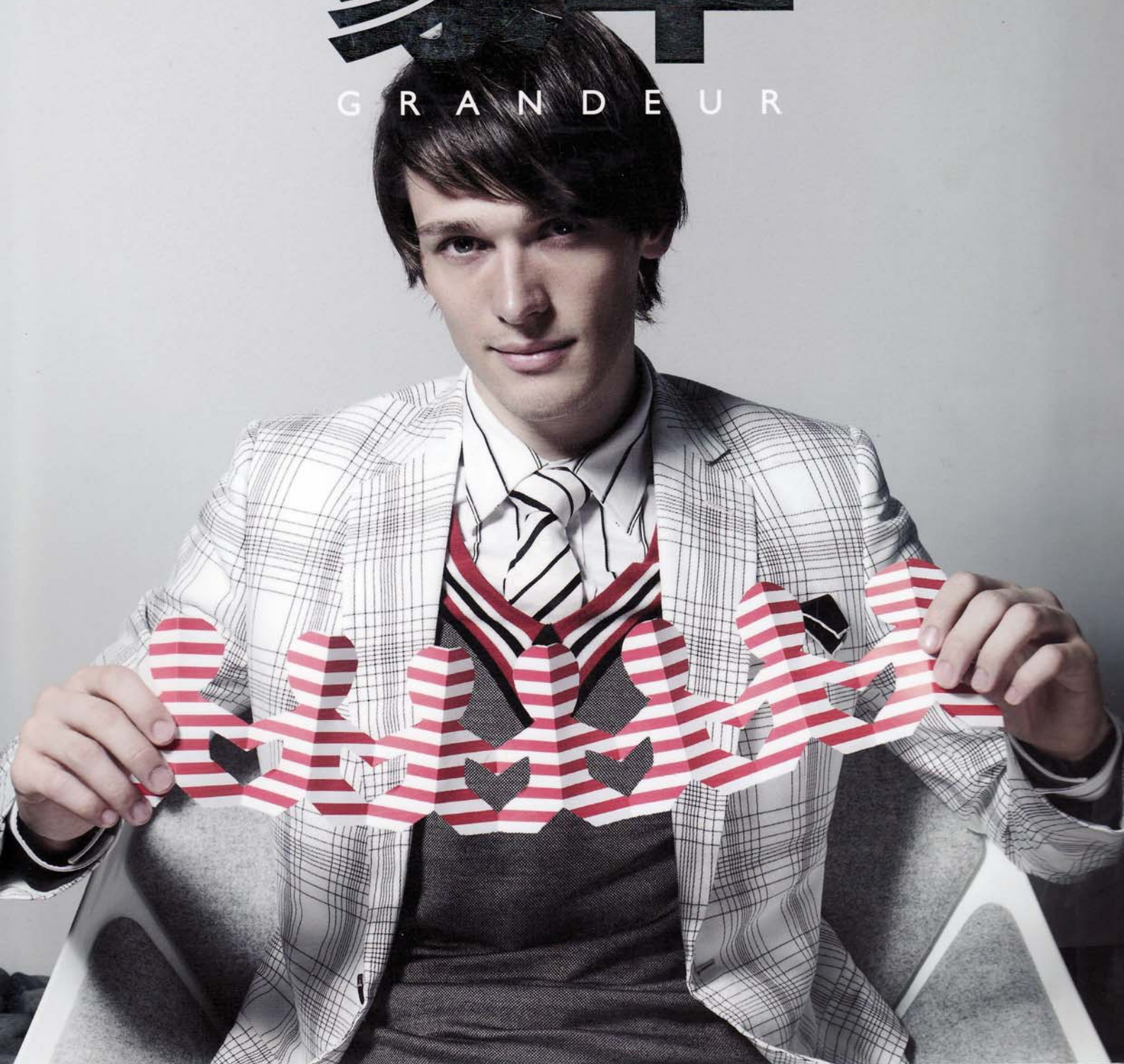
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文 / 黄伟汉 摄影 / Johan Lim

做

善事不只是一个人金钱上的分享，更是一种心灵上的付出，所以为善有着它非常独特的哲学准则。如何在做善事的当儿能够将分寸拿捏得恰到好处，既不过分自吹自擂、沽名钓誉，亦不畏首畏尾、隔靴搔痒——这种为善的艺术是现今社会中罕有人能懂得的大学问。但也正是在这样的社会中，许多力求为善但不求人知的仁者深知随缘的道理，在每一个能够出钱出力的机会中都当仁不让，并且甘于享受那种无名无利的满足感。事实上，这些没有名字的善心人士中有许多是在社会上成就斐然的成功人士。著名腕表品牌Sarcar本区域总代理Leong Poh Kee Pte Ltd的董事经理梁兆权先生就是这样一位深谙为善之道的“仁商”。

这位现年五十一岁的钟表商人宛如一座山，在沉稳的气宇中兼有淡定自若和潇洒，是一位十分典型的中年绅士；再加上温雅谦逊的谈吐，以丝毫不露霸气的话语挥洒着自信与和善，让人禁不住有如沐春风的感觉。的确，甫一照面，您可能很难想象，这位著名奢华表的区域代理人就是

这样一位朴实无华、深自内敛的男士。或许，就像每一座山一样，梁君的力量正是源于那种浑厚宽宏的气度。也正是因为有着这样的内涵，让他对名的得与失之间看得相当淡，并且乐于以低调的方式避免不必要的注意力。他甚至不讳言说：“我本来是不太想接受访问的，尤其当我知道你们这次的访谈重点是慈善的时候我更加却步不前——毕竟，我并不是什么大慈善家，也不想大家觉得我在自吹自擂。”

虽然自谦并未对慈善有什么特别的贡献，但是在2007年10月间梁君却参与了一件闻名国际的慈善盛事。去年10月17日，新加坡航空公司（SIA）迎来了其首架A380空中巴士客机。A380具备双层舱位、四具引擎，在全商务舱的模式下可运载多达853位乘客。毋庸置疑，这是目前世界上最大、最先进的超级商用客机——而新航则是世界上首家将A380正式投入服务的航空公司，为飞航史掀开新的篇章。但是，绰号“超级珍宝”（Superjumbo）的A380为本区域所带来的并不只是华贵非凡的旅游途径罢了。为了给予这个历史性的一刻一个独特的意义，新航在9月间为A380在接下来的10月25日中往返新加坡和澳洲悉尼的历史性全球商务首航举办了一场机位慈善拍卖会，在eBay上向社会大众公开拍卖这次首航的662个机位。在来自全球各地人士的踊跃支持之下，该次的拍卖会取得了空前的成功，共筹得了约126万美元的款额。这些善款将均分三份，分别拨给新加坡的Community Chest、悉尼的两家儿童医院（Randwick和Westmead）、以及著名环球人道组织无国界医生。对于热爱旅行的梁氏一家人来说，这次首航本身已经是绝对不能错过的独特经验；加上它对国际慈善事业的贡献，梁君在该拍卖会上的活跃是再自然不过的事。

善的美学

philanthropy
at its truest

为善不落人后，是现代人对奉献慈善的绝对守则。但是在一股脑的冲劲中，又有多少人在乎这背后的真、诚与美？Sarcar区域代理商梁兆权先生的一席话，或许能让您一窥个中学问。

Sarcar区域代理商梁兆权，51岁
国籍：新加坡

“我和我目前高龄92岁的老父都非常热衷于旅游。早在三年前，当新航宣布购买A380、成为世界上最先拥有这家超级客机的先驱航空公司时，我们就对其首航非常感兴趣，我也答应了我的父亲会争取到A380首航的机位。后来，空中巴士方面发生了一些延误，导致飞机没办法准时交接到新航手上，我们也就作罢。但当这次首航以慈善拍卖的方式重新回到镁光灯下时，我和我的家人觉得机不可失，便一口气标下了八个机位。出发的人包括我的父亲、我和我太太、我的两个孩子、我哥哥、我妹妹、以及为了照顾我年迈父亲而随行的女佣。”在这样的公开拍卖会中，想要标得这么多机位自然不是易事。当被询及在拍卖会中共花了多少钱时，梁君宣称已经忘了——但是至少也有十万新元以上，数目相当可观。但是，他并不希望被大众误解为透过这种曝光率极高的活动拉抬自己的名声。他坦言：“我们根本没有想过要有任何形式的回报和肯定。慈善是一件美事，我们但求做过则问心无愧；只是我们非常幸运，可以在追逐自己的喜好同时也能够为弱势团体尽一份力，算是我和我家人的一种福气。”

谈到慈善，我们很自然地将话题转到近年来逐渐受到重视的企业社会责任（corporate social responsibilities）上。在这里，梁君再一次展现了他沉稳低调的个性。他以淡然自若的语气表示：“目前，Leong Poh Kee Pte Ltd还是一家很小的公司，如果硬要谈什么企业社会恐怕也只是胡乱发表意见罢了，我不想那样做。当然，这并不表示我们对这个社会漠不关心，只要有适合的场合和目标，对方也很有诚意，我们都不会拒绝——而我也确实常常这么做。至于我有没有在什么慈善组织担任什么职位，还有我向什么团体捐过多少钱，很抱歉，我想在这些事情上保留一些隐私。”望着梁君脸上温和的笑意，让人禁不住以为他只是礼貌性的自谦。但是随着笔者越加追问，才发现他确实在这方面有着一种外柔内刚的原则。”在这个社会上，我们看到很多团体、很多善心人士，他们对不同的弱势团体都有着很大的贡献；相比之下，我这点力量根本不算什么，所以我也不该班门弄斧。如果这么做的话，我不但对不起我自己的原则，甚至还助长了一股社会歪风。”

这股所谓的歪风，其来有自。美国大文豪海明威说过：“这是一个美好、并且值得拯救的世界。”我们看社会万端，固然有许多人以自己的方式维护着这样的信念；但是，在这个功利主义横行的时代，慈善的焦点是否正在向一种自我表现、形象推销的方向模糊当中？这是一个非常沉重的问题，但也是我们不得不回答、面对的问题。梁君的答案是一种极为耐人寻味的哲学：在这位“仁商”不凡的风度和独特的想法中，我们看到一种不为而为的精神，一份光华不显的善的哲学。或许，唯有在这样的没有牵绊的自由当中，我们才能真正去谈慈善之为物，究竟是什么。■

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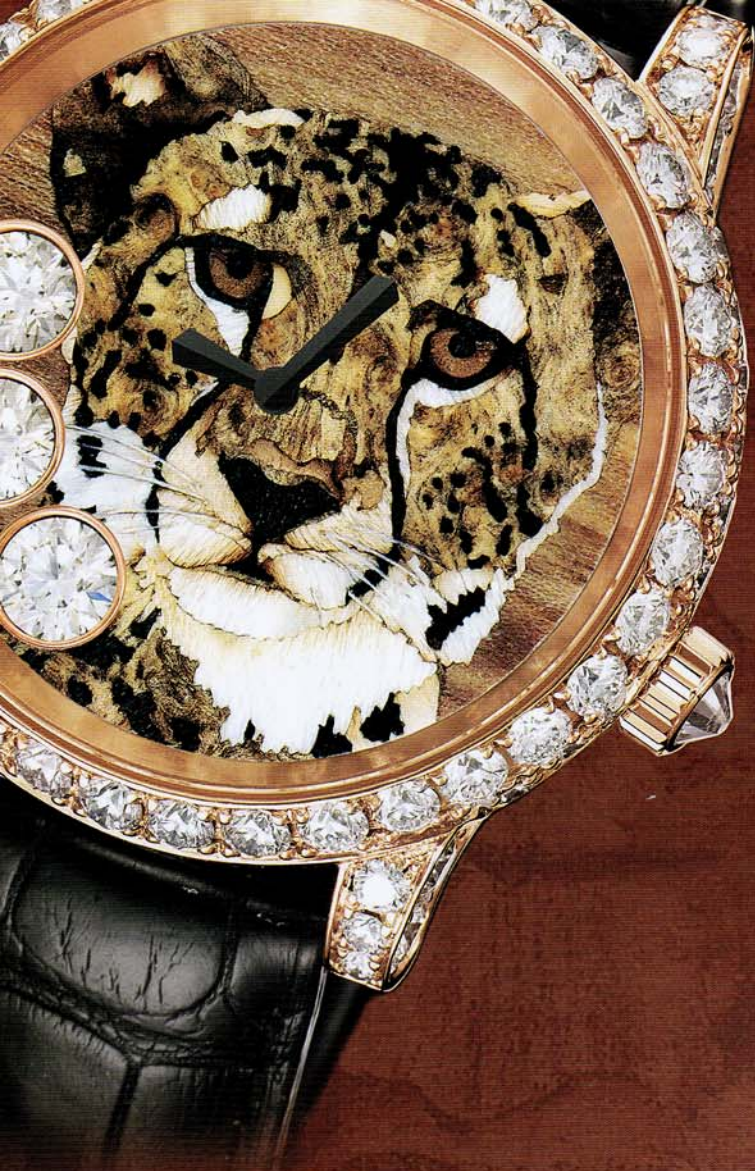
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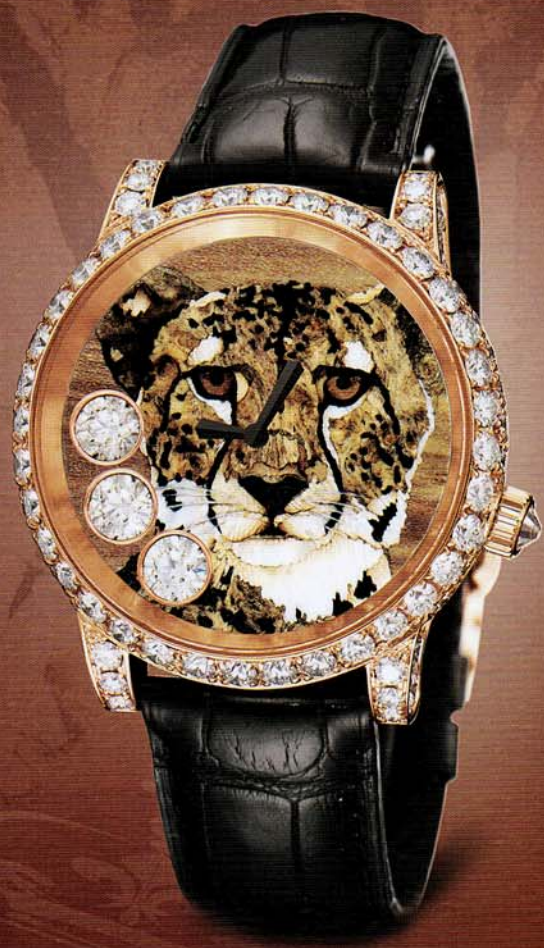
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豪门世家璀璨欢庆六十周年



1948年，豪门世家(Sarcar)创办人Carlo Sarzano在日内瓦创造经典，秉持“大而有劲，小而奔放”的理念打造每一只豪门世家表。他从未想过凭着其精湛的手艺，能够带领集团创造今日的非凡成就。

环行全世界

微型手绘油画技术在作画处理微小的细节时，需要相当的专注力与保持平静和缓的思绪。

艺术家使用坚韧的真发为绘图工具，运用他们纯熟灵巧的手艺，在充满爱的氛围中作画。动笔绘图前，他们还须调整至每分钟35下心跳的频率沉稳创作。

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编织梦想60年

SARCAR

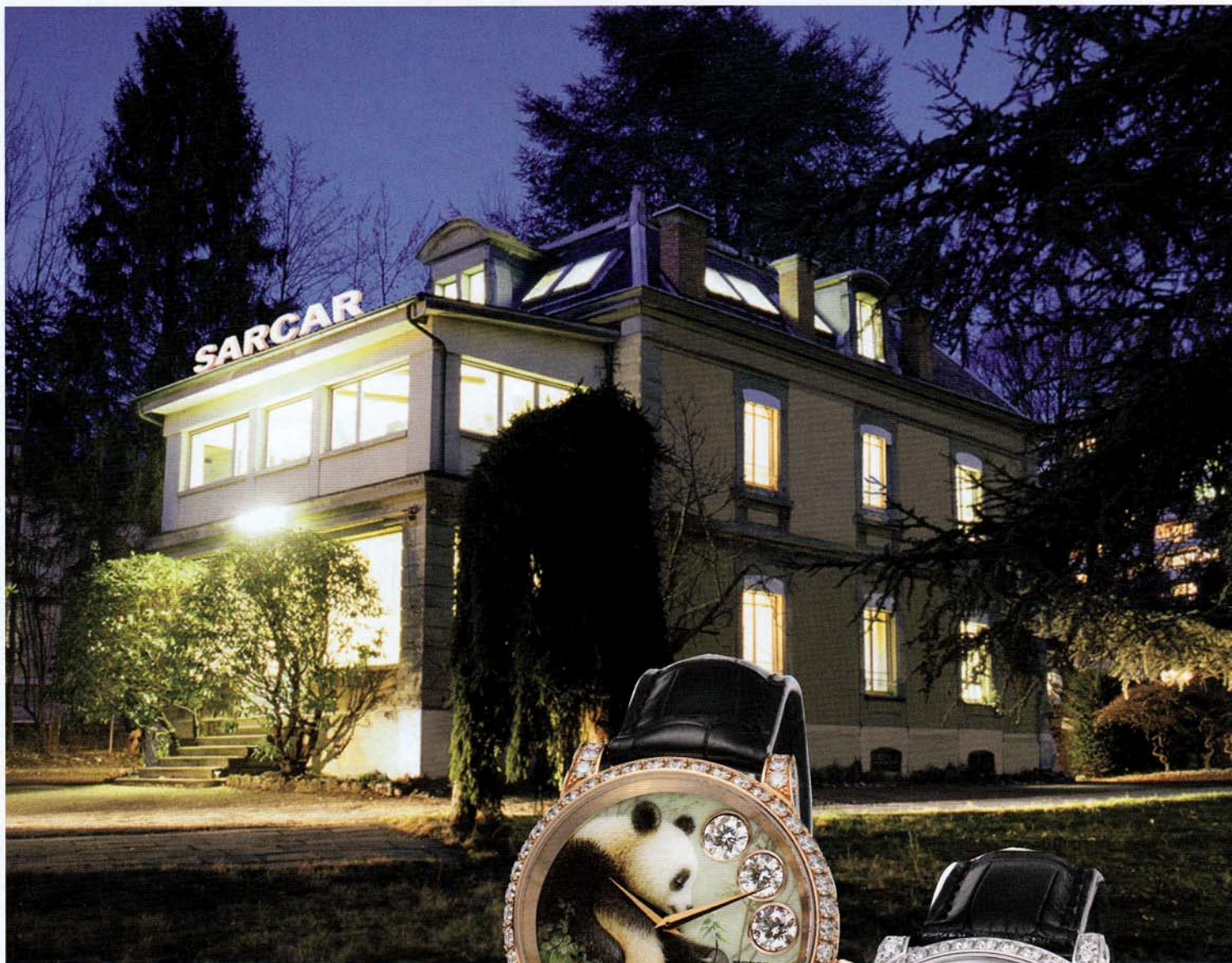
自1948年，Sarcar便以极至奢华的腕表设计吸引世人的目光。这些腕上艺术不只是贵气的珠宝精品，也是难得的收藏品。每一款的Sarcar精表都是极限量珍品，每一件都尽显该品牌卓越的制表技术和细腻设计。每一位制表师犹如艺术家，花心血打造出完美作品，创造这些巧夺天工的名贵精表。

60年以来，Sarcar保留了坚韧的精神和熟练的手艺，延续着对制表的热诚。品牌对珍贵素材的使用也是其一大特点：无论是黄金、宝石或珍珠，Sarcar都能以独具个性的手法来诠释，并赋予新生。而Sarcar精表中，不难发现大量钻石的使用。要在设计当中结合钻石并带出这宝石璀璨的特质并不容易。只有通过熟练的手艺和经验才能展现出钻石的无暇光芒。许多系列如Solitaire、Magic Moon和Colours of Life都是具代表性的典范，这些系列也都是Sarcar引以为豪的作品。



虽然日益受藏家欢迎，但公司仍然保持自己独有的运作模式和规模：Sarcar的创办人Carlo Sarzano的一句名言“to be large enough to be strong... and small enough to be free”便是该品牌背后的精神。

为庆祝60周年，Sarcar特别推出The Carrousel World和The Botania两个系列。The Carrousel World系列和俄罗斯的杰出画家合作，将一幅幅唯美的图画以精湛的手工一笔一划绘在表面上。画家的每一笔都反映出与制表艺术相同的认真度——绘画过程当中，画家得控制呼吸，用人发制造的毛笔作画，才能雕琢出让人惊叹的作品。The Carrousel World系列一



共有6款设计——代表亚洲的万里长城、代表欧洲的威尼斯、代表美国的自由女神像、代表非洲的埃及金字塔、代表澳洲的悉尼歌剧院和世界地图。每一只The Carrousel World腕表都镶上3颗0.5克拉钻石。这18K金的精表的确是艺术和制表工艺最完美的结合。

The Botania 系列则以花朵象征生命：一朵朵含苞待放的花朵，充满着期待和力量。系列中以菊花、百合、玫瑰和雪绒花来描述四季的色彩，绚丽的设计展现出华丽的风范。画家以人发制造的毛笔作画，细腻度不在话下，朵朵栩栩如生。The Botania系列中的表壳都镶上了48颗钻石，共0.96克拉。在灯光的反射之下灿烂夺目，与表面的花朵相呼应。18K金的The Botania系列可算是女性的心头爱，贵气的设计不只凸现出优柔的气质，出众的颜色配搭更是抢眼。这非凡的艺术表现奠定了Sarcara在精表业中重要的角色。



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Sarcar 60年硕果丰收

奢华瑞士腕表豪门世家Sarcar今年欢庆品牌创立60周年。一路走来，不少富豪名流、皇室、政要、明星们都为腕表散发的璀璨光芒深深着迷。今年，品牌特别为5大洲的收藏家设计纪念腕表。

文 / SYLVESTER NG

一个世界5大洲

Sarcar特别为“地球村”的表迷设计了6款油画系列腕表。系列的焦点除了在1至3时位分别镶上会摇动的0.5卡拉钻石外，5款腕表的表面，也分别以油画方式绘上了5大洲的重要地标：当中包括亚洲的万里长城、澳洲的悉尼歌剧院、美洲的自由女神、非洲的埃及金字塔和欧洲的水都威尼斯。系列中还有一款画上世界地图，代表着“地球村”的精彩设计。每幅画作都栩栩如生，细节生动。彩绘油画与珐琅艺术的最大不同处在于，油画让腕表上的图案展现不同层次，更具立体感。





其他精彩腕表：

Botania

油画系列除了“世界”款式外，还推出另一组“花卉”(Botania)设计。表面上的图案有4种，包括玫瑰、菊花、百合花和小白花。细腻的彩笔让花朵格外生动，就连花瓣上的露珠都活灵活现。戴着它，肯定人如花样娇。

Honeymoon

蜜月对情侣来说，是人生中最难忘的时光。Sarcar今年就推出了Honeymoon腕表，希望能记录下这一段甜美时光。腕表的12时位镶上一颗自由转动的钻石，周围再镶上一环小钻石，让转动钻石看起来更璀璨。12个时标也各自镶上同样大小的钻石，表环则镶上一颗颗迷人钻石作点缀，搭配魔鬼鱼皮制色彩表带。✧



旋转60年！

品牌于1948年由Carlo Sarzano 在日内瓦创立。秉持“大而有劲，小而奔放”为理念，并以自由转动的钻石为傲。创办人一向毫不吝啬地把最大最璀璨的钻石镶在腕表上，让腕表更与众不同。另外，品牌也以一贯的大胆作风，尝试用不同的技术来设计表面。去年品牌推出了以不同木质材料拼成的动物图案，今年则在表面采用传统的油画。



以不同木质材料拼成的老鹰表面设计。



以油画绘出栩栩如生的熊猫图案。

明報 2094
2008年12月27日



花逝五年
香港女兒梅艷芳



梅艷芳逝世五周年

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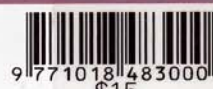
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Sarcar

打造精緻珠寶錶工藝

規模小的公司，在市場上未必沒有優勢，Sarcar 豪門世家便是一個好例子，幾十年來以小型公司模式運作，正因為沒有大公司的重重架構障礙，做起事來特別靈活變通，因而令品牌多年來能夠出品高貴、創新的產品及保持優良名聲，成就瑞士製錶業模範生的美譽。

大而強壯 小而靈活

Sarcar 豪門世家由卡洛·沙黎諾 (Carlo Sarzano) 於1948年在瑞士日內瓦創立，卡洛曾在頂級瑞士手錶品牌工作多年，憑着他充滿美感的珠寶錶設計，早已在意大利及西班牙業界享負盛名。卡洛經常把「大而強壯 小而靈活」掛在口邊，沒想到此話漸漸成為公司的發展方針，令公司營運起來更富彈性及創造力。

生產限量珍貴錶款

卡洛於1974年離世後，Sarcar 豪門世家由其妻 Paulette Sarzano 接管，甫接任即面對與卡洛當初企業理念大相逕庭的抉擇，最後，Paulette 決定專注生產早已聲名大噪的純金手錶系列。

採用珍貴的材質如黃金、天然珍珠貝母及寶石等，以藝術標準的工藝為基礎，經過一絲不苟的珠寶鑲嵌、手工拋光、雕刻琢磨、切割及組裝等工序，打造出一枚枚巧奪天工的作品，充分演繹品牌靈活創新、追求造工精緻完美的特質。



The Janus 腕錶

為慶祝品牌創廠60周年及泰國H.M.國王80歲生日而發表的雙面錶款，一面是鑲雕錶盤，從18K黃金錶盤可透視機械機芯的完美運作；另一面是18K白金錶殼，搭載石英機芯，以12顆鑽石作為時標，並具備單顆Solitaire鑽石0.40克拉，整枚錶鑲嵌了180顆共2.03克拉鑽石，展示品牌的無限創意。



The Botania 女性腕錶系列

以四季為題材的“Colours of Life”系列，珍珠母貝錶盤上是人手繪製的花卉，花卉造型優雅細緻，突顯畫工的精湛，錶殼和錶扣採用18K白金或玫瑰金造成，鑲嵌48顆鑽石共0.96克拉，搭載機械機芯，是充滿大自然氣息之作。

PRINCE太子

珠寶鐘錶 JEWELLERY & WATCH



Sarcar
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Maya Koenig 致力滿足每位客戶需要



Sarcar 豪門世家行政總裁

Maya Koenig認為Sarcar豪門世家受歡迎原因是出品專業且擁有獨特個性，「我們的目標客戶，是有信心、成熟且具經濟能力的一輩，他們要找特別錶款時往往想起Sarcar豪門世家，尤其鑲鑽的錶款。」對於品牌的期望，Maya Koenig從沒放眼在賣數字上，「我希望品牌的發展不止在於數字上的增長，要在技術及個性兩方面真正滿足顧客的需要。」

Profile

於瑞士蘇黎世出生的MAYA KOENIG，學生時代已被Sarcar豪門世家的腕錶吸引，畢業後順理成章加入Sarcar豪門世家工作，直接聽命於創辦人妻子Madam Paulette Sarzano。自1981年從行政工作做起，到2003年擢升成為行政總裁至今。

My Favorite Watch



「在眾多錶款中特別鍾愛Solitaire轉乾坤鑽錶，全鑽錶盤鑲有Sarcar豪門世家專利可旋轉單鑽，設計大膽創新且高貴華麗。」

SARCAR
GENÈVE
Creator of dreams
豪門世家



Solitaire轉乾坤鑽錶

圓形錶殼及錶面共鑲了十克拉鑽石，只要輕輕一搖，錶盤上的圖案及一顆超過一克拉的VVS1美鑽會不停地轉動，恍如「運轉乾坤」一樣閃爍着動人美態，是集高貴與創意一身的設計，堪稱身份的象徵。



CARROUSELWorld自動上鏈系列鑽錶

靈感來自2006年Baselworld錶展發表的Carrousel，跟俄國微縮彩繪家合作，以五大洲和地球為主題，在六個錶盤上分別畫上中國長城、威尼斯、自由女神、埃及金字塔、雪梨歌劇院及全球地圖。與Carrousel系列最不同之處是每枚錶盤上鑲有3顆0.50克拉旋轉鑽石，全枚腕錶用上約207顆共7.66克拉鑽石，彰顯奢華氣勢。




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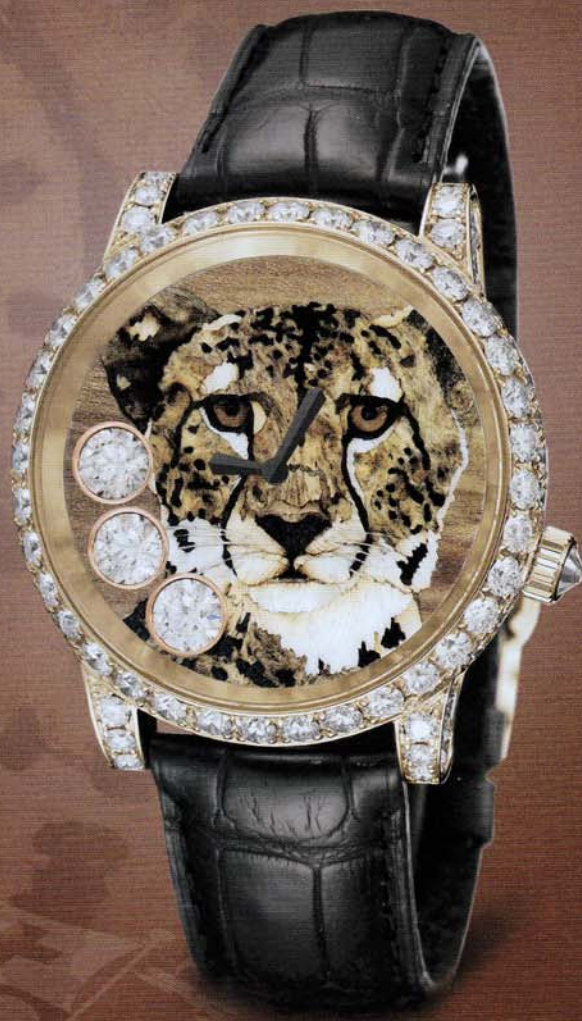
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1



2



3



4



5



6

1 Sinn的1746瓷表盘是由Hochst Porcelain瓷场工匠艺术家彩绘的。这款将莱茵河风景彩绘在表盘上，有紫色、蓝色和灰色共选择，每款限量发行25只。表盘也刻上Frankfurt Coats of arms印章。

2 Sarcar的Carrousel Cheval是崇高艺术与工艺的结晶。你可知道表盘上的俊马图案是以不同种类的木的不同色泽构成的，非常高难度。表盘上有3颗可旋转的钻石，表缘、托柄和表冠都镶上钻石。

3 早在18世纪便以矿石来制造表盘的Jaquet Droz，在当时已获得了造表界的荣誉。2003年，Jaquet Droz的矿石表在标展上亮相，今年又再次成为品牌焦点。这款La Grande Seconde Medium Mineral 18K白金自动调时机芯表，备有68小时动力储备。小秒盘设在6点钟位置。

4 仔细一看，德国精表Glashütte Original的Senator Meissen自动机芯表盘，原来是以瓷制成的，而罗马刻度是精彩彩上去的，非常高难度。超薄的玫瑰金表壳备有透明的表背。备有55小时动力储备。

5 独立造表师Andersen的Kamar自动机芯表，蓝金表盘上的12点钟位置呈现珍珠母月像盈亏图。备有70小时动力储备。也可选Kamar Aventurine砂金石表盘或Kamar Jade玉表盘设计。

6 由Gucci时尚创意总监Frida Giannini设计的Signoria精表系列，以Gucci经典的马鞍搭扣作为表链设计。表盘选用了孔雀石。表缘和部分表链镶上钻石。



8



9

8 享受奢华和遨游各城市的女性，Delacour的City Duo Armis的设计时尚、大胆。第二时区表盘设在6点钟位置。粉红金镶钻表盘和表缘，不停闪烁光芒。

9 Charriol的Actor Min石英机芯精表的酒桶形表盘，镶上了56颗钻石，具艺术美感的潦草阿拉伯刻度为整个设计注入美感。

10 Jean Richard让时间变得更灿烂。Bressel Flying Hands自动调试精表的表盘上，绽放着两朵胡姬花。小秒显示设在9点钟位置，动力储备显示设在四点半位置。表缘和表盘都镶上钻石，搭配魔鬼鱼表带。

11 Piaget在今年推出的Limelight Party首饰和精表系列，其中一个主题是音乐和派对。这款Secret 18K白金石英精表，以黑胶唱片为设计灵感。将表盖推转开来，发现了另一个秘密——镶钻表盘！共镶上199颗钻石。

12 Zenith的Baby Star Sea Open的9颗钻石刻度和镶上21颗钻石星，璀璨非凡。设在10点钟位置的镂空海星，让你能透视机芯。50小时动力储备。

13 Van Cleef & Arpels以梦幻的手法来诠释时间，推出了Lady Arpels Seasons Opera精表，呈现一场别开生面的芭蕾舞秀。奇妙之处在于当时间慢慢地过去，陶瓷表盘的4个芭蕾舞员——从珍珠母“布帘”移动出来亮相。表缘、托柄、表冠和芭蕾舞员雕刻的裙子，都镶上钻石。

14 Sarcar的Moonlight Galaxy石英精表，让女人坠入光芒四射的银河里。18K粉红金椭圆形表壳共镶上约173颗钻石。设在12点钟位置的超过0.4卡拉独立旋转钻石，足以让女人心动。

15 Ulysse Nardin备有两地时间显示的Dual Time Lady精表，通过左边两个加或减的按钮，方便女性自己调节时间。当你在调节时间时，日期显示也会随着更换。表缘和刻度都镶上钻石。小秒显示盘设在6点钟位置。



10



11



12



13



14



15



DAZZLING MOMENTS

象征永恒的钻石不仅让女人心动，男人也难以抗拒。闪烁着无穷光芒的钻石，让人沉浸在奢华璀璨中。无需其他配饰，足以让你轻易成为焦点。

左至右：Jean-Mairet Gillman Ladies Grande Date镶钻精表，Sarcar Magic World 自动机芯镶钻精表，NHC 18K金自动机芯表

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www.sarcar.com

60th Anniversary 1948-2008



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- 3 rotating signature solitaire diamonds of 0.5 carats each
- Dual-sided croco strap with diamond-set gold buckle

solitaire

JEWELLERY FASHION & WATCH TRENDS
ASIA PACIFIC EDITION DECEMBER 2008 JANUARY 2009



25 Ultimate Luxury Gifts for the Festive Season

Stefan
Hafner's
Gem Angels

Hollywood
Platinum Weddings

AUD15 - BN.BND10 - HK HKD80
R80.000 - KR.KRW8.000 - MY.MYR20
NZD20 - PH.PHP300 - SG.SGD8
THB650 - TH.THB250 - VN.VND150.000

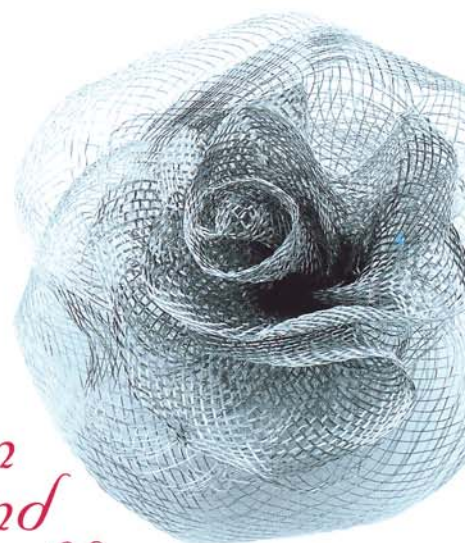


Jewelled Toys ♦ Hot Diamond Watches ♦ Butterfly Rocks



Auction Action

The two largest Forevermark diamonds, known as the Ponahalo diamonds, have been sold by Steinmetz at Christies for a cool USD6.3 million. Weighing 102.11 and 70.87cts each, they had formed the centrepiece of this African-inspired pendant by Kevin Friedman. The diamonds originated from a single rough of 316.15cts, which was subsequently cut and polished by Steinmetz.



Bloom and Sparkle

Ginza Tanaka has done it again. Famed for turning ordinary things into precious objects, it has now turned a plain corsage into a platinum brooch. The corsage can also be worn as a pendant when combined with the strap of its previous creation, a platinum bag. www.ginzatanaka.co.jp

GINZATANAKA.CO.JP



World Wide Wear

You've got the whole world, not in your hand but on your wrist. This Carrousel World Map watch has an intricate hand oil painted dial and three 0.5ct rotating diamonds surrounded by a diamond bezel in white gold. The collection also has five other models featuring a landmark on each of the continents. www.sarcar.ch

solitaire

JEWELLERY FASHION & WATCH TRENDS
EDISI INDONESIA JULI AGUSTUS 2008

*Victoire de
Castellane*

Penguasa Dior

*Celebrity
Gems*

Marion Cotillard
Michelle Yeoh
Sarah Jessica
Parker

*Regal
Rocks*

Berlian Sang Penakluk

In Style

Bvlgari, Charriol,
Chopard, Montblanc
Vertu

RP 60.000

ISSN 1907-7564



60th
Anniversary
1948-2008

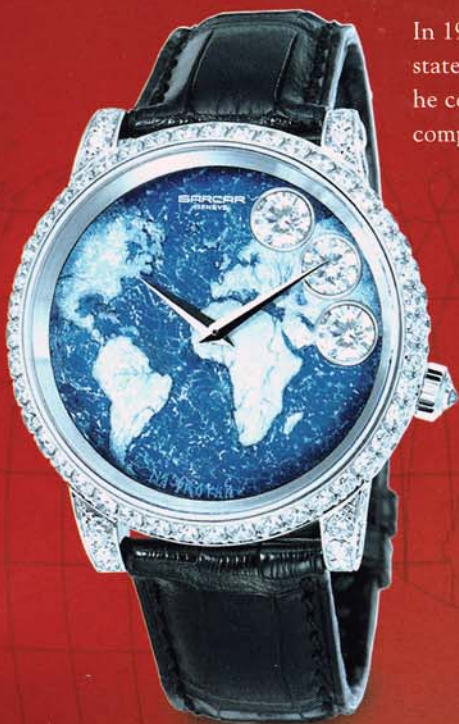


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Creator of dreams

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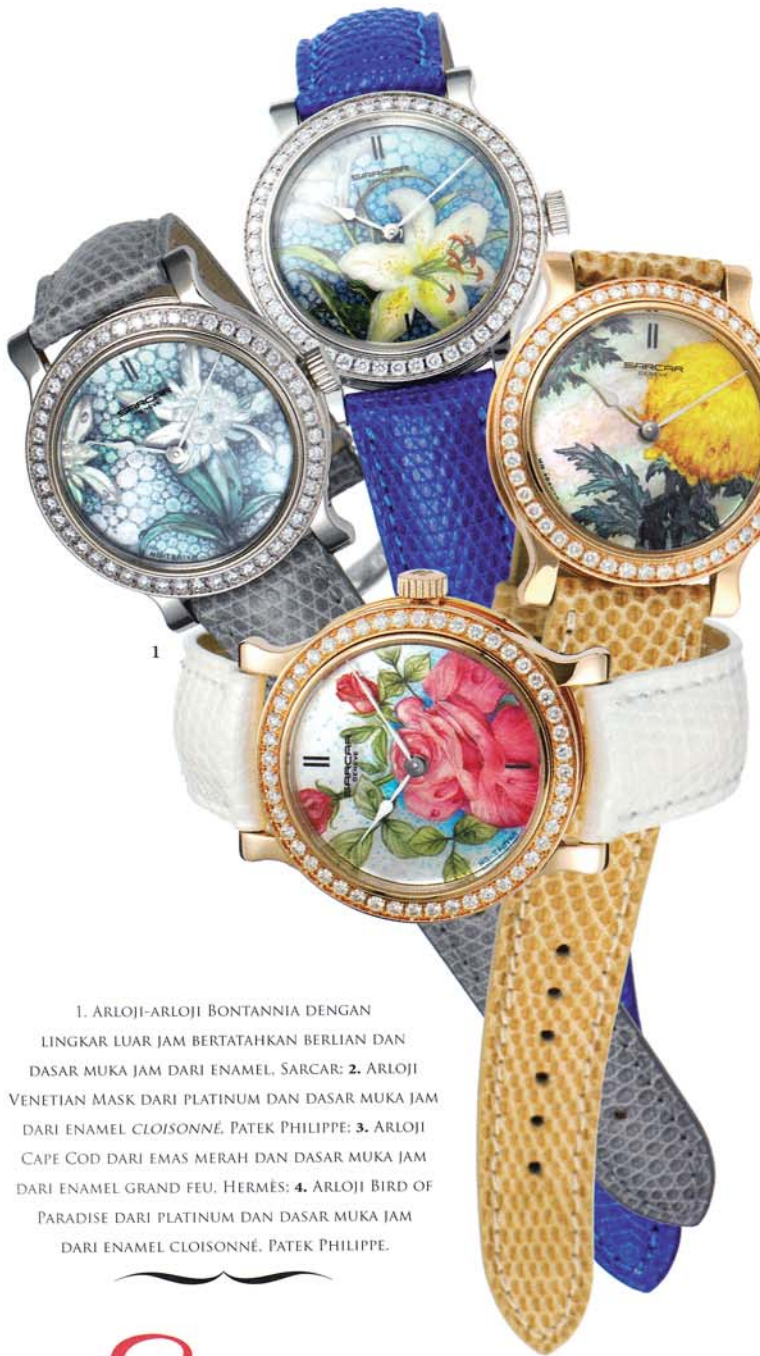
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1. ARLOJI-ARLOJI BONTANNIA DENGAN LINGKAR LUAR JAM BERTATAHKAN BERLIAN DAN DASAR MUKA JAM DARI ENAMEL, SARCAR; 2. ARLOJI VENETIAN MASK DARI PLATINUM DAN DASAR MUKA JAM DARI ENAMEL CLOISSONNÉ, PATEK PHILIPPE; 3. ARLOJI CAPE COD DARI EMAS MERAH DAN DASAR MUKA JAM DARI ENAMEL GRAND FEU, HERMÈS; 4. ARLOJI BIRD OF PARADISE DARI PLATINUM DAN DASAR MUKA JAM DARI ENAMEL CLOISSONNÉ, PATEK PHILIPPE.



Enamoured

Seni pelapisan menggunakan enamel adalah teknik kuno yang berasal dari zaman kekaisaran Yunani dan Byzantium kuno, dimana bubuk kaca khusus dilebur menjadi logam dalam suhu sangat tinggi. Dasar muka jam adalah kanvas terbaik untuk teknik enamel ini, yang menghasilkan dekorasi warna-warni, sangat detil dan berkilauan serta tangguh (tahan air dan sinar ultraviolet).



ARLOJI SUNRISE DARI EMAS MERAH DIHIASI BERLIAN
HITAM DAN PUTIH, DENGAN TALI DARI KULIT
IKAN PARI DARI SARCAR. HALAMAN SAMPING:
ARLOJI SOLITAIRE COLLECTION DARI EMAS MERAH
BERTATAHKAN BERLIAN DENGAN SATU BERLIAN YANG
BERPUTAR DARI SARCAR.



PENGARAH GAYA: Ernest Seah
FOTOGRAFI: Aidan dari #225Hectare Studios
PENATA RAMBUT: Colin Yeo
MAKE UP: Anuar Saran menggunakan I Nuovi
OUTFITS: Sisley
SEPATU: Sole 2 Sole
MODELS: Leandro Okabe dan Tanya T/Upfront

solitaire

JEWELLERY FASHION & WATCH TRENDS
EDISI INDONESIA SEPTEMBER OKTOBER 2008

Pearl Maestros

Mario Buzzanca
Isaac Levy

In Style

Miss Universe 2008
Arloji Mutiara
Permata Retro

Fab In The City

Sarah Jessica
Parker

Cannes Film Festival

Glamor, Gemerlap
& Gaun Indah

Pearlfection

Anggun & Menggoda

RP 60.000

ISSN 1907-7564



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Anniversary
1948-2008*

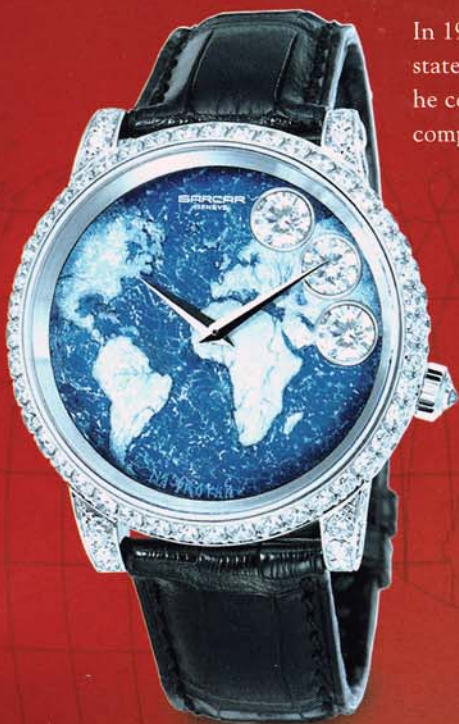


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www.sarcar.com

Golden Rules

LIMA PRINSIP kepemimpinan demi menciptakan pengalaman tak terlupakan dari pelanggan dirangkum oleh penulis terkenal Dr. Joseph A. Michelli dalam buku terbarunya yang berjudul 'The New Gold Standard' terbitan McGraw-Hill. Ia terinspirasi oleh filosofi layanan terbaik, metodologi dan lima prinsip kepemimpinan yang diterapkan The Ritz-Carlton Hotel Company. Tel. (62) 21 25518862.



Sweet Naomi

AKTRIS CANTIK Naomi Watts tampil menawan dengan perhiasan berlian dari koleksi Montblanc Fine jewellery berupa anting La Dame Blanche, gelang 4810 dan gelang cuff Oriental Pearls ketika menghadiri peluncuran Trump International Hotel & Tower Dubai pada 23 Juni lalu di Park Avenue Plaza, New York. Tel. (62) 21 3157828.



Dazzling Race

SINGAPURA AKAN menjadi pusat perhatian dunia pada 20 September hingga 5 Oktober 2008 ini dengan berlangsungnya Singapore Grand Prix Season 2008. yang baru pertama kali diadakan di Singapura, dan uniknya lagi, diadakan pada malam hari. Acara yang diselenggarakan Singapore Tourism Board ini akan menghadirkan pula acara lifestyle berkelas lainnya, termasuk Bvlgari Watch Exhibition 2008 dari tanggal 18 – 28 September yang akan menampilkan 100 arloji dari koleksi terbatas dan termewah merek ini, seperti arloji Diagono.



Natural Hue

TERILHAMI KEEMPAT musim, Sarcar telah menciptakan sebuah jam tangan yang mencerminkan warna-warni tiap musim. Jam tangan yang menyandang nama sangat tepat, 4 Seasons, ini memiliki dasar muka arloji bertaburkan berlian yang terbagi dalam bagian-bagian berbeda untuk musim semi, musim panas, musim gugur, dan musim dingin. Case-nya terbuat dari emas dengan bezel berlian, dilengkapi tali kulit berwarna merah jambu. Tel. (62) 21 7278 1596.

solitaire

JEWELLERY FASHION & WATCH TRENDS
PACIFIC EDITION OCTOBER NOVEMBER 2008

Siberian Surrealism

Yashin Namdakov

Stage Wizard

Maxim Voznesensky

The Spinel Prince

Vladyslav Yurievich

Fabergé

Fab As Ever

From Russia With Style

In Style

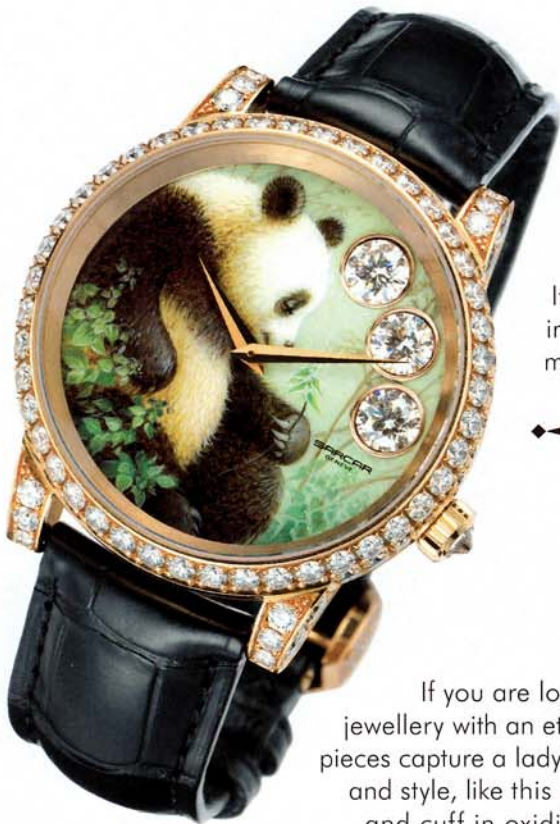
Jewelled Bags
Chocolate Chic
Rich Red Watches

Penelope Cruz
The Flame In Spain

BN.BND10 - HK.HKD80
KR.KRW8,000 - MY.MYR20
PH.PHP300 - SG.SGD8
TH.TH8250 - VN.VND150,000



3374 520021 >



Pandorable

This watch melts your heart with its adorable hand-painted panda on the dial, decorated with three rotating diamonds and surrounded by a diamond bezel. It is part of the Carrousel collection by Sarcar featuring various micro paintings to create miniature masterpieces. WWW.SARCAR.CH

Cool Chic

If you are looking for big, bold and modern jewellery with an ethnic touch, check out Bochic. Its pieces capture a lady's independent spirit, confidence and style, like this pair of diamond drop earrings and cuff in oxidised silver and 18K gold with a chalcedony centre stone. INFO@BOCHIC.COM



Pink Beauty

This Belle Époque corsage ornament brings one back to a time of nobility, aristocracy and grace, specifically around 1905 when it was made. It features a 39.8ct pink topaz with diamonds in platinum, and is part of the Gemological Institute of America Historical Jewellery Collection.



*60th
Anniversary
1948-2008*

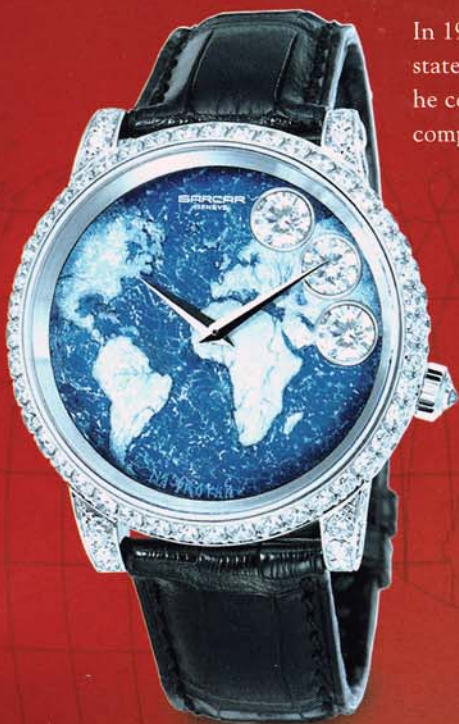


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solitaire

JEWELLERY FASHION & WATCH TRENDS
EDISI INDONESIA NOVEMBER DESEMBER 2008

Russian Wizards

Dashni
Namdakov
Maxim
Voznesensky
Vladyslav
Yurievich

Trendy

Karya John Hardy
Kilau Swarovski
Pesta Vicenza

In Style

Chiling Lin
Penelope Cruz
Dayana Mendoza

From Russia With Style

RP 60.000

ISSN 1907-7564

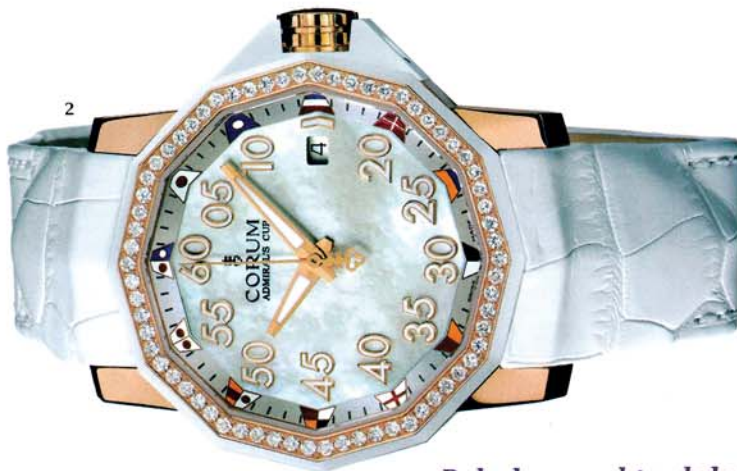




HALAMAN INI MENGENAKAN KALUNG CHOKER DARI MUTIARA DAN EMAS PUTIH BERTATAHKAN BERLIAN DAN SAFIR BIRU, DAN ANTING EMAS PUTIH BERTATAHKAN BERLIAN. KEDUANYA DARI YULI INC, TEL. (65) 6732 9648. LENGAN KANANNYA DIHIASI ARLOJI HONEYMOON DARI EMAS BERTATAHKAN BERLIAN DARI SARCAR, TEL. (62) 21 7278 1596, DAN PADA JEMARI LENGAN KIRINYA DIHIASI SEBUAH CINCIN BERLIAN DAN AQUAMARINE DARI YULI INC. HALAMAN SAMPING KARENINA (KIRI) MENGENAKAN KALUNG DAN ANTING DARI EMAS PUTIH DIHIASI AQUAMARINE DAN BERLIAN. SEMENTARA ANNA (KANAN) MENGENAKAN CINCIN DAN ANTING DARI EMAS PUTIH BERTATAHKAN BERLIAN DAN AMETHYST.

Cherry On Ice

1. ARLOJI J12 JEWELLERY CHRONOGRAPH DARI EMAS MERAH JAMBU BERTATAHKAN BERLIAN, SAFIR MERAH JAMBU DAN GELANG JAM DARI KERAMIK PUTIH, CHANEL, TEL. (62) 21 2358 0558; 2. ARLOJI ADMIRAL'S CUP COMPETITION 40 DARI EMAS MERAH BERTATAHKAN BERLIAN, DASAR MUKA JAM DARI KULIT KERANG DAN TALI JAM DARI KULIT BUAYA WARNA PUTIH, CORUM, TEL. (62) 21 3107715; 3. ARLOJI COLOURS OF LIFE SPRING DARI EMAS MERAH BERTATAHKAN BERLIAN, SARCAR, TEL. (62) 21 7278 1596; 4. ARLOJI MARINE LADY CHRONOGRAPH DARI EMAS MERAH BERTATAHKAN BERLIAN, DASAR MUKA JAM DARI KULIT KERANG, PENUNJUK WAKTU 30-MENIT DAN 12-JAM PADA DASAR MUKA JAM, DAN TALI JAM KARET WARNA PUTIH, BREGUET, TEL. (65) 133809.



Bekukan waktu dalam warna- warna putih menawan, taburan berlian dan sentuhan warna merah jambu.



Towering Beauty

BERMAIN DENGAN desain, merek ternama Tiffany & Co. menciptakan dua kreasi terbarunya yang sangat menawan. Gelang Cushion model bangle yang terbuat dari emas kuning 18 karat dan perak, serta kalung Fringed Tower dari emas putih 18 karat sepanjang 16 inci ini sungguh menawarkan dua alternatif gaya modern dan *fashionable* bagi penampilan Anda. Tel. (62) 21 3193 0820.

D'ORAZIO & ASSOCIATES



Cool Chic

JIKA ANDA mencari perhiasan yang besar, berani, dan modern dengan sentuhan etnis, tengoklah Bochic. Perhiasannya mampu menangkap semangat independen, kepercayaan diri, dan gaya seorang wanita, seperti *cuff* dan sepasang *drop earring* berlian yang terbuat dari perak oksidasi dan emas 18K dengan pemanis batu *chalcedony* pada bagian tengahnya.



Pandorable

JAM TANGAN ini dijamin akan menaklukkan hati Anda dengan panda lukisan tangan yang manis pada dasar muka arlojinya, dihiasi tiga *rotating diamond* dan dikelilingi *bezel* bertatahkan berlian. Arloji ini merupakan bagian dari koleksi Carrousel persembahan Sarcar yang menampilkan berbagai lukisan mini guna menciptakan mahakarya mungil. Tel. (62) 21 75921002.



Wonderfly Wonder

BERI SENTUHAN glamor pada penampilan Anda untuk menyambut kemeriahan Natal dan Tahun Baru dengan koleksi tas indah dari Folli Follie. Tas tangan dari koleksi Autumn/Winter 2008-2009 ini memadukan warna-warna musim dingin yakni abu-abu netral dan hitam yang elegan dengan sentuhan warna perak berkilauan. Sungguh glamor dan *fashionable*. Tel. (62) 21 5140 1495 / 572 5345.

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1948-2008*

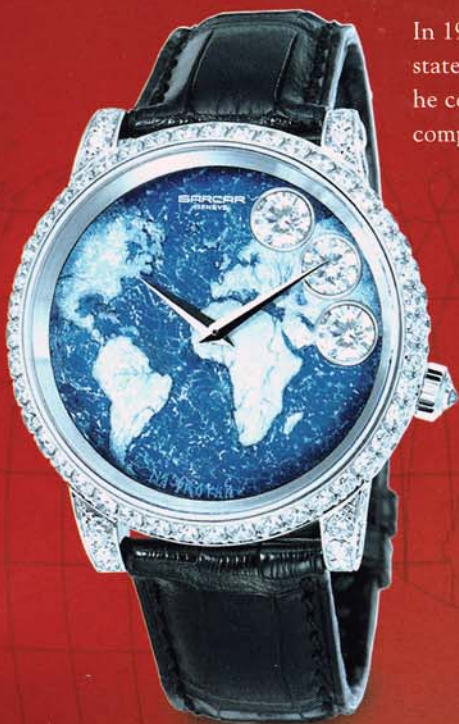


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LUXURY DREAM

SARCAR remains true to blending performance, innovation and aesthetics to create distinguished timepieces reflecting beauty and exclusivity

FROM TOP LEFT
The Carrousel
Guépard collection;
the Colours of Life
collection - Winter
and Autumn
BELOW The
Carrousel collection



SARCAR IS SYNONYMOUS WITH luxury. After years working for other houses, Swiss watch veteran Sarzano Carlo fulfilled a long-held ambition of creating his own collection of high-quality timepieces. Since that day in 1948 Geneva, the company has remained true to his ideals of blending performance, innovation and aesthetics. Recent collections, as ever produced in a small, numbered series, sum up the individuality that is a hallmark of the house.

The Carrousel collection, now a brand signature, is a gleaming, dazzling external display of the precious nature of time. Driven by a self-winding mechanism, the full-pavé centrepiece with 12 rotating 0.5 carat solitaire diamonds (each with their own certificate of quality) sits on a mother-of-pearl dial in red or white gold.

The Guépard (Cheetah) and Cheval (Horse) in the collection offer an alternative interpretation on the value of time. Using the ancient art of Marquetry, each animal's face is painstakingly hand fabricated with tiny slivers of hardwoods from different trees such as maple, walnut, amboyna, burr ash and poplar. The half painting, half sculpture is all the more remarkable given that is done on such a tiny scale, with the added challenges of a central hole for the hands and three additional spaces for the rotating diamonds.

The Colours of Life collection is more playful, but has a no less thoughtful mood. Five separate designs come together to form their tribute to

nature's creation of colours, each with diamond-set bezels. The 3, 6, 9 and 12 indexes are studded with diamonds, picking up the sparkle of the diamond face rims. Each season is represented by its own colour and individual design, the paintings glimmering with more diamonds to catch the light.

Spring carries a mother-of-pearl dial with a painting of vibrant pink flowers against a subtle pink background that fades into white. The 18-karat pink gold case is complemented by a white lizard skin strap. Summer's colours are vibrant blue and white gold with a depiction of waves and fish. Autumn is warm gold, both for gently floating leaves on the dial and gold-beige strap. Winter is icy-cool lakes: white-gold, swan and grey strap. The limited edition has a touch of every season. Housed in white gold, its face is divided into four quarters and comes with a vibrant pink strap.

Nature was similarly inspiration for the Moonlight Galaxy collection, a constellation of sparkle in an oval frame. But the house is as much inspired by the beauty of a watch. The Solitaire collection is a series of concentric diamond circles swirling around the dazzling face. The Bise, Maestro and Mistral collections appear remarkably restrained by comparison but the transparent sapphire crystal case backs reveal beautiful detail.

SARCAR LUXURY TIMEPIECES

01-02 289 Beach Road.

Tel: 6296 9998

savour the moment

TIMEcraft

**SPECIAL REPORT
OF THE WATCH FAIRS
2008**



TAKE CHARGE.*

***CHRONOFIGHTER OVERSIZE COMMANDER
TITANIUM AND CARBON FIBER
HAND-CRAFTED IN SWITZERLAND**

www.graham-london.com

Ref. 20VATCO.B01A.K10B

GRAHAM
LONDON

FLOWER POWER:

Like Bees to Honey

As if we went to sleep and woke up in springtime in Tahiti... Whether big, splashy demure blossoms, tight bouquets or enormous single blooms, flowers were almost everywhere this year at the watch fairs! From miniature enamel painted dials to glittery jewel-decked extravaganzas, witness how talented watchmakers tempt the discerning female watch buyer in 2008 with their finely-crafted floral offerings.

BY ASHLEY CHONG

BREGUET REINE DE NAPLES CAMMEA

Nicolas G. Hayek, President & CEO of Breguet, once said that it is by the demonstration of its skills in fine and complicated watchmaking that Breguet keeps alive its cultural heritage in a modern and innovative way.

The brand which created the first wristwatch for a queen continues to push forth with bold exhibitions of gorgeous timepieces that exude an allure of timeless femininity, hence holding true to its tradition of prestigious watchmaking and, of course, to women.

Inspired by an earlier bracelet watch Abraham-Louis Breguet created for Bonaparte's sister Caroline, Queen of Naples, Breguet's Reine de Naples collection has added the Cammea, a symbol of feminine refinement set in a contemporary jewellery watch design.

Housed in an egg-shaped 18K white gold case with finely fluted caseband and bezel set with beautiful diamonds, the Reine de Naples Cammea timepiece is a unique piece which sees the world's first miniature dial sculptured on shell. Honouring this traditional craft of cameo work, the timepiece not only sports the elegant dial of a lovely flower created with different layers of shells, but it is also in totality, an illustration of perfect feminine delicacy.

Carrying the prestige of the Breguet signature upon the shell petals, the Reine de Naples Cammea, presented on a chocolate-coloured strap in alligator leather with a diamond-set folding clasp, is the perfect device set to capture the heart of a queen.



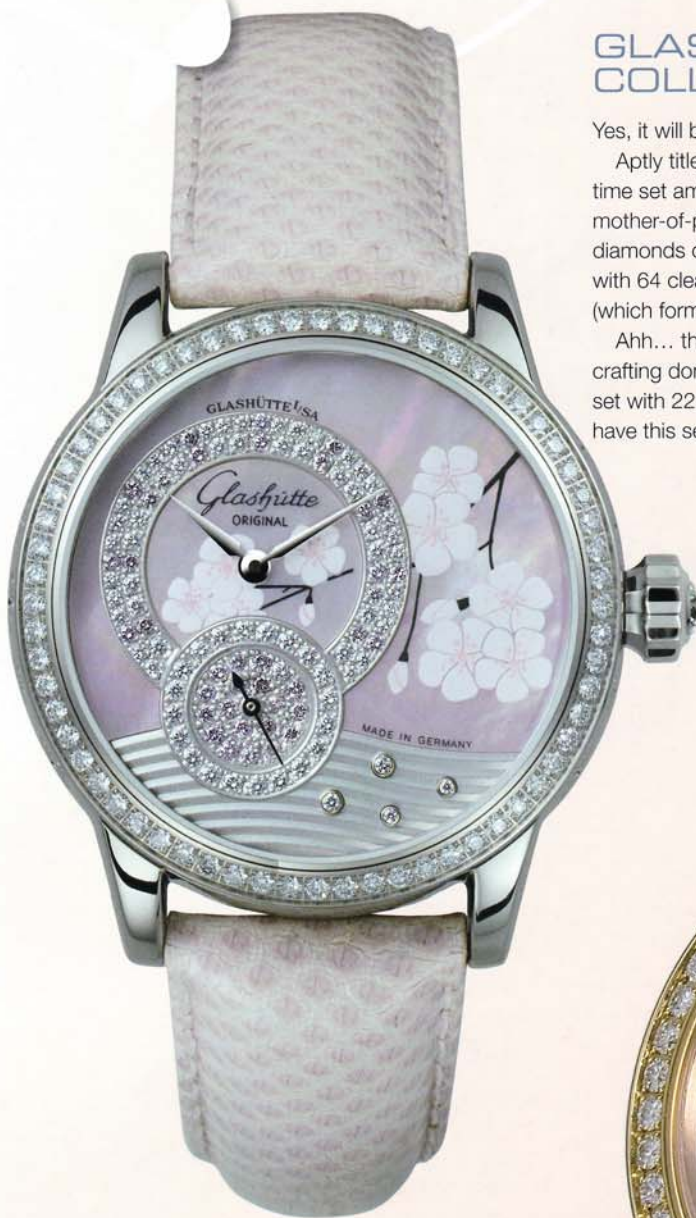
Fit for a queen, the Reine de Naples Cammea timepiece is a unique piece which sees the world's first miniature dial sculptured on shell

GLASHÜTTE ORIGINAL STAR COLLECTION: SPRING BLOSSOMS

Yes, it will be Spring everyday with the latest timepiece from Glashütte Original!

Aptly titled 'Spring Blossoms' from the brand's Star collection, this lovely watch reveals time set among a sea of blossoms with the flood of flowers shimmering like silk upon its mother-of-pearl dial. Beautifully conceptualised within a white gold case decorated by nine diamonds on its sides, Spring Blossoms wins the hearts of ladies with its glittery bezel set with 64 clear white diamonds and the 37 natural pink diamonds and 70 white diamonds (which form the structure of the hour and seconds display) that embellish the dial.

Ahh... the magic of new life: gaze at the sweet blossoms with superb life-like hand crafting done by artisans of the manufacture. Paired with a girly pink Acqualino strap gem-set with 22 white diamonds, Glashütte Original's Spring Blossoms timepiece is the must-have this season among sophisticated and discerning female watch collectors.



Glashütte Original's Spring Blossoms reveals time set among a sea of blossoms with the flood of flowers shimmering like silk upon its mother-of-pearl dial

SARCAR COLOURS OF LIFE: SPRING

Yes, Nature has endowed each season with its own myriads of colours... but who says you need to be restricted by a calendar! Make it Spring every day of the year with Sarcar's Colours of Life, Spring timepiece.

Boasting a lovely pink precious bezel set with a glittering round of diamonds, the Spring timepiece sees a girly pastel pink dial decorated with tiny cute petals in deep pink. The watchmaker even adds a generous splash of sparkling diamonds on the dial for that splendid touch of feminine grace.



Make it Spring every day of the year with Sarcar's Colours of Life, Spring timepiece

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SARCAR
GENÈVE

Creator of dreams

Sarcar Celebrates its 60th Anniversary

In 1948, when Carlo Sarzano, founder of the Geneva watch manufacturer Sarcar, stated how important it was "to be large enough to be strong... and small enough to be free", he could not have imagined that he was dictating a line of conduct on which his company's enduring success was to be built.

Carrousel of the World:

Micro oil hand-painting technique with maximum concentration and peace of mind is needed in the creation of the miniature paintings for the dials.

Using a sharpened human hair as his tool, an artist with extreme dexterity must, apart from creating an atmosphere of love, develop a technique of lowering his heart-beat to only 35/min before proceeding to his creation.



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60th Anniversary 1948-2008



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- Australia: "The Sydney Opera House"
- America: "The Statue of Liberty"
- Asia: "The Great Wall of China"
- Europe: "City of Venice"
- Africa: "Pyramids of Egypt"



- Automatic, 18k white gold or rose gold
- 3 rotating signature solitaire diamonds of 0.5 carats each
- Dual-sided croco strap with diamond-set gold buckle

FULL BLOOM

Wendy Ho, Managing Director, Mary Chia

Wendy Ho is no snotty princess luxuriating in the comfort of a ready-made family business. Firstly, the 39-year-old managing director is no wide-eyed newbie. The mother of three has been working with the company since its inception and has seen the business blossom to become one of Singapore's top beauty and wellness chains. Secondly, much of the company's success is owed as much to her mother Mary Chia, who founded her eponymous company and still serves as the company's CEO, as it is to Wendy's own business acumen and tenacity.

Set up in 1988 with a humble 300 sq ft shop in Ang Mo Kio, the company now counts eight Mary Chia outlets and three Urban Homme studios in Singapore, as well as three more Mary Chia studios in Kuala Lumpur. Offering facial and body care and spa services for men and women, Mary Chia was a pioneering slimming and beauty centre that helped kick start the trend for such beauty treatments a good decade before they became popular.

Not content with cornering the female market, the company set up Urban Homme at The Amara in 2003 to address the grooming needs of the male population. The concept proved to be such a hit that two other branches have since been opened in Parkway Parade in 2004 and Ngee Ann City this year. Even as you read this, plans are underway to open another Mary Chia and Urban Homme outlet at Jurong Point by the end of the year. And Wendy, who manages seven Mary Chia stores and three Urban Homme outlets, is relentless in scaling new heights. "We're looking to crack into Malaysia, China and even the Middle East," she says.

Wendy's passion for the beauty business started when she was a just child. At age 12, she was already trying out facial treatments on herself, and started hawking her mother's homemade beauty and skin care products to her Primary Six classmates. And at 18, she decided that the profession was her calling and joined her mother's beauty salon as a beauty therapist.

"When Mary Chia first started, the response was overwhelming as we were the only slimming centre that charged customers according to the number of kilograms

they lost. Even though we opened at 10am, customers would start queuing up as early as 7am," Wendy recalls.

Through word of mouth, Mary Chia soon garnered a huge customer base comprising mainly mature women in their 30s and 40s. And while that was good for business, Wendy felt that it didn't serve the company's image well for the long term and sought to re-position the company. "We renovated the outlets, and embarked on advertising and marketing campaigns to reach out to a younger crowd. And soon, our customers started bringing in their daughters and girlfriends. That said, I think our customers actually span three generations, from grandmothers to granddaughters," says Wendy.

Reflecting on the growth of her family business, Wendy admits to being surprised at how far they have come. "I never expected us to become so big," she says. "The difference now is that beauty has become a more accessible lifestyle pursuit. When people are free, they go for a massage or facial to relax. Back in the old days this was unheard of."

For someone in the beauty business, personal grooming comes naturally to Wendy. She describes her personal style as "easy and casual" but is more likely to be spotted in a suit for professional purposes. "My mother dresses better than me, really," she says with a laugh. "I like simple dresses but she's always telling me to be more dressed up."

As for accessories, she claims to prefer watches over diamonds. "I don't have a favourite watch brand. What is important is for the watch to suit my personality and the occasion," says the Chopard and Franck Muller fan. But as it turned out, Wendy might have found another brand to add to her list of wrist whims. Upon strapping on the Sarcar Moonlight Galaxy Collection for the photo shoot, Wendy was immediately charmed by it, cooing in admiration over its delicate oval face and the perennially beautiful rose-gold colour. "This watch is uniquely feminine and has a subtle elegance that would suit all occasions," she adds. ♦



WRIST DREAM
A PERFECT MATCH FROM THE GET-GO, SARCAR'S
MOONLIGHT GALAXY AMPLIFIES WENDY'S ELEGANCE
WITH ITS DELICATE AND FEMININE OVAL FACE AND
ROTATING SOLITAIRE DIAMOND.

SKIN DEEP

Kelly Keak, Director, and Kelvin Keak, Business Development Manager, MTM Skincare

Heir and heiress to a burgeoning skincare company notwithstanding, Kelly and Kelvin Keak are probably the two most humble and genial business people you're going to meet. Despite a delay in the interview which caused Kelly to run late for her next appointment, the siblings were so accommodating that one almost feels bad for imposing on their time. Perhaps this is what folks call inner grace, which is supposed to manifest itself as outer beauty when rightly channeled. In any case, it only augurs well for MTM skincare, the company helmed by the duo which prides customised beauty treatments as its calling card.

In 2003, Kelly and Kelvin's parents, Simon and Susan Keak, brought the MTM Skincare franchise to Singapore after discovering the brand in Japan. Famous for its custom-blended eye treatments, MTM has proven to be such a hit here that the Keaks have opened two more shops in Centrepont and Serangoon Gardens since setting up their first outlet in Wheelock Place.

Kelly is now the public face of sorts for MTM, thanks in large part to that hugely circulated television advertisement where she frolics with an animated panda to resolve its dark-eye circles. Pretty, petite and sporting that requisite radiant complexion, the director of MTM is the quintessential spokeswoman for MTM Skincare. But having an important stake in a fast-growing family business entails more than just preening and posing. Kelly is in charge of sales and operations in the company, a task which requires her to exercise her interpersonal skills.

Kelvin, on the other hand, is more of an elusive figure. Usually one to shun interviews and photo shoots, Kelvin has uncharacteristically accepted our interview. The ex-chef is no stranger to men's skincare treatment, having been exposed to it when he was a young boy and his parents ran another facial treatment studio. Now as a propagator of MTM's treatments, the business development manager is taking to his role with much relish. "I have to constantly come up with internal business modules and practices that can achieve more with less. I like to defy convention and research new approaches and strategies to come up with fresh business development plans," Kelvin says.

While Kelly and Kelvin both have significant roles

to play in MTM, their parents are still very much helming the company. "Our parents are in their prime and our entry into the business is more of a Yin and Yang thing, where we harmonise their experience with our innovation," Kelly says.

But before you begrudge the siblings' privileged professions, Kelly lets on that on the contrary, they have had it tougher than their peers simply because they are the bosses' offspring. "Our parents really threw us into the deep end to see if we could survive," says Kelly. "One of our biggest challenges was when we opened MTM's first flagship store at Wheelock Place. Shortly after we opened, the economy went into a downturn and we had to learn how to handle the situation ourselves. But I'm glad we did because you come out of it knowing how to deal with the bad times," Kelvin says.

Given their distinctly different personalities (Kelly's more bubbly while Kelvin's more reserved) one wonders if professional friction might lead to an occasional meltdown of family ties. "We never bring an argument out of the meeting room," says Kelvin. For them, a little sibling rivalry is healthy. "Competition breeds creativity and we always work towards achieving better goals," adds Kelly.

When it comes to watches, however, the duo springs a surprise with the extroverted Kelly preferring simple, elegant timepieces, while the reticent Kelvin expressing a liking for more robust styles. Kelly's choice watch is Patek Philippe's Chronometro Gondola, which she hopes will be her next purchase. "I like how its advertising campaign talks about the watch getting passed down from generation to generation. It's about the bond that these watches have with people that intrigues me," says Kelly.

Meantime, Kelvin's preferences are governed very much by his interest in mountain biking "I have a few ODM watches that I use when biking. I mainly look at the style and characteristic of the watch and also its craftsmanship and heritage," Kelvin says. However, for times that he's not roughing it out, Kelvin favours innovative mechanical timepieces such as Harry Winston's Opus V. "I would like to buy that someday. I think it'll be quite a trophy watch for me to have," Kelvin says.

WRIST DREAM

UNDER KELVIN'S RESERVED AND WELL GROOMED EXTERIOR LIES AN INTREPID MOUNTAIN BIKING BUFF AND THE PORSCHE DESIGN HERITAGE WITH BLACK DIAL, LUMINOUS RED ACCENTS, AND SKELETON HOUR AND MINUTE HANDS EVOKE A VERSATILE ATHLETICISM THAT SERVES HIM BOTH IN THE OFFICE AND OUT ON THE BIKE TRACKS.

MIRRORING KELLY'S OWN ELEGANCE, THE BVLGARI DIAGONO IN A PRISTINE WHITE ALLIGATOR STRAP AND MOTHER-OF-PEARL DIAL WITH DIAMOND INDEXES SITS PERFECTLY AGAINST HER RADIANT COMPLEXION.



"WHEN I STARTED,
I CONSIDERED
MYSELF AS AN
EMPLOYER AND THE
BOSS' DAUGHTER.
SO OBVIOUSLY I GOT
TO DO BETTER THAN
THE OTHERS.."

- Wendy Ho





Blossoming Beauties

**FALL IN LOVE WITH
MOTHER NATURE'S
MAGNIFICENT
SPLENDOR WITH
THIS BOUQUET OF
FLORAL-INSPIRED
TIMEPIECES**

WRITES JOSHUA YAP

SARCAR Botania

Discerning ladies with an eye for detail will not be able to resist this quartet from Sarcar's Botania collection. Building on last year's Colours of Life collection, it takes the art of depicting nature on shimmering mother-of-pearl to the next level. While its predecessors charm with delicately placed diamonds, the Botania flaunts micro hand paintings of chrysanthemums, lilies, roses and edelweiss flowers. In order to create these miniature works of art, the artist must learn to slow his heartbeat down to only 35 beats per minute to steady his hands to manipulate a sharpened human hair as his brush. Powered by a hand-wound mechanical movement, the Botania is available in 18K white or rose gold case with a circle of 48 diamonds (\$26,500).

THE WALL STREET JOURNAL.

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SARCAR
GENEVE

Creator of dreams

Sarcar Celebrates its 60th Anniversary

In 1948, when Carlo Sarzano, founder of the Geneva watch manufacturer Sarcar, stated how important it was "to be large enough to be strong... and small enough to be free", he could not have imagined that he was dictating a line of conduct on which his company's enduring success was to be built.

Carrousel of the World:

Micro oil hand-painting technique with maximum concentration and peace of mind is needed in the creation of the miniature paintings for the dials.

Using a sharpened human hair as his tool, an artist with extreme dexterity must, apart from creating an atmosphere of love, develop a technique of lowering his heart-beat to only 35/min before proceeding to his creation.



U.S. beef dimension



Reuters

Demonstrators at a candlelight vigil in downtown Seoul on Tuesday night.

times violent opposition to the new administration.

Mr. Lee is expected to take several days to decide whom to replace. A broad shake-up would please his political opponents, but it would bog down the government for weeks as new cabinet officials un-

Asian stocks fell, with markets in Shanghai and Hong Kong sliding 7.7% and 4.2%, respectively, in their first trading day since Wall Street's rout Friday. **Page 17**

Chinese soldiers drained a quake-formed lake that had threatened to flood wide areas, as officials sought to relocate thousands in several towns destroyed by the quake. **Page 2**

联合早报

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楼市转静

怎么都说跟“鬼”有关?

刊第10页



刊第30页

名表特辑

怎么看都很名贵



刊现在第5-10页

樟宜医院方计划在一年内设立试验计划中的疾病管理单位。单位将负责管理与协调东区医疗服务机构之间的护理和转介工作，确保东区140万居民有恰当的医疗设施，获得妥善和具成本效益的护理。

——樟宜医院行政总监尤戴岚

者提供一体化护理服务。樟宜综合医院将率先推行试验计划，向成为东区区域医院终极目标迈前一步。许文远昨天在美国医学杂志——国立大学医学中心医疗大会致辞时，再次谈到政府促进区域医院和基本护理与长期护理机构的计划。

今年4月，许文远在出席建中邱德拔医院的招募活动时，第一

护人员照顾，护士会负起协调的任务。一旦发现出院病人病情恶化，协调员会适当建议。在非紧急的情况下，他可能先把病人转介给普通科医生，再评估是否有必要让病人入院治疗。

在试验初期，糖尿病病人和心脏衰竭病人将首先受惠。有普通科医生到疗养院为病人看诊，每月入医院的疗养院病人人数相信能减

首次接受国际媒体集体采访 胡锦涛轻松谈奥运



60th
Anniversary
1948-2008

SARCAR
GENÈVE

豪門世家

豪门世家璀璨欢庆六十周年



1948年，豪门世家(Sarcar)创办人Carlo Sarzano在日内瓦创造经典，秉持“大而有劲，小而奔放”的理念打造每一只豪门世家表。他从未想过凭着其精湛的手艺，能够带领集团创造今日的非凡成就。

环行全世界

微型手绘油画技术在作画处理微小的细节时，需要相当的专注力与保持平静和缓的思绪。

艺术家使用坚韧的真发为绘图工具，运用他们纯熟灵巧的手艺，在充满爱的氛围中作画。动笔绘图前，他们还须调整至每分钟35下心跳的频率沉稳创作。

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- 澳洲：“悉尼歌剧院”
- 美国：“自由女神像”
- 亚洲：“中国长城”
- 欧洲：“水都威尼斯”
- 非洲：“埃及金字塔”

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www.sarcar.com

(一·文接上页)

世家表Carrousel系列

世家表于1948年，由原籍意大利的巴西人 Carlo Sarzano 和他的妻子 Paulett Sarzano，联合 Jean Zollinger 在日内瓦创立。每一只世家表皆以“大得劲，小得奔放”的理念创制而成。今天，世家表凭着其精致的手艺和典雅的设计，获得爱表人士和收藏家的青睐。

这些年来，Carlo Sarzano 制表的灵活性和创造性宗旨始终不变，如2006年起开始推出的“Carrousel”系列钻表即是，表盘和1至12钟头的位置都是钻石，彰显腕表的多变性，甚至连表盘里的各

颗钻石也能旋转，让艺术的美流动于手腕上。

“Carrousel”系列邀请俄国的微缩彩绘家合作，在表盘上注入新意。在小范围的表盘上进行微缩彩绘非常讲求功力，彩绘家必须经过特别训练，将心跳次数“调”至每分钟35下，这样才能手不抖，心镇定地绘出美丽世界。

世家表去年在巴塞尔钟表展上的“Carrousel”系列中的花豹和骏马腕表，赢得不少收藏者的心。今年乘胜追击，设计版图更大，6个表款都是以五大洲和世界地图为主题：亚洲以万里长城为设计，欧洲代表是威尼斯，美国是自由女神像，非洲是埃及金字塔，澳洲是悉尼歌剧院。各表款的表冠和表圈上镶嵌钻石，还有表盘上的三颗 Sarcar 招牌设计的旋转钻石，相互辉映成这一季的另类传奇。

世家表另一“Botanic”系列，则是从去年的“Colours of Life”的延续版，以白金和玫瑰金为材质，在表圈上镶嵌248颗钻石，并在珍珠贝母表盘上缀以人手绘制的花卉，专为女性而设计，予人心花怒放之感。



以万里长城为表面设计的Carrousel系列。



Botanic系列专为女性而设计，以手绘的花卉为卖点。

另类 传奇



世家表 Carrousel系列

今年庆祝创立60周年的世家表 (Sarcar), 专为纪念北京奥运, 特别情商制表师设计一款以中国国宝熊猫为主的微缩彩绘腕表, 手工精致, 熊猫造型可爱温柔。

(其他世家表及“另类传奇”表
→文转下页)