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PRESS BOOK

2009

updated May 2010



Creator of dreams

Europe

BUSINESS MONTRES

LA LETTRE INTERNATIONALE DES MARCHÉS HORLOGERS

& joaillerie

► Accueil ► Brèves ► Présentation ► Grégory Pons ► Anciens numéros ► S'abonner

27 octobre 2009 - LÉVITATION HORLOGÈRE : Sarcar invente le diamant orbital

**Plus original
que le tourbillon multi-axes,
le carat de diamant « flottant »
librement dans un espace
non gravitationnel !**

**Sarcar fait entrer
la haute joaillerie horlogère
dans l'ère de l'apesanteur
et de la complication spatiale...**

♦♦♦ LET TWIST AGAIN

Sarcar ? Sar quoi ? La marque n'est pas très connue en Europe, sinon pour avoir le privilège de poser son stand à l'entrée de **Baselworld**, face à Patek Philippe. Ce qui serait déjà une bonne raison de ne pas négliger cette maison, d'autant qu'elle prouve, ces temps-ci, un sursaut non négligeable de créativité.

Témoin : le nouveau concept « The twist ». Soit une montre *full* sertie, avec un boîtier coussin allongé et un mini-cadran des heures décentré à 6 h (index en émeraudes). A 12 h, une « cage » dans laquelle joue un diamant d'un carat, qui peut tourner dans sa résille sur deux axes pour présenter toutes ses facettes au regard. L'effet est saisissant : *Waoh* garanti !

Le mécanisme de ce Twist a été conçu pour laisser « flotter » le diamant dans le cadran, comme s'il échappait à toute gravité. L'idée a été développée par Giulio Manzoni pour **Sarcar**, avec l'ambition d'une double convergence : l'ingénierie technique et mécanique associée au savoir-faire joaillier et à l'art horloger. Le défi était notamment de parvenir à loger ce diamant tri-dimensionnel dans les limites d'un boîtier déjà encombré d'un mouvement automatique. L'astuce a été de permettre au diamant de pivoter dans toutes les directions pour offrir au regard sa culasse aussi bien que sa table ou ses facettes, en lui permettant ainsi de réfléchir la lumière dans toutes les positions...

Inutile d'avoir beaucoup d'imagination pour songer à tout ce qu'on peut ajouter sur un tel cadran, en termes de motifs ou de couleurs, et toutes les histoires qu'on peut y raconter en intégrant ce diamant orbital dans la décoration générale de la montre...

♦♦♦ **LA MAISON SARCAR A PLUS DE SOIXANTE ANS** et elle tire son nom de celui de son fondateur, Carlo Sarzano (on inverse les premières lettres !). Restée confidentielle sur la niche de l'artisanat d'art horloger et joaillier, on la voit désormais se risquer sur le créneau d'une joaillerie plus conceptuelle et technique, comme celle qui est déployée pour la collection « Solitaire » (diamant en orbite autour du cadran grâce à une sorte de « bielle »).

• L'idée peut sembler proche de la lune en trois dimensions inventée par De Bethune, mais le diamant n'est asservi à aucun engrenage et il n'obéit qu'à la fantaisie des mouvements du poignet. Juste pour le plaisir de lancer des éclairs...



.....

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WATCH OUT...

FOR THESE TIMELESS TREASURES



1



1. **PETER BURROWES** is a contemporary jewellers based in central London. They specialise in leading brand jewellery and watches. Like the brands they sell, they are an established name with an excellent reputation for quality, selling fashionable jewellery and watches for over 70 years. Their range encompasses leading fashion brands, including: Chanel, Gucci, Armani, Burberry, Hamilton, Tissot, Guess, CK, DKNY and Diesel. Peter Burrowes are authorised dealers for every one of their carefully selected fashionable jewellery and watch brands and provide an exemplary customer experience. The watches featured are the ladies – Gucci YA122504 Chiodo Collection RRP £685 and the Gents – Hamilton Jazzmaster Auto Chrono H32646595 RRP £1220. All watches are available to purchase online at www.peterburrowes.co.uk or in store at 236 Edgware Road, London, W2 1DW. Call 020 723 6073.



2



3

Christopher Ward
LONDON

4

2. **PROJECT X DESIGNS** offer bespoke customisations of luxury wristwatches selected from the worlds leading watchmakers, exclusively tailored to the personal specifications of clients wishing to define their style and individuality through design, a service for those that demand the exceptional. Contact them via their website www.projectxdesigns.com or call +44 (0) 20 3178 3903.

3. **WATCH SHOP UK** is a leading supplier of brand name designer watches from brands such as Rotary, Tissot, Citizen, DKNY and more. Pictured is a gents' Rotary Aquaspeed chronograph watch, at the special price of £108. Visit www.watchshopuk.com

4. **CHRISTOPHER WARD**. Specialising in British designed, Swiss made timepieces, Christopher Ward is responsible for creating some of the world's most beautiful women's watches. The diamond studded Miro is a stunning example of Christopher Ward's contemporary craftsmanship; featuring an oversized face, illuminated by 60 Top Wesselton full-cut diamonds, it is available for £495 from www.christopherward.co.uk

5. **LUXTIME UK LIMITED** specializes in sourcing bespoke fine timepieces for its discerning client base, who are horological enthusiasts and watch collectors. This is the high end collector who appreciates Grande Complications, in exclusive "Pieces Unique" or "Limited Editions". Each piece can be crafted in Platinum, Yellow, Rose or White Gold. Pictured is the Sarcas White Gold Solitaire Watch. For more information visit www.luxtimeuk.com or call them on 01622 772530.



5

6. **SIENNA CONTEMPORARY JEWELLERY**. Boccia watches are made from pure titanium, which is light, durable, hypoallergenic and comfortable to the skin. These watches for ladies and gents are characterised by simple, clear lines drawn by internationally renowned designers. There is a harmonious balance between eye-catcher and discretion, trendiness and timelessness. All watches are water resistant to a minimum depth of 3 bars (30 meters). For more information visit www.sienna-jewellery.com or call 015242 72121.

7. **a.b.art SWISS DESIGNER WATCHES**. A modern classic, the Swiss watch for every day. A Collection of classy designs creating a stylish difference. Elegant slimline, square and chunky or plain sophistication. All with gorgeous soft leather straps in a selection of fashion colours. Details of stockists and online purchase at www.abart-uk.com

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6



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to Mayfair – the
social death of
the Noel sisters**





JEWELS FOR JUNE...

Sparkle this Summer!

1. Erin Cox. Her new shop is now open, Erin Cox @ home. Situated in the heart of Exeter, Magdalen Road (known locally as "the village") is a vibrant shopping street boasting an award winning organic butcher and fishmonger, restaurants, delicatessens and gift shops. Erin Cox @ home will be showcasing her jewellery, and a collection of other British, handmade jewellery, art and homeware. Featured: "Cupid" Clasps. (Large clasp, black pearls £160. Small clasp, pink pearls £70). So, please come and visit her @ home! 19 Magdalen Road, Exeter, EX2 4TA. Visit www.erincox.co.uk or call 01392 660836.



2. First Class Diamonds. Tatler Readers' Offer. Platinum Diamond Stud Earrings 1.00ct Colour F/G Clarity VS2. Was: £5975 Our Price: £2400. Visit www.firstclassdiamonds.co.uk or call 01926 855278.

3. M&P Le Mie Perle. As far as elegance and class is concerned it probably does not get any better. This unique Yvel Ring in 18kt White Gold, set in 0.84 ct Diamonds and 3mm-8mm White Fresh Water Pearls is absolutely One of a Kind. Only at M&P Le Mie Perle. For further information on this seasons' full collection and prices please contact M&P Le Mie Perle on 01279 655451, email info@mp-lemieperle.com or visit www.mp-lemieperle.com



4. Toranj London creates stunning limited edition fine jewellery. Each collection is designed based on an exotic Persian motif, made and finished to a very high standard. All gemstones are hand-picked by our gemmologist. Pictured is the GOLBARG pendant made of 18K yellow gold and Tsavorite Garnets. Only 13 copies of this piece will ever be made. Also the SHAH ABBASI earrings are made of 18K yellow gold, natural Sapphire & Diamonds. Only 33 copies of this pair will ever be made. Visit our online boutique at www.toranjondon.com



5. Luxtime. Magic World Watch by Sarcar is just one example of some exciting and unique timepieces from Luxtime. Watches are new, directly from Switzerland, and a Concierge Service is offered to discuss your requirements. To find out more please visit www.luxtimeuk.com

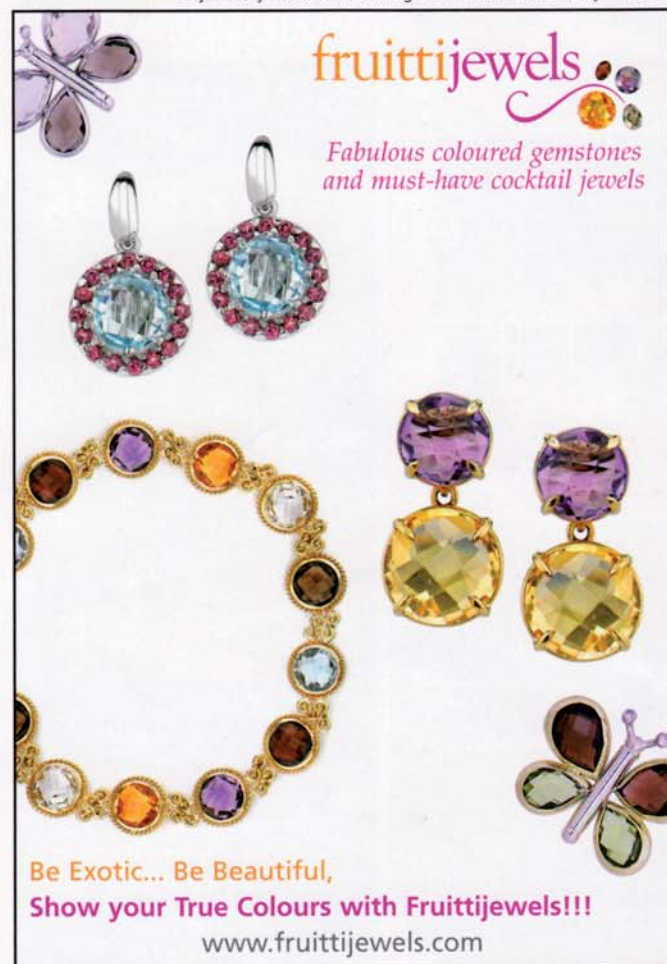


6. The Watch Agency specialise in buying and selling new, ex display and pre owned watches by the world's leading watchmakers, including Rolex, Cartier, Patek Philippe, and Jaeger Le Coultre. All jewellery also available at large discounts. Pictured Lady's 18ct Gold Rolex Datejust on President Bracelet with Diamond set Bezel Dial, Lugs and Bracelet. New £34,160. As New £8,995. With prices starting from under half of retail ensure that you speak to one of their watch and jewellery experts to get the best for less. Call 01702 395100 or visit www.watchagency.co.uk



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7. Silver Kitsune has four expanding collections, Colour Feast (pictured), Sumptuous Silver, Floral Fancies and Personalised Pieces. Inspiration has been taken from nature, just a splash of colour and a subtle hint of Japanese to make these collections truly unique. Call Heather on 07736327244 or visit www.silverkitsune.co.uk

8. Watch Shop UK is a large online watch retailer stocking nearly major designer watch brand in the UK. Watch Shop UK offers low prices and free next day delivery on all orders. Brands including Calvin Klein, Tissot, Rotary, Wenger, French Connection, Guess, Police and more. Pictured watch is a ladies' Calvin Klein Hypnotic watch with reflective mirror dial, RRP £185. Buy online at www.WatchShopUK.com

9. Sphere of Life. While most of the industry focuses on the jewellery itself as a product and practically aim at the "self purchasing customer", Sphere of Life is more than just jewellery, it's an inseparable combination of packaging and jewellery, designed to make the moment of giving a gift as exciting as possible. An astonishing collection of spherical silver jewellery with rhodium and 18k gold finish, Sphere of life makes the perfect gift for every occasion. Visit www.sphereoflife.co.uk

10. Handmade by ME specialise in creating exquisite handcrafted, unique beadwork jewellery and accessories. They love anything and everything unusual and this is often incorporated into their wonderfully bespoke and often bizarre pieces. Their items are lovingly created with the best beads, crystals, charms and semi precious stones which are sourced from around the world. If you want to stand out in a crowd wear something HandMade By ME and you most certainly will. Call them on 07917 766089 or visit www.hmbm.co.uk





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abadi 2008/2009

CONTENT



FEATURES

122. **Party People**
Pesta Anda tidak lengkap tanpa kehadiran berbagai arloji yang indah ini.
130. **Auction Time**
Lelang arloji Chopard pada pembukaan 2008 Formula 1 di Singapura.
132. **Polo for Hope**
Ajang penggalangan dana oleh Jaeger-LeCoultre di Argentina.

IN EVERY ISSUE

004. **Editor's Note**
Waktunya untuk memilih.
010. **100 Brand Listing**
Daftar arloji-arloji terbaik dari seluruh dunia.
012. **Team**
Tim dibalik penerbitan majalah Abadi 2008/2009
014. **Boutique**
Berbagai berita tentang arloji.
133. **Watch Terminology**
Daftar istilah dalam dunia horologi terlengkap.
138. **Shopping**
Dimana bisa mendapatkan arloji yang terdapat di edisi ini.
140. **Watch Out**
Mahakarya dari Audemars Piguet yang menawan.



*60th
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1948-2008*

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Carrousel of the World:

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www.sarcar.com



SARCAR

Didirikan tahun 1948, Carlo Sarzano, sosok di balik Sarcar Watches, telah dikenal sebagai Creator of Dreams untuk koleksinya yang memiliki karakteristik khas keindahan dan eksklusivitasnya. Tiap lini terkenal dengan kemampuannya mencerminkan kecantikan dari dalam. Lihat bagaimana kreativitas dan keahlian teknis melebur untuk menciptakan kembali kemewahan baru di Sarcar.

Botania

Kejeniusan kreativitas Sarcar begitu mencolok dengan koleksi Botania yang dibuat dengan sempurna. Tiap-tiap arloji berhiaskan lukisan pada dasar muka arlojinya, bentuk bunga lili, mawar, bunga krisan, atau *edelweiss*. Teknik melukis tangan menggunakan cat minyak untuk menghasilkan lukisan-lukisan miniatur itu menuntut konsentrasi maksimal. Masing-masing lukisan bunga dibingkai sebuah lingkaran 48 butir berlian *brilliant-cut* berbobot 0,96 karat. *Case* dan gespernya tersedia dalam emas merah atau putih 18 karat.

Bukan hanya koleksi Botania yang berkilauan saja yang seolah mampu membawa Anda ke sebuah taman penuh bunga bersemi, namun juga sangat tepat untuk memberikan penghormatan pada kejeniusan dan status Sarcar sebagai kreator impian yang sejati.

Carrousel World

Koleksi arloji eksklusif ini memamerkan dasar muka arloji dengan lukisan tangan mikro yang menampilkan Peta Dunia, dan 5 benua yaitu Mesir, Venice, AS, Australia dan China. Dengan selembur rambut manusia yang dilancipkan sebagai alatnya, seniman ini menciptakan lukisan-lukisan miniatur di permukaan dasar muka arlojinya.

Carrousel World berhiaskan tiga butir berlian Solitaire 0,50 karat yang berputar pada tiap dasar muka arloji. *Case*-nya tersedia dalam pilihan emas putih atau merah 18 karat dan tali dari kulit buaya, dengan gesper emas bertatahkan berlian. *Crown*-nya terbuat dari emas merah atau putih 18 karat berhiaskan berlian. Masing-masing arloji dalam koleksi ini dihiasi sekitar 207 butir berlian total 7,66 karat.

Carrousel Marquetry

Sarcar menggunakan seni kuno *marquetry* untuk menciptakan dasar muka arloji yang cantik untuk koleksi mereka yang terkenal.

ELANG YANG SANGAT MIRIP DENGAN ASLINYA INI TERBUAT DARI KAYU KERAS EKSOTIK SEPERTI MAPLE, WALNUT, SANDALWOOD, ASH, TULIP, DAN PEAR.



Halaman samping dari kiri: Arloji Botania, Arloji Carrousel World Halaman ini dari kiri atas: Arloji Honeymoon, Arloji Carrousel of Dreams yang berbentuk seekor elang, Arloji Magic World.

- Carrousel of Dreams Elang yang sangat mirip dengan aslinya ini terbuat dari kayu keras eksotik seperti Maple, Walnut, Sandalwood, Ash, Tulip, dan Pear Kayu-kayu tersebut diiris tipis-tipis dan dilapiskan tanpa terputus-putus guna menciptakan desain sempurna Keahlian pembuatan yang luar biasa, talenta artistik dan kesabaran sangatlah dibutuhkan untuk teknik ini

Terbungkus dalam case emas merah atau putih 18K dengan bezel dan lug berhiaskan berlian, masing-masing dengan tiga di antaranya berupa berlian Solitaire berputar 0,5 karat yang terkenal, tak heran para pecinta arloji akan mendambakan harta karun perhiasan yang mewah ini

Honeymoon

Arloji untuk wanita yang sangat indah dan terlihat ramping ini tersedia dalam emas merah atau emas putih 18 karat Berlian Solitaire 0,4 karat nan memukau berputar pada posisi jam 12 Kedua belas indeks berlian dan berlian-berlian yang mengelilingi dasar muka jam memastikan bahwa arloji ini akan membuat kagum bagi siapapun yang memandangnya

Magic World

Sarcar kembali memukau para penggemar dengan arloji cantik ini, hasil percampuran orisinalitas dan

imajinasi yang luar biasa. Arloji ini dihiasi batu-batu mulia, dari bezel hingga dasar muka arloji, terus hingga ke bezel dalam, membungkus keseluruhan tampilan untuk memunculkan tampilan yang memukau

Dengan dua massa yang khas, salah satunya memungkinkan fungsi sistem penggerak dan yang lain perputaran batu mulia, bagian tengah dasar muka arlojinya membentuk yin dan yang, simbol ketenangan Tepinya dihiasi dengan empat hiasan yang berotasi, tanda khas merek Sarcar, yang dihiasi batu-batu mulia berlian, safir, zamrud, dan batu delima

Magic World bukan hanya sebuah arloji yang menunjukkan kecanggihan teknis tingkat tinggi, namun kecantikannya yang abadi juga menjadikannya bak harta karun sepanjang masa

www.sarcar.com



DREAM MAKER

OLEH: Lulu F. Pasha

Teknik kuno marquetry menjadi salah satu andalan Sarcar dalam menciptakan karya-karya impiannya yang sangat indah.



Selama berabad-abad, seni *marquetry* sudah dikenal di dunia dan selalu menjadi incaran para bangsawan dan orang-orang terkenal, sehingga para seniman pembuatnya yang berasal dari Mesir, Persia, Jepang, China hingga India dibuat sibuk dengan banyaknya permintaan akan karya *marquetry*. Bagi Sarcar, seni *marquetry* telah diperhalus dan dipercantik sedemikian rupa dengan teknik pembuatan yang rumit sehingga menghasilkan karya luar biasa dan gambar-gambar yang ditampilkan terlihat seperti menjelma di dunia nyata.

Selintas, dasar muka arloji dari koleksi *Carrousel of Dreams* hanya terlihat sebagai dekorasi yang indah, namun jika diperhatikan lebih teliti, ternyata gambar-gambar *Léopard* dan *Cheval* (kuda) yang tampak nyata tersebut adalah hasil dari proses kuno *marquetry*, yakni desain-desain pola maupun gambar yang dibuat dari berbagai jenis kayu. Proses pembuatannya sangat rumit dan membutuhkan ketekunan dan talenta luar biasa, mulai dari pemilihan pola atau gambar yang diinginkan, hingga kayu terpilih seperti Maple, Walnut, Sandalwood, dan masih banyak lagi yang diiris tipis-tipis dan ditumpuk hingga membentuk beberapa lapisan yang halus, pemotongan hingga proses penyatuan dan penghalusan, sebelum dipasangkan pada dasar muka jam.

Dan pada hari jadinya yang ke-60 tahun ini, Sarcar semakin mengukuhkan keberadaannya dalam menciptakan berbagai arloji impian. Seperti diungkapkan Maja Koenig – *Managing Director* Sarcar TrameX S.A, "Misi kami di Sarcar adalah untuk menciptakan mimpi-mimpi akan penunjuk waktu paling unik dan paling indah yang sangat ingin Anda miliki dan kemudian kami mewujudkan mimpi-mimpi tersebut menjadi kenyataan."

Dari atas: Maja Koenig, Managing

Director Sarcar TrameX S.A; Bagian dari gambar dipotong dari kertas stensil; Pemotongan gambar diatas lapisan kayu; Bagian yang sudah terpotong ditindih agar solid; Kepingan-kepingan dari gambar disatukan; Sentuhan akhir - penghalusan dan pemolesan.





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من إنفلونزا الخنازير ؟

اقترب العيد وبدا العد العكسي :
خططي للإجازة الأجمل
اخترى الهدية الأنسب
زيني منزلك
وأعدي الذ الأطباق

مطالبة بإنشاء
« مدينة قطر للإنتاج الإعلامي »

د. صبري عبد الرؤوف :
دعوة الفنانة المعتزلات
أمر مرفوض ومصيبة كبرى !

فاطمة الشروقي أول مصورة تلفزيونية قطرية :
عدسة الكاميرا .. عيني التي أرى بها

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هيا وهو

مع قرب العام الدراسي
كيف تحمين أطفالك
من إنفلونزا الخنازير ؟

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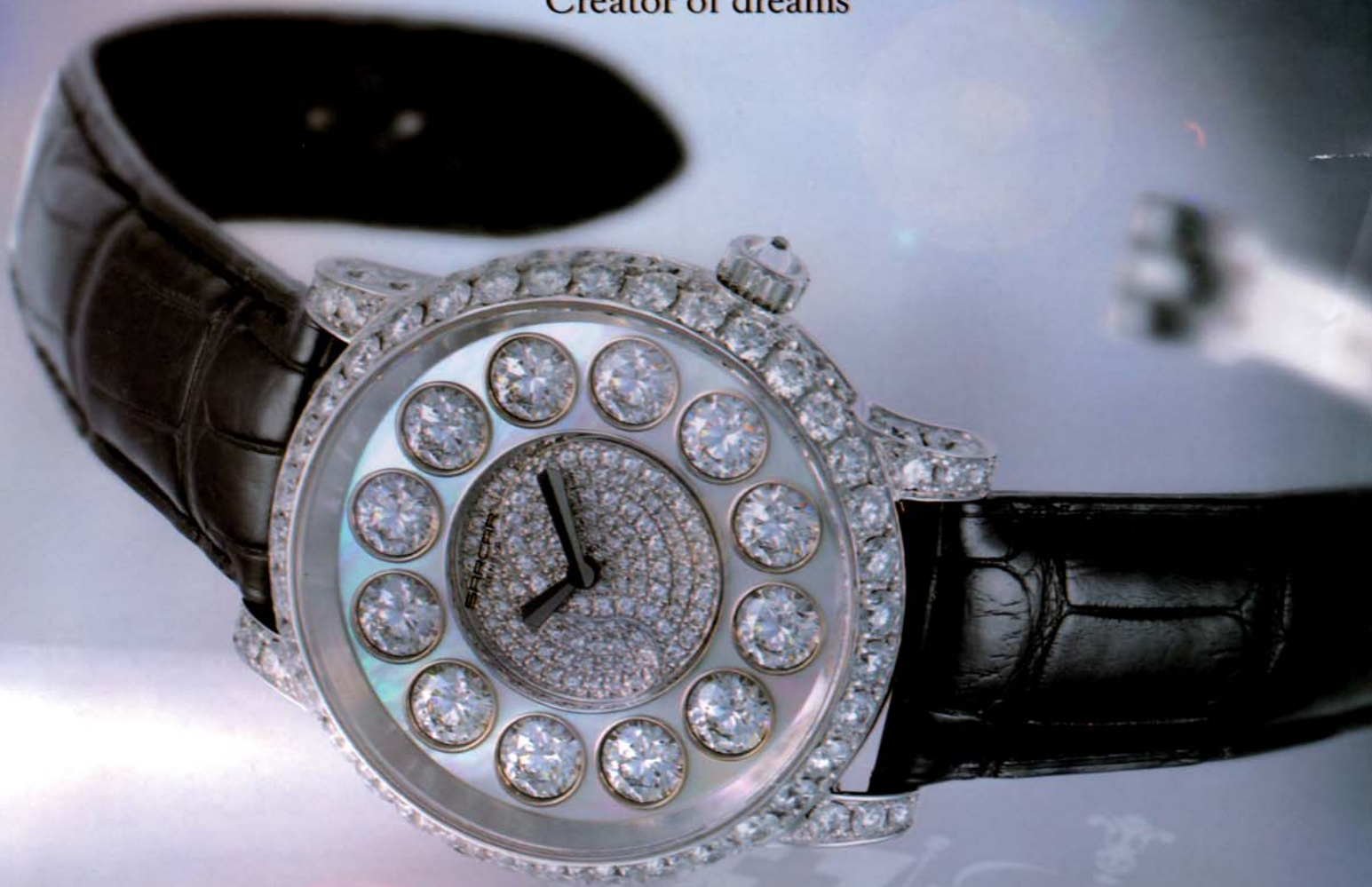
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«قطار» السوق العقاري يدخل مرحلة الوفرة

Business
Magazine

الوقت
AL-UFUQ

Issue No 134 - September 2009

العدد رقم 134 سبتمبر 2009

الوقت
سياحة وسفر



الضياف الرمضانية تجدد
حيوية فنادق الدوحة

الوقت
سيارات



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الاختبارية الجديدة

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الوقت
بنوك



البنوك تنعش سوق
السيارات بعروض رمضان

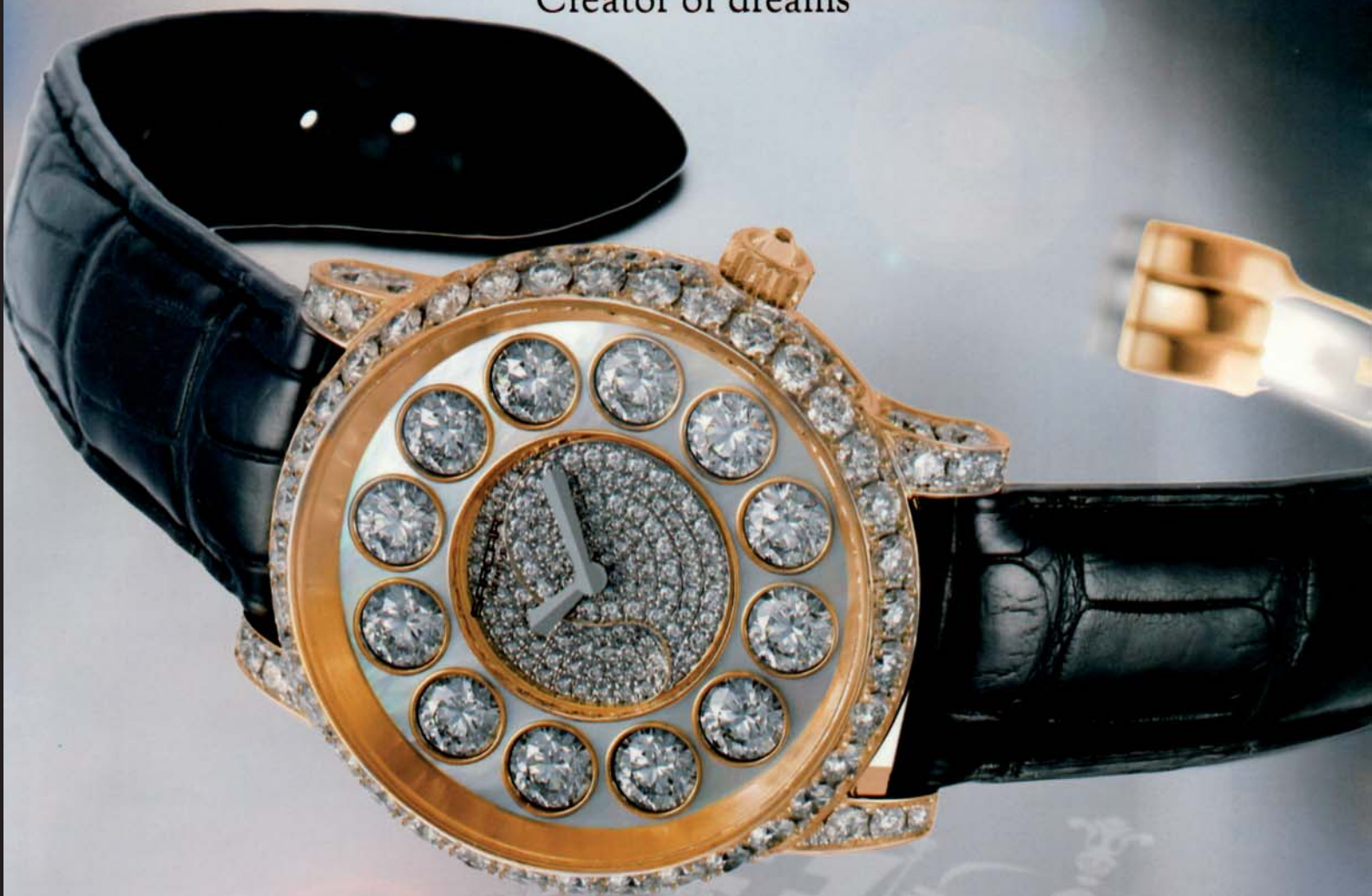


خلال توقيع اتفاقية لاستكشاف وإنتاج الغاز مع الصين .. العطية :

تحسن الطلب العالمي
على النفط العام المقبل

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LAYALINA

Qatar
October 2009
Issue 48

ليالي
خمس
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كولبي Fashionista هذا الموسم

مساري

من أنكر أصله لا أصل له



كاميرون دياز

«أنا فنانة شعبية أولاً وأخيراً»

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CARROUSEL COLLECTION White Gold 18 carats with Diamonds

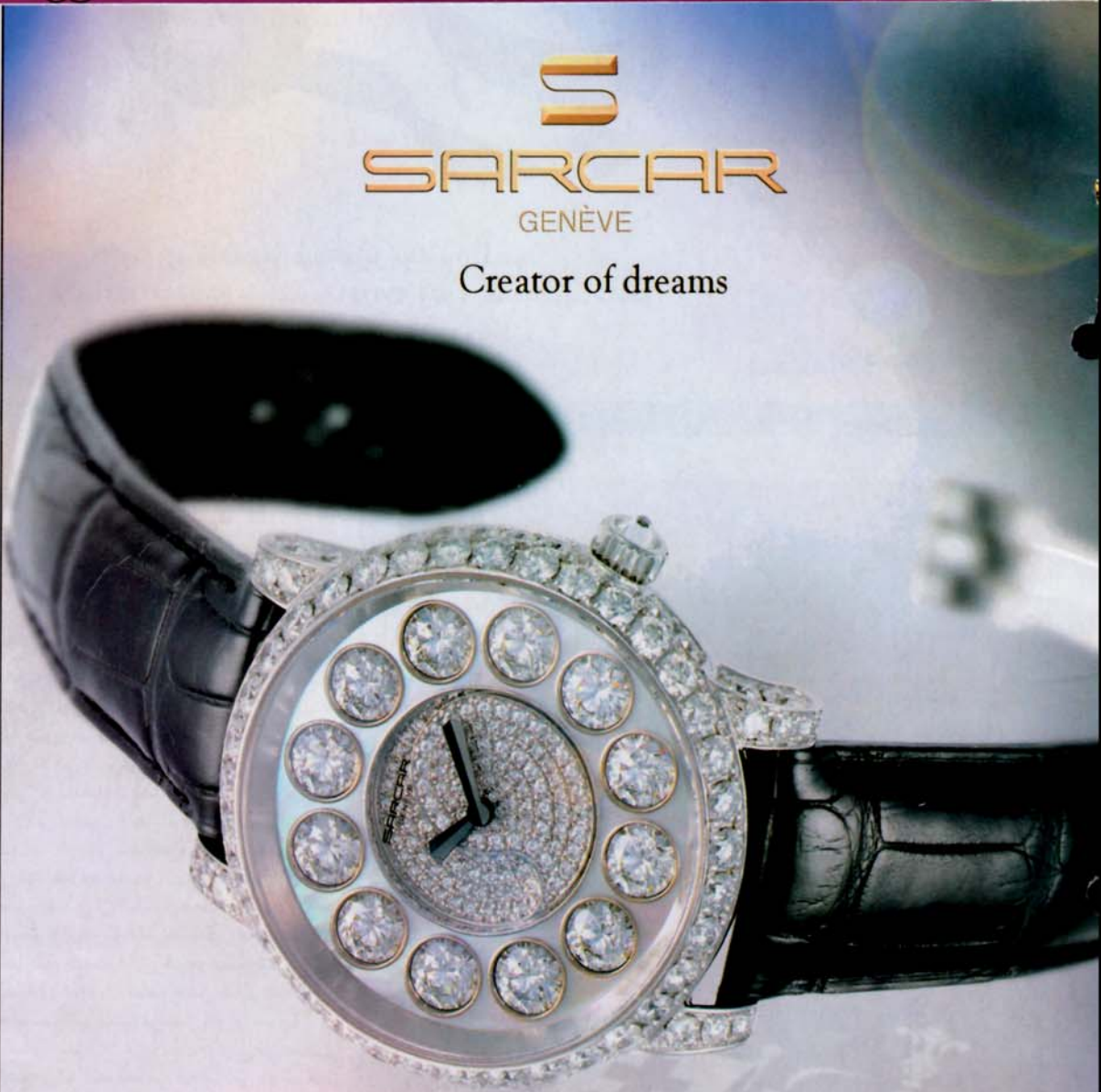

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العرب

.. الحقيقة عن كتب

صفحة 68

العدد 7767 - الخميس 17 سبتمبر 2009 م - الموافق 27 رمضان 1430 هـ



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لمسة

العدد الثامن - أكتوبر 2009

L A M S A

إيمان العاصي :
لن أنسى إهانة
أحمد عز!

أصفر مصحف في
العالم.. في الدوحة !
همر V8 H3 :
الرحلة وصلت إلى هنا !

حمدة النثمري :
عزوف القطريات عن الإعلام
يرجع إلى غياب التنجيع

حكاية بنت
اسمها أحمد!

«تلاوة» المتناهير :
تكتنف ل لمسة ..
أسرار السحر الأسود !

مونيا :
تعبت حتى أحصل على
لقب «دكتورة»!

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23/11/2009

الاقتصادية



هاري ونستون...
اسم من ماس

جوي-ال-تايم jeweltime

نوفمبر-ديسمبر ٢٠٠٩ / يناير ٢٠١٠
Nov.-Dec. 2009/Jan. 2010
www.jeweltime.com



..شوبارد

علم في سماء الابداع

..فريدريك كونستانت

لمسات عصرية أنيقة

..فرانك فيلا

ابداعات مستقبلية ثرية بالكلاسيكية

..أوديمار بيغيه

الابداع في أقصى صورته

..ساركار جنييف

رمز مثالية النجاح

..ريتشارد ميل

ماركة الإنجازات المدوية

«زينيث».. متوجة على عرش القلوب

«ساركار جنيف» .. رمز مثالية النجاح



تأسست «ساركار جنيف» في عام ١٩٤٨ بمدينة جنيف السويسرية على يد كارلو سارزانو الذي زخرت لاثنته خبراته برصيد وافر من العمل لدى عدد كبير من أشهر وأفخم الماركات السويسرية الرائدة، وعقب التأسيس انطلق سارزانو يعلن عن ميلاد ساعاته، واحدة تلو الأخرى، ويعرضها على زبائنه الذين عرفهم لغترات طويلة، ثم أخذت موديلاتهم تشق طريقها بنجاح إلى السوق العالمية، وبفضل تصاميمه الراقية من الساعات عالية الجودة، نال الرجل استجابة أكثر من رائعة ساعدت على انتشاره أكثر وأكثر.

وتحت اسم «تويستر» صدرت ساعة من أجمل ما أنتجت الدار من موديلات، كونها تعكس عبقرية أساتذة صنّاع الساعات وغيرهم من مهرة المهندسين العاملين بالدار ممن ساهموا بجدّهم ومهاراتهم وفنونهم وحرفهم حتى ظهرت هذه الساعة الاستثنائية إلى النور.

ولأنها حريصة تماماً على الحفاظ على صورتها في أذهان الزبائن، ظلت «ساركار جنيف» دائماً، ومازالت، ملتزمة بأرقى مراتب الجمال وأعلى مستويات التميز التقني خلال مراحل إنتاج هذه الساعة الثيرة، والتي «تطفو» على مينائها ماسة مذهلة بقطع «بريليان» بأسلوب مثير، وتزدان بخاصية تصميمية تقنية بارعة تبدو من خلالها الماسة وكأنها تتراقص بحرية لتكشف عن أوجهها المختلفة المتألقة بالأضواء والبريق.

وبعد تقريباً عامين من الأبحاث والتطوير، ظهرت أخيراً ساعة «تويستر» لتكشف للعالم عن جاذبيتها الفريدة التي ترسم ملامحها عبر القرص المشغول من الذهب الأبيض عيار ١٨ قيراطاً، والمرصع بكامله بأحجار الماس النقية المزدانة بقطع «بريليان»، والتي تحيط بالمينا المطعم بحبات الماس وغيره من أنفس الأحجار الكريمة، فيما صدر المينا في نسخة من عرق اللؤلؤ مزينة بشكل تدين صغير.

وتزدان الساعة بالمينا المرصع بكامله، والذي يحتضن تكوينات ترمز لعناصر الحياة الأربعة وهي:



الترية، والهواء، والماء، والنار. وعلى هذا النحو، ترمز أحجار الزمرد الخضراء إلى الأرض والطبيعة، أما حجر الماس المتراقص المزدان بقطع «بريليان» فيمثل نقاء وسطوح الأضواء خلاله، وتأتي أحجار السافير لتمثل قيمة المياه وأهميتها الحيوية ترمز لأحجار الياقوت إلى الطاقة الهائلة الكامنة في النيران.

رمز الامتياز

تنتج «ساركار جنيف» ساعات فاخرة بكميات محدودة، وأحياناً تطرح مبرمقة، مستندة في ذلك إلى أرقى الفنون التقنية والتشطيبات الفاخرة التي ينجزها فناني وصناع الساعات، لذلك ينبض قلب ورش الدار بالحيوية والنشاط الذي يساهم الفنيون المتخصصون في إنجاز مختلف مراحل التصنيع: مثل الصقل اليدوي، والقص، والترصيع، والتجميع بأعلى مراتب الدقة خضوعاً لأعلى معايير رقابة الجودة وبالإضافة إلى استخدام أنفس المعادن (مثل الذهب، والأحجار الكريمة بألوان وعرق اللؤلؤ، والموانئ الذهبية، أو تلك المرصعة بالأحجار)، فإن ساعات «ساركار» تتغنى بالأصالة في تفاصيلها كافة، الأمر الذي كان له عظيم الأثر في انتزاع الدار محبي الفخامة وعشاق التميز في عالم الساعات الفاخرة التي تعكس شخصياتهم طموحاتهم التي لا تحدها حدود.

رحلة المؤسس

بدأ كارلو سارزانو، مؤسس الدار، في التوسع باحثاً عن مصنع يساعده على مشاريعه الخاصة، وبعد بحث توصل إلى مصنع تأسس في الأصل عام ١٩١٩، ورجل نموذجاً مثالياً مواتياً لتنفيذ عمليات الإنتاج الخاصة بماركته. وعقب هذه البداية سارزانو إنتاج موديلاته من الساعات، واحدة تلو الأخرى، ولوحظ أنه غلب على ساعات محبوبة بالذهب، ثم تبع ذلك بإطلاق مجموعة ساعات مصنوعة من الذهب. وفي عام ١٩٦٢، احتاج سارزانو لمساحة أرحب لتتسع أنشطته شركته المتزايدة. فنقل مقره إلى فيلا ساحرة محاطة بأشجار تعود إلى قرون مضت، ومازالت قائدة اليوم، وذلك خارج زحام وسط المدينة وضجيجها.

توفي سارزانو في عام ١٩٧٤، وبرغم مرور كل هذه السنوات عقب وفاته، السياسة الفلسفية للشركة قائمة، والتي تنطوي على الجمع بين أحدث التقنيات والخبرات العملية ومهارات الأساتذة من صناع الساعات من أجل هدف هو: التصورات، الجديد منها والأصيل، إلى تصاميم تناسب احتياجات السوق بالاعتدال الأداء المتميز، والابتكار البالغ، والأناقة الجمالية الملحوظة.

والآن، تعتمد «ساركار جنيف» على فريق من مهرة العاملين الذين يتعاونون مع البعض لدعم كل مشروع من مشاريعها، وعلى هذا النحو تستمر الدار في إنتاج مبرمقات بكميات صغيرة ومحدودة خصيصاً من أجل الزبائن الذين يرون في الساعة للبهجة والسعادة، بل ومراة لشخصياتهم وأنماط حياتهم.



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اليوم الوطني ..
يوم للحب و الولاء

متى يتوقف «مسلسل»
دهس الأطفال اليومي؟

العنف الأسري ظاهرة
تقلق علماء النفس

لماذا لا تقتحم المرأة
القطرية عالم الفن؟



ذهبية جابي:
البقاء في الإعلام
للجمال وليس الموهبة

غرام: الصحافة الفنية
هاجمتني بشراسة

جرائم الجنس
الناعم .. أشد
شراسة من الرجال

سالم المنصوري:
الممثل القطري
غير مكرم في بلاده

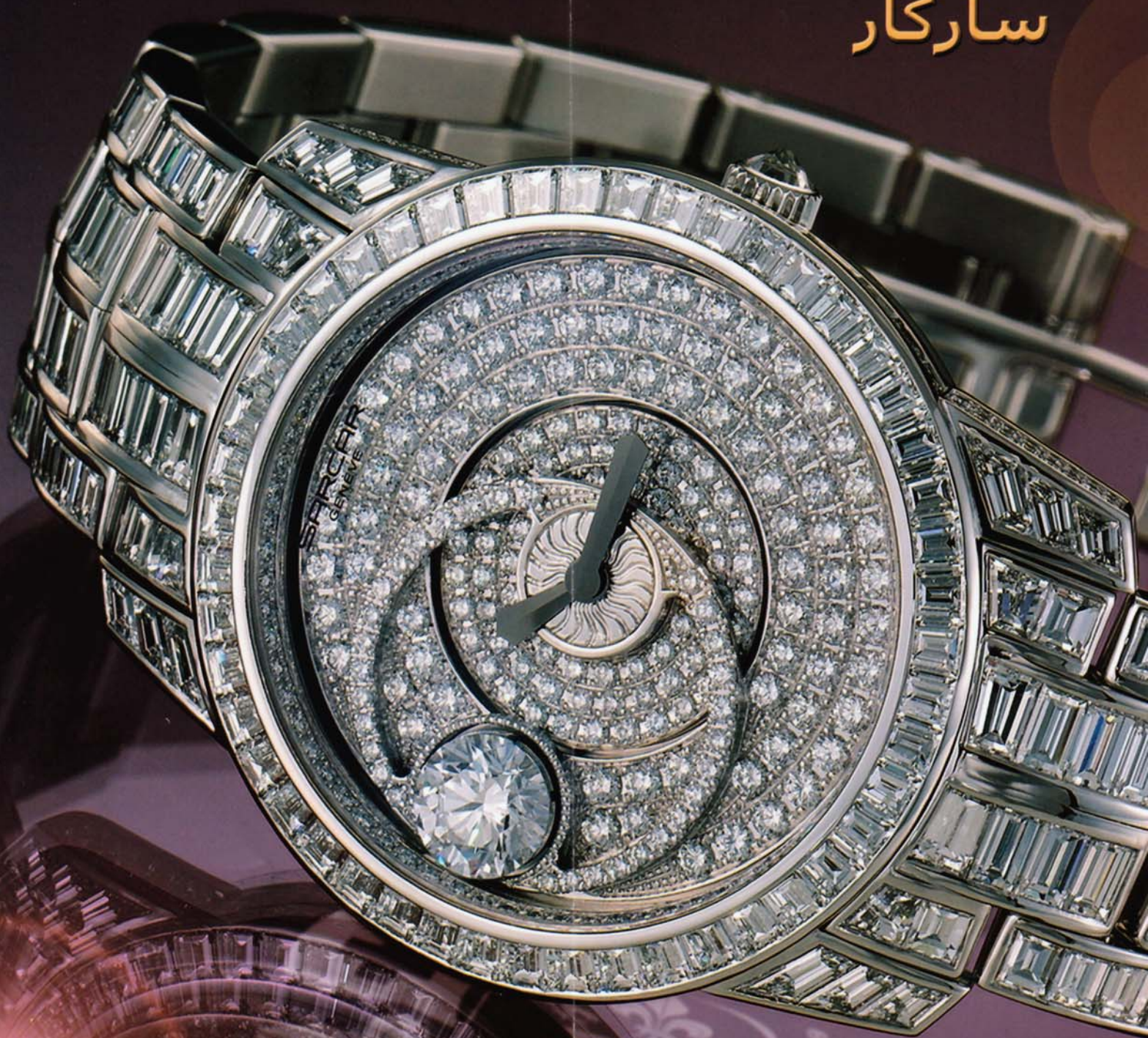


كيف خسر الجسمي وزنه؟

الشباب القطري يهرب من العمل الصحفي


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تحقيق..

نعم للرسوب..
لا للانتقال
التلقائي «بالستقلة»

أجيال

Ajyal
عيون الفكر والأمال

هواة الطوابع
يسجلون أهم أحداث
وشخصيات الأمم

الوسطية في «الصرامة»
تمنع الانفلات في المدارس!!

أيامنا..

المرأة تعود
إلى مهنتها «الأنثوية»
كيف تكون شخصا لا ينسى؟
الخيانة الصامتة!!

أهوى الدوحة ودمشق والقاهرة..

إبن أصالة : أحب الكرة.. ولست على درب أمي


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ساركار تحف بالفن

مع ساعة Koi

طالما تأسست دار ساركار في عام 1948، ومازالت حتى الآن تحافظ على فلسفتها العريقة التي تدمج بين آخر التقنيات الحديثة مع خبرة ومهارة الساعاتيين الكبيرة، فهي تأتي بأفكار ومفاهيم الحياة لتجعل منها أشياء واقعية وأصيلة في السوق، وتقدم المزيد من الساعات الذهبية ذات الإصدار المحدود مع مزيج من الأداء والإبتكار والرشاقة والجمال. تعتبر دار Sarcar الفن جزءاً من الحياة اليومية، فأرادت تكريمه عبر طرح ساعة koi المستلهمة جمالاً وشكلاً من ألوان أسماك الشبوط المميزة، لكي تفي جمال الأسماك الأخاذ حقّه. تنتمي ساعة koi المطليّة بمادة "لاكيه" الملمعة إلى فئة الساعات القيّمة، وقد صنعت علبتها من الذهب الخالص ورصّعت بأحجار الألماس البيضاء البراقة، لزيادة انعكاس الضوء على الساعة، ومنح بركة الماء المزيد من الصفاء والبريق، وميناءها من الصدف "أم اللؤلؤ"، والسافير والزجاج الكريستالي، يظهر على وجه الساعة زنبق الماء المطلي بمادة "لاكيه" الملمعة، تحيط به الأوراق الجميلة لتظهر الساعة كلوحة رائعة من الرسوم والألوان البراقة التي تعطي تأثيراً ثلاثي الأبعاد لمظهر الزنابق والأسماك وهي تسبح في بركة الماء.

خصصت هذه الساعة لمحبي التحف الفنية والرسوم.



مواكبة لأسلوب الحياة المعاصر في المدن، فهي تقدم تشكيلة من حقائب الساعي - بأسلوب بسيط يتناسب مع شكل الجسم، توضع فيها الرجل كل ما يحتاجه، بالإضافة إلى تصميم أخرى من بينها حقيبة ضخمة ذات سخاب ولها غطاء وحقائب تسوق واسعة، وحقائب للملابس، وحقائب للأوراق مع حزام للكتف، مخصصة لرحلات العمل، إلى جانب حقائب جلدية مسطحة مع سحب أمامي للمكتب.



TAIGA.. تراث طويل من الخبرة والمعرفة

بأشكال وألوان، ولمسات جديدة، تأتي مجموعة Louis Vuitton للرجال لربيع وصيف 2010 للملابس الجاهزة لتلقي الضوء على قطع منتجات Taiga الجلدية، خط معاصر لقطع متعددة تجسد تراثاً طويلاً من الخبرة والمعرفة وتأتي موديلات مجموعة Taiga



Damas تطلق ساعة koi المستوحاة من ألوان الأسماك

أطلقت شركة Damas للمجوهرات والساعات الفاخرة، بالتعاون مع دار Sarcar العالمية، مجموعة الساعات الجديدة Damas koi وقد استلهم مصمم هذه الساعة جمالها وشكلها من ألوان الأسماك الجميلة التي أثارهم، فأرادوا تخليدها بابتكار ساعة خاصة مستوحاة من جمالها. وتعد ساعة الـ koi المطلية بمادة «الأكب» الملمعة من أغلى أنواع الساعات حالياً، حيث صنعت علية الساعة من الذهب الخالص، كما أن المينا من النصف «أم اللؤلؤ»، وذلك مع الزافير والزجاج الكريستالي وعلاوة على ذلك رصعت علية الساعة بأحجار الألماس البيضاء البراقة، وذلك لزيادة انعكاس الضوء على الساعة، ومنح بركة الماء المزيد من الصفاء والبريق، ويظهر على وجه الساعة زئبق الماء المطلية بمادة «الأكب» الملمعة، وتحيط به الأوراق الجميلة لتظهر الساعة وكأنها لوحة رائعة الرسوم والألوان.

تشكيلة

Giordano

الشتوية الجديدة

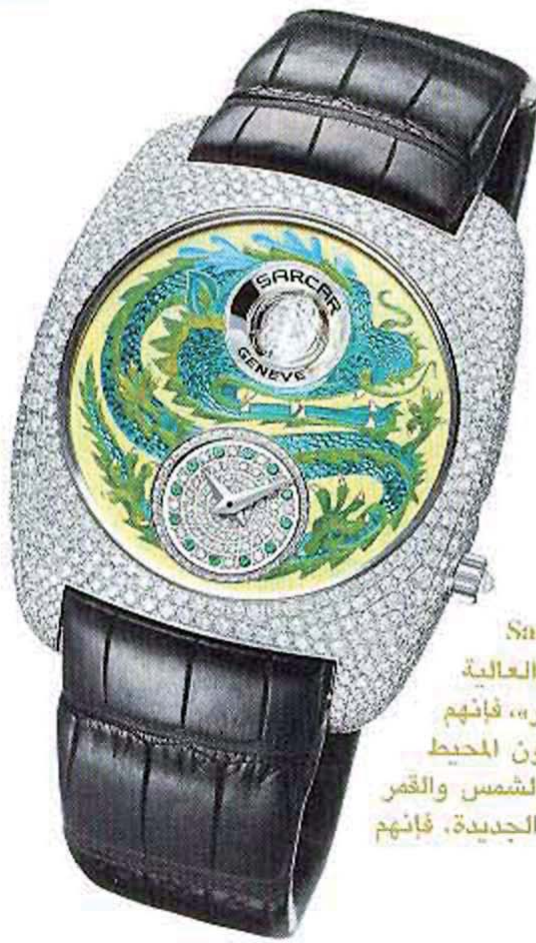
في هذا الموسم، نوقظ روح الاحتفالات مع تشكيلتها التي تتميز بتصميمها الجريئة والألوان الحمراء الزاهية والتي تتنوع بين الكنزات الصوفية، والجاكيتات، والكنزات ذات القبعات، وتضم التشكيلة الشتوية القطعة الأكثر مبيعاً لدى جيوردانو: سترة الـ 4 في 1 وهي من القطن التي لا بد من اقتنائها في الأجواء شديدة البرودة.

كما تضم التشكيلة، السترات ذات القبعات التي تأتي بخطوط متعامدة أو متوازية، والتي تمت صنعها من القطن والصوف والنايلون، ويمكن ارتداء هذه السترات مع قمصان الليكرا القطنية ذات الكم الطويل التي تتوافر بألوان متنوعة، ولمن يفضل الملابس الشتوية الخفيفة، توفر Giordano مجموعة من قمصان البولو القطنية المخططة، والكنزات الصوفية الناعمة المصنوعة من القطن بنسبة 100% والتي تشعرك مرتديها بدفء طبيعي مع إحساس غاية في النعومة.

حقائب على الموضة من Kipling

بين العمل والنوادي الرياضية، والمحال التجارية والمطاعم، تقضي المرأة معظم أوقاتها في حركة وانشغال دائمين.. وهذا يعني الكثير من الخطوات في يوم واحد، ولهذا تجمع Kipling في حقائبها بين الموضة والعملية وتقدم للنساء اللاتي يعشن في حركة دائمة مجموعة الحقائب الجديدة المفعمة بالإنارة Basic, IF, City Travel Vintage.





Damas

تطلق ساعة Twist ذات التقنيات الاستثنائية من «ساركار»

أطلقت «داماس» للمجوهرات والساعات الفاخرة، وشركة Sarcar العالمية الساعة الجديدة Twist، وهي من الساعات المميزة والعالية الجودة. وكعادة فريق المبدعين والحرفيين في «ساركار»، فإنهم يستلهمون تصاميمهم وأشكال ساعاتهم من الكون المحيط بهم... ولطالما كانت استلهاماتهم من أشكال الشمس والقمر والنجوم المنتشرة، ومن خلال هذه الساعة الجديدة، فإنهم يواصلون إبداعهم وابتكاراتهم المبهرة.

المتعددة التي تتضمنها. في ساعة Twist تم دمج قيراط واحد من الماس ليصبح كأنه عائم على وجه الساعة. كما رُصّعت العلبة المصنوعة من الذهب بفصوص الماس البراقة أيضاً. وقد رفعت هذه الساعة الفاخرة ذات التقنيات العالية اسم «ساركار» عالياً في جميع أنحاء العالم، وجعلته يقفز من عالم قياس الوقت إلى عصر الفضاء الرحب.

يشع القيراط الماسي ببريقه الأخاذ ليخطف الأنظار. وهو يتموضع عند مؤشر الساعة الثانية عشرة، ويستدير في كل الاتجاهات، ليعرّز من وميضه وبريقه بكل الألوان. الجدير ذكره أن ساعة Twist من «ساركار» فازت بالعديد من الأوسمة والجوائز، وذلك منذ أن كشف الستار عنها وأطلقت في الأسواق. وبفضل مصمميها البارعين وتقنياتها الاستثنائية، غدت هذه الساعة مفخرة لدار «ساركار» التي، كما في كل ساعاتها، تدمج بين علم الجمال والتطور التقني العالي. وقد أطلقت هذه الساعة للمرة الأولى في معرض بازل العالمي Basel world في سويسرا هذا العام، وحازت على الإعجاب، وقد أشاد الجميع بها وبمميزاتها التقنية الرائدة وتصميمها المذهل.

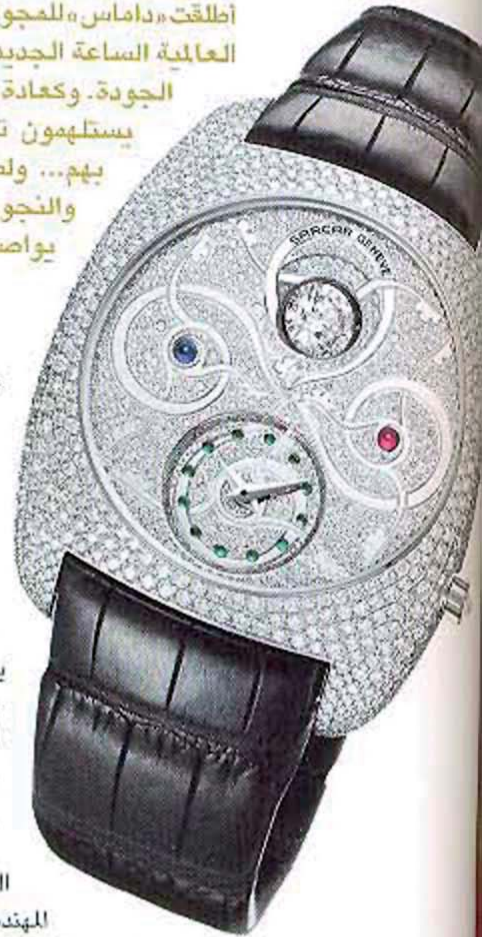
من خلال ساعة Twist التي لم يسبق لها مثيل، تعود «ساركار» إلى استعراض قدراتها المدهشة والبارزة، وقدرتها على إنتاج كل ما هو استثنائي وأصيل ومتطور.

تتوفر ساعة Twist من «ساركار» في معارض Damas المميزة، والكائنة في: فندق برج العرب، مول الإمارات، أبراج الإمارات، ودي مول.

وللمناسبة تحدث السيد تمجيد عبدالله، نائب المدير التنفيذي لشركة داماس للمجوهرات قائلاً:

«من خلال هذه الساعة الراقية، نلاحظ أن حرفة «ساركار» يدمجون خبراتهم الكبيرة بأخر ما توصلت إليه التقنيات الحديثة المتناهية الصغر. وقد استغرق إنتاج هذه الساعة الفاخرة أكثر من ثلاث سنوات من البحث والتطوير، على أيدي المهندسين وفريق المصممين في دار «ساركار»، فجاءت هذه الساعة لتمثل

آخر ما توصل إليه العلم في مجال عالم الساعات... وحديثاً ابتكروا الساعة Twist التي تعتبر أعجوبة تقنية ستبهر جميع محبي الساعات ذات التقنيات العالية في المنطقة، وما يثير الإعجاب أكثر، هو ذلك السحر المثير الذي يجعل الماسات تتحرك وترقص بسهولة وحرية تامة، بالإضافة إلى كشفها آلية الحركة فيها، والمزايا





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foreign cash stays away

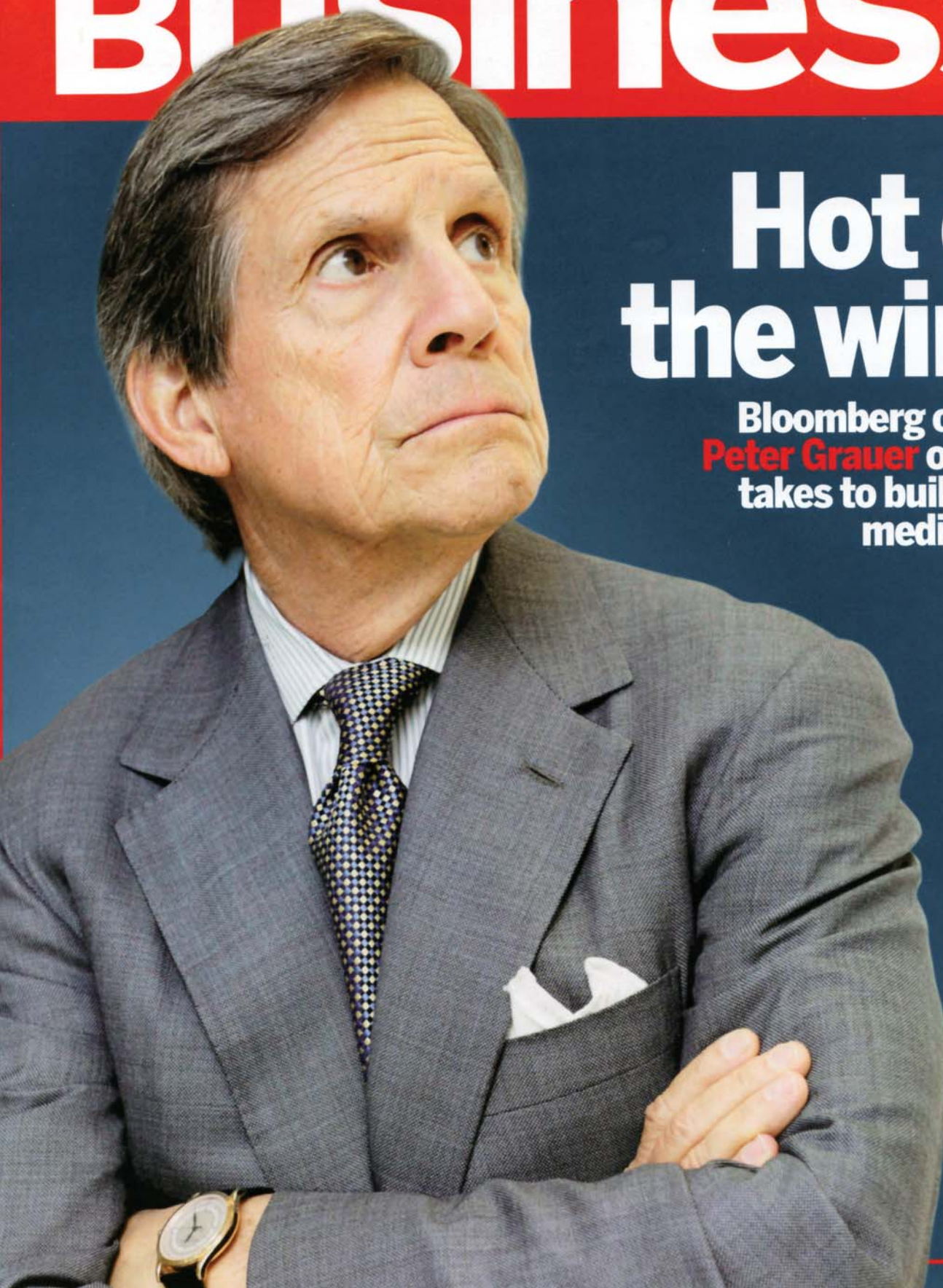
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Business

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Peter Grauer on what it
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Авиамосты

Aviamost

OCTOBER 2009

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открыл Дубайское
метро

Сафари:
единение
с пустыней

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Этническая
коллекция от
John Galliano

Выставка
Отдых/Leisure 2009
в Москве: Мнение
экспертов

Laila Suhail,
CEO of DSF talks
about Dubai's
plans for the
coming season

Rivetting jewels
and striking
timepieces

Galliano's
Russian-
Ukrainian
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UAE hotels:
The view from
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Sarcar

Nature's four main elements come together in Sarcar's Twister, which is made up of gems representing Air, Earth, Water and Fire. Diamonds, which represent the lightness and purity of air, sparkle on the surface, brilliantly harmonizing with the fresh aura of emeralds representing earth and nature, rubies signifying fire and sapphire standing for water. The watch further derives allure from its 18-carat white gold bezel set with brilliant-cut stones and other precious stones. Another version of the watch has a mother-of-pearl dial bearing the image of a dragon with a sparkling eye. A gloriously designed timepiece for the discerning aesthete, the Twister intrigues and ultimately captivates.

Sarcar Twister

Ulysse Nardin

Luxury timepieces have become symbols of power and status, so it's understandable that a leading watchmaker would pay tribute to a powerful historical figure. Ulysse Nardin's Genghis Khan Haute Joaillerie – a homage to the Mongolian conqueror who built an empire across a large part of Asia and Eastern Europe – is a unique mechanical timepiece featuring the first ever Westminster Carillon Tourbillon Jaquemarts Minute Repeater. Boasting a white gold or rose gold case, it has baguette-cut diamonds encrusted on its bezel and lugs, framing the shiny Jaquemarts figures on its black onyx dial. The miniature human figures of a horse rider and two fighting swordsmen are animated using the most advanced engineering techniques, thus highlighting the story of the warrior's action-filled life. The figures' movements are synchronized with the sound of the Westminster Carillon Tourbillon Jaquemarts Minute Repeater, which marks the minutes, quarters and hours with the sound of four gongs. This magnificent model comes in a limited edition of 30 pieces.

Ulysse Nardin Genghis Khan Haute Joaillerie

Van Cleef & Arpels

If timepieces tell a story, then surely Van Cleef & Arpels' Midnight Jardin a la Française has a beautiful tale to tell. Its limited edition Jardin a la Française men's watch has a majestic and structured look inspired by the Vaux-le-Vicomte, an architectural masterpiece that dates back to the 17th century, and which inspired the creation of the magnificent Versailles Palace. The chateau was a product of the creativity of three men: the architect Louis Le Vau, the decorator Charles Le Brun and the landscapist Andre Le Nôtre. The fountain in the chateau's garden is featured on the dial through the use of pavé diamonds that create an amazingly brilliant image against the smooth background of onyx. Baguette diamonds are arranged in a smaller circle on the dial, framing the tourbillon cage that serve as the focal point of the design. Encased in platinum and matched by a luxurious alligator strap, the elements of this watch blend into a single amazing work of art.

*Van Cleef & Arpels
Midnight Jardin
a la Française*



Gulf Connaissance





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**EXCLUSIVE: Ex-Chelsea and Manchester United
CEO Peter Kenyon opens up after leaving the game**



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NOVEMBER 2009

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праздничного неба

Русский сезон в Дубае:

на сцене – россияне

Moscow Motion –

место встречи элиты

Гостеприимный эмират

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любой женщины. Не случайно эти часовые модели вызвали повышенный интерес у знаменитостей и бизнесменов на Ближнем Востоке, и в других регионах мира. Часовую коллекцию Montega можно приобрести в фирменных магазинах Damas в ОАЭ.

Один из самых популярных швейцарских часовых брендов **Parmigiani Fleurier** выпустил неповторимые по красоте модели **Kalpa XL** и **Grande**, с графическим дизайном, и посвященные фестивалю джаза в Монтре. Каждый год модели часов Parmigiani Fleurier презентуются во время фестиваля самым выдающимся исполнителям. Обе часовые модели с розовым циферблатом для жен-



Sarcar



Sarcar

В ЭТОМ СЕЗОНЕ ВЕДУЩАЯ НА БЛИЖНЕМ ВОСТОКЕ ЮВЕЛИРНАЯ ГРУППА DAMAS ПРЕДСТАВИЛА ЛЕГЕНДАРНЫЕ ЧАСОВЫЕ НОВИНКИ ТАКИХ ВЕДУЩИХ ШВЕЙЦАРСКИХ БРЕНДОВ, КАК JAQUET DROZ, PERRELET И QUINTING

щин и небесным цветом для мужчин, выполнены только из стали, с кожаным ремешком из питона – модель Kalpa Grande и с ремешком из кожи аллигатора – модель Kalpa XL. Новые часовые модели отличаются технической виртуозностью, искусным мастерством и неповторимым элегантным стилем. Начиная с 1996 г., Parmigiani выпускает новые модели часов – от хронометров до сложнейших часовых механизмов, таких как репетир и турбийон.

Лучшие традиции французского и швейцарского часового мастерства демонстрирует новая часовая коллекция **Moorea Ladies Chronograph** от всемирно известного бренда **Pequignet**. Для мужчин представлены хронографы **Moorea Skeleton** с ограниченной серией. Продукцию этого знаменитого в мире часового бренда **Pequignet** представляет ведущая на Ближнем Востоке ювелирная

Jaeger LeColtre



группа Damas. Креативный дизайн часов из новой коллекции **Requignet** покоряет вершины совершенства, и придает неповторимый образ любой женщине. Диаметр хронографов 38 мм, и цветовая гамма – в розовом, белом и черном тонах. Эксклюзивную часовую коллекцию **Requignet** можно приобрести в фирменных бутиках Damas Les Exclusives в Saks Fifth Avenue, Мадинат Джумейра, отеле Radisson SAS, Дубайском Фестивальном городке, Дейра Сити Центре, Абу Дабби Молле и Халидия Молле в ОАЭ.

В этом сезоне Группа Damas предложила исключительную по красоте коллекцию **Botania** часового бренда **Sarcar**. Выпуск новой часовой коллекции был приурочен к 60-летию со дня основания



Ulysse Nardin

Pequignet



Fifth Avenue; Бар Джумане; Эмирейтс Тауэрс; Бурж Аль Арабе и мультибрендовых магазинах в Фестивальном Городке.

Непреходящей женственностью и привлекательностью отличается новая часовая коллекция **Atlas Lady** от элитного в мире часового бренда **Tiffany Watch Co. Ltd.** Четкие пропорции и совершенный дизайн отличают часовые модели, выполненные из 18 каратного красного золота с 42 бриллиантами, диаметр корпуса 36 мм, а также из стали с романтичным циферблатом в розовых тонах, диаметр корпуса 33 мм. На циферблате часов и на безеле обозначены римские цифры. Корпус часов воссоздает дизайн знаменитых часов **Atlas**, установленных при входе в магазин **Tiffany Watch Co. Ltd.** на Пятой

Montega



МЕХАНИЧЕСКИЕ МОДЕЛИ, РАЗРАБОТАННЫЕ СПЕЦИАЛЬНО ДЛЯ ЖЕНЩИН, УЖЕ ПЕРЕСТАЮТ УДИВЛЯТЬ САМИМ ФАКТОМ СВОЕГО ПОЯВЛЕНИЯ – ТЕПЕРЬ ОНИ ПОРАЖАЮТ НЕОБЫЧНЫМИ СОЧЕТАНИЯМИ УСЛОЖНЕНИЙ, РАСЦВЕТКАМИ И, ЕСТЕСТВЕННО, ОБИЛИЕМ БРИЛЛИАНТОВ

бренда известным ныне дизайнером Карло Сарзано. В продукции этого ювелирного бренда используются золото и драгоценные камни.

Декоративный стиль и искусство дизайна, выполненные в цветочных мотивах, воплощают ауру многоцветия и первозданность. Яркая и насыщенная цветовая гамма воссоздает атмосферу пышных садов и лесной пейзаж.

Кожаные ремешки разных цветов прекрасно вписываются в общий силуэт. Часовую коллекцию **Botania** можно приобрести в ювелирных бутиках **Damas Les Exclusives** в **Saks**



Quinting

шенный белыми бриллиантами, и воплощает технологические новаторские решения. Логотип **Jaquet Droz** – восьмерка – единство двух окружностей, в математике означающее бесконечность. Для **Jaquet Droz** восьмерка является воплощением идеального равновесия.

Модификация часов из серии **La Montre de Poche Hommage Geneve 1784** сочетают технологии с традициями часового мастерст-



Jacob & Co

Авеню. Новая часовая коллекция **Atlas** представлена моделями со светлым и темным циферблатом, с корпусом из розового золота с бриллиантами, или стальным корпусом. Часы имеют антибликовое сапфировое стекло, водонепроницаемость до 30 метров.

В этом сезоне ведущая на Ближнем Востоке ювелирная группа **Damas** представила легендарные часовые новинки таких ведущих швейцарских брендов, как **Jaquet Droz**, **Perrelet** и **Quinting**, которые можно приобрести в фирменных ювелирных бутиках **Damas** в **ОАЭ**.

Новая коллекция часов от **Jaquet Droz "Emotion"** была успешно представлена на международной выставке ювелирных изделий и часов в Базеле в этом году. Часовая серия **Date Australe Zodiaque Numerus Clausus 8** имеет опалиновый черный циферблат, элегантно укра-



Sarcas

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★★ LATE EDITION

Political rivalry linked to Philippines massacre

JOURNALISTS AND RIGHTS LAWYERS AMONG 21 KILLED IN GRUESOME ATTACK

THE HAJ JOURNEY

By BARBARA MAE DACANAY
Bureau Chief

Manila At least 21 people, including 13 women, abducted





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He is challenging administration bet Andal Ampatuan in the 2010 governor polls.

"For some time, I was able to talk to my wife over the phone after the abduction," said Mangudadatu.

The government expressed outrage and vowed to bring the culprits to justice. "This is a gruesome massacre of civilians unequalled in recent history," said Jess Du-reza, President Gloria Arroyo's adviser on Mindanao. "There must be a stop to this senseless violence. I strongly recommend a state of emergency be imposed in the area and everyone be disarmed."

See also Page 26



AFP

Annual pilgrimage

Pilgrims pray on the Jebel Al Noor (Mountain of Light) in Makkah early yesterday before the start of Haj.

The annual pilgrimage takes place from tomorrow with the climax on Sunday.

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DRIVING FORCE

Disability is no handicap for this Emirati

Physically challenged man to travel from Sharjah to Abu Dhabi in wheelchair to commemorate National Day

BY MARIAM M. AL SERKAL
Staff Reporter

Sharjah A physically challenged Emirati man plans to take on the UAE roads to commemorate UAE National Day.

Equipped with a solar powered wheelchair, Hayder Talib, director of Al Thiqah Club for the Handicapped, will travel 170 kilometres from Sharjah to Abu Dhabi.

Talib will start the journey on November 29 at 9am near the Al Thiqah Club office in Samnan.

"The main reason why I am doing this is to raise awareness on solar powered wheelchairs. The only obstacle that people with special needs face is the lack of power sockets to recharge the chairs so that we can move around," said Talib.

Talib will be travelling in his wheelchair through Al Ittihad Road,

Al Mulla Plaza underpass and then on to Al Maktoum Bridge, where his day then will end in Jumeirah. The second day of the journey will continue on to Shaikh Zayed Road up to Saif Shoaib.

The third day will involve travelling to Abu Dhabi through Al Raha Beach Mall, and on December 2 he will reach his final destination at Shaikh Zayed Mosque and pray for the founder of the UAE.

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SECURITY CHECK FOR BAGGAGE



Plus

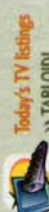
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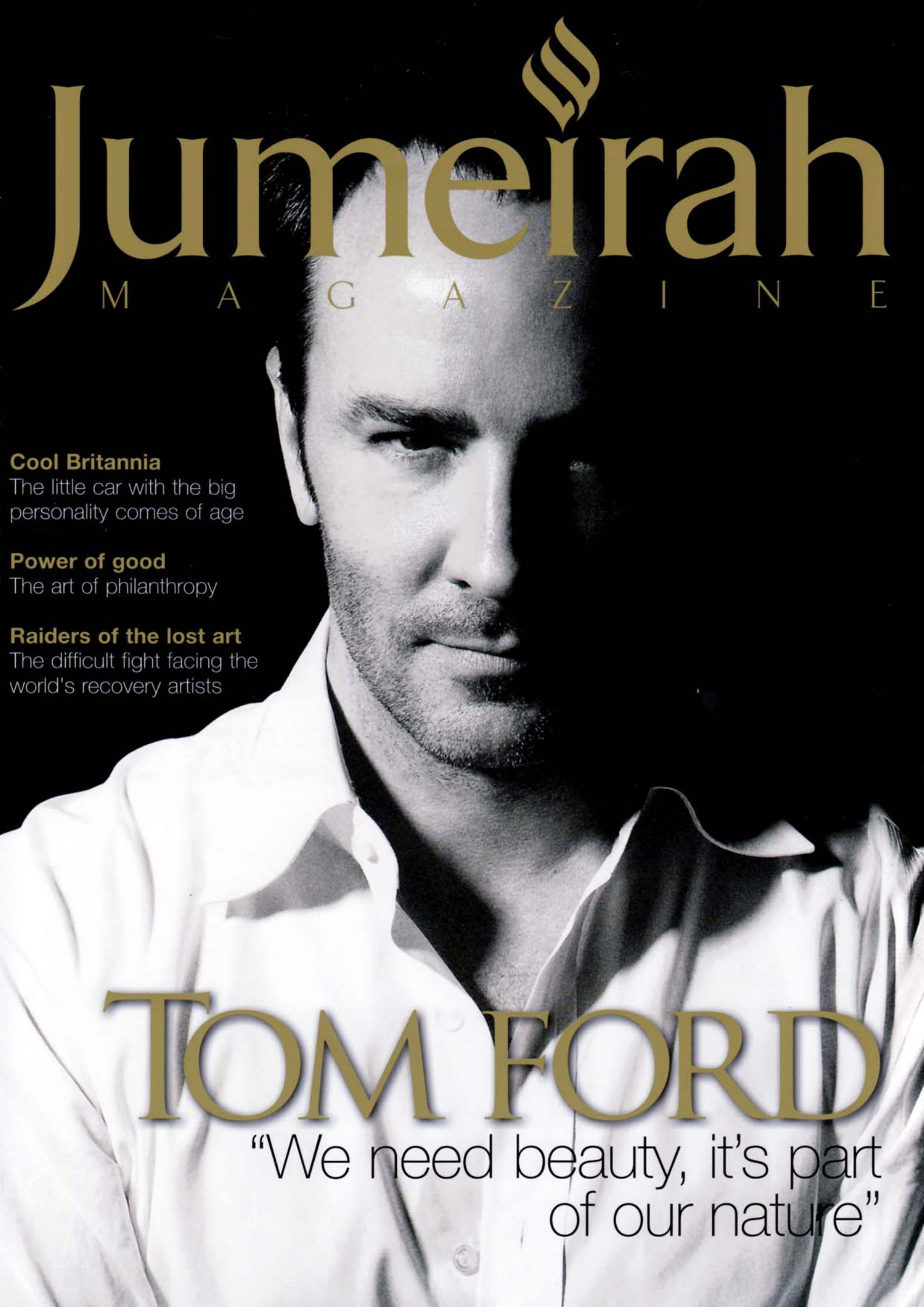


PAGE 50

PAGE 32



» TABLOID!



Jumeirah

M A G A Z I N E

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Raiders of the lost art

The difficult fight facing the world's recovery artists

TOM FORD

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Vacheron Constantin



Perrelet является «Традиции и инновации». Автором коллекции является молодая и талантливая дизайнер Кармен Воджели. Работа над коллекцией заняла у нее несколько месяцев. Надежность часовому механизму обеспечивает калибр с двойным ротором. В материалах комбинируются сталь и розовое золото, каждая модель украшена бриллиантами, рубинами и сапфирами. Корпус с диаметром 38 мм, противозащитное сапфировое стекло. Количество бриллиантов в каждой часовой модели варьиру-

Sarcar



кат или розового золота. Водостойкость до 100 метров. Защитное сапфировое стекло. Безель украшен 55 багетными бриллиантами и 17 багетными сапфирами. Часовая модель имеет две разновидности циферблата – механизм с технологией декора Cote de Geneve и перламутровый циферблат.

Новая часовая коллекция **The Diamond Flower Collection** от всемирно известного производителя **Perrelet** отражает философию бренда, сочетающую функциональное ювелирное мастерство с механическим часовым совершенством. Девизом фирмы



Baume & Mercier

ПО ТРАДИЦИИ, НАКАНУНЕ РОЖДЕСТВЕНСКИХ И НОВОГОДНИХ ПРАЗДНИКОВ РЕЗКО ВОЗРАСТАЕТ СПРОС НА ЧАСОВЫЕ ИЗДЕЛИЯ, УКРАШЕННЫЕ БРИЛЛИАНТАМИ, И С РАЗНООБРАЗНЫМ ВЫБОРОМ ДРАГОЦЕННЫХ МАТЕРИАЛОВ

ется – от 25 до 125, 19 рубинов и 19 сапфиров. Резерв мощности – до 40 часов. Число полуколебаний – 28 800 в час. Новая часовая коллекция отвечает самым высоким критериям роскоши. В настоящее время швейцарская часовая компания Perrelet продолжает традиции, заложенные еще в 18 веке ее основателем Перле.

Основанная в 1948 г. швейцарская компания **Sarcar** выпустила новый шедевр часового ювелирного мастерства **Royal Solitaire** с инкрустацией бриллиантами. Циферблат и внутреннее про-



Tiffany & Co



Carrera Y Carrera

Parmigiani

SUNDAY

December 6, 2009 | Dhu Al Hijja 19, 1430



**ADDICTED
TO THEIR
MOBILES**

CAMPUS NOTES P.9



**RICCI AND
MOORE FOR
FILM FEST**

TABLOID!



REPORT
WOR



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GULF

NEWS

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Protests urge climate deal

SUMMIT PICKS UP PACE AS SINGH AND
OBAMA CONFIRM THEIR ATTENDANCE

London (Reuters,
Bloomberg &
AFP) The UN
climate sum-
mit gained mo-



IN BRIEF

ON THE GREEN TRAIN

RACING AHEAD



iraqi parliament postpones election debate

ice-president must decide if he wants to veto new law that Sunnis say reduces their voice law that Sunni lawmakers complained would further reduce their voice in the new parliament.

The ruling coalition, which is dominated by Shiite and Kurdish parties, says it has enough votes to overturn Al Hashemi's veto, should he choose to use it a second time.

See also Page 13

Omar Al Mashhadani, a spokesman for parliament, had earlier told *Sabah* newspaper that a debate —without a vote — would take place on the distribution of parliamentary seats for the different provinces, including seats for minorities.

In the balance, Vice-President Tarek Al Hashemi, a turned a new version of the

VICTORY CELEBRATION



New Zealand win Sevens
New Zealand's captain DJ Forbes holds the trophy aloft as he and his teammates celebrate after beating Samoa 24-12 in the finals of the Emirates Airlines IRB Sevens world series in Dubai last night. In the semifinals, Samoa quelled the challenge of England 28-19 and New Zealand swamped Fiji 19-0. The defending champions South Africa were knocked out by Fiji in the quarterfinals.

FRANCOIS NEL/Gulf News

See also Pages 41 & 42

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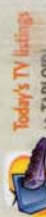
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Courtesy: Publications / Photo Marjan Gieud

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Creator of dreams

North America

Sarcar Carrousel Watch

by Ariel Adams (RSS feed) Nov 2nd 2009 at 12:01PM



Sarcar

Here is a taste of extreme luxury with the Sarcar Carrousel. The name refers to the large diamonds placed in the dial that freely move around the circular path around the watch face - a similar concept to what you find in the free floating diamonds in Chopard Happy Sport watches. The difference is really in the size of the diamonds. The Carrousel has 12 half carat diamonds set in gold, which rotate freely against a mother-of-pearl backdrop, not to mention the many other diamonds that decorate the dial and 18k white gold (or red gold) 40mm wide case. There are a total of 13,21 diamonds on the watch - 399 of them.

The watch dial itself is small, but visible and powered but an automatic mechanical movement. Nice contrast with the black hands against the diamond dial. The crown is off-centered a bit and fitted with a nice diamond cabochon. Strap is crocodile with a gold folding clasp. At 40m wide, the watch is probably sized for a man, but suitable for a woman. Anyone lucky enough to brandish a decadent number like this should at least wear it once in a while. A luxury watch truly of the excess and fortune ilk. The materialistic personification of "if you got it, flaunt it." Prices at \$300,000 each. Want one? Call (954) 600-9492 or e-mail info@crossbowintl.com.

Ariel Adams publishes the luxury watch review site aBlogtoRead.com.

Tags: carrousel, diamonds, sarcar, watch

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Clara Kasavina - This Stuff is
Gorgeous

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Singapore

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豪門世家

豪門世家璀璨欢庆六十周年

1948年，豪門世家(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門世家表。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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60th Anniversary 1948-2008



精致工艺的微型手绘油画系列，
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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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在 腕表上添加宝石虽然已经不是什么新鲜事，但每年各大品牌都争着推出最引人注目的闪亮作品。

时尚腕表品牌Chanel特别为今年的力作J12镶上闪闪美钻。Chanel J12 Haute Joillene这只等同时尚界的haute couture腕表，共镶上了725颗baguette切割钻石，总重量为43卡拉，全世界限量发行12只。

除此之外，一向把钻石和腕表完美结合的Piaget，也围绕着今年的巴黎-纽约主题设计了一系列精彩钻石腕表。当中，双时区腕表Altiplano DoubleHeu最为夺目。表盖设计带有巴黎埃菲尔铁塔元素，另外也巧妙地形成了一个沙钟，里头装满了超过14卡拉的钻石。简单的设计，却有与众不同的精彩。

珠宝出生的腕表品牌如Van Cleef & Arpels、Chopard、Cartier、Bulgari更毫不保留地为腕表镶上不同宝石来点缀。其中，Van Cleef & Arpel以巴黎星空为主题的设计，表面上的闪闪钻光，象征黑夜星空的神秘。

(左)上至下：Glashutte Lady Tourbillon和Salvatore Ferragamo Gancino。
(下)左上顺时针：Chopard White gold Xtravaganza、Roger Dubuis KingSquare、Sarcar Carrousel和Montblanc Sport White Gold Lady Jewels。



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AIK CHEN

ART DIRECTION
CHEN JINGHUA

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MODELS
FRUZSINA M, JOANNA K & ANNA H/ AVE;
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欢庆品牌成立60周年, Sarcar特别推出一系列精致的
油画表面系列。简单的双针“花卉”系列(Botania)包
括玫瑰、菊花、百合花与小白花4款腕表。栩栩如生的
油画格外生动,就连花瓣上的露珠都跃然浮现。以油彩
做表面设计并不常见,这个油画系列还包括Carrousel
的“世界”(The World)。

Botania手表/Sarcar;
淡橘色鸡尾酒晚装/Pois;
手镯/ On Pedder。

MAKE-UP BY TG GOH USING CHRISTIAN DIOR COLOURS
HAIR BY ELAINE LEE/ IN AT BACKSTAGE USING
L'OREAL PROFESSIONAL TECNART



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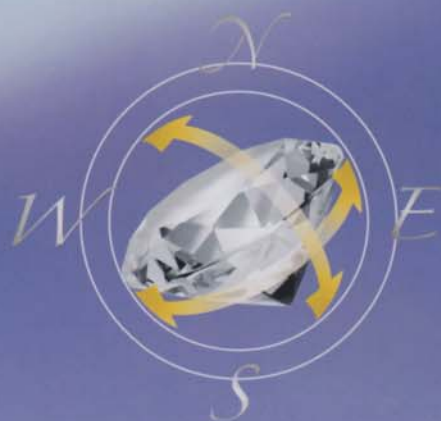


时间与珠宝
的艺术



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Vuitton: 漆皮腰带/
Gucci: 短靴子/Bottega
Veneta。

对页
Lady Tuxedo腕表/
Ellicott: 皮革裙装, 皮革腰
带, Collier de Chien鳄鱼
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50

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SARCAR 60年宣言

LET'S WEAR ART

你认识日内瓦精表品牌SARCAR豪门世家吗? 其创办人CARLO SARZANO“既大又小”的坚持, 使这个品牌十分艺术。在欢庆SARCAR 60周年之际, CHENG带你走进它的世界。

有意象, 就能成就大事

1948年Carlo Sarzano开始了Sarcar, 日内瓦精表公司。这是一个独特的“小群众”品牌。

Carlo Sarzano深深知道精表的功用, 并非纯粹为了报时, 它是可鉴赏的艺术品, 是奢华的生活……而在21世纪的今天, 我们要的, 不是“大众的奢华” mass luxury, 而是很“独家”的奢华。我们要的是与众不同!

一转眼, 60年过去了。然而, Sarcar并没有迷失方向。在1972年, Carlo Sarzano再次强调Sarcar的信念, 即“to be large enough to be strong……and small enough to be free”要大得拥有足够的势力(那么才能完成梦想)……又要小得让自己有自由(那么才能做自己觉得对的事)。因为可悲的事实是, 时下有很多发展得太快的公司, 往往在供不应求的情况下, 只好“牺牲”品质……

品质不能妥协

适者生存, 人生中许多事都可以妥协, 但是, 很多原则却不能妥协。Sarcar对至上品质的要求, 不妥协!

• Sarcar推出的精表, 多是“限量”的。为了能让每一只Sarcar表犹如一件艺术品, 它乃是由手工艺术至上的工匠, 用手所打造的——磨亮、雕刻、切割、装置……

• Sarcar的精表皆用珍贵的金、宝石、钻石、珍珠母所打造。

• Sarcar每一年都会推出非常“艺术”的精表。去年推出的Carrousel Marquetry, 乃是用七种木雕绘成豹头, 层层叠叠……十分精致。今年推出的micro-oil painting Botania花图精表系列, 有玫瑰、菊花、百合……你可以看见花卉上看的水珠; 又推出micro-oil painting之Carrousel精表系列, 带你到威尼斯、美国、埃及、中国、悉尼……据说, 工匠的心跳必须降到每分钟35下, 用的是比“人毛”还细一半的毛制成的刷子, 以及很“浓”的油画, 才能以画出这么细腻的图画……

要与人很不一样

这是个“展现自我风格的年代”, 所以我们不喜欢“千篇一律”, 而是向往“标新立异”。房子、时装、护肤品……当然也包括我们的手表, 我们都希望“量身订作”。

因为Carlo Sarzano当年的远见, 60年后的Sarcar依然符合现代人的要求。这些年来Sarcar保持其经营模式, 不是不能积极扩展, 而是不愿变得太大, 好让顾客拥有的Sarcar精表都很独家。



Sarcar Royal Solitaire很独家的设计: 会转动的大钻石

“TO BE LARGE
ENOUGH TO BE
STRONG... AND
SMALL ENOUGH
TO BE FREE”

CARLO SARZANO

NEW MODELS TO WATCH

精表是经得起时间的考验的，它并不会今年IN，明年OUT。然而，因为有需求就有供应，从每年的巴塞尔和日内瓦表展上，你不难发现，新推出的精表各归类为不同的设计趋势。爱婷走进了SIHH与BASEL WATCH FAIR，了解了超过50多个品牌的新精表后，为你分析2009年的7大精表趋势。

2008/2009巴塞尔和日内瓦表展有何看头？今年，我们见证了机械表和数码表完美结合，如Harry Winston的Opus 8和de Grisogono的Meccanico精表，成为表坛焦点。若你买精表的目的很单纯——想买品质至上，设计别致的精表来穿戴，来收藏，那么，你拥有非常多精彩的选择。

今年，黑色将色诱男女，全黑的精表是主要焦点。此外，黑白对比(如镶上白色钻石的全黑精表)的设计也是另一焦点。精表也不仅报时，也成为了一件赏心悦目的艺术品，不少品牌推出了珐琅彩绘、独特的雕刻等，让人赞叹。男士可以选择碳纤维的表盘。橡胶表带也依然是精表品牌的宠儿。

这些年来，男人女人都爱上大表盘，不少品牌的表盘在2009更变得超大！你可以将表盘直径53mm的精表戴在腕上！

我们的生活更忙碌，随着科技的发达，允许我们在短时间飞往世界各大都市出差公干。在表展上，我也发现越来越多精表品牌推出的国际时间表，是现代“空中飞人”的腕上必需。当然，钻石永远是女人的最爱，镶上钻石的精表将时光化为璀璨的永恒。一起来看看我精挑细选的独特精表吧。

Time is an Art

精表不仅是报时工具和配饰，精表也成为了一件赏心悦目的艺术品。近年来，许多品牌皆推出独特的珐琅彩的精表，因为它深受精表收藏家的喜爱。今年的独特表盘设计，如雕刻，也肯定会赢得许多人的芳心。

1 Roger Dubuis的King Square玫瑰金表壳搭配白色树胶表带，结合个性与奢华。珍珠母表盘上的雕花设计很含蓄。

2 Longines在每年推出的Les Elegantes de Longines限量版女装表系列，以品牌在1920年代所推出的精表为设计灵感。这3款装置了Longines手调机芯精表的18K白金表壳，雕上了独特的花纹，并镶上钻石。每款限量发行20只。

3 Sarcar的Botania以花卉为设计主题。精致的彩绘，让花儿栩栩如生。镶钻表缘，更亮眼。

4 Bertolucci的Doppia Butterfly石英机芯表捕捉了大自然的美。表盘形状如托斯卡纳卵石，引来了几只花蝴蝶在上面停歇。

5 Breguet的18K白金Reine de Naples Cammea自动调时精表拥有不同层次的浮雕贝壳表盘，是手工制造，绝对独一无二。表缘镶上40颗钻石，表冠上镶上一颗椭圆形。备有40小时动力储备。

6 今年，Hermes配合印度特色主题，推出了Cape Cod Email Grand Feu自动机芯表，以Hermes“Indian Dust”丝巾的图案彩绘在表盘上，具有一定的难度。备有55小时动力储备。

7 Leonard的Femme Fille是献给妈妈和女儿的精表。表盘上的两朵花设计，甜美、妩媚。

8 你想感染巴黎夜空的浪漫夜吗？Van Cleef & Arpels的Midnight in Paris机械表的深蓝色砂金玻璃旋转表盘上的星宿图，让人着迷。你能调节在表背的日历，便能看到你的生日时的星际。

9 Glashutte Original推出了以春夏秋冬为设计主题的女装自动机芯精表。代表春天的春花，在37颗粉红钻和70颗白钻的衬托下，更璀璨。表冠也镶钻。

10 Cartier的Le Cirque Animalier de Cartier马戏团之旅精表主题系列的“第一站”是亚洲。这款18K镀铑白金表壳镶上了约8卡拉的钻石和黑色宝石。表盘彩上了黑色和白色竹枝和竹叶。



Carrousel
Panda



Honeymoon
White gold



Botania



Colours Of Life



Carrousel
Europ



Magic Moon
Horse



Carrousel
Sydney



Moonlight
Galaxy



今年推出的Carrousel带你到威尼斯、美国、埃及、中国、悉尼，还推出世界地图精表

Dazzling Moments

钻石能让女人露出灿烂的笑容。一只镶钻精表戴在女人嫩滑的肌肤上，更诱人。出席晚宴或隆重场合，无需任何配饰，戴上钻表，便能为你的装扮画上璀璨句点。钻石也不再是女人的专利，许多男人也开始爱上了钻石表。男人女人，不妨依照你的品味和钱包的“大小”选择一款心爱的钻表。

1 Piaget的Limelight Paris-New York系列中，这款巴黎主题精表以巴黎铁塔的构造为设计灵感。18K白金表壳镶满587颗钻石。表盘的设计原来是以沙漏为设计灵感。在你移动下，多颗小金球可以向左或向右移。“隐藏”在沙漏下，竟然是另一个表盘。

2 Balmain的Beleganza无锈钢精表，表盘上的 Balmain招牌Arabesque花卉图案搭配表缘的64颗钻石，设计典雅、高贵。日期显示窗设在6点位置。

3 Montblanc的Star Lady Gold Moonphase 18K红金表壳自动机芯表的月相盈亏显示设在9点与11点位置。于6点钟位置的日期显示镶上24颗钻石，表缘和托爪共镶上104颗钻石，内表缘则镶上80颗钻石。

4 Harry Winston的Lady Z自动上链精表采用了钨合金表壳。备有分别镶上16颗钻石和9颗钻石的“白”月(代表白天)和“黑”月(代表黑夜)，黑月也镶上7颗黑宝石。限量发行300只。

5 散发装饰艺术设计的Bedat & Co 394型号石英精表的表带能轻易更换。象征幸运的8字是品牌的招牌标志，出现在表盘和搭扣上。酒桶形表盘镶上62颗钻石。

6 Vacheron Constantin在1996年为旅者推出的Overseas精表系列。今年，Overseas系列添了Overseas Chrono自动调时粉红金码表。Vacheron的镶钻马耳他十字Maltese-cross表圈设计一眼即认。可以选择白色鳄鱼表带、粉红金表链或深褐色树胶表带。

7 备有teslar晶片科技，有助于帮助血液循环的Philip Stein精表，在今年推出几款新设计。这个迷你型精表适合手腕小的女性。备有两个表盘。

8 Sarcar的Honeymoon精表，表盘设计独特，设于12点位置的独立钻，整个设计奢华非凡。

9 Bulgari的Parentesi精表以罗马街道上的石灰华接缝为设计灵感。这款精表的白金表壳镶上方钻。

10 Baume & Mercier的ilea精表结合女人的美丽、情绪和感官。这款石英精表的珍珠母表盘的刻度镶上了8颗钻石，表缘共镶上0.60卡拉的钻石，表冠也有一颗0.02卡拉钻。





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SHCAR

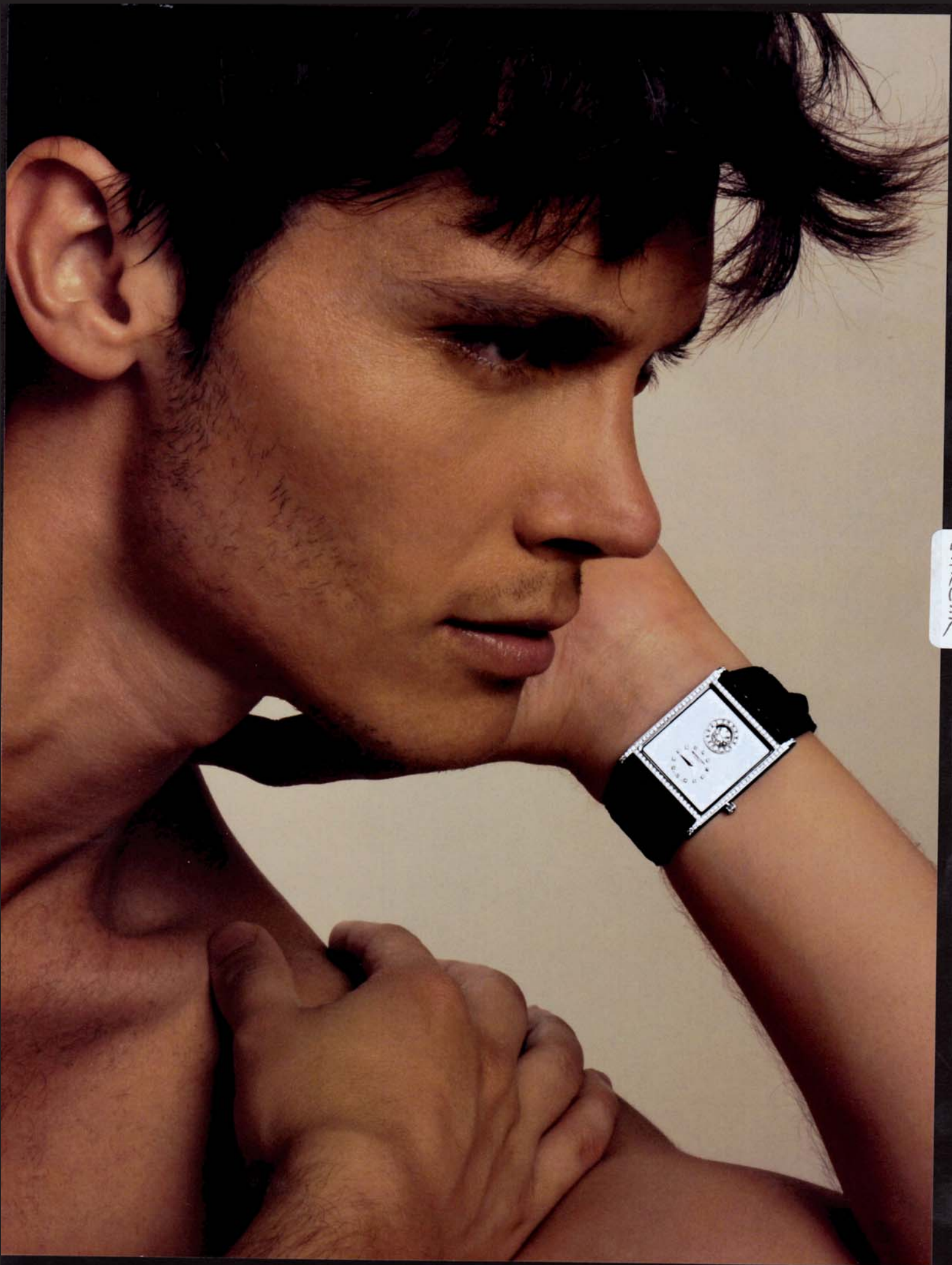
2009 MALE MODELS

摄影 IVANHO HARLIM 造型 JONATHAN CHIA
化妆/发型 RICK YANG, Estique, Using Schwarzkopf

男人常说，精表，是极少数他们可以用来装点自己的配件之一。于是他们往往将女人对于鞋子、包包、首饰的那份热爱，化做对精表的执着，为自己严选出一只结合了高科技、工艺、美学的最佳珍藏。请看我们挑选的最新男装精表。

CLAUDE, Mannequin
戴SARCAR TIME SQUARE II

18K白金表壳、皮革表带、镶钻表缘，12点刻度镶有
旋转式钻石，自动上链机芯





From left

SARCAR HONEYMOON

18K玫瑰金表壳、鱼工鱼皮表带、镶钻表缘与表盘(含旋转独钻), 石英机芯

CARTIER BALLON BLEU

玫瑰金表壳、鳄鱼皮表带、双排镶钻表缘、18K玫瑰金与蓝宝石表冠、30m防水功能, 自动上链机芯

**PATEK PHILIPPE GONDOLO
GEMMA**

玫瑰金表壳、鳄鱼皮表带、贝母表盘, 30m防水功能, Geneva Seal认证超薄石英机芯

solitaire

JEWELLERY FASHION & WATCH TRENDS
ASIA PACIFIC EDITION JUNE JULY 2009

Lush
Jewels
by Enrico
Novarese &
Raphael
Canot

Glamour,
Glitz & The
Oscars

The Magic Carousel

WONDER DIAMONDS

U. AUD15 - BN BND10 - HK. HKD80
J. JOR80.000 - KR. KRW8.000 - MY. MYR20
Z. NZD20 - PH. PHP300 - S.G. S\$68
W. TWG550 - TH. THB250 - VN. VND150.000



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5. CONSTELLATION LUXURY WATCH PAVED ENTIRELY WITH ROUND DIAMONDS IN 'SNOW SETTING', OMEGA. WWW.OMEGAWATCHES.COM; 6. 6TIMEZONE MYSTIC WATCH IN STAINLESS STEEL WITH DIAMOND BEZEL AND LION ON THE DIAL, ICELINK. WWW.ICELINKWATCH.COM; 7. TWISTER WATCH IN WHITE GOLD WITH DIAMONDS, GREEN EMERALDS, SAPPHIRE, RUBY AND A FLOATING 1CT BRILLIANT-CUT DIAMOND, SARCAR. WWW.SARCAR.CH; 8. HAUTE JOAILLERIE WATCH WITH SQUARE PAVÉ-SET DIAMOND DIAL AND FRAME WITHIN A 'SECRET' CASE, AND WHITE SATIN STRAP, CHOPARD. WWW.CHOPARD.COM; 9. CAT'S EYE HAUTE JOAILLERIE WATCH IN WHITE GOLD SET ENTIRELY WITH BAGUETTE DIAMONDS AND POWER RESERVE INDICATOR, GIRARD-PERREGAUX. COM@GIRARD-PERREGAUX.COM



*When time, diamonds and
extravagance collide.*



6



7



8

ICON 风华

SINGAPORE

MPAS 2009
MAGAZINE OF
THE YEAR

ASIA MEDIA
AWARDS 2008
GOLD AWARD
BEST IN MAGAZINE
OVERALL DESIGN

SHEILA SIM

从名模到明星

时尚电影排期上映

陈洁仪想唱就回来

欧亚迷城伊斯坦布尔

‘09 腕表特辑

SIHH, WPHH,
BASELWORLD

JUL 2009 S\$8.00



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闪亮钻石

高级珠宝腕表是真正的奢侈品。由于有各种钻石珠宝陪衬，价格当然不菲。高级珠宝腕表往往是各大品牌展示艺术、创意、设计，以及造工的平台，也是象征品牌地位的show piece。毕竟，价格动辄数百万元的高级珠宝腕表需要实力和财力雄厚的品牌才有能力打造。

在SIHH会上的高级珠宝腕表仍然是老字号的天下，Vacheron Constantin风头最劲，推出的几款高级珠宝腕表都价值连城，其中为纪念Kallista高级珠宝腕表诞生30周年特别推出的Kallania新款珠宝腕表，价格更是史上最贵，超过1000万元！其他以珠宝起家的品牌也不落后，Piaget的几款手镯珠宝表闪烁得几乎让人睁不开眼睛。设计一向非常阳刚的Richard Mille也推出了Ladies Toubillon RM 019 Celtic Knot，而焦点就是镶上钻石代表着圆满生命的Celtic Knot。

多个以珠宝起家的品牌更是推出不少高级珠宝表，掀起一股卡拉之战。以黑钻闻名的珠宝品牌 de Grisogono也以大胆前卫设计推出多款让人耳目一新的高级珠宝腕表。另外，一向以高级复杂机械腕表为主的Franck Muller今年也推出多只钻石腕表如Franck Muller Infinity，其他珠宝品牌如Harry Winston和Bulgari也以一件件红地毯般的高级订制珠宝诱惑女人心。

一向在腕表上少不了钻石作缀的Sarcar，今年使用了Twister科技。这个过去只适用在太空航运的科技首次使用在腕表上，它独特之处就是能让表盘上的一卡拉(或以上)的VVS1钻石自由转动，而且不只是左右旋转，而是360度全方位自由浮动，让你清楚欣赏到钻石的每一面。这个专利技术，代表了品牌不断创新和寻求突破的精神。

上至下：
Chanel Premiere Vendome;
Girard Perregaux Cat's eye
Haute Joaillerie; Sarcar
Twister; Harry Winston
Talk to Me和Richard Mille
Ladies Toubillon RM 019
Celtic Knot

对页：
Franck Muller Infinity;
Eye makeup by Chanel
和Model image from
Louis Vuitton



诗情画意的腕表艺术

创立于1948年的SARCAR，向以设计独特、手工精巧见称。创办人Carlo Sarzano秉持的制表理念是“大而稳固，小而灵巧”，品牌也不断致力融合崭新科技，结合制表师的智慧与灵巧手艺，孕育出独一无二的新概念。

文 / MOON

琥珀工艺

Sarcar新推出的Miss Amber表款，灵感来自一首当代瑞士诗歌，设计上的最大特点就是精雕细琢的琥珀表面。环绕闪亮切割的钻石及18K红金的温暖金光，极度精细的琥珀表盘轻轻地焕发光彩。表壳为18K玫瑰金，表面为琥珀质地，镶嵌64颗钻石(总重1.36克拉)。这款腕表极为女性化，包装精致优雅，整个盒装内还包括一条丝质披肩，上面雕有琥珀流苏装饰。



左-右：
Miss Amber;
Twister



流光溢彩

Sarcar以钻石在表面流动的款式名闻全球，今年新推出的Twister钻石腕表，最大亮点是位于12时位置的1克拉钻石，在表面作360度全方位转动，充分展现每个切面的闪烁光彩。这项技术是品牌自家研发及首创浮动磁力。此款腕表的整个表面均镶满钻石，并以四种元素作为设计灵感，包括水、火、土及天空：3时位置的红宝石代表火，9时位置的蓝宝石代表水，6时位置的绿宝石时间显示代表土，天空则是12时位置的转动钻石。



New Rondo

复古典雅

造型复古的Rondo系列，有别于Sarcar其他的璀璨表款，典雅内敛。部分罗马刻度与3点位置的小小日期窗口，有18k白金与玫瑰金两种表面设计，表环镶有一圈钻石，大约62颗，重0.93克拉。搭配黑色鳄鱼皮表带，典雅迷人。

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。品牌今年延续了该系列特别推出了像图中这款莫斯科教堂设计。这个系列还可以依顾客需求量身订做，✧



享受璀璨的日子

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。创新坚守风格，就是品牌这些年来的成功秘诀。



THE PEAK

SINGAPORE

JULY 2009

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25
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OF LUXE

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White-collar fight club

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its fortunes

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A SILVER

A photograph of a grand ballroom with ornate ceilings, large crystal chandeliers, and guests at a formal event. The room is filled with people in formal attire, and the lighting is warm and elegant. The ceiling features intricate designs and large circular recessed areas. The chandeliers are large and multi-tiered, casting a warm glow. The walls are decorated with framed artwork and vertical light fixtures. The overall atmosphere is one of a high-end, formal event.

MILESTONE

The Peak celebrated its 25th anniversary with an exclusive black-tie gala dinner that featured the who's who of Singapore's corporate, diplomatic and social communities. We present a pictorial spread of that glorious night.



Alex Tang



Lilian Ng & Micheal Ng



William Leow, Hen Liang & Loh Yew Seng



Tan Puay Hiang & Reinhold Carl



Guillaume Willk Fabia



Sangeeta A. Shields & Daniel Shields



Francis Phun & Yvonne Siow



Karen Goh & Dr Wilson Goh

The gala event at Island Ballroom, Shangri-La Singapore was well-attended by 380 distinguished guests including ambassadors as well as industry leaders, movers and shakers.

The memorable evening, hosted by Vivien Tan, began with a speech from *The Peak*'s editor, Francis Kan, followed by the launch of an exclusive commemorative book, *Twenty Five Years of Luxe*, a celebration of luxury in Singapore over the past quarter of a century.

The event also saw prominent personalities who have graced the pages of the magazine over the last 25 years share their thoughts on *The Peak* with congratulatory messages in a special two-part video.

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WHEN IT COMES TO THE ART OF watchmaking, Sarcar prides itself on giving its discerning clientele pieces that are exquisite and unique. Producing watches in limited and often numbered editions, the watch company employs craftsmen and artisans who painstakingly execute superlative finishing on each timepiece. Today, Sarcar's master-watchmakers and engineers once again achieve an astonishing feat with its newest creation — the Twister.

The Twister combines aesthetic beauty and technical sophistication with a one-carat diamond suspended in its setting. It turns freely at the slightest movement of the wearer's wrist to reveal its sparkling facets. The watch also features an 18K white gold bezel, set with brilliant-cut diamonds, framing a dial paved with brilliants and sprinkled with precious stones. The different stones represent the four elements: Green emeralds for earth and nature, diamonds for air, sapphire for water and ruby for fire. This dazzling beauty is also available with a mother-of-pearl dial, decorated with a miniature painting that represents a dragon with a whirling, brilliant-cut diamond eye.



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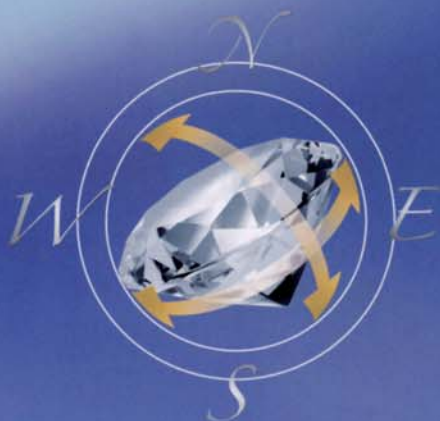


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INSPIRATION



TWIST AND TURN

It will cost you some pocket change – about half a million of it, to be exact, but one can imagine the amount of time spent perfecting the Sarcar Twist. Posh white in brilliant-cuts and a dash of primary colours, topped off with a one-carat diamond that spins like a tourbillon aided by revolutionary nanotechnology. Any man of lavish taste will surely be partial to its almost hypnotic brilliance. This timepiece truly has no equal.

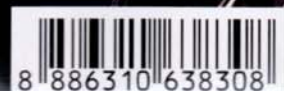
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Sarcar Twister

There are jewellery watches and there is Sarcar's new Twister. Out-and-out ostentation is nothing new to this self-styled Creator of Dreams. Those who are unafraid of flaunting their wealth will be familiar with its signature Solitaire watch, in which a one-carat diamond traverses around a bed of brilliant cuts on the dial. But with the Twister, a new king now ascends the brand's bejewelled throne.

Jewellery setting, like engraving, skeletonising and enamelling techniques inhabit the universe of art dial decoration as its true lords. In the case of the Twister, that envelope has been pushed like never before. And we are not just talking about the subtle Arabesque patterns or intricate invisible setting techniques that flush the entire watch in a blinding cloak of brilliant-cuts. Aided by nanotechnology, the centrepiece of the Twister is a one-carat diamond at '12' that twists and turns at the slightest movement, somersaulting in every which way possible, seemingly impervious to the laws of gravity. Lively animation, space-age technology, handcrafted attention to detail combined with heart-stopping luxury – we cannot think of a more worthy contender for this award.



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1. Midnight Jardin d'Extreme Orient watch in platinum with onyx and mother-of-pearl dial depicting a pagoda, lotus flowers and an ancient tree, **VAN CLEEF & ARPELS**, www.vancleef-arpels.com **2.** Twist watch in white gold and diamonds with miniature painting of a dragon with a whirling brilliant-cut diamond eye on a mother-of-pearl dial, **SARCAR**, www.sarcars.ch



3



3. Dragon Wall watch in platinum from the Nine Dragons Meissen Porcelain set, inspired by the Nine Dragons screen located in the Forbidden City, featuring a pink dragon on the dial. **GLASHÜTTE ORIGINAL**, www.glashuette-original.com 4. Carrousel World watch featuring a micro-painting of the Great Wall of China and three rotating solitaire diamonds on the dial. **SARCAR** 5. Herios TriRetrograde Seconds Skeleton 'Theatre' watch in red gold with cloisonné enamel dial inspired by Kunqu (a form of Chinese opera). **MILUS**, www.milus.com

4



5



Whether enameled or hand-painted, these Oriental *SYMBOLS* are reminders of the rich and diverse cultures of the *EAST*.

Solitaire

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As iPhone heads into China, hopeful software firms follow

TECHNOLOGY 11-12

Obama's weak-dollar policy is Asia's problem.

EDITORIALS & OPINION 13

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By IAN JOHNSON
AND JONATHAN WEISMAN

BEIJING—As he dives into the heart of his trip to China, U.S. President Barack Obama is finding it hard to bring his trademark charisma to bear.

Mr. Obama is slated to meet Chinese President Hu Jintao on Tuesday, after which the two will make statements to be broadcast live on Chinese television. But that likely to be the only chance he has to address the Chinese people directly. A town-hall event Monday that was supposed to highlight Mr. Obama's common touch ended up being a tightly scripted affair.

The net effect is that the trip, which isn't expected to yield substantive agreements, also isn't likely to give Mr. Obama much of a symbolic victory either. Longtime observers say the visit, while

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EDITOR'S PICKS

◀ SARCAR THE TWIST

In a world premiere that took two years to conceive, Sarcar's The Twist watch is an ingenious contraption that sees a one carat brilliant diamond float like magic on the dial of the watch. Located at 12 o'clock, this rotating diamond sparkles at every flick of the wrist to revealing its multiple facets. As a bejewelled arm candy, The Twist also features an 18K white gold bezel encased with brilliant cut stones and a dial that is paved in diamonds. For a more artistic take on this watch, there is also the option of a mother-of-pearl dial with a painted dragon.



▲ RADO CERAMIC CHRONOGRAPH COLOR

Resolutely modern in design, the Ceramica Chronograph Color is a sleek black number with precious sapphires, amethyst or tsavorites that add colour and glamour. An iconic model of the brand since 1989, its signature feature is the integrated design of case and pushpieces, dial, sapphire crystal and polished fine-link bracelet that all come together in one continuous flow.

▶ BELL & ROSS INSTRUMENT BR 01-92

With a case, dial and strap made up of carbon fibre, the BR 01-92 is a fierce looking machine that can withstand the test of the elements. It is the first in the watch-making industry with the case fashioned as a single block made up of layers of carbon fibre superimposed over each other. The ultra-light and extremely strong carbon fibre not only adds to the solidity of the case, it ensures that the watch sits comfortably on the wrist. The Instrument BR 01-92's case takes its inspiration directly from aeronautical construction techniques, an industry that represents the cutting edge of research and innovation. Powering the watch is an automatic movement with three hands — there is also a chronograph movement (BR 01-94) that comes with hours, minutes and seconds counters.



▼ IWC AQUATIMER AUTOMATIC 2000

This year, IWC updated its Aquatimer timepiece by making a few improvements to both the design and functions of the watch. For starters, the case is now an enlarged 44mm in size and the watch is now pressure resistant up to 200 bar. The newly developed external rotating diving bezel, which replaces the previous inner bezel, is primarily responsible for the new face of this year's Aquatimer models. With the diving bezel located externally, turning the bezel is a breeze even with diving gloves on. The rotating diving bezel is attached to a 4mm wide sapphire crystal ring that has a concentrated coating of Super LumiNova luminous pigment to improve legibility. The Aquatimer Automatic 2000 is available in two different dial variants: In a black and yellow combination, or a black and white combination. The watch is equipped with the reliable 30110 calibre automatic movement.



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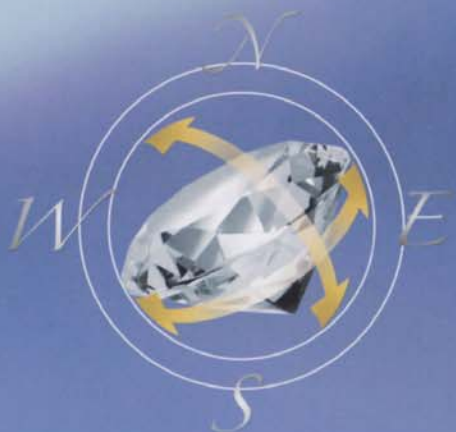


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SARCAR
"Geisha" from Micro-Painting
collection in rose gold with painted
enamel dial and fuchsia satin strap
(\$30,000)

CHRISTIAN DIOR
Violet silk dress with ruffle neckline
detail, tasseled rope belt
(worn as necklace)

SARCAR**Miss Amber**

You've seen it adorning the necklines of some of the most glamorous women in the world but the clarity and radiance of amber has never been manifested in such spectacular manner as with this Sarcar watch. Lending romantic warmth to the timepiece, a thin layer of the precious fossilised tree resin forms the dial of the timepiece and flaunts a stunning melange of engraved leaf motifs masquerading as its hour indexes. Embraced by a circle of 64 diamonds (totalling 1.26 carats) and 18K pink gold, the clear orange-brown tone of the dial illuminates its hour and minute hands that are driven by a hand wound ETA 7001 movement.



Solitaire

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DEC/JAN 2010

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White diamonds set as scales or stars add a *WHIMSICAL TOUCH*, while circular and tourneau patterns draw out their brilliance even more intensely.



3. Star Pluie d'Etoiles watch in white gold with automatic movement, diamonds and white leather strap, **MONTBLANC**, www.montblanc.com

4. Royal Solitaire watch in white gold and diamonds, **SARCAR**, www.sarcar.ch



5. Royal limited edition watch in white gold with 342 fancy-cut and one rose-cut diamond, and red alligator-leather strap, **JACOB & CO**, contact@jacobandco.com 6. Infinity watch in white gold with diamonds and exaggerated Arabic numerals, **FRANCK MULLER**, www.franckmuller.com



(Anti-clockwise from top) Moonlight Galaxy watch with diamond bezel, half pavé diamond dial and one rotating solitaire diamond from **SARCAR**, www.sarcar.ch; Nanis heart pendant with diamonds and mother-of-pearl on a black ribbon from **SOO KEE JEWELLERY**, enquiry@sookee.com.sg; Ring with white and black diamonds, and a 0.64ct centre fancy intense pink diamond from **GLAJZ**, leslie@glajz.com; **HEARTS ON FIRE** diamond necklaces, both from **TIANPO JEWELLERY**, www.tianpo.com





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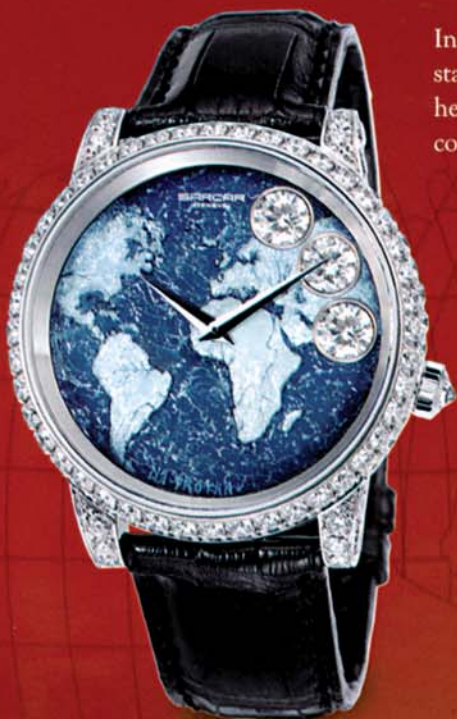
Sarcar Celebrates its 60th Anniversary

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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Khi đồng hồ là *Trang Sức*

Ngày nay, đồng hồ ngoài chức năng xem thời gian còn là trang sức khi các nhà thiết kế đua nhau giảm nhỏ tối thiểu mặt số đồng hồ và tăng độ lớn của kim cương trên từng mẫu thiết kế.

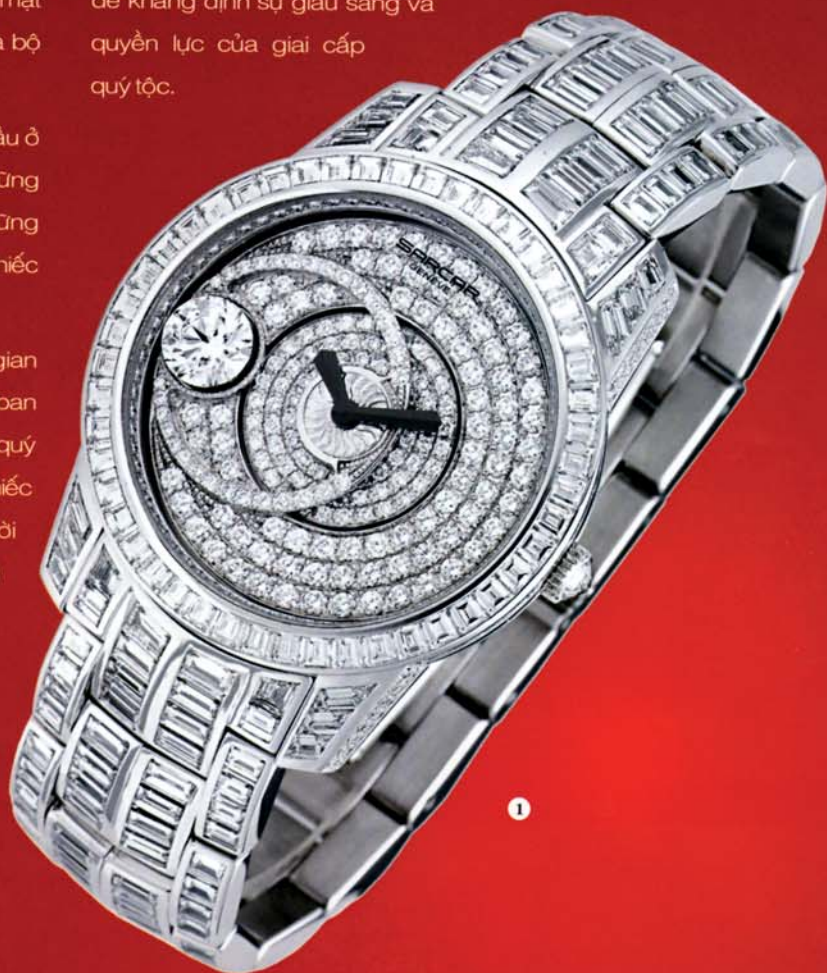
Đồng hồ trang sức ngày nay với nhiều kiểu dáng, hình dạng, màu sắc khác nhau để bạn chọn đã làm cho chiếc đồng hồ có dây và khóa thông thường trở nên lỗi mốt, thay vào đó là những cành hoa, những chiếc lông vũ, những mặt số mang hình tia nắng mặt trời, ở đó tất cả đều chứa bộ máy bên trong để báo bạn biết thời gian.

Người ta cho rằng kỹ thuật chế tác đồng hồ cơ khởi đầu ở phương Tây trong suốt thế kỷ 13 với cảm hứng từ những chiếc đồng hồ lắp trên các tòa tháp hay nhà thờ. Từ những chiếc đồng hồ dân dụng loại này đã xuất hiện những chiếc đồng hồ treo tường và để bàn.

Ngài Franco Cologni đã tâm sự trong cuốn sách "Thời gian dành cho bạn" mà qua đó lịch sử đồng hồ trang sức ban đầu chỉ đơn thuần là vật trang điểm cho quý ông hay quý bà bằng việc mang bộ chuyển động lắp vào những chiếc broche cài áo nhỏ xíu để người đeo có thể vừa xem thời gian và ngẫm cho thế giới biết sự phồn thịnh và giàu sang của mình. Ngày nay Franco Cologni là chủ tịch của *Fondation de la Haute Horlogerie SIHH* có trụ sở tại Geneva.

Thực vậy, sau nhiều năm nghiên cứu các bộ phận cuối cùng đã được thu nhỏ lại trong những chiếc đồng hồ cơ, và được áp dụng cho việc mang theo trên các chuyến du lịch trước khi phát triển thành những vật trang sức tinh tế.

Ban đầu, đồng hồ trang sức được giới thiệu như là chiếc đồng hồ bỏ túi thông thường, sau đó nó được mang trên ngực áo như là chiếc broche cài áo rồi phát triển thành vòng đeo tay, dây chuyền để khẳng định sự giàu sang và quyền lực của giai cấp quý tộc.



1. Mẫu đồng hồ Sarcar Royal Solitaire; 2. Maharajah của Patiala - khách hàng thân thuộc của Cartier

SARCAR

Sược sáng lập năm 1948 bởi Carlo Sarzano tại Geneva, Sarcar được ra đời qua phương châm kinh doanh "đủ lớn để mạnh mẽ ... và đủ nhỏ để thoải mái" và trở thành một nhãn hiệu độc lập vẫn tồn tại cho đến ngày nay.

Ngày nay, vẫn trung thành với các nguyên tắc và phương châm kinh doanh này, Sarcar được biết đến như là một nhãn hiệu chuyên chế tác những mẫu đồng hồ độc đáo có số lượng sản xuất cực kỳ giới hạn và mỗi mẫu đều có số serie khai sinh. Mỗi mẫu đồng hồ Sarcar được chế tạo từ những người thợ chế tác lành nghề nhất của hãng, sự quyến rũ của Sarcar được tạo ra vì tâm huyết của những bậc thầy đã truyền vào từng bộ sưu tập.

Mặt số, dây đeo nam ngọc hay kim cương, đánh bóng, vẽ, chạm khắc, cắt hay lắp ghép đều được thực hiện tỉ mỉ bằng tay và được kiểm soát chặt chẽ trước khi xuất xưởng. Tại xưởng chế tạo của Sarcar, bạn không nghĩ rằng mình đang ở xưởng chế tác đồng hồ mà sẽ ngỡ rằng mình đang ở một viện bảo tàng nghệ thuật thu nhỏ.

Sarcar được biết đến qua những mẫu có một không hai trên thế giới như Carrousel World, Carrousel Panda và Botania được thiết kế nhằm thỏa mãn những đam mê của các tỉ phú muốn khoe mình qua việc nạm hàng ngàn viên kim cương, ruby hoặc ngọc lục bảo emerald loại đẹp nhất trên một chiếc đồng hồ để những mẫu này có giá gần cả triệu dollars cho mỗi chiếc.

Mẫu Carrousel World năm nay được Sarcar đánh dấu 60 năm kỷ niệm bằng một thiết kế đặc biệt kỷ niệm dịp trọng đại này. Tập trung mọi sự chú ý vào mặt số đồng hồ màu xanh sẫm, được làm bằng tay một cách tỉ mỉ với bản đồ thế giới chi tiết, bạn sẽ thấy từng châu lục được hiển thị. Ba viên kim cương nhỏ xinh, mỗi một viên hơn một nửa carat, được đặt trong một khung xoay đặc biệt - dấu hiệu cổ điển dễ nhận biết của Sarcar. Vỏ bằng vàng trắng nạm toàn kim cương kín đáo để bề mặt không bị để lộ ra ngoài.

Carrousel Panda là mẫu đồng hồ cùng bộ sưu tập với hình chú gấu trúc Trung Hoa vẽ bằng tay trên nền xanh của lá cây tre. Các chi tiết thiết kế được kiểm tra kỹ ngay cả đến lông mi của chú gấu trúc.

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1 Carrousel World; 2 Solitaire Collection Red Gold; 3 Royal Solitaire; 4 Solitaire Dame, 5. Carrousel Panda



Chiếc đồng hồ được vẽ enamel phức tạp này là một bức họa Trung Hoa cầu kỳ với khung là vàng khối hồng nam kim cương. Chú gấu trúc được đưa vào thế giới mà sự sống động dựa vào nét phản chiếu từ ba viên kim cương xoay nửa carat đặt ở vị trí $\frac{1}{4}$ đầu tiên của mặt số đồng hồ.

Được ban đặc ân thiết kế trang sức cho Vua Thailand, Sarcar đã lập kỷ tích của mình đối với hoàng gia Thái qua việc chế tác những mẫu đồng hồ biểu tượng cho uy quyền và sức mạnh chỉ với một viên kim cương hơn 1 carat có thể xoay trên mặt số đồng hồ đặt trên mặt số nam kim cương thiết kế quay tròn để chỉ báo giờ. Việc nam kim cương trên mặt số rất hoàn hảo để ánh sáng có thể lấp lánh phản chiếu ánh kim cương nhưng không cản trở việc xem giờ. Mỗi cử động làm cho kim cương thêm tỏa sáng và đồng thời phản chiếu lấp lánh những viên kim cương khác xung quanh.

Việc sử dụng kim cương Solitaire xoay tròn – loại 1 viên độc đáo là thế mạnh của Sarcar trong thiết kế và mẫu Sarcar làm cho Vua Petch Maharaj có 68 giác cắt vinh dự là thiết kế hoàng gia của nhãn hiệu này. Dây đeo đồng hồ cho các mẫu của Sarcar thông thường được làm bằng da cá sấu hay mẫu Royal Solitaire được làm toàn bằng vàng khối nam kim cương.

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Nổi tiếng với những mẫu đồng hồ kim cương làm ngất ngây bao nhiêu trái tim phụ nữ, nhãn hiệu Sarcar luôn song hành cùng sự bất tử của thời gian.

1. Magic World,
2. Miss Amber,
3. The Twist,
4. Magic Moon



2



3



4

Sarcar tự hào với những mẫu đồng hồ nam kim cương độc đáo, qua nghệ thuật nạm, cắt, đánh bóng kim cương thủ công. Từng chiếc đồng hồ với những tên gọi riêng, nét độc đáo mà mẫu Magic Moon là một ví dụ điển hình. Được ra mắt năm 1982, Magic Moon là mẫu đồng hồ kinh điển đánh dấu sự sang trọng và phong cách của Sarcar trong ngành chế tác đồng hồ. Sản phẩm được làm bằng vàng 18K và nạm kim cương, kim cương đen điểm xuyết thay thế cho vạch giờ, ở tâm là biểu tượng mặt trời xoay tự do, huyền bí, theo cử động của cổ tay qua cơ chế xoay của rotor.

Magic Moon có rất nhiều phiên bản với các mặt trang trí như: cảm hứng Phương Đông qua 12 con giáp. Với Sarcar, khách hàng là trên hết, đặc biệt là khách hàng quen thuộc của thương hiệu này, Sarcar có thể biến mọi giấc mơ và yêu cầu của họ thành sự thật. Từ việc thiết kế theo mẫu, nạm kim cương theo yêu cầu, khắc tên, chạm họa tiết, thật không ngoa khi mà Sarcar là nhãn hiệu mà vua Thái Lan và các ông hoàng Ả-rập tin dùng và từ đó Sarcar còn có tên "Người tạo ra những giấc mơ".

Mẫu Magic World là một thế giới huyền bí, khơi dậy những gì chưa khám phá được của thế giới vô hình qua mặt kính trang trí tinh xảo với kim cương, ruby, ngọc lục bảo.

Rotor trang trí nạm kim cương theo hình âm dương lệch ở vị trí trung tâm, các vạch giờ là những viên đá quý sống động. Với số lượng kim cương lên đến 11,48 carat nạm trong chiếc vỏ bằng vàng 18K, Magic World là chiếc đồng hồ làm say đắm lòng người.

Những giấc mơ vẫn tiếp tục đổ về trong năm 2009, qua mẫu đồng hồ The Twist, hòa quyện vẻ đẹp và kỹ thuật chế tác tinh xảo chỉ với viên kim cương 1 carat nổi trên mặt số thu hút ánh mắt nhìn vào vị trí 12 giờ. Điểm nhấn là các màu sắc như xanh dương của sapphire, màu hồng ruby giúp tăng thêm sức sống cho mặt số.

Thêm nữa chiếc Miss Amber là một tác phẩm nghệ thuật tỏa sáng khác với mặt số khắc chạm màu hổ phách được bao xung quanh bởi những viên kim cương cắt nhiều mặt lấp lánh và ánh sáng ấm áp của vàng hồng 18K.

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