



Creator of dreams

PRESS BOOK

2011

March 2011



Creator of dreams

CHINA

击鞠

POLO IN CHINA



国粹马球 炫耀华夏
Marcos Heguy: 从金童到王者

POLO IN CHINA 击鞠

2011年夏季刊 总第02期

SARCAR
GENÈVE

Creator of dreams

豪门世家



时光飞跃系列

18K白金自动机械镶钻腕表, 12颗能独自旋转的钻石时标
每颗净重0.5克拉 (GIA 证书)

总代理: 冠亚名表城

冠亚名表城

北京市王府井大街138号新东安商场(9J apm)一层112-113号铺 电话: 010-65280390

成都市春熙路北段29号 电话: 028-86665960

上海市南京路1117-1127号 电话: 021-52287098

沈阳市和平区南泰南街2号新世界百货二楼 电话: 024-31872036

总代理: 冠亚名表城
北京王府井大街138号新东安商场(9J apm)一层112-113号铺 电话: 010-65280390
成都春熙路北段29号 电话: 028-86665960
上海南京路1117-1127号 电话: 021-52287098
沈阳和平区南泰南街2号新世界百货二楼 电话: 024-31872036
www.sarcar.com

BASELWORLD 2011钟表双子刊之

BASELWORLD INNOVATION

创新 巴塞尔的世界

关注人生 分享人生

北京青年周刊

2011.5.19 第20期 总814期



SARCAR 豪门世家



Carrousel Poya 系列腕表

该系列腕表在诉说瑞士文化的故事。瑞士当地的牛群会在春天时迁移到高山牧场。由牧人描绘的这些照片就被称为“POYA”，意思是“羊群离开”，它记载了这种季节性的迁移行动。由于表盘材质的特殊性，表盘上的图案通过特殊工艺描绘到珍珠贝母上。采用黑色和白色的图片效果更容易引入进入故事中的意境。如此生动的艺术作品，配以三颗表盘上各重0.5卡的钻石，使其更具收藏价值。

Sarcar PR Retainer

Press Coverage in August

PREPARED BY BJ Haoya Integrated Marketing Ltd.
(As of August 8, 2011)

七夕情人节 舞动爱的「表」情 豪门世家闪烁舞动系列举世无双

<http://all.vic.sina.com.cn> 2011年08月05日 新浪资讯



独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，豪门世家(Sarcar)再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺、用美轮美奂的钻石点缀，使其成为举世无双的艺术品。

闪烁舞动(The Twist)系列腕表一如既往的继承了豪门世家(Sarcar)的内涵。表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证(Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构)的钻石，优雅的在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双面鳄鱼皮表带，更增添了它的审美价值。

豪门世家(Sarcar)闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独创性展现得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但豪门世家(Sarcar)还是凭着这款史无前例的手表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

公司背景：

始创于1948年的豪门世家，一向致力于提升创造力、研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，用心打造完美外饰，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配、都由制表师一丝不苟、异常认真的完成。

滚动频道首页 > 媒体新闻滚动_搜狐资讯

七夕情人节 舞动爱的「表」情(图)



来源：青岛新闻网

2011年08月05日 16:36

我来说两句(0) 复制链接 打印 大 中 小

豪门世家闪烁舞动系列举世无双



独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，豪门世家（Sarcar）再次创造了令人惊叹的奇迹闪烁舞动系列腕表。它独特的构思和奇妙工艺、用美轮美奂的钻石点缀，使其成为举世无双的艺术品。

闪烁舞动（The Twist）系列腕表一如既往的继承了豪门世家（Sarcar）的

内涵。表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证（Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构）的钻石，优雅的在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双面鳄鱼皮表带，更增添了它的审美价值。

豪门世家（Sarcar）闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独创性展现得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但豪门世家（Sarcar）还是凭着这款史无前例的手表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

公司背景：

始创于1948年的豪门世家，一向致力于提升创造力、研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，用心打造完美外饰，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配，都由制表师一丝不苟、异常认真的完成。

七夕情人节 舞动爱的「表」情

来源：TOM 作者：askask123
时间：2011年08月05日 16:19:01

收藏 0 人收藏 | 复制链接 | 打印
【 0 条评论 】 【 0 条评论 】

蒙门世家闪烁舞动系列举世无双



独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，蒙门世家（Sarcar）再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺，用美轮美奂的钻石点缀，使其成为举世无双的艺术品。

闪烁舞动（The Twist）系列腕表一如既往地继承了蒙门世家（Sarcar）的内涵。表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证（Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构）的钻石，优雅的在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双面鳄鱼皮表带，更增添了它的审美价值。

蒙门世家（Sarcar）闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精，考究的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独创性展现得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但蒙门世家（Sarcar）还是凭着这款史无前例的手表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

公司背景：

始创于1948年的蒙门世家，一向致力于提升创造力、研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，用心打造完美外饰，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配，都由制表师一丝不苟、异常认真的完成。

Website : ce.cn.com
COUNTRY: CHINA
ISSUE: August 5, 2011
Link:

http://www.ce.cn/cysc/newmain/yc/jsxw/201108/05/t20110805_21017462.shtml



中国财经网
www.ce.cn

中经论坛 > 经济博客 > 中经电视 > 数

网站首页 时政社会 金融证券 产业市场

理财 股市 基金 银行 食品安全 汽车 手机 数码 能源 品牌

当前位置 首页 > 产业市场 > 即时新闻 > 正文

七夕情人节 舞动爱的“表”情

2011年08月05日 15:39 来源:

[\[我要发表评论\]](#) [\[推荐朋友\]](#) [\[打印本稿\]](#) [\[字号 大 中 小\]](#)



中海油事故频发

- **【食品】**益海嘉里否认?发改委:食用油价不存限价令
- **【能源】**风电审批纳入国家统一规划 首批计划下发
- **【人物】**史玉柱:在公众的眼中我是一个“资深”坏人
- **【房产】**国土部整治违法土地 最闲土地“晒”了18年
- **【电子】**土豆网逆势重启IPO 王微套现或为“赎身”
- **【食品】**雨润烤鸭菌落超标 14承认奶家由八喜代工



引

豪门世家闪烁舞动系列举世无双



独特浪漫的中国情人节的来临,不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作,豪门世家(Sarcar)再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺,用美轮美奂的钻石点缀,使其成为举世无双的艺术品。

闪烁舞动(The Twist)系列腕表一如既往地继承了豪门世家(Sarcar)的内蕴。表盘内展现出一只惟妙惟肖的龙的图案,龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内,展现了美学与精密技术的完美结合。这颗得到GIA认证(Geological Institute of America美国宝石学院,国际最具权威性珠宝鉴定机构)的钻石,优雅的在表盘内自由舞动,充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀,嘴巴则设计成一个小表盘,12颗绿宝石显示12个刻度,整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石,行成了布满钻石和闪耀宝石的表盘外圈,低配黑色双压鳄鱼皮表带,更增添了它的审美价值。

豪门世家(Sarcar)闪烁舞动系列,对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控,再加之魔幻般的技术,让“闪烁舞动”系列腕表的独创性展现得淋漓尽致,堪称经典,同时彰显出品牌内涵,成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常,但豪门世家(Sarcar)还是凭着这款史无前例的手表再一次让业内人士大为震撼,因为人们对真正的创新从不厌倦,永远充满期待!

公司简介:

始创于1948年的豪门世家,一向致力于提升创造力、研发珍贵和独一无二的作品,将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表师傅,用心打造完美外观,制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质,所有工序,包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配,都由制表师一丝不苟、异常认真的完成。

Website : lady.cn.yahoo.com

COUNTRY: CHINA

ISSUE: August 5, 2011

Link: <http://lady.cn.yahoo.com/ypen/20110805/511742.html>



YAHOO! 时尚 - 商品奢华 - 名表 - 正文

选本篇

下篇

七夕情人节 舞动爱的“表”情

2011-08-05 15:31 雅虎时尚 欢迎两评 (加入讨论)

豪门世家闪烁舞动系列举世无双



独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，豪门世家 (Sarcar) 再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺，用美轮美奂的钻石点缀，使其成为举世无双的艺术品。

闪烁舞动 (The Twist) 系列腕表一如既往的继承了豪门世家 (Sarcar) 的内涵，表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证 (Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构) 的钻石，优雅的在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双面鳄鱼皮表带，更增添了它的审美价值。

豪门世家 (Sarcar) 闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独创性展现得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但豪门世家 (Sarcar) 还是凭着这款史无前例的手表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

公司背景：

始创于1948年的豪门世家，一向致力于提升创造力、研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，用心打造完美外饰，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配，都由制表师一丝不苟、异常认真的完成。

Website : new.china.com.cn

COUNTRY: CHINA

ISSUE: August 5, 2011

Link: http://news.china.com.cn/rollnews/2011-08/05/content_9372522.htm



新闻中心
中国人的视野

首页 | 要闻 | 专题
头条 | 独家 | 图集

中国观察 | 中国体验
中国图片 | 中国日历

国内 | 财经 | 国际
台湾 | 法治 | 军事



快速

· 台湾 ·

首页 >> 新闻中心

转送到腾讯微博

字号：大 中 小

七夕情人节 舞动爱的“表”情

时间：2011-08-05 15:57:43 来源：中国新闻网 发表评论 >>

关键词：舞动 爱情 腕表 七夕情人节 表盒

内容摘要：独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，SARCAR 再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺、用美轮美奂的钻石点缀，使其成为举世无双的艺术品。

SARCAR 闪烁舞动系列举世无双



独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，SARCAR 再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺、用美轮美奂的钻石点缀，使其成为举世无双的艺术品。

闪烁舞动 (The Twist) 系列腕表一如既往的继承了 SARCAR 的内涵。表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证 (Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构) 的钻石，优雅的在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双面鳄鱼皮表带，更增添了它的审美价值。

SARCAR 闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独创性展现得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但 SARCAR 还是凭着这款史无前例的手表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

公司背景：

始创于1948年的SARCAR，一向致力于提升创造力、研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，用心打造完美外饰，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配，都由制表师一丝不苟、异常认真的完成。

七夕情人节 舞动爱的“表”情

<http://www.cyoul.net> 2011-08-05

独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，豪门世家（Sarcax）再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺、用美轮美奂的钻石点缀，使其成为举世无双的艺术品。



闪烁舞动（The Twist）系列腕表一如既往的继承了豪门世家（Sarcax）的内涵。表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与紧密技术的完美结合。这颗得到GIA认证（Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构）的钻石，优雅的在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双面鳄鱼皮表带，更增添了它的审美价值。

豪门世家（Sarcax）闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独创性展现得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但豪门世家（Sarcax）还是凭着这款史无前例的手表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

来源：千龙网



七夕情人节 舞动爱的“表”情

2011年08月05日 17:58:30 来源: 千龙网 【字号 大小】 【收藏】 【打印】 【关闭】

独特浪漫的中国情人节的来临,不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作,豪门世家(Sarcar)再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺,用美轮美奂的钻石点缀,使其成为举世无双的艺术品。



闪烁舞动(The Twist)系列腕表一如既往的继承了豪门世家(Sarcar)的内涵。表盘内展现出一只惟妙惟肖的龙的图案,龙的额头上有一颗1克拉明亮切制的钻石悬浮在精美的表盘内,展现了美学与精密技术的完美结合。这颗得到GIA认证(Gemological Institute of America美国宝石学院,国际最具权威性珠宝鉴定机构)的钻石,优雅的在表盘内自由舞动,充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀,嘴巴则设计成一个小表盘,12颗蓝宝石显示12个刻度,整只龙显得栩栩如生。18K白金表圈上全部镶嵌了明亮切制的钻石,行成了布满钻石和闪耀宝石的表盘外圈,搭配黑色双面鳄鱼皮表带,更增添了它的审美价值。

豪门世家(Sarcar)闪烁舞动系列,对钻石的甄选和镶嵌工艺都达到精益求精,考究的切制工艺和对净度的严格把控,再加之魔幻般的技术,让“闪烁舞动”系列腕表的独创性展现得淋漓尽致,堪称经典,同时彰显出品牌内涵,成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常,但豪门世家(Sarcar)还是凭着这款史无前例的手表再一次让业内人士大为佩服,因为人们对真正的创新从不厌倦,永远充满期待!

公司简介:

始创于1948年的豪门世家,一向致力于提升创造力,研发珍贵和独一无二的作品,将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师,用心打造完美外饰,制造出了闻名于世的限量级腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质,所有工序,包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配,都由制表师一丝不苟、异常认真的完成。

资讯 | 财经 | 房产 | 体育 | 时尚 | 健康 | 亲子 | 汽车 | 房产 | 科技 | 旅游 | 读书 | 教育 | 文化 | 历史 | 军事 | 娱乐



印度新制导弹驱逐舰中国
印度海军订购两艘驱逐舰，新舰将建大
型舰船出口订单，让印度向中国。



难以复制的“哈利-波特”魔法
《哈利-波特》以特有的“魔法”占
领了全球文化产业上独一无二的中

凤凰网
Facebook, Weibo, Wechat

凤凰时尚 > 奢侈品 > 品牌专区 > 正文

七夕情人节 舞动爱的“表”情

2011年08月05日 18:43

来源：凤凰网时尚

6人参与 0条评论 打印 转发 字号：T

独特浪漫的中国情人节的来临，不单单只有戒指才能表达浓浓的爱意，由技艺精湛的主设计师和资深工程师的完美协作，萨门世家 (Sarcar) 再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构造和奇妙工艺，用美轮美奂的钻石点缀，使其成为举世无双的艺术品。



七夕情人节舞动的“表”情

闪烁舞动 (The Twist) 系列腕表一如既往地继承了萨门世家 (Sarcar) 的内涵。表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切磨的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证 (Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构) 的钻石，优雅地在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两枚蓝宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切磨的钻石，行成了布满钻石和闪烁宝石的美观外圈，搭配黑色双面鳄鱼皮表带，更增添了它的审美价值。

萨门世家 (Sarcar) 闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精，考究的切磨工艺和对净度的严格把控，再加之雕刻匠的技术，让“闪烁舞动”系列腕表的独特性展现得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但萨门世家 (Sarcar) 还是凭着这款史无前例的手表再一次让业内人士大为瞩目，因为人们对真正的创新从不厌倦，永远充满期待！

企业背景：

始创于1948年的萨门世家，一向致力于提升创造力，研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表师傅，用心打造完美外观，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切磨和装配，都由制表师一丝不苟、异常认真的完成。

商品 财经 网易 > 新闻中心 > 热点新闻 > 正文

请输入关键词 新闻

七夕情人节 舞动爱的“表”情

2011-08-05 15:39:00 来源: 中国经济网(北京) 有0人参与 手机看新闻 分享到微博

豪门世家闪烁舞动系列举世无双



独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，豪门世家(Sarcar)再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺，用美轮美奂的钻石点缀，使其成为世无双的艺术品。

闪烁舞动(The Twist)系列腕表一如既往地继承了豪门世家(Sarcar)的内涵，盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证(Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构)的钻石，优雅的表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石镶嵌，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，配黑色双面鳄鱼皮表带，更增添了它的审美价值。

豪门世家(Sarcar)闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精，苛刻的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独性展视得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的特之选。

尽管业内已经对创新习以为常，但豪门世家(Sarcar)还是凭着这款史无前例的手再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

公司背景：



张怡筠 4种亲子方法，
让孩子更自信



始创于1948年的豪门世家，一向致力于提升创造力、研发珍贵和独一无二的作品，将腕表和珠宝工完美融合。凭借世界先进的技术和优秀的制表师傅用心打造完美外饰，制造出了闻名于世的限量版表。为了保证每一只腕表都能完美体现出珍贵和独的品牌特质，所有工序，包括在强力放大镜下进行宝镶嵌、手工打磨、雕刻、切割和装配，都由制表一丝不苟、异常认真的完成。

(本文来源：中国经济网) (责任编辑：曹元水)

Website: qianlong.com

COUNTRY: CHINA

ISSUE: August 5, 2011

Link: <http://life.qianlong.com/36311/2011/08/05/3402@7236994.htm>

千龙网	新闻 财经 社会	北京 国际 台湾 大陆	体育 科技	购物 3
文化 生活 军事	港澳 台湾 企业 国际	军事 国际	科技 3	
社区 时尚 网络	财经 台湾 城市	娱乐 区域	健康 3	
北京社区 大陆专区	军事 城市 台湾 大陆	活动新闻	排行 3	



您当前位置: >> 网络 >> 网络新闻



七夕情人节 舞动爱的“表”情

<http://www.sarcar.com/> 2011-08-05 13:59:29 千龙网

独特浪漫的中国情人节来临，不单单只有戒指才能表达你浓浓的爱意。由珠宝精湛的主设计师和资深工程师的完美协作，豪门世家（Sarcar）再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺，用美轮美奂的钻石点缀，使其成为举世无双的艺术品。



闪烁舞动（The Twist）系列腕表一如既往地继承了豪门世家（Sarcar）的内涵。表盘内呈现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证（Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构）的钻石，优雅地在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点醒，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双面鳄鱼皮表带，更增添了它的尊贵价值。

豪门世家（Sarcar）闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精，考究的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独创性呈现得淋漓尽致，堪称经典。同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但豪门世家（Sarcar）还是凭着这款史无前例的腕表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

公司背景：

始创于1948年的豪门世家，一向致力于提升创造力，研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，精心打造完美外观，制造出了闻名于世的限量腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配，都由制表师一丝不苟、非常认真的完成。

咨询热线：13901115636 QQ: 824877158

Website : gb.cri.cn/
COUNTRY: CHINA
ISSUE: August 5, 2011
Link: http://city.cri.cn/29484/2011/08/05/4185s2600835.htm

注册名: 密码: 登录 注册账号 忘记密码 繁体中文 (ENGLISH) FRANÇAIS (F)

CRJonline 国际在线 新闻 国际 时政 专题 娱乐 明星 电影 电视 教育 体育 评论 直播 周刊 电台 怀旧 视频 论坛 博客 天气 股票 地图 收藏本站 网站导航 网络视频 网络广播 网络电视 网络电台 网络论坛 网络博客 网络新闻 网络图片

国际在线·城市报道 首页 >> 正文

七夕情人节 舞动爱的“表”情

来源: 华视网 编辑: 任玉 2011-08-05 09:28:24

豪门世家闪炼舞动系列举世无双

独特浪漫的中国情人节的来临,不单单只有祝福才能表达你浓浓的爱意,当技艺精湛的主设计师和资深工程师的完美协作,豪门世家(Sarcar)再次创造了令人惊叹的奇迹——闪炼舞动系列腕表。它独特的构思和奇妙工艺,用美丽精美的钻石点缀,使其成为举世无双的艺术品。



闪炼舞动(The Twist)系列腕表一如既往地继承了豪门世家(Sarcar)的内涵,表盘内展露出一只惟妙惟肖的龙的图案,龙的额头上有一颗宽拉明美切割的钻石悬浮在精美的表盘内,展现了美学与精密技术的完美结合,这颗得到GIA认证(Gemological Institute of America美国宝石学院,国际最具权威性珠宝鉴定机构)的钻石,优雅地在表盘内自由舞动,充分的展示出每个切面的光辉,龙的两只眼睛分别由两颗蓝,红宝石点缀,嘴巴则设计成一个小表盘,12颗绿宝石显示12个刻度,整只龙显得格外栩栩如生,18K白金表圈上全部镶嵌了精美切割的钻石,行成了布满钻石和闪耀宝石的表盘外面,搭配黑色皮圈更显高贵,更增添了它的审美价值。

豪门世家(Sarcar)闪炼舞动系列,对钻石的甄选和镶嵌工艺都达到精益求精,考究的切割工艺和对品质的严格把控,再加上魔幻般的技术,让“闪炼舞动”系列腕表的独创性展现淋漓尽致,堪称经典,同时彰显出品牌内涵,成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常,但豪门世家(Sarcar)还是凭着这颗龙无首创的手表再一次让业内人士大为佩服,因为人们对真正的创新从不厌倦,永远充满期待!

公司简介:

始创于1948年的豪门世家,一向致力于提升创造力,研发珍贵和独一无二的作品,将腕表和珠宝工艺完美融合,凭借世界先进的技术 and 优秀的制表技术,用心打造完美装饰,制造出了闻名于世的限量珍藏表,为了保证每一只腕表都能完美体现珍贵和独特的品牌特质,所有工序,包括在强力放大镜下进行珠宝镶嵌,手工打磨,雕刻,切割和装配,都由制表师一丝不苟,异常认真的完成。

+ 收藏 分享 打印

分享到微博 分享到QQ 开心网 百度贴吧 腾讯微博 新浪微博 分享到微信

七夕情人节 舞动爱的“表”情

CCTV.com 2011年08月05日 16:32 进入娱乐频道 来源: 千龙网

独特浪漫的中国情人节的来临,不单单只有戒指才能表达你浓浓的爱意,由技艺精湛的主设计师和资深工程师的完美协作,豪门世家(Sarcar)再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺,用美轮美奂的钻石点缀,使其成为举世无双的艺术品。



闪烁舞动(The Twist)系列腕表一如既往的继承了豪门世家(Sarcar)的内涵。表盘内展现出一只惟妙惟肖的龙的图案,龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内,展现了美学与精密技术的完美结合。这颗得到GIA认证(Gemological Institute of America美国宝石学院,国际最具权威性珠宝鉴定机构)的钻石,优雅的在表盘内自由舞动,淋漓尽致,堪称经典,同时彰显出品牌内涵,成为钟表爱好者凸显个人品味独特之选。

尽管业内已经对创新习以为常,但豪门世家(Sarcar)还是凭着这款史无前例的手表再一次让业内人士大为佩服,因为人们对真正的创新从不厌倦,永远充满期待!

公司背景:

始创于1948年的豪门世家,一向致力于提升创造力,研发珍贵和独一无二的作品,将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师,用心打造完美外观,制造出了闻名于世的限量版腕表,为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质,所有工序,包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配,都由制表师一丝不苟、异常认真的完成。

责编:王琳琳

Website : msn.com.cn
COUNTRY: CHINA
ISSUE: August 5, 2011
Link: http://msn.society.yinet.com/view.jsp?oid=80350608



首页 | 明星 | 体育 | 财经 | 理财 | 商业 | 汽车 | 社区 | 视频 | 时尚 | 音乐 | 读书 | 交友 |
星月 | 娱乐 | 健康 | 彩票 | 基金 | 数码 | 房产 | 图片 | 直播 | 女性 | 男人 | 星座 | 恋爱

淘宝网 taobao.com	连衣裙	凉鞋	POLO
	T恤	凉鞋	运动鞋
	短裤	帆布鞋	休闲鞋
	哈伦裤	长袜	女包
	连衣裙 142元起	鱼嘴鞋 79元起	POLO 86元起

msn 中文网 MSN首页 > 正文

娱乐明星 | 红人上网 | 风尚 | 体育 | 探索 | 在线读书 | 生活 | 音乐 | 青年论坛

七夕情人节 舞动爱的“表”情

2011-08-05 16:47 来源：中国经济网

独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，蒙门世家（Sarcar）再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺、用美轮美奂的钻石点缀，使其成为举世无双的艺术品。

闪烁舞动（The Twist）系列腕表一如既往的继承了蒙门世家（Sarcar）的内涵。表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证（Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构）的钻石，优雅的在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双面鳄鱼皮表带，更增添了它的审美价值。

蒙门世家（Sarcar）闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控，再加之魔幻般的技术，让“闪烁舞动”系列腕表的独创性展现得淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但蒙门世家（Sarcar）还是凭着这款史无前例的手表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！



公司背景：

始创于1948年的蒙门世家，一向致力于提升创造力、研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，用心打造完美外饰，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配，都由制表师一丝不苟、异常认真的完成。

Website : ynet.com
COUNTRY: CHINA
ISSUE: August 5, 2011
Link: http://society.ynet.com/view.jsp?oid=80350608



[新闻](#) [财经](#) [科技](#) [体育](#) [娱乐](#) [生活](#) [房产](#) [汽车](#) [教育](#) [健康](#) [时尚](#) [女性](#) [亲子](#) [宠物](#) [其他](#)

YNET 中国新闻网
你的网 中国创造新

[首页](#) [新闻](#) [中国](#) [国际](#) [民生](#) [红人上网](#) [体育](#) [财经](#) [科技](#) [教育](#) [健康](#) [时尚](#) [女性](#) [亲子](#) [宠物](#) [其他](#)

[http://www.ynet.com](#) [北京](#) [上海](#) [深圳](#) [广州](#) [香港](#) [台北](#) [新加坡](#) [马尼拉](#) [曼谷](#) [雅加达](#) [泗水](#) [巴达维亚](#) [巨港](#) [棉兰](#) [三寶壟](#) [望加錫](#) [安汶](#) [占碑](#) [巨港](#) [棉兰](#) [三寶壟](#) [望加錫](#) [安汶](#) [占碑](#)

**精选时尚品牌 2折起**
夏季特卖

七夕情人节 舞动爱的“表”情

◎ 字号: [大] [中] [小] 发表评论 来源: 中国经济网 (2011/08/05 16:47)

独特浪漫的中国情人节的来临,不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作,豪门世家(Sarcar)再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺,用美轮美奂的钻石点缀,使其成为举世无双的艺术品。

[发表评论](#)
[查看评论](#)
[查看评论](#)
[查看评论](#)
[查看评论](#)
[查看评论](#)

闪烁舞动(The Twist)系列腕表一如既往地继承了豪门世家(Sarcar)的内涵,表盘内展现出一只惟妙惟肖的龙的图案,龙的额头上有一颗i克拉明亮切割的钻石悬浮在精美的表盘内,展现了美学与精密技术的完美结合。这颗得到GIA认证(Gemological Institute of America美国宝石学院,国际最具权威性珠宝鉴定机构)的钻石,优雅地在表盘内自由舞动,充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝宝石点缀,嘴巴则设计成一个小表盘,12颗绿宝石显示12个刻度,整只龙显得格外栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石,行成了布满钻石和闪耀宝石的表盘外圈,搭配黑色双圈鳄鱼皮表带,更增添了它的审美价值。

豪门世家(Sarcar)闪烁舞动系列,对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控,再加之魔幻般的技术,让“闪烁舞动”系列腕表的独创性表现得淋漓尽致,堪称经典,同时彰显出品味内涵,成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常,但豪门世家(Sarcar)还是凭着这款史无前例的手表再一次让业内人士大为震惊。因为人们对真正的创新从不厌倦,永远充满期待!



公司简介:

始创于1948年的豪门世家,一向致力于提升创造力、研发珍贵和独一无二的作品,将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师,用心打造完美外观,制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美地展现出珍贵和独特的品牌特质,所有工序,包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配,都由制表师一丝不苟、异常认真的完成。

租车 50 元 毕先斯汽车 全国订车

北京在线 国内 国际 专题 北京 社会 区县 农村 科技 民生 汽车 生活 体育 旅游 美食

您的位置是 : 北京在线 >> 国内新闻 >> 七夕情人节 舞动爱的“表”情

七夕情人节 舞动爱的“表”情

<http://www.bjnews.net> 来源: 北京在线 2011-8-5 16:34:33



独特浪漫的中国情人节的来临，不单单只有戒指才能表达你浓浓的爱意。由技艺精湛的主设计师和资深工程师的完美协作，蒙门世家（Sarcar）再次创造了令人惊叹的奇迹——闪烁舞动系列腕表。它独特的构思和奇妙工艺，用美轮美奂的钻石点缀，使其成为举世无双的艺术品。

闪烁舞动（The Twist）系列腕表一如既往地继承了蒙门世家（Sarcar）的内涵，表盘内展现出一只惟妙惟肖的龙的图案，龙的额头上有一颗1克拉明亮切割的钻石悬浮在精美的表盘内，展现了美学与精密技术的完美结合。这颗得到GIA认证（Gemological Institute of America美国宝石学院，国际最具权威性珠宝鉴定机构）的钻石，优雅的在表盘内自由舞动，充分的展示出每个切面的光辉。龙的两只眼睛分别由两颗蓝、红宝石点缀，嘴巴则设计成一个小表盘，12颗绿宝石显示12个刻度，整只龙显得栩栩如生。18K白金表圈上全部镶嵌了明亮切割的钻石，行成了布满钻石和闪耀宝石的表盘外圈，搭配黑色双压鳄鱼皮表带，更增添了它的审美价值。

蒙门世家（Sarcar）闪烁舞动系列，对钻石的甄选和镶嵌工艺都达到精益求精。考究的切割工艺和对净度的严格把控，再加之磨砂板的技术，让“闪烁舞动”系列腕表的独创性展现淋漓尽致，堪称经典，同时彰显出品牌内涵，成为钟表爱好者凸显个人品味的独特之选。

尽管业内已经对创新习以为常，但蒙门世家（Sarcar）还是凭着这款史无前例的手表再一次让业内人士大为佩服，因为人们对真正的创新从不厌倦，永远充满期待！

公司背景：

始创于1948年的蒙门世家，一向致力于提升创造力、研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，用心打造完美外观，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配，都由制表师一丝不苟、异常认真的完成。

责任编辑：王海天



Creator of dreams

DUBAI

THE TOURISM & BUSINESS LINK BETWEEN CHINA & THE MIDDLE EAST

空中桥梁

Aviamost

Shop! It's
the season
for gifting!

Splash along
**Dubai's winter
waves!**

Dubai emerges as
**regional fashion
capital**

Fan Bing Bing
dazzles at jewellery
launch!

**Celebrate festive
season** at UAE's
leading hotels

**EK places single largest order
and China's MA600 debuts at
Dubai Airshow 2011!**

在阿联酋领
先的酒店庆
祝佳节

范冰冰闪耀
珠宝秀!

这是个送礼的季节!

在迪拜的暖冬
波游泳!

迪拜是区域性的
时尚之都

酋长国航空公司最大的订
单和中国的MA600在2011
年迪拜航展上的首次亮相!


SARCAR
GENÈVE

Creator of dreams




Carrousel

COLLECTION

CARROUSEL • White Gold 18 carats with Diamonds


LEVANT
THE MARK OF LUXURY
www.levant.com

阿喀斯尔皇宫酒店 电话 | 亚特兰蒂斯酒店 电话 | 扎比尔宫殿酒店 电话
+971 4 4243892 | +971 4 4226717 | +971 4 4357558



Creator of dreams

EUROPE

Sarcar en osmose avec les diamants



TENDANCEHORLOGERIE.COM
Sarcar Diva Lyre

*La mise en scènes des diamants est un art difficile à maîtriser et arriver à un résultat grossier manquant d'équilibre n'est pas rare au sein des [maisons horlogères](#). Une maison pourtant s'illustre dans cet art en donnant le premier rôle à une pierre éternelle dans objet du temps. **Sarcar** nous surprend encore cette année en proposant une riche interprétation du diamant.*

Une question se pose alors, tous ces diamants ne sont-ils pas trop nombreux, étouffant ainsi les détails du garde-temps ?

Cette question est légitime, d'autant que les diamants ont la particularité de focaliser toute l'attention du spectateur. Sarcar déjoue ici le piège en travaillant sur les surfaces.

Lorsque dans la collection **Diva** les diamants donnent du relief au boîtier, ainsi qu'au cadran, le centre du cadran dispose d'une surface lisse ou en rayon, qui se détache en douceur de l'ambiance générale pour l'équilibrer et recentrer notre regard. Cette même collection offre toujours un hommage à la rotation, chère à Sarcar, en proposant sur le cadran un système de balancier entièrement sertis. D'un diamètre moyen de 40mm, les deux modèles (**Lyre** et **Fantasia**) sont disponibles en or

rouge (le choix de la rédaction) ou en or blanc. Comme si il ne suffisait pas de nous éblouir par tant de pierres, Sarcar choisit d'équiper ces deux modèles d'un mouvement Frédéric Piguet.

Deux autres modèles viennent enrichir la collection, le modèle Octavia et deux nouveautés dans la lignée de la collection Carrousel.

L'**Octavia** est un modèle quartz dont le boîtier en forme de 8, pour le plus grand plaisir des clientes chinoises (inutile de rappeler que c'est un chiffre porte-bonheur en chine), est serti de 109 diamants e. Le cadran nacré arbore les rayons que l'on retrouve également sur le modèle Lyre de la collection Diva. Les informations horaires sont données sur le bas du cadran, le haut est lui le siège du grand solitaire de 0,40 Carat.

La collection **Carrousel** nous emmène en voyage autour des plus belles villes du monde dont elle immortalise les monuments par un travail de gravure à la main incroyable sur les cadrans. Les nuances de nacre sont ici presque irréelles et rappellent un ciel orageux pour un effet riche en émotions.

Dans ces pièces les pierres éternelles ne prennent définitivement pas le devant de la scène, au contraire une osmose règne finalement entre « le meilleur ami de la femme » et la subtilité des détails qu'on retrouve sur les différents modèles, cela est enfin plus flagrant dans les collections Diva et Carrousel. Si les diamant sont les meilleurs amis des femmes, ils livrent définitivement leurs confidences à Sarcar.





Creator of dreams

HONG KONG

ED 經濟一週

Economic Digest

1551期隨書附送



BASEL SIHH WPHH

瑞士名錶展特輯

2011



Sarcar 擷取天地靈氣

創立於1948年的Sarcar(豪門世家)半世紀以來一直專精於頂級製錶藝術，憑著無窮創意、先進科技與靈巧工藝，不斷為錶壇帶來連連驚喜，創製出一系列令人驚嘆的尊貴腕錶。擅長將頂級美鑽與無窮創意做結合的Sarcar，不僅每個系列腕錶都饒富深意與趣味，每一枚腕錶也都附有獨立鑽石保單，只用淨度VVS1成色F頂級鑽石打造的Sarcar腕錶是更完美無瑕的最佳保證。



The Carrousel La Poya
水墨鑽石腕錶
採用Piguet自動機芯，白金或粉紅金錶殼
直徑40毫米，全錶共鑲有205顆鑽石，
共重7.66克拉。

The Carrousel La Poya

說到今年的重點之作，絕對是其The Carrousel系列中的La Poya腕錶，珍貴之處在於畫師以微型圖畫繪畫術，在錶面上畫出細緻生動、富層次感的風景水墨圖案。

由於畫師只能用肉眼為準位置，絕不能用放大鏡協助，免因視覺上的差異而影響畫作。另外，所用的畫筆亦經嚴謹挑選，筆頭的毛只有頭髮一半粗度。亦因如此嚴格的制作，每年生產量不多，加上錶盤上設置三顆重逾0.5克拉的Solitaire鑽石，更見珍貴。

The Carrousel Panda

同是最新推出的The Carrousel Panda錶款，以國寶熊貓為主題，將熊貓享用竹葉的情景，栩栩如生地表現出來。Sarcar以傳統製錶的微繪技術，在錶盤上畫出細緻生動、富層次感的動物圖案。畫師每天繪畫的數量不多，因為每畫一圖層，就必須等顏料乾透才能畫上第二層，而且畫師每次繪圖前要用上逾一小時平靜心情，令每分鐘心跳約在40下之間，這樣才能全神貫注地繪畫。然而，畫師可以處之泰然，但錶迷看著如此出類拔萃的傳統工藝，試問誰不澎然心動？



The Carrousel Panda
熊貓鑽石腕錶
採用自動機芯，18K白金錶殼
直徑40毫米。

The Carrousel Eagle

除以鑽石為賣點外，Sarcar亦善於採用不同的材質融入腕錶當中，好像The Carrousel系列另一款Eagle圖案腕錶，生動而具氣派，但今次圖案並不是以繪畫手法，而是用不同的木材拼合。

於錶面上鑲嵌一塊木材，然後畫上細緻的動物圖案，以鑲嵌方法將圖案削出，再根據圖案上的顏色找出色澤相近的木材複製，最後跟圖案拼合而成，細緻的鑲嵌猶如繪畫出來，將幾近失傳的民間藝術發揚光大。



The Carrousel Eagle
老鷹鑽石腕錶
採用自動機芯，18K白金錶殼直徑
40毫米。



Sarcar豪门世家Carrousel时光闪耀系列之猎豹

始创于1948年的豪门世家，一向致力于提升创造力，研发珍贵和独一无二的作品，将腕表和珠宝工艺完美融合。凭借世界先进的技术和优秀的制表技师，用心打造完美外饰，制造出了闻名于世的限量版腕表。为了保证每一只腕表都能完美体现出珍贵和独特的品牌特质，所有工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配，都由制表师一丝不苟、异常认真的完成。

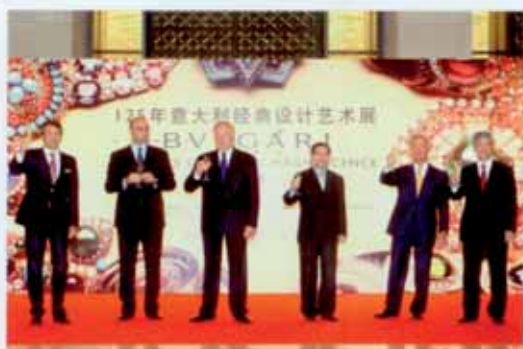
此次豪门世家将古代细木镶嵌这种独特的手工艺融入时光闪耀腕表系列的制作过程，推出了多种动物为主题独特腕表。在表盘上描绘出栩栩如生的高贵动物，赋予它们新的生命。18K玫瑰金或白金镶钻表圈和表耳，表盘上镶有三颗0.5克拉的旋转单钻，尽显尊贵与创意。

在过去的几个世纪中，镶嵌艺术始终受到贵族的极度青睐。为了造就这样精细且复杂的工艺，豪门世家特邀法国著名的木雕师和镶嵌师为其设计及制作表盘，豪门世家时光闪耀系列的表盘因需排列并定位三颗旋转钻石，从而对制表工艺带

来更多的限制。

整个制表过程从选材到加工，从设计到镶嵌，豪门世家对每一个环节都要求精益求精。在成百上千种木材中选取具有生命活力、神秘内涵且稀有珍贵的硬木，如枫木、胡桃木、青龙木、伯尔灰、郁金香和杨树等作为木源。制作过程从寻求最佳角度的适当图像开始，以求在小表盘中彰显雕刻图案的精致和灵活。确定主题图案后，对其进行扫描并缩放至表盘大小，以确保最微小的细节部分都清晰可辨。大约经过二十次晒印，工匠去掉每处模板复合材料，再将模板复合材料精心选出。主题图案的每一部分都需要一种特定的颜色与纹理。就像是艺术家的调色板。每种木材的内在质地为图像带来真正的天然光环。

将制作完成的图案固定在金属表盘上，打磨、涂擦至表面完全光滑后，在珍贵的表盘上涂抹蜡漆以提高光泽度。用数控机床在这件完成了的艺术品上钻孔以容纳手表的指针，以及需要镶嵌钻石的地方，再将完成的艺术品安装在金属基座上。此时，一件真正无可比拟的奢华杰作诞生了。



意大利经典设计艺术的璀璨之花

9月4日至11月3日，“125年意大利经典设计艺术展”在北京国家博物馆举行，为中意两国文化交流开启了新的篇章。艺术展将意大利经典设计艺术的美妙呈现给中国公众。其中代表意大利艺术设计最高成就的约600件。宝格丽珠宝更成为意大利设计艺术的璀璨之花。此次在北京的展览是首次走出欧洲。为中国观众演绎一场流光溢彩的艺术盛宴。艺术展按时间顺序依次分为七个章节，不仅有精美的珠宝，还有著名的宝格丽腕表与其他艺术杰作。向中国观众讲述宝格丽的历史、风格和发展中的传奇故事。

豪雅全新Link林肯腕表隆重上市

8月31日，豪雅全新林肯系列腕表上市发布会在北京798隆重举行。“Link”的寓意是连接，它代表勇于尝试，自信果断和勇于成就自我精神。豪雅邀请音乐诗人李健以“都市艺术，印象之旅”为主题，前往苏黎世、柏林、上海以及北京，深入挖掘城市生活。以音乐之外的艺术形式激发灵感。记录城市在发展过程中锐意进取的瞬间。豪雅全球代言人陈道明也在活动中现身。在全新林肯腕表广告中，陈道明佩戴林肯Calibre 6腕表精彩亮相。这是陈道明第二次为豪雅拍摄广告片。他希望此次演绎能将林肯不断开拓进取的城市精神传递给更多人。



2011 BQ钟表文化贡献大奖颁奖盛典隆重举行

9月4日，由《北京青年》杂志社主办的“第二届北京王府井国际品牌节之2011 BQ钟表文化贡献大奖颁奖盛典”在北京东方君悦大酒店落幕。本届活动与王府井国际品牌节联手打造，给大众提供一个了解钟表文化的平台。在活动现场宝玑、江诗丹顿、朗格、积家、格拉苏蒂等12个一线钟表品牌开展珍品展示。活动共颁发三个奖项，“熊氏珪璋”第三代传人熊松涛先生、瑞士国际钟表博物馆馆长路德维格·欧克林先生和《中国计时仪器通史》编撰组获奖，以表彰他们为中国钟表文化传播所作出的贡献。

豪门世家时光闪跃系列之猎豹腕表

近几年来具有艺术创造力的产品设计受到各品牌的青睐，也有不少成功的作品。但是令人眼前一亮的却是豪门世家最新的“时光闪跃（Carrousel）系列”猎豹腕表。这枚腕表尤为出色的当属细木镶嵌工艺，这种工艺是将珍贵的木材敷设于基面上形成的装饰性镶嵌图案。猎豹腕表可以称之为此类工艺中的绝品。精细的镶嵌表盘是豪门世家特邀法国著名木雕家和镶嵌师为其设计及制作。表盘上还有品牌标志性的3颗旋转钻石。



制作这样的表盘工艺极为复杂繁琐。其木材亦十分珍稀。经过一系列复杂的手工才能完成。完成的作品具有色泽自然、形象逼真、栩栩如生的特点。

瑞士依波路表155周年巡礼

9月3日，依波路表在北京王府井举办盛大的“百年传承，因爱永恒”——瑞士依波路表155周年巡礼活动。北京市政府代表、依波路总裁Mr. Raphael Boillat、亚太区行政总裁苏大先生及各家媒体到场。依波路品牌代言人陈慧琳小姐也千里迢迢亲临活动现场。随后在王府井大街瑞士依波路表展示区为王府井国际品牌节剪彩并送上衷心祝福。活动现场，众贵宾共同主礼冰雕灌注仪式，掀起了一个小高潮。陈慧琳领衔众模特一展最新表款魅力，呈现出依波路表一贯的“典雅、高贵、浪漫”气质。



熊图案装饰的半透明珐琅工艺，还是我们接下来要提到的Tortue XL猎豹图案腕表。采用的浮雕与大明火内填珐琅镂空装饰……卡地亚再次以精湛的艺术表现手法，表现着轮转新生，蓬勃向上的精神意象。

之所以选择猎豹图案腕表来做重点介绍，是因为早在上世纪初，温莎公爵为了表达对妻子的深厚爱情，授意卡地亚为温莎公爵夫人设计了包括“猎豹”胸针在内的多款珠宝，从此猎豹就成为卡地亚的传奇象征和图腾，2011年，猎豹再次成为灵感缪斯，以森林为背景，猎豹的强势之姿，散发出心底最原始的野性力量。

卡地亚的工艺大师将浮雕艺术与内填珐琅彩绘工艺相结合，细腻传神地刻画出猎豹生动逼真的神态。表盘上的高浮雕装饰由四部分组成，精确的装配和雕刻手法不但制造出完美的阴影效果，还营造出富有光泽的皮毛质感。越是细微处越可见心思细腻，工艺大师用平头凿精雕细琢出豹眼，并用画笔点上绿色的珐琅粉剂，豹眼迸射出火焰般的野性目光，神秘诱人。为突出猎豹胡须的立体感，工艺大师先使用尖头凿雕出内壁，再用树脂分别打磨每个部分，整个腕表浮雕装饰的雕刻与组装需要耗费60多小时，雕刻打磨完毕后，工艺大师在一个个小的金属格中填镶珐琅，为猎豹披上了豹纹的毛皮，豹纹斑点营造出极其炫目的奢华感。完成大明火内填珐琅装饰需要25个小时左右，腕表选配了宝玑指针，别看只是小小的指针，制作起来也是一种挑战，宝玑指针古朴优雅，极具艺术感，与整个腕表的设计相得益彰。

搭载卡地亚工作坊精制9601 MC型手动上链机械机芯，该机芯在积家为卡地亚开发的8000MC自动机芯的基础上研制而来，目前是卡地亚高端的手动上链机械机芯。

豪门世家白虎图案腕表

豪门世家历史并不悠久，用现在流行的宣传语，“XX的制表历史横跨几个世纪”的撰述之下，豪门世家有些略显薄弱。品牌于1948年创始于瑞士日内瓦，创建以来一直以珠宝表擅长，它的行政总裁Maya Koenig自信笃定地对我说：

“我们就是珠宝表，只做珠宝表”，至今让我们印象深刻的莫过于其旋转木马系列Carrousel腕表，在表盘镶嵌了12颗钻石作为时间刻度，这些钻石可以360度旋转，这款腕表让豪门世家声名鹊起。

今天的豪门世家，仍然坚持这个原则，凭借世界最先进的技术和最优秀的制表技师们用心打磨的完美外饰，从不吝啬使用最珍贵的材料如：黄金、白金、玫瑰金、天然珍珠母贝、钻石来装饰表盘。这款白虎图案腕表，采用18K白金制造表壳，精选的珍珠贝母制造表盘，贝母发出的温润珠光，恰似早晨透明的薄雾，工艺大师结合写意与细腻并重的技法，以精工雕刻出白虎咆哮的头像，怒目圆睁，毛发胡须均丝丝入扣，粗犷中流露出不可羁的性感，丛林之王的气势顿

卡地亚Tortue XL猎豹图案腕表



豪门世家白虎

显。三颗旋转的钻石（每粒均达半克拉以上），表圈和表耳共镶嵌207颗VVS级别顶级威塞尔顿钻石，共计7.6克拉，光芒四射的白色钻石，遍镶白虎全身，集魅惑与高雅于一身，融张扬和迷幻为一体。

豪门世家也注重腕表内在品质的提升，常常使用伯爵或者宝玑等名门的机芯。文中提到的这款白虎图案腕表即是搭载伯爵自动机芯。在这个注重品牌历史的年代，没有自己的自主机芯是豪门世家的软肋，但是话又说回来，瑞士拥有数百家的制表企业，而真正拥有自己工厂的不过寥寥数家，这其实不是一件容易的事，新颖创意同样是赢得客户的关键，作为高级珠宝腕表来说，也许顾客消费的就是它的奢华感吧。

GAFENCU

a must for successful men 高峰傲

MEN

www.igafencu.com

Hong Kong's Power 300:

Now the world's
most influential

Prints and the Revolution:
Fuji's Dr Sun and the Digital Evolution

China Without Foreigners:
A whole new ball game

Yule Look Great:
The Christmas style file

HK\$25

ISSN 1995148-5



9 771995 148008

SARCAR
GENÈVE

Creator of dreams

豪門世家



Solitaire Automatic Gentleman Collection, 18K Gold with diamonds

Total Diamond number and weight: Approximately 529 diamonds (approx. weight 11 carats) including a 1-carat solitaire diamond

Retail Price: HK\$1,725,000

Authorized Dealers

Hong Kong

Central	Carlson Watch	Asia China Bldg., G/F, Shop G8, 29 Queen's Road, Central	Tel: 2525 5478
	Oriental Watch	G/F, 133 Des Voeux Road, Central	Tel: 2545 4577
Causeway Bay	Halwiner Watch	G/F, Kwok Building, 67 Ferrival Street, Causeway Bay	Tel: 2892 1920
	Prince Jewellery and Watch	Shop B-7 C, G/F, 58 Russell Street	Tel: 2776 0688

Kowloon

Tsim Sha Tsui	Prince Jewellery and Watch	Shop 316-8, 366-7, 3/F, Ocean Center, Harbour City, TST	Tel: 2736 6636
	Prince Jewellery and Watch	Shop OT261, 2/F, Ocean Terminal, Harbour City, TST	Tel: 2311 4432
Jordan	Halwiner Watch	Shop E to K, G/F, Evered Building, No. 241-243 Nathan Rd.	Tel: 2736 6929
Yau Ma Tei	Oriental Watch	Shop B & C, G/F, 355 Nathan Road, Kowloon	Tel: 2384 8103
Mongkok	Halwiner Watch	Shop Unit B1 to B3, G/F, Pioneer Centre, 750 Nathan Road	Tel: 2623 1099
	Yung Hing Watch Co., Ltd.	Shop C, G/F, 617-623 Nathan Road, Mongkok	Tel: 2994 0008
	Zhong King Watch	G/F, 881 Nathan Road, Mongkok	Tel: 2710 8166

Sole agent

Supreme Elite (Hong Kong) Limited, "A member of Supreme Elite (Holdings) Limited" Room 508, 5th Floor, Nan Fung Tower, 173 Des Voeux Road Central, Hong Kong Tel: 2536 0812 Email: sales@supreme-elite.com

S

SARCAR

GENÈVE

Creator of dreams



特約經銷商

香港
中區：嘉信表行 皇后大道中29號怡安華人行地下8號舖 電話：(852) 2525 5478
東方表行 德輔道中133號地下 電話：(852) 2545 4577
銅鑼灣：喜冠珠寶集團 波斯富街67號高華樓地下 電話：(852) 2892 1920
太子鐘行 摩素街58號地下B-C舖 電話：(852) 2776 8688
太子鐘行 波斯富街58號地下B及C舖 電話：(852) 2808 0021

九龍
尖沙咀：太子鐘行 彌敦道500號 電話：(852) 2334 8111
太子鐘行 彌敦道500號 電話：(852) 2334 8111
長沙：喜冠珠寶集團 彌敦道500號 電話：(852) 2334 8111
油麻地：東方表行 彌敦道500號 電話：(852) 2334 8111
旺角：喜冠珠寶集團 彌敦道500號 電話：(852) 2334 8111
東興昌行有限公司 彌敦道500號 電話：(852) 2334 8111

灣仔：喜冠珠寶集團 灣仔道500號 電話：(852) 2334 8111
灣仔：喜冠珠寶集團 灣仔道500號 電話：(852) 2334 8111
灣仔：喜冠珠寶集團 灣仔道500號 電話：(852) 2334 8111
灣仔：喜冠珠寶集團 灣仔道500號 電話：(852) 2334 8111
灣仔：喜冠珠寶集團 灣仔道500號 電話：(852) 2334 8111
灣仔：喜冠珠寶集團 灣仔道500號 電話：(852) 2334 8111

總代理：德豐(香港)有限公司 德豐(香港)有限公司成員 地址：香港中環德輔道中173號南豐大廈5樓508室 電話：(852) 2536 0812 Email: sales@supreme-elite.com



Charitable Party

Sarcar, the Swiss watchmaker, was the title sponsor of Pok Oi Hospital's "Pok Oi 91st Anniversary Charity Gala Dinner", which was held at the Grand Hyatt Grand Ballroom. This gala dinner commemorates Pok Oi Hospital's 91 years of services to the community since its establishment in 1919. Many prominent members of public service attended the memorable evening. Main guests of the evening included Dr. Chow Yat Ngok, Simon Peh, Dr. Lam Ping Yan, Dr. Thomas Tsang. The mixture of opera and singing performances set the stage for a lively, compassionate and romantic atmosphere, a reminiscent of classical Victorian-style party.

瑞士腕表品牌Sarcar早前冠名贊助博愛醫院假君悅酒店宴會廳舉行的91周年慈善餐舞會，紀念博愛醫院自1919年成立以來，經歷的91個寒暑，為社群帶來的非凡貢獻。眾多政商名流、演藝名人出席，顯露愛心，包括周一嶽、白韜六、林秉恩、曾浩輝等。餐舞會衣香鬢影，在一系列的歌舞表演下，來賓莫不沉醉於愉悅浪漫的古典維多利亞式派對氛圍之中。



May Lam



Dr. Chow Yat Ngok (Secretary for Food and Health)

SARCAR 皇者风范

腕表，向来是身份的象征。瑞士名表品牌SARCAR（豪门世家腕表）以生产「会转动的钻石表」闻名于世。品牌创立于1948年，半世纪以来一直专精于顶级制表艺术。SARCAR将在2011年带你进入神秘和迷人的梦幻世界，不断探索新的方式来呈现创新精神和视觉特别的钟表，继续赢得收藏者的垂青。

Carrousel La Poya系列

Carrousel La Poya是品牌在2011年巴塞尔的主打系列，向大家诉说一个关于瑞士文化的故事。自古以来，瑞士当地的牛群会在春天时迁移到高山牧场。这款腕表名为Poya，是瑞士语，带著「羊群离开」的意思，常用作形容由当地牧人ARMLAILLIS描绘畜牧季节性迁移的画照。

腕表“POYA”描绘出当地的传统农业组织。该农场层次清楚地说明，牧羊人在前面领导著牛群，而牛群也有排名：先有带著大牛铃和花式衣领的牛，之后跟随其他带著青铜铃的奶牛，再之后就是母牛和小牛。山羊、绵羊和猪就在团队最后面。为了把瑞士传统文化明确地呈现在表盘上，其精美图案是通过墨水混合打印而成，黑色和白色的叙事手法是希望用家联想到一种讲故事的气氛。手表用上Piguet 615自动上链机芯，表壳亦镶上18K的玫瑰金或白金绕著镶上，还有三粒各重约0.5卡的旋转单粒钻石镶在12时位置，看起来闪闪生辉，美艳动人，进一步增加它的收藏价值。



· Fenetre sur Paris/Venise/London系列

SARCAR的手表往往就如一件艺术杰作般令人惊叹。人们常说巴黎很浪漫。若你喜欢巴黎的话，这款Fenetre sur Paris系列腕表可将你与巴黎的距离拉近不少。该系列以Carrousel的设计为蓝本，配以旋转钻石盘及Piguet 615自动上炼机芯。表面则分为三部份，右边是纯珍珠贝壳面加上三颗0.5卡或以上的钻石；中间部分是在珍珠贝壳面上，用上油画方法画出背后的天空白云景色；以及左边部分在搪瓷面上刻有黄金窗框。腕表以身处窗前的佩戴者作为注目点，只需透过表上一只小小的窗花一览法国的巴黎铁塔。

同系列(Venise/London系列)也将推出威尼斯水乡及伦敦作背景的世界名胜，其高精度和细节反映SARCAR的全面性，让佩戴者即使不用亲游当地，亦能时时刻刻拥抱美景。

Octavia系列

女士们都爱钻石，SARCAR早前的Moonlight Galaxy系列代表著女士的时尚；全新的Octavia系列象徵现代女性的优雅、独立与品味。表壳用上18k白金或玫瑰金，而表盘是珐琅或珍珠面，高贵之余又不落俗套。系列的表壳设计自由度很大，可配对不同的黄金和钻石组合，亦有上半钻石表圈，下半钻石表圈，或全钻石表圈选择，富有魅力的设计让女士无论在职场或娱乐时都能保持优雅形象。

Diva系列

在Diva系列中，Lyre是SARCAR本年的首个主打。Lyre代表竖琴，而竖琴一向予人一种既优雅又高贵的气质。表面里附上竖琴型旋转钻石盘，竖琴盘两旁则配上两颗各重0.35卡的旋转单钻，展现出工艺及技术美学。



Salvatore Ferragamo

醇厚男人味
Mellow masculinity

Salvatore Ferragamo的Ferragamo 1898系列最能體現這個意大利品牌的製表美學：時尚與優雅相滲，成熟與活力共融。系列今年迎來兩大表款：一是帶月相顯示並作限量發行的自動上弦計時碼表，造型以品牌最為人熟悉的“Gancino”圓環形狀為藍本，44毫米表殼加以IP鍍金處理，流露奢華質感。另一作品則是40毫米的雙色調石英表款，其表帶表面經過拋光和磨砂間隔處理，營造出幼滑效果。棕色、黑色和金色三表款都是穩重中見別致的設計，搭配於任何男裝皆能散發出深沉的男人香氣。

Fashionably elegant and mixed with vigour and sophistication, the Ferragamo 1898 collection is probably the best example that reflects the watchmaking aesthetics of the Italian brand Salvatore Ferragamo. Two new models join the family this year. One is the limited moonphase automatic chronograph, whose design is based on the famous ring shape called “Gancino” by the brand. Luxurious chic is underscored by the 44-mm case with IP Gold finishing. The other piece sports a 40-mm two-tone case equipped with a quartz calibre and its slick bracelet is polished and brushed alternately. Available in the colour of brown, black or gold, this piece is the ideal accessory for all dapper gentlemen.



巴塞爾表展上，每人見到這個新款式都會異口同聲讚美到：“這表款，好有型！”
When everyone caught a glimpse of the new model at BASELWORLD, they gave it a consensual compliment – a stylish timepiece!



整枚腕表的鑽石數目達205顆，總重7.66克拉。
205 diamonds with a total weight of 7.66 carats are set on this piece.



豪門世家 Sarcar

巴黎風情畫
Bonjour, Paris!

豪門世家的每款腕表，予人感覺總是那樣光芒四射，貴氣逼人。今年，品牌就用珠光寶氣的腕表編織出一個關於花都巴黎的奇幻綺夢。從Carrousel系列發展而來的Fenêtre sur Paris，表盤由三部分設計組成：左面的3顆0.5克拉鑽石，在純珍珠貝母表盤上矚目地散發耀眼光澤；中央映入眼簾的是巴黎地標艾菲爾鐵塔，在用油畫方式繪畫的藍天白雲背景之下，綻放着大都會的芳華；右面，珐瑯面上鑲刻黃金窗框，猶如為你打開了一扇通往瑰麗國度的世界之窗。

When it comes to Sarcar, the eye-blinding extravagance is its signature. This year, the brand creates a romantic dreamland of Paris with its dazzling new launch. Originating from the Carrousel line, the Fenêtre sur Paris is conceived with a dial face divided into three parts. Three 0.5-carat diamonds are adorned on the left side and shine on the mother-of-pearl surface; in the middle is the eye-catching landmark of Paris radiating metropolitan glamour, the Eiffel Tower, in resonance with the painting-style sky background; and on the right, the golden frames engraved on the enamel face opens a window leading to a magnificent world of luxury.

戶外城 陪你走遍全世界

Traveler

Outdoor depot

外城

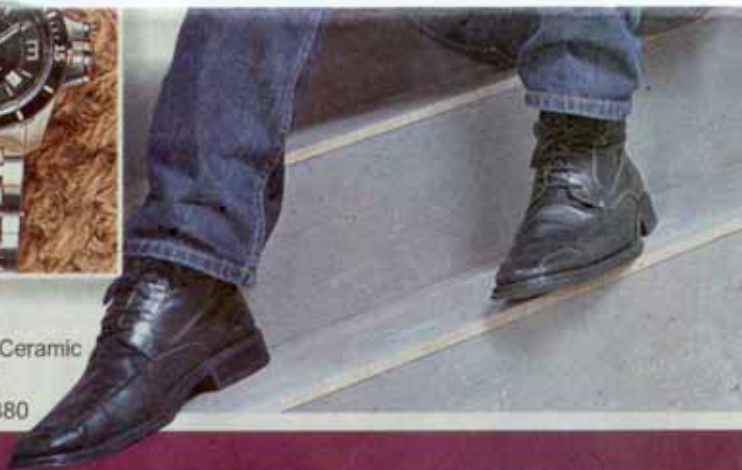
3600 6688 傳真: (852) 3600 6680



■ Trainmaster One Hundred Twenty
玫瑰金腕錶 \$43,980
(限量 120 枚)



■ Engineer Hydrocarbon Ceramic XV 陶瓷腕錶
\$26,380



Sarcar 放眼世界

■ Magic Moon Rabbit
白金鑽石腕錶 \$687,500



■ Carrousel Poya 鐘錶腕錶
\$1,500,000



■ Carrousel Window of the world 珍珠貝母腕錶
\$1,975,000



手錶品牌 Sarcar 特別在兔年設計以白兔作綴飾的 Magic Moon Rabbit 鑽石腕錶，一隻鑲嵌全鑽的白兔以鏤空方式呈現於錶盤之上，栩栩如生，充滿靈性！

品牌向來擅於以名貴材質綴飾，還推出多款珍貴又設計獨特的腕錶，如 Carrousel Window of the world 系列腕錶，特別之處在於錶盤刻以世界著名的建築物如巴黎鐵塔，以身處窗前的佩戴者作為注目點，營造出「放眼世界」的意念，噱頭十足！

Tommy Hilfiger 玩味陀錶



■ 白色計時陀錶
未定價

陀錶歷史悠久，不少手錶品牌偶爾也愛懷舊一番，今年 Tommy Hilfiger 也來湊熱鬧，首度推出計時陀錶。

陀錶設計極盡經典簡約，簡易的讀取時間方式，配以於 3 時和 6 時位置上的鮮明計時器，錶盤外圍刻以 60 個刻度，白色錶盤襯托錶背的 signature logo，相當精緻窩心，也充分流露玩味氣息！

還有男女裝錶款，女裝腕錶以白色和水晶綴飾，而男裝腕錶則以硬朗的黑色作主調，其中有配以獨特的顯示日期設計，繼續玩賞人生。

■ 黑色 48.5mm 日期男裝腕錶
未定價



■ sporty 玫瑰金鑲鑽女裝腕錶
未定價





WINTOUR POWER OF BLACK COLLECTION WITH FREE MOVING BLACK DIAMONDS ON THE DIAL

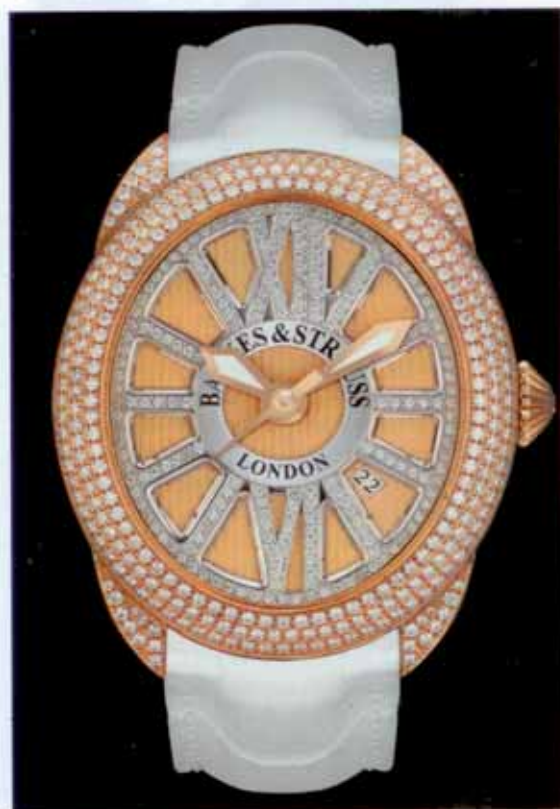


DE GRISOGONO BLACK FOREVER COLLECTION IN 18K GOLD WITH MATT BLACK PVD COATING



LONGINES LADIES DIAMOND CONQUEST IN STAINLESS STEEL

ROCKS OF AGES



BACKES & STRAUSS REGENT DIAMOND TIME LIMITED EDITION IN 18K ROSE GOLD



ALAIN PHILIPPE MUSE COLLECTION IN 18K WHITE GOLD



SARCAR OCTAVIA COLLECTION IN 18K WHITE GOLD

2011太子名錶珍藏集

P r i n c e J e w e l l e r y & W a t c h 2 0 1 1



PRINCE太子

珠寶鐘錶 JEWELLERY & WATCH

PRINCE太子名錶珍藏篇

珠寶鐘錶 JEWELLERY & WATCH

SARCAR

完全奢華典範



Carrousel Tiger自動上鍊鑽石腕錶

2010年是虎年，因此推出的Carrousel Guépard也改用了老虎為圖案，名為“Carrousel Tiger”，特點在一個薄薄的貝殼面上雕刻出一隻虎虎生威的老虎，18K白金錶殼，40毫米直徑，配以鱷魚皮錶帶及鑲鑽黃金錶扣。

在瑞士，鐘錶品牌多如天上繁星，要從中突圍而出，如果沒有悠久的歷史，便必需具備出眾的創造意念。SARCAR豪門世家只是一家擁有62年歷史的小型鐘錶品牌，但正因為公司規模細小，反而更能靈活變通，在高級鐘錶市場闖出名堂。

珠寶腕錶取勝

SARCAR豪門世家錶由Carlo Sarzano（卡洛·索諾）於1948年創始於瑞士日內瓦。Carlo Sarzano曾經在最頂級的瑞士腕錶品牌工作多年，憑其充滿創意及美感的腕錶設計，使其在意大利及西班牙鐘錶界亦早已享負盛名。他所構思的珠寶腕錶，由強烈的美感所引導，非但有着腕錶的自然功能，最重要的是有着非常卓越的美觀和獨特性。

Carlo Sarzano於1974年過世，品牌由他的妻子Mrs. Paulette Sarzano接手管理公司的經營。Mrs. Paulette Sarzano接手後很快就面臨一些艱難的決定，包括企業的整合統一和重大產品系列的生產，這些艱難的決定都完全和Carlo Sarzano當初的企業理念相反。最後她決定專注於生產純金腕錶系列，事實上此款腕錶一直都是品牌的主力錶款，更在市場上聲名極盛。

確立品牌方針

Carlo Sarzano過去常說：知道如何強大便得以強壯，然而如果知道如何渺小才能得到自由。這句話至今仍是SARCAR豪門世家的座右銘，也因此更加確立了企業的彈性和創造力。Solitaire、Magic Moon、Galaxy和Moonlight這幾個系列的產品都很顯著的代表品牌的演進。

經過了這些年，SARCAR豪門世家企業延續以往的思想，結合最先進的科技知識和製錶師父的敏捷、熟練度，目標是要給新和舊的市場概念一個生命，提供一個呈現融合、創新的美感。



Solitaire運轉乾坤鑽錶

Solitaire特別之處是錶盤上鑲了一颗超過1卡會轉動的VVS1美鑽，錶面及錶殼之鑽石共重超過10卡，恍如「運轉乾坤」閃耀動人的美態，如此閃耀的夢幻逸錶，讓人無不心動。



Twister鑽石腕錶

Twister的特點是在錶內有一卡鑽石是可以自由轉動，而且不只是左右轉動，而是360度全方位自由浮動，這個技術更拿了全球專利。全鑽石面，錶面裡的圖案出自一位由瑞士名畫家的手筆，圖案代表了西方生生不息的「四行」：代表火的紅寶石，代表水的藍寶石，代表大自然的綠寶石，還有代表天空和風的鑽石。



Fancy Carrousel自動上鍊鑽錶

腕錶融入了SARCAR製錶大師們對永恒時間的敬意，讓滿圓鑽的中央旋轉面盤以太極的形式詮釋生命生生不息的意義，坐落於珍珠母貝面盤上12時位鑲有一顆重量達0.5卡旋轉鑽石，然後在1到11時位亦有旋轉鑽石羅馬字。



Royal Solitaire運轉乾坤全鑽腕錶

18K白金錶殼，鑲有全鑽的Royal Solitaire，完全表現到SARCAR的鑽工技藝，將奢華推向極致。除了腕錶錶盤上鑲有一颗1卡會轉動的VVS1美鑽外，連錶帶上亦鑲滿了狹長方形鑽石，共690顆重38卡，石英機芯，限產8枚。



龍馬精神系列鑽錶腕錶

這次針對大中華地區特別推出「龍馬精神」系列，以「龍」「馬」為設計主題，傳達著開天闢地、勇敢無懼的精神。再加上SARCAR特有的「運轉乾坤」旋轉設計，兩款表的面盤都可旋轉，別具心思。18K白金或玫瑰金錶殼，自動機芯，604顆鑽石共重5.68卡。



Maja Koenig 堅守品牌獨有風格

自2003年被擢升為SARCAR豪門世家行政總裁以來，Maja Koenig一直都堅守着創辦人Carlo Sarzano所說的：「夠大才能強壯，夠小才足以靈活應變」，來作為品牌的精神。「這亦意味著我們要對客戶的願望作出快速的回應，不斷吸收靈感及加強創造力，成就我們成為“Creator of Dreams”。」



SARCAR豪門世家行政總裁
Maja Koenig

近幾年來，豪門世家從高級鐘錶市場大膽向鑽石錶挑戰，經常採用單顆重達0.4卡、0.5卡，甚至1卡的鑽石，製作出可在錶盤中旋轉的錶款。「我們與瑞士許多不同的藝術家合作，都獲取很好的成績。大家皆可以按照品牌的期望，製作出具創意及獨特性強的腕錶。」Maja認為品牌擁有很高的自由度及獨立性，是十分重要的。

對豪門世家而言，中國市場是對應於全球所有國家的市場性指標。「在中國有一個龐大的客戶羣，他們對瑞士腕錶的認識日益加深。比起其他傳統市場，中國市場需要的是：新奇、工藝和創新的款式。」與世界上每一個地方對尋找奢侈產品的要求一樣，擁有62年歷史的豪門世家，擁有瑞士鐘錶的豐富經驗及技術，而且加入了非常具有吸引力的元素——鑽石，令豪門世家成為業界中獨特的奢華腕錶品牌。「這對人民幣不斷在升值的中國內地消費者而言，有著很大的吸引力。」

至尊旗艦



豪門世家一向認為錶櫃不需要太奢華，足夠漂亮就行。因此在太子珠寶鐘錶海洋中心分店內的錶櫃，設計以簡單、傳統方式製作。材料採用木為主，完成後在木上再加一層光面，故有光滑的效果。而顏色就以品牌色為主：紫色配金色字。

地址：太子珠寶鐘錶尖沙咀海洋中心分店
電話：2736 6636

PRINCE太子名錶珍藏篇

珠寶鐘錶 JEWELLERY & WATCH



SARCAR

豪門世家





Solitaire運轉乾坤鑽錶
Solitaire特別之處是錶盤上鑲了一顆超過1卡會轉動的VVS1鑽，錶面及錶殼之鑽石共重超過10卡，恍如「運轉乾坤」，兼著動人的美態，如此閃耀的夢幻逸錶，讓人無不心動。



Twister鑽石腕錶
Twister的特點是在錶內有一卡鑽石是可以自由轉動，而且不只是左右轉動，而是360度全方位自由浮動，這個技術更拿了全球專利。全鑽石面，錶面裡的圖案出自一位由瑞士名畫家的手筆，圖案代表了西方生生不息的「四行」：代表火的紅寶石，代表水的藍寶石，代表大自然的綠寶石，還有代表天空和風的鑽石。



Infinity Carrousel自動上鍊鑽錶
錶融入了SARCAR製錶大師們對永恒時間的敬意，讓滿鑽的中央旋轉面盤以太極的形式詮釋生命生生不息的意，坐落於珍珠母貝面盤上12時位鑲有一顆重量達0.5卡旋轉鑽石，然後在1到11時位亦有旋轉鑽石羅馬字。



Royal Solitaire運轉乾坤全鑽腕錶
18K白金錶殼，鑲有全鑽的Royal Solitaire，完全表現到SARCAR的鑽工技藝，將奢華推向極致。除了腕錶錶盤上鑲有一顆近1卡會轉動的VVS1美鑽外，連錶帶上亦鑲滿了狹長方形鑽石，共690顆重38卡，石英機芯，限產8枚。



馬精神系列鑽錶
此次針對大中華地區特別推出「龍馬精神」系列，以「龍」、「馬」為設計主題，傳達著開天闢地、勇敢無懼的精神。再加上SARCAR特有的「運轉乾坤」旋轉設計，兩款表的面盤都可旋轉，別具心思。18K白金或玫瑰金錶殼，自動機芯，604顆鑽石，重5.68卡。



Maja Koenig 堅守品牌獨有風格

自2003年被擢升為SARCAR豪門世家行政總裁以來，Maja Koenig一直都堅守着創辦人Carlo Sarzano所說的：「夠大才能強壯，夠小才足以靈活應變」，來作為品牌的精神。「這亦意味著我們要對客戶的願望作出快速的回應，不斷吸收靈感及加強創造力，成就我們成為「Creator of Dreams」。」



Maja Koenig
SARCAR豪門世家行政總裁

近幾年來，豪門世家從高級鐘錶市場大膽向鑽石鑽嵌挑戰，經常採用單顆重達0.4卡、0.5卡，甚至1卡的鑽石，製作出可在錶盤中旋轉的錶款。「我們與瑞士許多不同的藝術家合作，都獲取很好的成績。大家皆可以按照品牌的期望，製作出具創意及獨特性強的腕錶。」Maja認為品牌擁有很高的自由度及獨立性，是十分重要的。

對豪門世家而言，中國市場是對應於全球所有國家的市場性指標。「在中國有一個龐大的客戶羣，他們對瑞士鐘錶的認識日益加深。比起其他傳統市場，中國市場需要的是：新奇、工藝和創新的款式。」與世界上每一個地方對尋找奢侈產品的要求一樣，擁有62年歷史的豪門世家，擁有瑞士鐘錶的豐富經驗及技術，而且加入了非常具有吸引力的元素——鑽石，令豪門世家成為業界中獨特的奢華腕錶品牌。「這對人民幣不斷在升值的中國內地消費者而言，有着很大的吸引力。」

至尊旗艦



豪門世家一向認為錶櫃不需要太奢華，足夠漂亮就行。因此在太子珠寶鐘錶海洋中心分店內的錶櫃，設計以簡單、傳統方式製作。材料採用木為主，完成後在木上再加一層光面，故有光滑的效果。而顏色就以品牌色為主：紫色配金色字。

地址：太子珠寶鐘錶尖沙咀海洋中心分店
電話：2736 6636

PRINCE太子名錶珍藏篇

珠寶鐘錶 JEWELLERY & WATCH



SARCAR

GENÈVE

Creator of dreams

豪門世家



PRINCE太子

珠寶鐘錶 JEWELLERY & WATCH
名表珍藏篇

Philip Stein 翡丽诗丹

Rado 雷达表

SARCAR 豪门世家

ZENITH 真力时

SARCAR

完全奢华典范



Carrousel Tiger自动上炼钻石腕表

2010年是虎年，因此推出的Carrousel Guépard也改用了老虎为图案，名为“Carrousel Tiger”。特点在一个薄薄的贝壳面上雕刻出一只虎虎生威的老虎，18K白金表壳，40厘米直径，配以鳄鱼皮表带及镶钻黄金表扣。

在瑞士，钟表品牌多如天上繁星，要从中突围而出，如果没有悠久的历史，便必需具备出众的创意意念。SARCAR豪门世家只是一家拥有62年历史的小型钟表品牌，但正因为公司规模细小，反而更能灵活变通，在高级钟表市场闯出名堂。

珠宝腕表取胜

SARCAR豪门世家表由Carlo Sarzano（卡洛·扎诺）于1948年创始于瑞士日内瓦。Carlo Sarzano曾经在最顶级的瑞士腕表品牌工作多年，凭其充满创意及美感的腕表设计，使其在意大利及西班牙钟表界亦早已享负盛名。他所构思的珠宝腕表，由强烈的美感所引导，非但有着腕表的自然功能，最重要的是有着非常卓越的美观和独特性。

Carlo Sarzano于1974年过世，品牌由他的妻子Mrs. Paulette Sarzano接手管理公司的经营。Mrs. Paulette Sarzano接手后很快就面临一些艰难的决定，包括企业的整合统一和重大产品系列的生产，这些艰难的决定都完全和Carlo Sarzano当初的企业理念相反。最后她决定专注于生产纯金腕表系列，事实上此款腕表一直都是品牌的主力表款，更在市场上声名极盛。

确立品牌方针

Carlo Sarzano过去常说：知道如何强大便得以强壮，然而如果知道如何渺小才能得到自由。这句话至今仍是SARCAR豪门世家的座右铭，也因此更加确立了企业的弹性和创造力。Solitaire、Magic Moon、Galaxy和Moonlight这几个系列的产品都很显著的代表品牌的演进。

经过了这些年，SARCAR豪门世家企业延续以往的思想，结合最先进的科技知识和制表师父的敏捷、熟练度，目标是要给新和旧的市场概念一个生命，提供一个呈现融合、创新的美感。

fashion

BLACK GABARDINE BLAZER WITH LEATHER
COLLAR, WHITE SHIRT, BOTH BY HERMÈS;
(ON WRIST) GIRARD-PERREGAUX 1966
CHRONOGRAPH IN WHITE GOLD;
BUBEN & ZORWEG VANTAGE 4 CARBON CASE;
(IN CASE, CLOCKWISE FROM TOP LEFT) CHAUMET
DANDY ARTY EDITION IN PINK GOLD;
MILUS TIRION;
BLU OPEN PLANET IN STAINLESS STEEL;
SARCAR CARROUSEL SNOW TIGER IN WHITE
GOLD AND MOTHER-OF-PEARL DIAL

All That Glisters

Unbridled artistry and extravagance characterise the latest jewellery watches

CHOUETTE

Cartoon Favourite

To tie in with Hello Kitty creator Sanrio's 50th anniversary, Chouette introduced two new Hello Kitty watches in 2011, including the limited-edition Diamond Kitty timepiece. The full pavé Swiss-movement piece is encrusted with over 650 white diamonds and features a sapphire-crystal lens and a rose-hued *galuchat* strap.



SWAROVSKI

Luck be a Lady

Previously launched in a miniature size and bangle style, Swarovski's bestselling Elis line is back with the Elis Lady. Influenced by Swarovski's jewellery and accessories collections, the timepiece plays the glamour card with a crystal-mesh strap in three colour versions – silver, black and gold. The dial, featuring matt edging, a sunray-patterned centre and crystals at three, six and nine o'clock, is rendered in a square and truncated-pyramid form.

GEORG JENSEN

Happy Koppel

Georg Jensen launched a new series of the world-famous Koppel Watch in 2011, more than 30 years after the original introduction of the iconic timepiece. Each watch in the New Koppel Collection is enhanced by clean lines, elegant dial layout and discreet, circular hour markers. The hands and markers are coated with luminous Super-Luminova, which offers a fascinating light-bluish glow-in-the-dark look. The white mother-of-pearl dial version offers a bezel adorned with 50 diamonds for a total of 0.71 carats. These new feminine models are fitted with luxurious calf or alligator straps, or a seductive satin strap that amplifies the elegance of the iconic design.



ALAIN PHILIPPE

Blu Horizons

Unveiled at Baselworld 2010, the Alain Philippe Blu Collection incorporates refined *haute-joaillerie* pieces in 18k gold that are dripping with diamonds.



SARCAR

Musical Masterpiece

The glamorous Diva Lyre timepiece from Sarcar is based on the musical instrument, and the pavé dial is fitted with a rotating diamond-studded lyre with two 0.35-carat diamonds attached to each of its sides. The case is crafted from 18k rose or white gold and an alligator strap finishes the piece.

GRAFF

Elegance in Flight

A symbol of love, purity and sincerity, the swan becomes a dazzling guardian of time in the delightful Diamond Swan Watch from Graff. Crafted in the classic tradition of "secret" watches that conceal and reveal time in subtle ways. The diamond bracelet is composed of 832 white diamonds and designed to look like the undulating waves on a lake. The swan, meanwhile, is set with a pavé of diamonds and its wing decorated with marquise-cut diamonds. This whimsical piece is ultimately set with over 900 sparkling diamonds adding up to 54.7 carats.





CORUM (昆仑) Admiral's Cup Challenger 40 Chrono Diamonds

CORUM (昆仑) 当家的主流系列Admiral's Cup海军上将杯，现在已近逐步细分成三大系列，Legend是走经典传统和正装路线，Challenger属于年轻的运动风格，而Seafender则是更加极限的海洋风。这一只新款女装红金镶钻Challenger，有着很出色的混搭感觉，橡胶表圈配珍珠贝母表盘，可谓动静两相宜。而且和以往一样，这个系列的表带都是经过特殊设计的，表带在表耳连接端部分内部有加固处理，不能够活动，造型和表耳是连为一体的，如果你的手腕粗细正合适就会很贴合，戴上去非常的有型。18K 5N红金表壳，直径40mm，硫化橡胶外圈，表圈镶钻66颗（约0.924克拉），珍珠贝母表盘，12面航海单色旗图案时标，鳄鱼皮表带配红金折叠扣。Cal. CO984自动机芯，COSC认证，37石，摆频28,800，42小时动力储存。另有不锈钢款配橡胶表带，运动感更强。

SARCAR (世家) The Twist

镶钻手表几乎家家都有，但要是想找钻石够大，镶嵌方式又很独特的，推荐您看看SARCAR (世家) 的手表。这只表有个极为贴切的中文名——闪烁舞动，它的独特之处，在于表盘12时位的那颗大钻，通过奇妙的工艺，使钻石可以在其中全方位立体旋转，随着手腕每个不经意间的小动作，钻石自由舞动，耀眼的光芒向四面八方放射出去，在同样铺满钻石镶嵌的表盘及表壳中显得极为耀眼，好不令人惊艳。表盘上手工雕刻出的条条曲线，品牌新闻稿中称之为龙，在我看来更像一条条丝带，随着钻石旋转在表盘上随意飘洒。时间在这款表上成为了配角，在6时位不大的一个区域内，并选用了12颗绿宝石作为小时标志。SARCAR (世家) 对于选材同样极为严苛。那颗舞动美钻重达1克拉，并配有GIA证书的权威保证。





Le Carrousel - Snow Tiger

18K白金表壳，直径40mm，白色珍珠贝母表盘雕刻虎头造型，镶嵌三颗活动钻石（每颗超过0.50克拉）。FP自动机芯。

Le Carrousel - Marquetry Tiger

18K红金表壳，直径40mm，木材镶嵌虎头造型表盘，镶嵌三颗活动钻石（每颗超过0.50克拉）。FP自动机芯。



SARCAR (世家)的一大特色就是在于表盘上大颗可活动的钻石，同时品牌对这一点一直有着严格的要求，比如标明1克拉，就绝不用0.99克拉的。并且每个超过0.5克拉的钻石，都同时配有GIA证书。今年的新款中，依旧舞动的钻石外，同时还融入了更多的表盘工艺。比如这两只虎，一个采用古典的木材镶嵌，另一个为珍珠贝母雕刻，工艺水准均是可圈可点。



Creator of dreams

MIDDLE EAST



Creator of dreams

DOHA EXHIBITION

2011



معرض الذهب والمجوهرات والساعات
DOHA JEWELLERY & WATCHES EXHIBITION



*Chopard
Haute Joaillerie Collection*

Organizers

قطر Qatar



الهيئة العامة للسياحة
Qatar Tourism Authority

EXHIBITION CATALOGUE

15 - 20 FEBRUARY 2011

www.qatartourism.gov.qa

www.dohajewels.com

WELCOME MESSAGE

From the Organizers of the 8th Doha Jewellery & Watches Exhibition



Peace be upon you...

The 8th Doha Jewellery and Watches Exhibition opens its doors this year with more glamour and sparkle, buoyed by the exceptionally positive economic indicators which are carrying Qatar towards a new and exciting stage of development.

This year's event is held in a festive and enthusiastic atmosphere as the State of Qatar, under the leadership of His Highness the Emir, May God Protect Him, Sheikh Hamad Bin Khalifa Al Thani, and thanks to his visionary policy of gaining trust of the world, was selected by the International Federation of Football Associations (FIFA) as host of the 2022 World Cup. Such a decision has raised hopes of various economic sectors in the country and without exception has placed Qatar at the centre of the world attention.

Due to the wise economic leadership of His Highness and His commitment to transparency and long term vision, the State of Qatar also preserved its economic status and managed to avoid many of the risks as result of the global financial crisis.

Economic indicators and forecasts predict that the GDP growth rate of Qatar will reach 16 to 18 per cent this year. There is no doubt that Qatar will also witness a big investment boom that cannot be underestimated. This boom will boost various economic sectors and will persist steadily until the 2022 World Cup. This growth will translate into an increase in the income and purchasing power of Qatari nationals and expatriates alike, and will also attract great number of tourists and investors who will visit Qatar in the coming period.

In light of such spectacular events, the 8th Doha Jewellery and Watches Exhibition 2011 will stand out like all previous years and occupy a prominent and respected place as one of the world's premier events in this industry.

We are committed to achieving the best results by striving to attract new international brands known in the world of luxury. This year, the exhibition has attracted a large group of

recognised international brands in the watches and jewellery industry, who in turn are seeking to strengthen their presence in Qatar and across the region.

As usual, the 8th Doha Jewellery and Watches Exhibition 2011 will be held under the auspices of His Excellency Sheikh Hamad Bin Jassim Bin Jabr Al Thani, Prime Minister and Minister of Foreign Affairs, who pays great attention to this event, thus resulting in further progress and prosperity.

The exhibition will occupy the entire 15,000 square metres of the Doha Exhibitions Center which is equipped with the latest technology and equipment in keeping with the highest international standards.

The Doha Jewellery and Watches Exhibition is the fruit of the total commitment of the Qatar Tourism Authority to strengthen Qatar's position as a key destination for business tourism, exhibitions and conferences. We also strive to make Qatar the first choice for cultural, educational, sports and entertainment tourism — thanks to the State of Qatar's first class facilities and services.

On this occasion, we wish all participants and visitors of the exhibition to enjoy our hospitality and authentic Qatari traditions. We also invite them to experience Qatar's unique combination of being a modern and innovative Middle Eastern city with a rich and unique heritage.

We hope that the six days of the exhibition are productive and successful at all levels, so you can leave us with good memories and a determination to return next year.

Ahmed Bin Abdullah Al Nuaimi

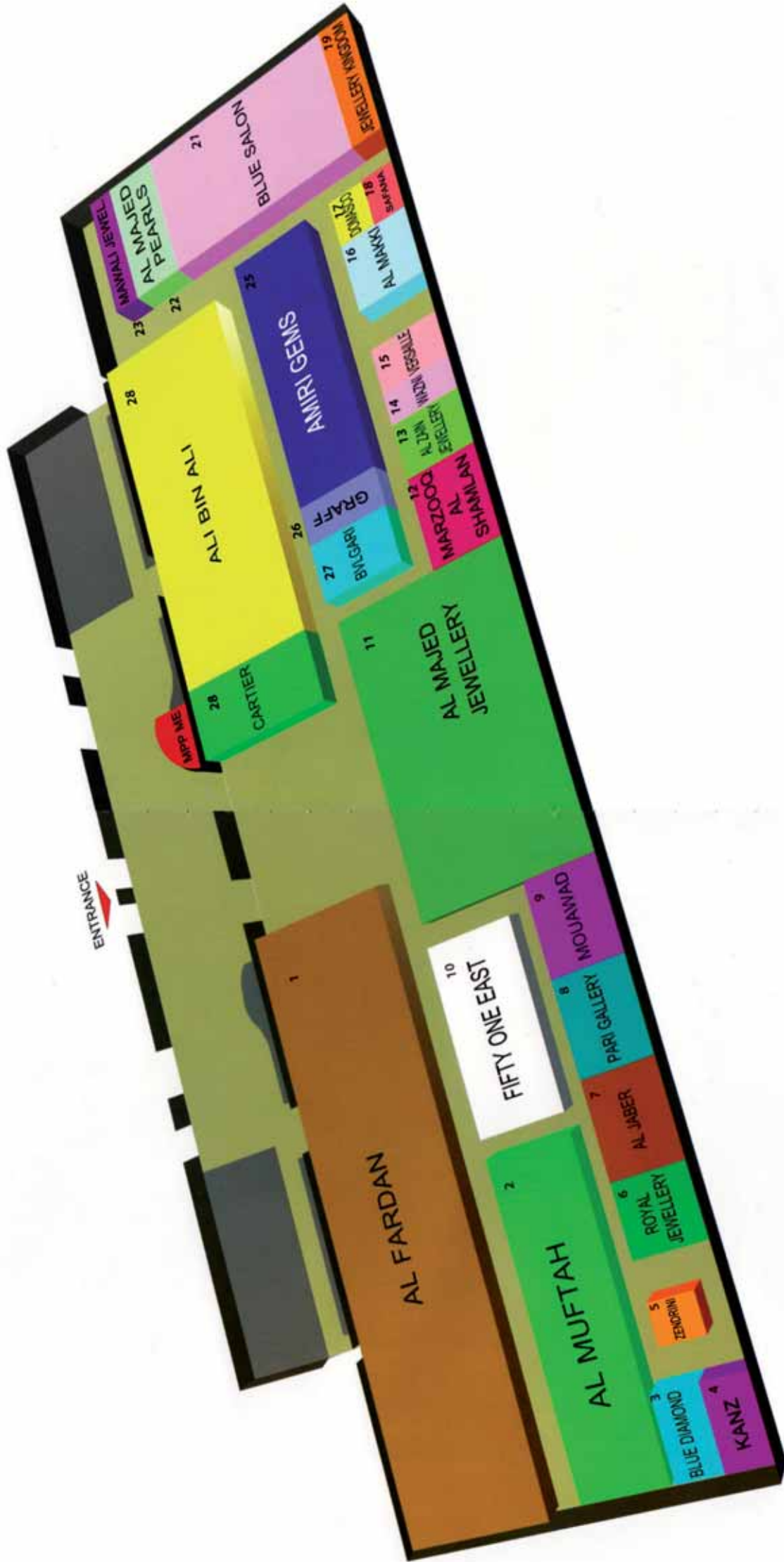
Chairman – Qatar Tourism Authority

Floor Plan



معرض الدوحة للمجوهرات والساعات
DOHA JEWELLERY & WATCHES EXHIBITION

15 - 20 February, 2011



EXHIBITOR PROFILE

Stand No.

AL MUFTAH JEWELLERY

2

Al Sadd Street, PO Box 4664, Doha, Qatar
Tel: +974 44441313 Fax: +974 44443121
Email: muftahdo@qatar.net.qa www.almuftah.com

Al Muftah Jewellery was established in 1984 at Salam Plaza with a capital of five million Qatari riyals as an importer and retailer of watches and gold ornaments embedded with diamonds, precious stones and pearls. On successful completion of business in the initial three years, with a view to cater its services to all segments of customers, showroom has been shifted to a prime location for trading in Doha, at Al Sadd Street, at Al Muftah Centre Building. It houses offices of Al Muftah Group's diversified businesses. Today, Al Muftah Jewellery is the largest retailer in watches and jewellery and having a spacious showroom, of around 550 square meters, in Doha with more than 50 experienced members of staff working together under one roof with dedication and enthusiasm to give variety of choices with our merchandise of watches and Jewellery to customers. The line of brands of our merchandise are Royal Diamond, Ebel, Le Marquand, Chronoswiss, Charriol, Chase Durer, Dubey & Schaldenbrand, Century, Montega, Naloni, Giovanni Ferraris, Meyers, Anonimo, Philippe Vandier, JC, Movado, Oris, Nina Ricci, etc..

Furthermore, our trading has spread across Doha as we opened doors of a new showroom in City Center Shopping Complex, Doha, with a built-up area of around 300 square metres which inclusive of an exclusive room for renowned brand CHARRIOL products. Another feather to the cap of customers and a milestone to the trade, we have opened another stop-n-pick platform of watches, jewellery and Charriol brand at Royal Plaza Shopping Complex, Doha. Also opening soon in

Lagoona Shopping Mall at West Bay — Doha. We are distributor in Qatar for some of the most world's reputed brands like EBEL, MOVADO, CENTURY, DUBEY & SCHALDENBRAND, BUNZ, CHARRIOL, NINA RICCI, ORIS, CUERVO Y SOBRINOS, CHRONOSWISS, MEYERS, MONTEGA, ROYAL DIAMOND, GLAM ROCK.

BRAND LIST

AARZEE	ELINI
ARMAAN	GIOVANNI FERRARIS
BENELUX DIAMOND	HAUREX
CENTURY	MEYERS
CHARRIOL	MONTANA
CHRONOSWISS	MOTION WATCHES -
CONSUL	SAMI HAMAWI GROUP
CUERVO Y SOBRINOS	MOVADO
DAL LAGO	PHILIPPE VANDIER
DUBEY &	RICHARD JUNOT
SCHALDENBRAND	SARCAR
EBEL	SCALLA





مجوهرات المفتاح



عبد الرحمن المفتاح

واليوم تعتبر المفتاح للمجوهرات أكبر شركة تمارس تجارة التجزئة في قطاع الساعات والمجوهرات، لا سيما أنها تمتلك معرضاً فسيحاً تصل مساحته إلى ٥٥٠ متراً مربعاً في الدوحة. ويبلغ عدد العاملين فيها ٥٠ موظفاً يتمتعون بالخبرة ويمارسون عملهم تحت سقف واحد بكل إخلاص وحماسة، لكي يضعوا بين أيدي العملاء أكثر الخيارات تنوعاً من الساعات والمجوهرات. وتشمل قائمة العلامات التجارية التي تحملها معروضاتنا رويال دايموند، إيل، لي ماركوا، كرونوسويس، شاربول، تشيس ديور، دوبي أند شالدين براند، سننشوري، مونتيجا، بالوتي، جيوفاني فراريس، مايرز، أونيمو، فيليب فاندير، جي سي، موفادو، أوريس، نينا ريتشي، إلخ. وعلاوة على ذلك، فقد انتشرت نشاطات الشركة التجارية في أنحاء الدوحة فبادرنا إلى افتتاح معرض في مجمع تسوق «سيتي سنتر»، الدوحة، بمساحة تصل إلى ٣٠٠ متر مربع تشمل قاعة استثنائية لمنتجات العلامة التجارية المشهورة شاربول. ولما كانت الشركة تستهدف تلبية حاجات العملاء وإضافة المزيد من المراكز المهمة إلى شبكتها التجارية، حرصت على افتتاح معرض آخر للساعات والمجوهرات والعلامة المشهورة شاربول في مجمع التسوق رويال بلازا، الدوحة. كذلك يفتتح قريباً فرع جديد في مركز لاجونا للتسوق في الخليج الغربي - الدوحة.

تأسست المفتاح للمجوهرات في السلام بلازا في عام ١٩٨٤ برأس مال قدره خمسة ملايين ريال قطري، وتنبسط الشركة في مجالات استيراد وتجارة الساعات والحلي الذهبية المصممة بالماس والأحجار النفيسة والآلي، وساعد نجاحها خلال السنوات الثلاث الأولى من عملها بتدريج سمعة متميزة توجت بتوسيع قاعدة عملائها. تم نقل المعرض إلى موقع جديد ضمن مقر تمتلكه الشركة في الدوحة في بناية مركز المفتاح الواقعة في شارع السد، حيث جعلت من هذا المقر المركز الرئيسي لجميع مكاتبها ذات الأعمال المتنوعة التي تزاو لها مجموعة المفتاح.





A  Special supplement with **Qatar Tribune**

DOHA JEWELLERY & WATCHES

February 17, 2011



DJWE, a matter of pride



Aisha Al Fardan
Al Fardan Jewellery



Ahmed Al Kuwari,
President, Royal Jewellery



Nabil Abu Issa,
Vice Chairman & President,
Blue Salon



Mohammad Marzooq al Shamlan,
Managing Director,
Marzooq Al Shamlan and Sons



Eng Mohammed Al-Jaber,
Managing Partner,
Al Jaber Watches

The second month of the year is the time when luxury from across the world converges in Qatar at the Doha Exhibition Center, Doha Jewellery and Watches Exhibition (DJWE) is celebrating its eighth edition in 2011, and as promised by the organizers it is more improved, more sophisticated and more elegant than the previous years.

Over the eight years DJWE has evolved as regards the ambiance, the brands, the exhibitors and also the buyers. Qatar Tribune discovers how the exhibitors, who have been a part of DJWE right from the first year, look up to the expo.

Prominent players including Vice Chairman of Blue Salon Nabil Abu Issa, Managing Director of Marzooq Al Shamlan and Sons Mohammad Marzooq al Shamlan, and Aisha Al Fardan shared with us their views about DJWE, their expectations, and how it makes them proud to be a part of it.

"The exhibition has evolved a lot over the years, and we can proudly say that the visitors who are coming from outside are very much impressed with its class and ambiance," commented Nabil Abu Issa. He also mentioned that the expo eight years before was nothing when compared to

what it is today. He appreciated the efforts put in by the organizers and the exhibitors in making the expo one of its kind.

Eng Mohammed Al-Jaber, Managing Partner of Al Jaber Watches, noted that there is a trend change in the visitors/buyers. "Earlier it was Qataris who dominated, however these days I can witness more and more Europeans and other expatriates showing interest in buying such exquisite jewels," he mentioned.

"It needs time for the expo to evolve more. As you can see the space in the

Continued on page 3...





SARCAR
GENÈVE

Creator of dreams

A Success Story by Sarcar CARROUSEL COLLECTION For the eternally young at heart and who have learned by experience the precious nature of time, Sarcar offers splendid models reflecting this evocative theme that has become a brand signature. Each of these watches is driven by a mechanical Piguet movement, guaranteeing optimal precision and teamed with a matching crocodile leather strap with precious diamond-set gold buckle. With these stunning models, Sarcar fully lives up to its tagline as Creator of Dreams.

Carrousel



Scale 1:1

COLLECTION

AL MUFTAH JEWELLERY  **مجوهرات المفتاح**
Al-Sadd Street * Royal Plaza * City Centre

DOHA JEWELLERY
& WATCHES EXHIBITION



الرائقة

معرض الدوحة
للمجوهرات والساعات

الجمعة 15 ربيع الأول 1432 هـ - 18 فبراير 2011 م - العدد (10513)

بعد سلسلة من النجاحات المتتالية

أصحاب الماركات العالمية يصنفون معرض الدوحة بين أهم المعارض عالمياً



مناسبة: محمد السيد ومحمد القناري

أعرب أصحاب الماركات العالمية الشهيرة المشاركون من سعادتهم بالبلقة بمشاركاتهم الناجحة في معرض الدوحة للمجوهرات والساعات في نسخته الثامنة وإشادوا بالأجواء التي يطرأها المعرض للمشاركين والعارضين والتي بتلبية الحال ترقى بأداء المعرض واستقبال الزوار بأفضل ما لديهم من ماركات وموديلات عالمية.

ووصف السيد شاتلا أحد أصحاب الماركات العالمية الشهيرة مشاركته والموجودة تحت مظلة المجوهرات الاميرية المعروض بأنه تروا مكانه مرموقة وضعت في مساف الكبار وأكد على أن الدعم اللا محدود الذي توأفقه الدولة كان سببا رئيسيا في الوصول إلى العالمية.

وقال لويز اسكندر أن معرض الدوحة للمجوهرات والساعات وصنع في قطر بيئة خاصة ومنقلة الطليح بصفة عامة في الأوليات مصنعي الساعات والمجوهرات العالمية الشهيرة. وأضافت ان السوق القطري يتميز بوجود شرائح متعددة تتمتع بدور رفيع وتشهد جيد لكل ما هو مبدع في علم الساعات والمجوهرات.

جدير بالذكر انه يشارك في معرض الدوحة حوالي 250 شركة محلية وعالمية جميعها متخصصة في الساعات والمجوهرات والأحجار الكريمة والقطع النادرة.

ومن ناحية أخرى شهد المعرض مساء أمس القبالا واسعا من الزوار مع بداية مظلة نهاية الأسبوع كما ان المعرض شهد خلال الأيام الأخيرة عدد صفقات متميزة من القطع النادرة والألظم والساعات الشهيرة محدودة الإصدار.



كبرى شركات المجوهرات تتأهّل



Al Muftah: Making everyone happy

Al Muftah Jewellery is parading new yet exclusive brands of jewellery and high-end Swiss-made genuine watches particularly intended for local VIPs to continue their tradition of luring up a big chunk of customers at the 8th Doha Jewellery & Watches Exhibition.

Hussain Mohamed U, Manager of Al Muftah Jewellery, said new models of Swiss-made timepieces and exclusive array of jewellery set with diamonds at reasonable prices made people started to draw in droves yesterday at their exhibition stall.

"We don't take much margin that is why our prices are quiet reasonable," he said adding that they are expecting more sales for this year's exhibition than in the previous year.

Established in 1984 with store branches in Al Sadd Street, Royal Plaza and City Centre, Al Muftah Jewellery has already earned a niche in the local market because it offers a wide choice of products from low-end to high class quality jewellery and genuine Swiss-made watches.

Prices of the exclusive products on display at Al Muftah stall range from QR2,000 to QR5m depending on the quality of the items. Mohammed U said they have been drawing a lot of customers claiming that they gained 30 percent of the market share during last year's exhibition.

The line up of exclusive brand list are long for Swiss watch enthusiasts and jewellery collectors to savor and these include Royal Diamond, Ebel, Le Marquand, Chronoswiss, Charrlot, Chase Durer, Duboy, & Schaldenbrand, Century, Montega, Naloni, Giovanni Ferraris, Meyers, Anonimo, Philippe Vandier, JC, Movado,



The Prime Minister and Foreign Minister H E Sheikh Hamad bin Jasssem bin Jabor Al Thani taking a tour of the pavilions at the 8th Doha Jewellery and Watches Exhibition on Monday after the official opening. Also seen is Hussain Mohamed U, Manager of Al Muftah Jewellery.

Oris, Nina Ricci, and many more. Price-wise, Mohamed U said, the QR2,000 items on display are the more popular to customers visiting their stall last year and they expect that more people would be interested to purchase with the exciting new products being showcased this year.

"We only keep the watches which are popular brands. Our products are suitable to different kind of customers according to their needs and lifestyle," he said. Al Muftah is targeting mainly well-to-do Qataris to continue patronising their products while the rest would be the

different expatriates residing in Qatar.

The display stall they set up at the exhibition hall is surely a come-on to visitors since the space is wide, more accessible and good-looking that people have the pleasure to come, according to him.



**DOHA JEWELLERY
& WATCHES EXHIBITION**



**معرض الدوحة
للمجوهرات والساعات**

الرائقة

الأحد 17 ربيع الأول 1432 هـ - 20 فبراير 2011 م - العدد (10515)

شهد إقبالا كبيرا من الزوار وصفقات ومبيعات واسعة

معرض الدوحة للمجوهرات والساعات يختتم فعالياته اليوم



الشارقة:

شاهة - محمد السيد محمد

على إيه حال حقق المعرض نجاحات وصفقات كبيرة للمجوهرات والساعات على المستويين المحلي والعالمي ونال إعجاب جميع الزوار ولشداد المعارضون إقبالا كبيرا من الزوار ازداد بحسن التنظيم وتسهيل كافة الخدمات والمساعدات لهم للمشاركة في هذا المعرض جدير بالذكر أن الدورة الثامنة من معرض معروضات المجوهرات والساعات اختتمت فعالياته اليوم. الدورة الثامنة من المعرض بالأفضل من حيث أعداد الزوار والمبيعات حيث شهدت لجنة المعرض نسبة مبيعات جيدة الأمر الذي أدى إلى حالة من الرضا لدى المعارضين والشركات العالمية ختمة وستة أيام فقط.



في جناح مجوهرات المفتاح

الزائرون انبهروا بموديلات ساعة سنشري



أمة للسياسة لم يأت مصادفة
ببرات متراكمة على مدى 8
وهي فترة انعقاد المعرض
بود مسيرة هذا النجاح السيد
النعيمي رئيس الهيئة العامة
العمل بالهيئة بكل جدارة
بدء فعاليات الدورة الثامنة
قال النعيمي: إن المعرض
ثانة مرموقة على خارطة
بصة في عالم المجوهرات
نا من التزامنا الدائم للسمي
ل النتائج وحصد النجاحات
تقطاب المزيد من العلامات
الجديدة المعروفة في دنيا
مذب المعرض هذه السنة
ة من العلاقات التجارية
ة في عالم صناعة الساعات
هي إلى تعزيز وجودها في

الساعة الوحيدة التي تستخدم الصغير في تكوين جسم الساعة

متابعة - محمد السيد محمد

قال السيد الفريد مدير مبيعات
ماركة سنشري الذي يشارك ضمن
جناح مجوهرات المفتاح لقد استقبلنا
أعداداً مقبولة من الزبائن وكانوا
منبهرين بموديلات ساعة سنشري
والانطباع المأخوذ عن موديلات
ساعاتنا حسب الزبائن بأنها تبدو ساعة
للنخبة من الدرجة الممتاز. وأضاف
الفريد أن سنشري هي الساعة الوحيدة
في العام التي تستخدم مادة الصغير
في تكوين جسم الساعة للحفاظ
على الماكينة لذلك ندفع المزيد من
الوقت والالتقان كلما أردنا عمل ساعة
مع العلم أن مادة الصفاير تأتي في
المرتبة الثانية بعد الألماس من حيث





منبهرين بموديلات ساعة سنشري والانطباع المأخوذ عن موديلات ساعاتنا حسب الزبائن بأنها تبدو ساعة للنخبة من الدرجة الممتاز. وأضاف الفريد أن سنشري هي الساعة الوحيدة في العام التي تستخدم مادة الصفيير في تكوين جسم الساعة للحفاظ على الماكينة لذلك ندفع المزيد من الوقت والالتقان كلما أردنا عمل ساعة مع العلم أن مادة الصفاير تأتي في المرتبة الثانية بعد الألماس من حيث المساواة لهذا السبب دائماً تبدو ساعة سنشري وكأنها جديدة وأسعارنا تبدأ من 7 آلاف ريال إلى المليون ريال. وأوضح الفريد أن ساعة سنشري مصنفة ضمن لائحة أفضل 20 ماركة ساعة عالمياً.. وأشار إلى أن سنشري لديها 200 نقطة مبيعات في العالم موزعة على 20 دولة. وأوضح أن تقييمه لمعرض الدوحة حالياً لأنه لم ينته بعد ونأمل أن تكون النتائج طيبة لاسيما أن العامين الماضيين أفضل من المعرض الحالي حتى الآن.



DEPUTY PM AT EXPO



Deputy Prime Minister and Chairman of the Emiri Diwan HE Abdullah bin Hamad al Attiyah with officials during a visit to the jewellery and watches exhibition, in Doha, on Saturday.

GROWING INTEREST



Visitors at the the 8th Doha Jewellery & Watches Exhibition, in Doha, recently. Over 20,000 people have already visited the jewellery show, which will conclude on Sunday.



The Deputy Premier and the Chief of the Emiri Diwan H E Abdullah bin Hamad Al Attiyah and Qatar Tourism Authority Chairman Ahmed Al Nuaimi with other officials at the 8th Doha Jewellery and Watches Exhibition at the Doha Exhibition Center yesterday. This year's exhibition, which closes today, is the biggest in eight years of operation drawing more than 300 exhibitors and 50,000 visitors.

Vacant Position

Public Works Authority has the following vacancy:

**CONTRACT SPECIALIST
PRE-CONTRACT
(10 positions)**

**CONTRACT SPECIALIST
POST-CONTRACT
(1 position)**



Jewellery exhibition ends today

DOHA: The 8th edition of the Doha Jewellery and Watches Exhibition, which closed yesterday, has attracted 20 percent more visitors in comparison to last year, according to exhibitors.

This year's edition, organised by Qatar Tourism Authority (QTA), has hosted 450 designers with more than 50,000 people visiting.

The exhibition has attracted growing numbers of visitors from the neighbouring Gulf countries in general, and from the Kingdom of Saudi Arabia and the State of Kuwait in particular.

Despite the global economic crisis which has inflated the prices of Jewellery worldwide, exhibitors said that

Vacant Position

Public Works Authority has the following vacancy:

CONTRACT SPECIALIST PRE-CONTRACT (10 positions)

CONTRACT SPECIALIST POST-CONTRACT (1 position)

Job description as mentioned
in the website
www.ashghal.gov.qa

Email: recruitments@ashghal.gov.qa

Fax: 00974 44950595

exhibition ends today

DOHA: The 8th edition of the Doha Jewellery and Watches Exhibition, which closed yesterday, has attracted 20 percent more visitors in comparison to last year, according to exhibitors.

This year's edition, organised by Qatar Tourism Authority (QTA), has hosted 450 designers with more than 50,000 people visiting.

The exhibition has attracted growing numbers of visitors from the neighbouring Gulf countries in general, and from the Kingdom of Saudi Arabia and the State of Kuwait in particular.

Despite the global economic crisis which has inflated the prices of Jewellery worldwide, exhibitors said that attendance was good and that procurement continues which, they explain, meant that participating in this year's exhibition heaped financial benefits on the exhibitors' brands. General Manager of Al Majed Jewellery Ahmed El Majed, was one of many exhibitors thrilled with this year's edition of the exhibition. "The 8th edition of Doha Jewellery and Watches Exhibition has become one of the finest exhibitions regionally and internationally," he said.

"This wouldn't have been the case if it weren't for the country's vision and its support for the exhibition since the first edition."

Qatar's support to the exhibition is what added a touch of glamour to this edition and enthralled the visitors by introducing all that is new to the world of jewellery.

Al Majed was pleased with the number of visitors and said that wide ethnic variety of visitors, even if the main core was from the Gulf countries, reflects the international pedigree of the exhibition.

General Manager of Al Muftah Jewellery Hussein Mohammed said that his section has witnessed a rise in visitors by approximately 20 percent.

Head of QTA's organising and license-issuing committee Lahdan El Mehanadi, agrees and says that the eight edition is the most successful one of the exhibitions.

Mohammed said that the economic crisis had a varied effect on products at the exhibition. "There aren't noticeable changes in watch prices in general. It is Jewellery that has soared in price due to the rise in prices of gold and diamonds globally," he said.

Vice President of Blue Salon Nabil Abu Eissa, said that the exhibition represents the ultimate reflection of the strength of Qatar's economy and its continuing growth.

He added that this year's edition represents a fantastic opportunity for attracting foreign investment due to the presence of a significant number of international brands.

QNA



STATE OF QATAR ASPIRE LOGISTICS ANNOUNCES THE FOLLOWING

N	Tender No.	Subject	Tender Bond	Tender Fee	Closing Date
1.	AF/M/ALAP2011-R1/10	Operation & Maintenance of the Mechanical Systems for Aspire Park - Aspire Logistics	QR. 100,000.00	QR. 500.00	March 7th, 2011
2.	AF/M/AL2017/10	Maintenance of Fire Detection & Suppression Systems in Aspire Zone	QR. 100,000.00	QR. 500.00	March 8th, 2011

Tender document(s) for the above Project(s) is available for collection from Aspire LOGISTICS offices Tel No. 44476786, upon presentation of a formal letter of authorization on Company's letterhead, duly signed and stamped, copy of the Commercial Registration and stamped receipt for the non-refundable documentation fee (as mentioned above) which should be paid to Qatar National Bank, Account No. 0013-012515-052 (ASPIRE ZONE).

Tenders should be accompanied with a Tender Bond as stated above and in accordance with the specimen form attached with the tender document issued as a Bank Guarantee from one of the local Banks registered in Qatar valid for 120 days from date of opening of tenders. Successful Tenderer will be required to submit a Performance Bond of 10% of the Contract Sum, which will remain valid till (7) days after the completion of the Contract period.

The closing time will be at 12:00 Noon, on the closing date mentioned above, any offer arriving thereafter will not be considered.

Tenders are to be submitted in duplicate in a sealed envelope addressed to the Director General of Aspire LOGISTICS, endorsed in Arabic and English and deposited in the Tender Box of Aspire LOGISTICS.

Aspire LOGISTICS

إيليت ونساعات

ELITE WATCHES: THE MIDDLE EAST WATCHES & JEWELLERY MAGAZINE

“جيلان”

حين يتحد سحر الشرق
مع نبض الغرب

الكوارتز:

الحجر الأقسمة
بعد الألماس

لألفيه أن صونه

تبعث من تحت الرماد

الأساور

أكسسوار يزين الإطلالة

الفولف:

لعبة التحدي
ورياضة الأثرياء

كريستيز

تبهر عشاق المجوهرات
فهي مزادها بدبي

شوبارد: الأناقة الأسيرة

L.U.C Tourbillon
Lady



ساعة ساركار تعكس جمالها الداخلي

يشار إلى واجهة الساعة المرصعة بأحجار الألماس الفاخرة عالية الجودة والذهب الأحمر عيار 18 قيراطاً، تجعل من هذه الساعة أيقونة حقيقية لكل من يكتنيها من الرجال. تمزج هذه العلامة الرائدة بين التقنيات العالية والجودة اللامتناهية، حيث أن لكل ساعة من ساعات ساركار إطلالة خاصة. تطرح الدار العالمية بضعة آلاف من الساعات سنوياً لضمان جودة منتجاتها وخصوصيتها لتكون خير رفيق للرجل أينما توجه سواء كانت اجتماعات عمل أو أحداث هامة في حياته.

ساعات ساركار تتميز بأنها فاخرة وعصرية، وقد جاءت متناعمة مع خطط مؤسسها كارلو سارزانو، لتكون دائماً متفوقة على غيرها من العلامات والشركات، حتى تحظى بثقة أصحاب الذوق الرفيع. تعرف ساعات ساركار بأنها "تعكس جمالها الداخلي"، ومن ناحية أخرى فإن الشركة تطبق معايير صارمة في مجال الجودة.

تشكيلة الساعات الجديدة Fancy Hours، راقية ومتطورة وذات إطلالة عصرية ومبتكرة. استطاع المصممون ذوو الكفاءة العالية والخبرات الطويلة إنتاج ساعات فاخرة ومتميزة. بحيث تتناغم زوايا وانحناءات الساعة مع المعصم لتمنحه مزيداً من الراحة، وتضفي عليه لمسة من الأناقة.

طرح داماس دار المجوهرات والساعات الرائدة بمنطقة الشرق الأوسط، مؤخراً ساعة Fancy Hours من ساركار، وهي تشكيلة استثنائية و ذات إصدار محدود لعشاق الذوق الرفيع بالمنطقة. لطالما عملت الدار العالمية وفقاً لرؤية رئيسها التنفيذي مايا كوينج، لتقديم أفضل الساعات على الإطلاق من حيث التصميم والمواد الداخلة في إنتاجها.





Creator of dreams

Other publications

دي أند نايت DAY & NIGHT

Watches & Jewellery Magazine

مجلة تُعنى بالساعات والمجوهرات

www.dayandnightmagazine.ae

«ريتشارد ميل»
تميّز على كافة المستويات

«كارتيه»
أسطورة في عالم الساعات الراقية

«زينيث»
تقدّم الإنسانية يدين لها بالكثير

«شمس باراجيم» لـ «د» للتمييز

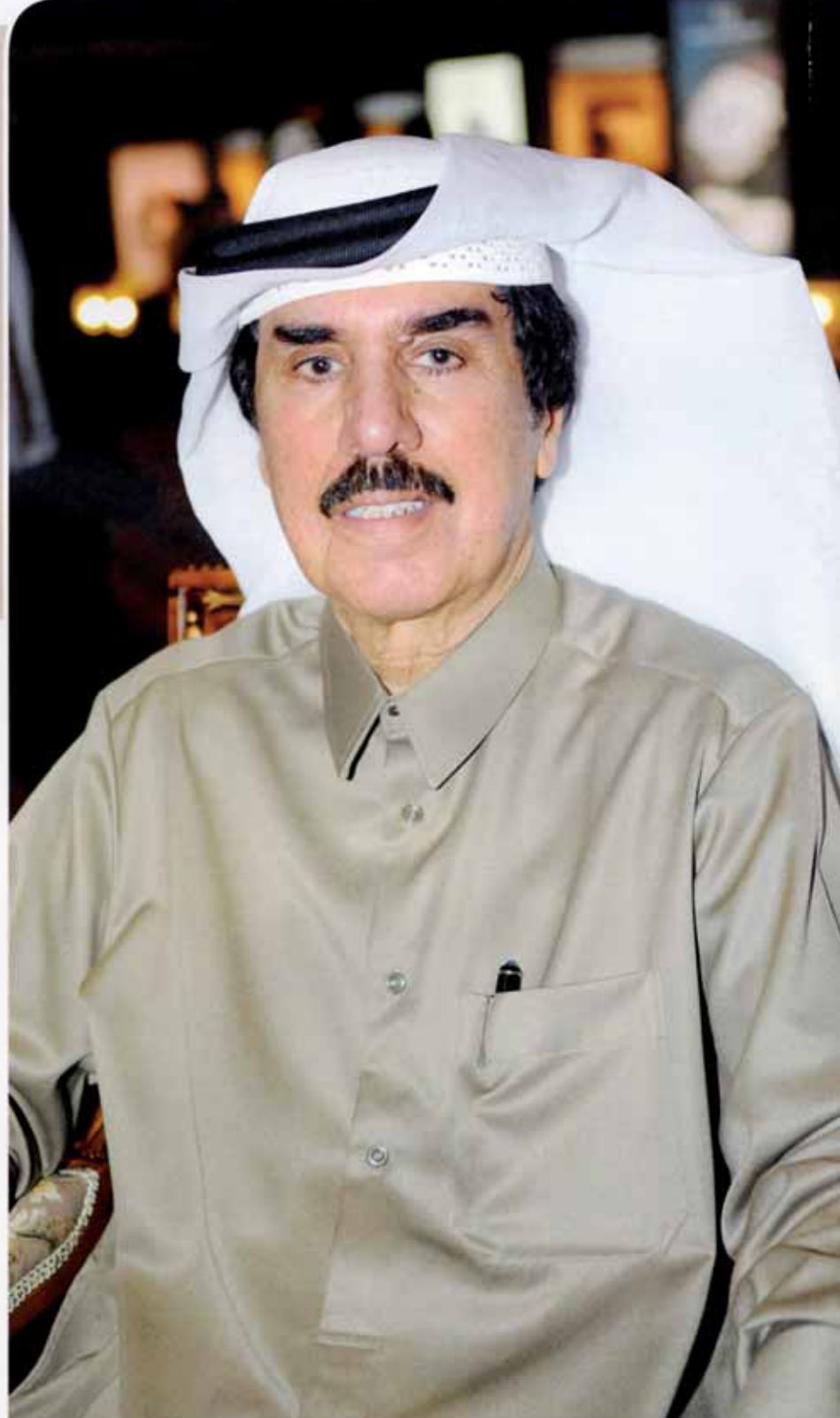
عبد الرحمن مفتاح المفتاح:

استضافتنا لنهائيات كأس العالم تدفعنا للارتقاء بتجارة الساعات والمجوهرات

قطر تستضيف نهائيات كأس العالم لكرة القدم عام ٢٠٢٢، يعني أن منتخبها سيكون حتماً في النهائيات.. القطريون سعداء وفرحون بهذا الإنجاز العالمي الذي حققته لهم قيادتهم الحكيمة، وعلى رأسها أميرهم المفدى صاحب السمو الشيخ حمد بن خليفة آل ثاني وولي عهده الأمين سمو الشيخ تميم بن حمد بن خليفة آل ثاني، وفريق العمل الذين أبهروا الجميع بملف متكامل بقيادة الشيخ محمد بن حمد بن خليفة آل ثاني، هذا ما أطلعنا عليه عبد الرحمن مفتاح المفتاح رئيس مجلس إدارة مجوهرات المفتاح والفرحة تغمره، إذ أخذ يوزع الحلوى على كل من يدخل مكتبه في شارع السد.

وقال عبد الرحمن مفتاح المفتاح إن الإنجاز الذي تحقق هو أكبر من أي إنجاز يمكن أن تحققه دولة عربية أو مسلمة يفوق تعداد سكانها سكان قطر عشرات المرات، وقد أمكننا ذلك بفضل الله سبحانه وتعالى أولاً، ثم بفضل قيادتنا الحكيمة التي تولي الرياضة والرياضيين في بلدنا جل اهتمامها ودعمها، وأضاف أن هذا الحدث العالمي الكبير أثلج صدورنا وجعلنا نعيش في فرحة ما بعدها فرحة، وستكون قطر محط أنظار العالم في كل الأرجاء، وستؤدي هذه الاستضافة إلى تغيير كبير وشامل في كل مناحي الحياة في دولة قطر الحبيبة.

وعن مجوهرات المفتاح، قال أبو إبراهيم إن الفوز باستضافة بطولة كأس العالم سيدفعنا من الآن إلى تطوير عملنا وتوسيع محلاتنا ورفدها بأسماء عالمية جديدة من الساعات والمجوهرات، وسنعمل كذلك على إدخال تعديلات كبرى على ديكور معرضنا الكبير في شارع السد، وسندرس في مجلس الإدارة إمكانية افتتاح بعض المعارض هنا وهناك في الدوحة لجعلها قادرة على تقديم الخدمة لعشرات ألوف الزوار والمشجعين الذي سيحضرون لمشاهدة المباريات، وأيضاً إلى أولئك الذين سيفقدون بالآلاف لمباشرة العمل في تشييد المنشآت الرياضية والبنية التحتية التي ستشهدا كل مناحي الحياة في دولتنا الحبيبة.



مجوهرات المفتحاح

لقاء صحفي



وعن معرض بازل الذي سيقام في النصف الثاني من مارس ٢٠١١، قال عبد الرحمن مفتاح المفتحاح إنها مناسبة فريدة وتجتمع عالمي رائد، وأن هذا المعرض يعد الأكبر والأهم على صعيد تجارة الساعات والمجوهرات في العالم، ونحضره حيث نلتقي الشركات التي نمثلها في قطر، ونسجل طلباتنا مما نعتقد أنه يناسب قائمة الوكالات التي هي الآن تحت مظللتنا، وحققنا معها نجاحات كبيرة.

وعن معرض الدوحة الأخير للمجوهرات والساعات، قال أبو إبراهيم أنه خرج أقوى من كل المعارض السابقة، وقد تزامن ذلك مع خبر موافقة الاتحاد الدولي لكرة القدم على تكليف دولتنا الحبيبة باستضافة نهائيات كأس العالم عام ٢٠٢٢، كما شهد المعرض حركة زيارات عالية من المواطنين القطريين في دولة قطر، وحركة مبيعات عالية لم نكن نتوقعها، والمأمول أن يواصل المعرض تطوره، خاصة بعد الانتهاء من تشييد المبنى الدائم في قلب الدوحة.

وقال عبد الرحمن مفتاح المفتحاح إن نجاح المعرض يعود أولاً إلى دعم حكومتنا الرشيدة، وهي التي تحرص على دعم التجار والوكلاء القطريين من خلال تسجيل طلبات لا بأس بها، وتأتي زيارة صاحب السمو أمير البلاد المفدى وقرينته صاحبة السمو الشيخة موزة بنت ناصر المسند المتكررة إلى المعرض لتبعث الأمل في نفوسنا، ولتدفعنا إلى مواصلة العمل للارتقاء بهذه التجارة المهمة، كما كانت الزيارة التي قام بها سعادة الشيخ حمد بن جاسم بن جبر آل ثاني رئيس مجلس الوزراء إلى المعرض في نفس الاتجاه، ونحن كتجار قطريين نشكر قيادتنا الرشيدة على هذا الدعم الذي يولونه لنا.

وقال أبو إبراهيم إن المتسوقين القطريين على درجة عالية من الخبرة في مجال الساعات والمجوهرات، وهو ما يدفعنا بل ويفرض علينا أن نواكبهم بإحضار الأجود والأثمن لهم مما يحبون، ويدفعنا كذلك إلى تطوير كفاءة وخبرة الباعة الذين يعملون لدينا.






SARCAR
 GENÈVE

Creator of dreams

A Success Story by Sarcar **CARROUSEL COLLECTION** For the eternally young at heart and who have learned by experience the precious nature of time, Sarcar offers splendid models reflecting this evocative theme that has become a brand signature. Each of these watches is driven by a mechanical Piguet movement, guaranteeing optimal precision and teamed with a matching crocodile leather strap with precious diamond-set gold buckle. With these stunning models, Sarcar fully lives up to its tagline as Creator of Dreams.


Carrousel



Scale 1:1

COLLECTION


AL MUFTAH JEWELLERY **مجوهرات المفتاح**
 Al-Sadd St., Tel.: 44441320 Royal Plaza, Tel.: 44131341 City Centre, Tel.: 44833000

«ساركار جنيف».. عالم من التآلق والبريق

اشتقت «ساركار» اسمها من الأحرف الأولى من اسم مؤسسها الفنان المبدع كارلو سارزانو، حيث تواصل هذه الدار السويسرية السير على درب النجاح والإبداع طوال نحو ستة عقود، بخطى التميز السديدة من خلال تشكيلة بارعة وجديدة من ساعاتها المجوهرية المثيرة، والتي تغمر الأجواء من حولها بالتآلق والبريق.



«سوليتير»

مجموعة رائعة للرجال والنساء تشتمل على ساعات مجوهرية بدیعة مصنوعة من الذهب الأبيض أو الأحمر عيار ١٨ قيراطاً، ومرصعة بثور بالماس، ومجموعة «سوليتير» هذه، والتي ظهرت لأول مرة عام ٢٠٠٣، تعد واحدة من أشهر وأنجح مجموعات الساعات التي ابتكرتها «ساركار»، والتي أسفرت بدورها عن ظهور مجموعات جديدة مثل «رويال سوليتير» و«ماركتري» و«مينياتشر» المزودة بموائى مطلية بزخارف جذابة.

«كاروسيل»

تشتمل مجموعة «كاروسيل» من «ساركار» على ساعات مميزة مصنوعة من الذهب الأحمر عيار ١٨ قيراطاً ومرصعة بالماس، وتحتضن بدخلها موائى لها نسخ مختلفة مزينة بالألوان الجذابة وتصور أهم المعالم العالمية، ومنها تمثال الحرية في مدينة نيويورك، ودار الأوبرا في سيدني، والقنوات والمجاري المائية بمدينة البندقية الإيطالية، والأهرامات وتمثال أبو الهول بمصر، وسور الصين العظيم، علاوة على تناول عدة أشكال من الحيوانات والطيور.

«ذا تويست»

أطلقت «ساركار» ساعة هي الأولى من نوعها بالعالم تحت اسم «ذا تويست»، والتي تشتمل على ماسة طافية زنة قيراط واحد على ميناء مرصوف بترصيع أحجار الماس المقطعة بأسلوب «بريليانت»، ضمن علبة ذهبية مرصعة بالماس بأسلوب رشيق وأنيق، ونظراً لبهائها وتفوقها، أصبحت هذه الساعة التحفة رمزا مميزاً لـ«ساركار».



ساركار جنيف

أحدث تشكيلة



تمثل هذه الساعة إنجازاً علمياً دقيقاً، وتعد ثمرة للتعاون بين «ساركار» والدكتور جوليو مانزوني، وهو مهندس ميكانيكي حائز على درجة الدكتوراة في الأنظمة الدقيقة، حيث أجرى أبحاثاً مستفيضة حتى أمكن في النهاية إخراج هذه الساعة في صورتها النهائية، وفيها تدور ماسة حرة تطفو على السطح بأسلوب مشوق.

«مونلايت غالاكسي»

تضم مجموعة «مونلايت غالاكسي» ساعات رقيقة مشغولة من الذهب الوردي أو الأبيض عيار ١٨ قيراطاً، ويزينها ترصيع الماس، وتقلب عليها الانحناءات الرقيقة، كما تجسد جوهر الأناقة النسائية. وفيها تظهر حلقة من أحجار الماس تكسو العلبة بطلاء مجوهر وأنيقة ينبعث بهاؤها من أحجار الماس، وتجهز هذه الساعة المجوهر الراقية بقرص مرصع بالماس، وميناء من عرق اللؤلؤ المرصوف بترصيع الماس. وتتم الإشارة إلى الساعات على ميناء فرعي عبر مؤشرات ماسية أو أرقام رومانية، والساعة مجهزة بحزام من جلد التمساح، أو بحزام ساتاني، أو بسوار ذهبي مصنوع يدوياً.

«ماجيك ورد»

تشتمل هذه المجموعة الساحرة على عدة ساعات مجوهر وراقية مصنوعة من الذهب الأبيض عيار ١٨ قيراطاً تتألق بترصيع أحجار الماس الفاخرة، والياقوت، والسافير، والزمرّد، في ظل أساليب رائعة لترصيع الجواهر على القرص والميناء والحافة الداخلية للقرص، وحتى دوار التعبئة الأنيق.

«روندو»

تضم مجموعة «روندو» ساعات من الذهب عيار ١٨ قيراطاً بترصيع الماس، وصدرت مجهزة بحركة ميكانيكية ذاتية التعبئة، وعلبتها الدائرية أنيقة ومشغولة من الذهب الأبيض أو الأحمر عيار ١٨ قيراطاً، وبها ميناء مزين بنقاط وعقارب مضبوطة، ويشار إلى التاريخ في نافذة تظهر عند مؤشر الساعة ٣، وشأنها شأن كل ساعات «ساركار»، صدرت «روندو» مجهزة بحزام جلدي أنيق.

«بايز»

تتكون مجموعة «بايز» من ساعات مصنوعة من الذهب الأحمر عيار ١٨ قيراطاً ومطعمة بالماس، والموديلات الجديدة منها تعمل بحركات ذاتية التعبئة، وبها نابض من الذهب الأحمر عيار ١٨ قيراطاً، وتعرض منطقة زمنية ثانية عند مؤشر الساعة ١٢ على الميناء، وقد قام مصممو «ساركار» بتنسيق ثراء وجمال تفاصيل هذه الساعة عبر قرص وقرون مرصعة بالماس، فيما تتم الإشارة إلى التاريخ عند مؤشر الساعة ٣، وغطاء العلبة الخلفي مزود بالسافير.



emirates

Woman

LAE D-510 00 QAWA K01 00 BARBARI K01 00
UAE D-510 00 KUVAT K01 00 SALOY ALBIA 5110

SEPTEMBER 2011

SUPERMODEL
**YASMIN
LE BON**
SHOWCASES THIS
SEASON'S
TRENDS

INTERNATIONAL
COLLECTIONS SPECIAL

WRITE ON
The secret world
of Dubai's best
bloggers

**CAFFEINE
JUNKIE**
HOW MUCH
IS TOO MUCH?

NEW BEAUTY
Dramatic lashes,
retro red lips +
the facial that will
change your life

**THE
GREAT
FASHION
ISSUE**

**BRINGING
UP BABY**
HOW YOUR
FAMILY VALUES
AFFECT THEIR
FUTURE



6 291100 744091

STYLISH . SMART . SOPHISTICATED .

S

SARCAR

GENÈVE



LEVANT

THE MARK OF LUXURY

◆ info@levant.com | www.levant.com ◆

Al Qasr
+971 4 4243892

Atlantis
+971 4 4226717

Harper's BAZAAR

*George
who?*

MR CLOONEY'S
EX ON
**SHOES,
STYLE
& SELF-HELP**

ARABIA
**TREND
ON
TRIAL**
DO YOU DARE
TO WEAR?

**HANDCUFFS
LEATHER**
UNLEASHING
FALL FETISH

HOLIDAYING
WITH THE
ROYALS

New SEASON MOVES

with Elisabetta Canalis

 SAFAR
GENÈVE



 LEVANT
THE MARK OF LUXURY
♦ info@levant.com | www.levant.com ♦
Al Qasr | Atlantis
+971 4 4243892 +971 4 4226717

INTERNATIONAL WATCH

iW

www.iwmagazine.com

آي دبليو
Celebrating our 21st Year



زينيث
على الفيوم!

بريغيه
عهد جديد

Only Watch 2011
Great creations for great causes

Co - Pilots
Pilot's watches & fourteen classic aircrafts

iW Guide
Gallery of World Time Watches

Métiers de Cartier

Having mastered the art of design, Cartier raises the bar in the worlds of high watchmaking and dial craftsmanship

S
SARCAR
GENÈVE



LEVANT
THE MARK OF LUXURY

◆ info@levant.com | www.levant.com ◆

Al Qasr
+971 4 4243892

Atlantis
+971 4 4226717

emirates

Woman

OCTOBER 2011



YEARS OF STYLE

Special
**30TH BIRTHDAY
COLLECTOR'S ISSUE**

STARRING: SJP, CATE BLANCHETT, TOM FORD, CHRISTIAN LOUBOUTIN,
ANNA DELLO RUSSO + DUBAI'S MOST FABULOUS PARTY PEOPLE



STYLISH SMART SOPHISTICATED

S
SARCAR
GENÈVE



LEVANT
THE MARK OF LUXURY

◆ info@levant.com | www.levant.com ◆

Al Qasr
+971 4 4243892

Atlantis
+971 4 4226717


LEVANT
THE MARK OF LUXURY



Sarcar



QP - Middle East
DEVOTED TO FINE WATCHES

Volume 7 / Issue 39

Baume & Mercier Capeland Flyback Chronograph



Also in this issue:

Cyrus over the Moon

Going Dutch at Grönefeld

The World's First Moon Clock



Watch Time

Snow Tiger by Sarcar



Creator of Dreams : an ideology that has always been the major inspiration of Sarcar's team of craftsmen. With skills and expertise acquired over the years, Sarcar's craftsmen are well-braced to face the new challenges of fulfilling the demands of a new generation of watch aficionados that will not settle for anything less than the very best.

Whilst on holiday, skiing on the mountain in winter, a Sarcar's designer came across a prowling tiger covered by pure-white snow during a blizzard. Such stunning beauty of nature so mesmerized him that he was back at work the next day with his team of craftsmen to put this visual beauty into reality.

Artistically hand-crafted on a selected mother-of-pearl dial is a roaring tiger that will astound anyone with its extraordinary visual impact. With 3 rotating diamond solitaires,

self-winded by a Piguet Automatic Swiss movement and encased in 18K white gold with sapphire crystal glass, its bezel and horns are further set with diamonds and its crown studded by yet another diamond solitaire and complemented by a double-sided crocodile leather strap with diamond-set gold foldable clasp.

Two hundred and seven diamonds totaling 7.60 carats were used to perfect this piece of luxury extraordinaire and as in all other Sarcar's luxury timepieces, only quality graded brilliant-cut diamonds of TOP WESSELTON VVSI and above are used.

SAFFAR
GENÈVE




LEVANT
THE MARK OF LUXURY
♦ info@levant.com | www.levant.com ♦
Al Qasr | Atlantis
+971 4 4243892 | +971 4 4226717

ليالينا

عدد خاص
بالرجال

وللرجل...
جماله الخاص

Evan Rachel Wood

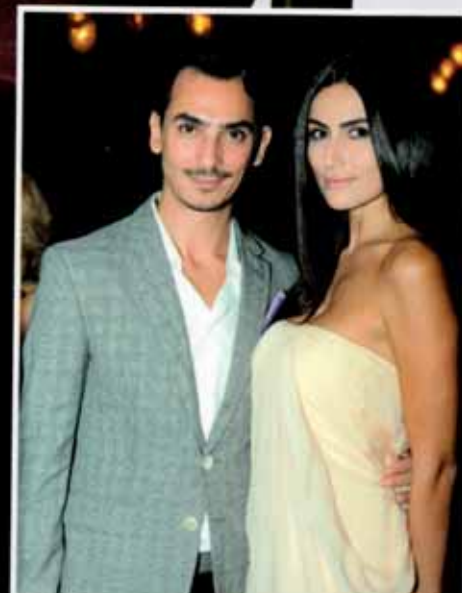
لم أشعر بالغربة فيه
الشرق الأوسط



رامي عياش

علاقتي طيبة الكتمان

حتى إشعار آخر




SARCAR
GENÈVE

Creator of dreams




Carrousel

COLLECTION

CARROUSEL • White Gold 18 carats with Diamonds


LEVANT
THE MARK OF LUXURY
• www.levant.com •

AL QASR +971 4 4243892 | ATLANTIS +971 4 4226717

يكتوبوننا
سلطان الخير
نصير الفقراء والمرأة



مجلة المرأة العصرية

Hia

«هي» العدد 215 نوفمبر 2011
Hia . Issue 215 November 2011

لقاءات
السعودية سارة الدباغ
الكويتية بشاير العواد

مقالات خاصة:
جيهان السادات
الشيخ عبدالعزيز النعيمي
عمر الشريف
عبد الله التركي

خدمة الأثرياء والشهيرات
وأحدث عمليات التجميل

Exclusive
Kate Winslet



ملف المجوهرات والساعات: الأجل والأرقى والأغلى
هدايا رائعة وثمانية بانتظاركم على موقعنا www.hiamag.com

والف لورين
Ralph Lauren



شانيل
Chanel



كارتيه
Cartier



ساركار
Sarcar



شوبار
Chopard



بياجي
piaget



بولغاري
Bulgari



ساعات المجوهرات الراقية High Jewellery

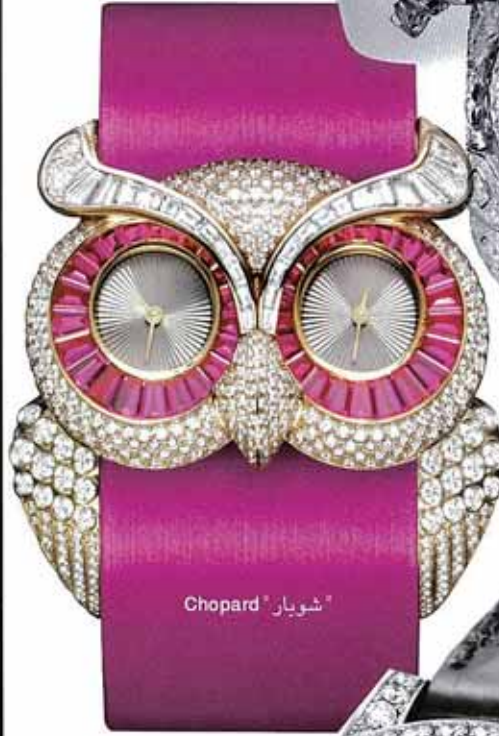


رولكس® Rolex



ديور أورلوجيري®
Dior Horlogerie

كارتييه® Cartier



شويار® Chopard



تيودور® Tudor



ساركار®
Sarcar

الطبيعة تغزو الساعات Nature In Watches

INTERSECTION

MAN
IN MOTION
MIDDLE EAST



**MOBILITY THROUGH
ART AND FASHION**



**MOST EXCITING
CONCEPT CARS
EVER BUILT**

+ TEST DRIVE

- > BENTLEY GTC
- > PORSCHE PANAMERA TURBO S


SARCAR
GENÈVE

Creator of dreams




Carrousel

COLLECTION

CARROUSEL • White Gold 18 carats with Diamonds


LEVANT
THE MARK OF LUXURY
♦ www.levant.com ♦

AL QASR +971 4 4243892 | ATLANTIS +971 4 4226717

Also in this issue:

Cartier Latest Collection
Insights to Superlativity
The Future is Bright

Q
P



Graham
Silverstone Stowe
GMT Black & White

8 Middle East



78 | Feature
Cartier latest creation



84 | Feature
Insights to Superlativity



90 | Revival
Revisited Porsche



96 | Collecting
Creator of Dreams

S
SARCAR
GENÈVE

Creator of dreams



Carrousel

FANCY HOURS • Red Gold 18 carats with Diamonds

LEVANT
THE MARK OF LUXURY
♦ www.levant.com ♦

AL QASR +971 4 4243892 | ATLANTIS +971 4 4226717 | ZABEEL SARAY +971 4 4357558

Creator of Dreams

Carlo Sarzano founded Sarcar Watches in Geneva in 1948, where he brought his experience of prestigious Swiss watchmaking with him from Italy and Spain.

He started his dream by searching for a factory able to start his own watch brand, soon purchased the Manufacture de montres Nlton established in 1919.

Originally, Sarcar watches began as mostly gold-plated watches, but very soon Carlo added a solid gold line as well. In 1963, the company needed more space, and Carlo relocated his company to 41, route de Chêne, just outside the centre of town in a charming villa surrounded by century-old trees, where it remains today.

Carlo passed away in 1974 and his wife Paulette Sarzano took over the management of the company and was immediately faced with some difficult decisions, but she chose to concentrate on the prestigious creation of gold watches.

Over the years, the corporate philosophy has remained much the same, combining the latest technology with the know-how and



The Twist

Automatic
White Gold 18 carats
with Diamonds, Sapphire,
Ruby, Emeralds and
a one-carat floating
Diamond turning around
freely in all directions



Royal Solitaire
White Gold 18 carats
with Diamonds

dexterity of master-watchmakers, and Carlo would be proud today. The philosophy is still to give life to new and original concepts tailored to market demands, offering a blend of performance, innovation and aesthetic elegance through Sarcar watch's limited collection of exclusive and numbered gold watches. A perfect example is the "Le Carrousel Snow Tiger".

Whilst on holiday, skiing on the mountain in winter, a Sarcar's designer came across a prowling tiger covered by pure-white snow during a blizzard. Such stunning beauty of nature so mesmerized him that he was back at work the next day with his team of craftsmen to put this visual beauty into reality. After months on the project the first masterpiece extraordinaire "Le Carrousel Snow Tiger" was finally unveiled.

Artistically hand-crafted on a specially-selected mother-of-pearl dial is a roaring tiger that will astound anyone with its extraordinary visual impact. With 3 rotating diamond solitaires (more than half a carat per solitaire) exuding multi-streams of scintillating brilliant colors at a slight turn of the wrist, this piece of luxury surprises and fascinates.

Self-winded by a Piquet Automatic Swiss movement and encased in 18K white gold with sapphire crystal glass, its bezel and horns are further set with diamonds and its crown studded by yet another diamond solitaire.

Complemented by a double-sided crocodile leather strap with diamond-set gold foldable clasp, it is one luxury timepiece that both watch aficionados and jewel enthusiasts would like to possess.

Credit must also be given to the craftsmen for putting their technical expertise to good use in ensuring that this piece of luxury is superbly crafted to provide a slim visual impact.

Two hundred and seven diamonds totaling 7.60 carats were used to perfect this piece of luxury extraordinaire and as in all other Sarcar's luxury timepieces, only quality graded brilliant-cut diamonds of TOP WESSELTON VVSI and above are used.

Further information: www.sarcar.com



Snow Tiger
Automatic
18k White Gold with Diamonds
3 Rotating Solitaire Diamonds
Hand-Crafted Tiger on MOP Dial

the woman

JEWELS

NOVEMBER 2011



ROCK ON

THIS SEASON'S SPARKLIEST SHOWPIECES


SARCAR
GENÈVE

Creator of dreams




Carrousel

COLLECTION

CARROUSEL • White Gold 18 carats with Diamonds


LEVANT
THE MARK OF LUXURY
• www.levant.com •

AL QASR +971 4 4243892 | ATLANTIS +971 4 4226717

Arabian
Watches &
Jewellery

حارة خيال العربية

ديسمبر - يناير 2012

International Edition



Chopard

شوبارد إل يو سي كواترو

انتظام وثبات


SARCAR
GENÈVE

Creator of dreams




Carrousel

FANCY HOURS • Red Gold 18 carats with Diamonds


LEVANT
THE MARK OF LUXURY
♦ www.levant.com ♦

AL QASR +971 4 4243892 | ATLANTIS +971 4 4226717 | ZABEEL SARAY +971 4 4357558

دي أند نايت

DAY & NIGHT

Watches & Jewellery Magazine

مجلة تُعنى بالساعات والمجوهرات

www.dayandnightmagazine.ae
Dec. 2011 - Jan. 2012

«رولكس»
فخامة وقيمة وألق

«زينيث» تستعرض
إرثها العريق في الإمارات

مارك حابك: نسعى لتقديم
جيل جديد من الساعات

«أوديمار بيغيه»..
لرائعها العائلي سر نجاحها

«تاغ هوير»..
الأولى على مضمار السباق

غران بري حنيف 2011..
أفخم تكريم لأفضل الساعات

«شوبارد».. رمز الدقة والرقّة

S
SARCAR

GENÈVE

Creator of dreams



Carrousel

FANCY HOURS • Red Gold 18 carats with Diamonds

LEVANT
THE MARK OF LUXURY
www.levant.com

AL QASR +971 4 4243892 | ATLANTIS +971 4 4226717 | ZABEEL SARAY +971 4 4357558



«ساركار»..

ساعة من وحي الخيال

يحتل عام ٢٠١١ مكانة خاصة جداً بالنسبة لدار «ساركار» المميّزة التي تتخذ من مدينة جنيف السويسرية مقراً لها، حيث نجحت الدار خلاله في إهداء زبائنها الأجلاء «ساعات خيالية»، وفي سبيل ذلك سخرت جهود حرفييها الخبراء والمهرة على تنوّعهم، ودعّمت ذلك بتصاميم مبهرة، وتوّجتها بترصيعات للجواهر غاية في السحر والجاذبية.



معرض بازل العالمي للساعات والمجوهرات ٢٠١١، ومنها على سبيل المثال «لا بوياء» و«ديفا فانتاسي» و«ديفا لاير» و«فينيتر سور فينيس» وغيرها، والتي وصلت إلى الشرق الأوسط بالفعل، وأنا سعيدة بتقديم هذه الموديلات الجديدة إلى زبائننا هنا بالتعاون مع «ليفانت» شريكنا في الإمارات. وثانياً، نحن في «ساركار» نرغب في أن نكون قريبين من شركائنا الإقليميين وزبائننا حول العالم أينما كانوا، وأرى أن التواصل المتكرر والتفاعل الدائم هما السر في تفعيل مثل هذه المبادرات.

منذ انطلاقتها، ظلت «ساركار» دوماً متقدمة بخطوة عن نظيراتها، حيث قدمت العديد من التصاميم المثيرة المستوحاة من عالم الأحلام، وهذا الرأي هو ما عبّرت عنه السيدة مايا كونيغ، التي تشغل منصب الرئيس التنفيذي لدار «ساركار»، في لقاء حصري أجريناه معها بيوتيك «ليفانت» في فندق القصر بإمارة دبي، خلال زيارة رسمية لها إلى دولة الإمارات.

هل لك أن تلقين الضوء على الغرض من زيارتك الحالية إلى الإمارات، وأن تحدثينا عن موديلاتكم الجديدة بالمنطقة؟
بدايةً، تم إطلاق إصداراتنا الجديدة خلال فعاليات



ساركا

لقاء صحفي



تجاه «إيفانت»، وتتعهد بدعها بكل المساعدات اللازمة بما يساعد على تحقيق المزيد من النجاح في الإمارات، ويمكن تشبيه شراكتنا معهم بالزواج، فنحن راغبون في استمرارها لأمد طويل، ونأمل أن تستمر إلى الأبد.

□ من هم الزبائن الذين تستهدفهم «ساركا» في الشرق الأوسط؟

ساعات «ساركا» تستهدف النخبة من الزبائن الذين يمتلكون بالفعل ساعات راقية ويسعون لإضافة موديلات جديدة، وساعاتنا المجوهرية يمكن تعديلها حسب التقصيلات الشخصية، ومن وقت لآخر نقوم بتنفيذ طلبات لا تُصدق، ومنها تطبيق تقنيات دقيقة، وديناميكيات متقدمة، تماماً كما فعلنا مع موديل «تويست». وهذه الإنجازات تُعد علامات بارزة بالنسبة لصانعي الساعات في «ساركا»، ولأن يتعاون معهم من العلماء والمهندسين الذين يساهمون في ترصيع حجر منفرّد «سوليتير» على مينا، مغطى بترصيع الأحجار الكريمة بتروء ودقة. ضمن علىبة مطعّمة بالناس بهدف إنتاج ساعة فائقة تتمتع بتصميم عبقري.

□ حدثينا بشيء من التفصيل عن شراكتم الجديدة مع «إيفانت»؟

شراكتنا مع «إيفانت» تُعد بمثابة صدق لقيمنا الحقيقية، ونحن نأخذ شراكتنا بكل جدية، وملتزمون

□ ما أهمية الشرق الأوسط كسوق جغرافية بالنسبة لكم في «ساركا»؟

الشرق الأوسط منطقة مهمة للغاية بالنسبة لنا في «ساركا»، ولا تختلف على أولويتها، ونحن متواجدون في هذا الجزء من العالم لأكثر من ستين عاماً الآن، ونظل ندعم ونعزز هذه العلاقة. ونحن ننتج الكثير من القطع الحصرية والفريدة التي نقدمها لزبائننا هنا، سواء كانوا مواطنين أم زائرين أم سياح، والذين يقدرون قيمة الرفاهية، والأهم من ذلك أنهم لديهم الرغبة والقدرة على شراء ساعاتنا الاستثنائية هذه.

□ ماذا عن خططكم التوسعية والترويجية بالمنطقة، وهل هناك نية لافتتاح بوتيك حصري لساركا هنا؟

أشدد على أن «ساركا» تعمل عن قرب وتأثر مع شركائها، ونحن نؤمن بالعلاقات الطويلة الأجل، وأي قرار له علاقة بالتوسع أو بافتتاح بوتيكات جديدة لا يتم اتخاذه إلا بعد إجراء المشاورات اللازمة مع وكلائنا الحصريين، ومراعاة الاعتبارات ذات الصلة.



emirates

woman

WIN A GIVENCHY BAG

DECEMBER 2011

CIAO, BELLA
KRISTEN STEWART
LEAVES THE
TWILIGHT ZONE

Happy
NATIONAL DAY
SEE THE UAE FROM
A NEW PERSPECTIVE

THE FRENCH
REVOLUTION
WHY ONE WOMAN
REFUSES TO REMOVE
HER NIQAB

Inside
THE SHOES
YOU CAN'T
LIVE WITHOUT

YOUR *party* **STYLE GUIDE**

SPARKLY SHOES,
DARING DRESSES,
TUXEDO CHIC AND
SHIMMERY MAKE-UP

**SURVIVAL OF
THE FITTEST**
HOW TO AVOID
THE PARTY
BURNOUT

ALL WRAPPED UP
GIFTS YOU WANT TO
GIVE & RECEIVE



6 291100 744121

STYLISH SMART SOPHISTICATED

S
SARCAR
GENÈVE

Creator of dreams



Carrousel

FANCY HOURS • Red Gold 18 carats with Diamonds

LEVANT
THE MARK OF LUXURY
♦ www.levant.com ♦

AL QASR +971 4 4243892 | ATLANTIS +971 4 4226717 | ZABEEL SARAY +971 4 4357558

Also in this issue:

The Hampton Collection
Bovet's Artistic Originality
Two New Lines for Roger Dubuis

Q
P

Cartier
Displaying Delight


SARCAR
GENÈVE

Creator of dreams




Carrousel

COLLECTION

CARROUSEL • White Gold 18 carats with Diamonds


LEVANT
THE MARK OF LUXURY
♦ www.levant.com ♦

AL QASR +971 4 4243892 | ATLANTIS +971 4 4226717



Creator of dreams

QATAR



Market News

- ✦ [Dear Reader,](#)
- ✦ [Qatar, UAE continue to stay richest among Arab countries](#)
- ✦ [Famous Blue Diamond sells for USD \\$ 24.3 million record price](#)
- ✦ [Harry Winstons sales fall 16 percent in Q3 2008](#)
- ✦ [IDL consumer survey indicates strong demand for diamond jewellery insurance](#)
- ✦ [Cartier, celebrities raise USD \\$ 1.8 million at Dubai Film Festival for amfAR](#)
- ✦ [Government of India announces fiscal stimulus package for gems & jewellery sector](#)
- ✦ [Banking concerns boosts business for bullion & coin-producing refineries](#)
- ✦ [Damas Deputy MD bullish despite fall in visitors to UAE stores](#)
- ✦ [Returning Hajj pilgrims boost gold sales in Saudi Arabia](#)

[top](#)

Company News

- ✦ [A National Day for Vacheron Constantin collectors](#)
- ✦ [Blancpain opens its third boutique in UAE, partners at World Arabian Horse Championship 2008 in Paris](#)
- ✦ [Hublot receives awards in Geneva & Paris](#)
- ✦ [Audemars Piguet debuts at Jewellery Arabia 2008, to open new boutique in Bahrain](#)
- ✦ [Panerai opens its first boutique in the UAE](#)
- ✦ [Jaeger LeCoultre launches new advertising campaign, supports moves to preserve marine environment](#)
- ✦ [Girard-Perregauxs ww.tc model wins professional award](#)
- ✦ [Bell & Ross showcases range in UAE](#)
- ✦ [Swarovski plays starring role in 'Flawless'](#)
- ✦ [Universal Geneve opens new boutiques in Qatar, UAE; Its Microtor Cabriolet watch pre-selected for 2008 Watch Awards](#)
- ✦ [Santa Claus becomes the exclusive Ambassador of the Icelink brand](#)
- ✦ [Salma Hayek impresses in Boucheron jewels at Dubai International Film Festival](#)

[top](#)

Product Launch

- ✦ [Vertu unfurls unique homage to Boucheron](#)
- ✦ [Big Bang Foudroyante Senna moves act to Tokyo](#)
- ✦ [Blancpain launches woman's chronograph in the name of love](#)
- ✦ [DeWitt reveals its Quantieme Perpetuel Nebula](#)
- ✦ [Stefan Hafner unveils three new magical collections](#)

precious or semi-precious stones and the 'Young Chic' offers necklaces and rings for young women.

Sarcar commemorates 60 years of success in the UAE

Geneva-Switzerland based Sarcar, founded by Carlos Sarzano, completes 60 years since its inception. In commemoration of this landmark milestone, Damas, the brand partner in the UAE, has paid tributes to the company. "Over the decades, Sarcar has remained faithful to the founder's motto. Time, patience and skillful creativity are all essential contributing factors to the sterling reputation the firm has built for itself," said Tawhid Abdullah, managing Director, Damas.



Marvin releases new watch models



The Swiss watch brand Marvin, first established in 1850, is preparing for a resurgence, its 'second childhood', by launching a range of mid-value, precise and robust watches this season. These include mostly watches for men in a mix of round, square and rectangular cases, in steel or PVD-plated pink gold, chronographs and simple watches.

The collections of bracelets watches for men and women have such characteristics as Swiss movements, screwed back-case, faceted hands with superluminova, open case back, genuine leather interchangeable straps and water resistance.

Jeweller Judith Ripka presents new season's collections

Internationally recognized, award-winning designer Judith Ripka, New York's 'Queen of Hearts' has presented her new 'Aurora' collection, Estate cuffs and Ombre Earrings. The Aurora collection is inspired by the Aurora Borealis, a luminous display of various forms and colours seen in the night sky.



The Estate cuffs collection is the ultimate in luxury fine jewellery, rich in 18-carat gold and diamonds. The new Ombre Earrings are set in 18-carat yellow gold and dazzle with a champagne quartz centre stone and white diamonds, champagne diamonds and pink sapphires. Judith Ripka is represented in the UAE by Al Tayer Insignia.

French watchmaker BRM to introduce its first Tourbillon



French watchmaker Bernard Richards Manufacture (BRM), renowned for creating the finest motor racing inspired timepieces in the world, introduced the new R 50 skeleton model at Baselworld this year. Now, in homage to the brand's growing success, BRM has created its first Tourbillon in a 51.5 mm diameter. BRM has engineered the largest tourbillon cage in the world.

BRM has developed a tourbillon that rotates at a rate of 1.5 times per minute for unparalleled precision of movement as opposed to the standard tourbillon rate of 1 rotation per minute. BRM will be marketed in the UAE by Al Tayer Insignia.

Mark Ecko introduces 'The Prez'



Creator of dreams

SINGAPORE

AFFLUENT

HOME • LUXURY • LIFESTYLE

www.affluent-media.com



Dec 2010/Jan 2011

• Singapore S\$8 (incl. GST) • Hong Kong HK\$48 • Malaysia M\$20
• Thailand B184 • Indonesia RP55,000 • Australia AU\$6.30

ISSN 1793-6152



9 771793 615108

SPREE • COLLECTIBLES • MOVES • UPCLOSE • LIFESTYLE
• INDULGENCES • LIVING • ARTS • EVENTS • TIME • ROCKS • FASHION
• BEAUTY • SCENT • DISCOVERY • CONCIERGE

SARCAR
GENÈVE

Creator of dreams



LE ROYAL Solitaire

- Automatic • 18k White Gold With Diamonds
- A One-Carat Rotating Solitaire Diamond Set On A Pavé-Dial

AVAILABLE AT EXCLUSIVE SARCAR RETAILERS

SINGAPORE • Basel (+65) 6333 5831 / Laong Poh Kee (+65) 6296 9959 / Masterpiece Time & Jewels (+65) 6807 4747
INDONESIA • 21 Watch Boutique (+62-21) 7592 1002 / THAILAND • Corline Watch Espace Boutique (+66-2) 250 7999
VIETNAM • Cilline Co. Ltd (+84-8) 3822 7507 / (+84-4) 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6295 2075

Amsterdam • B.A. 121 • Cambodia • Barcelona • Buenos Aires • Cape Town • China • Hong Kong • Japan • Kuala Lumpur • London • Macao • Madrid • Melbourne • Moscow • New York • Paris • Rome • Seoul • Singapore • Sydney • Taipei • Tokyo • Vancouver • Vienna • Zurich

www.sarcar.com



FLOUR POWER

S'pore team vies for the World Pastry Cup again

PAGE 25

WINE

After-dinner Noble Rot

PAGE 27

EXECUTIVE LIFESTYLE

Website or on-site? A look at two very different art fairs

PAGE 30



THE BUSINESS TIMES

\$51.00 online at <http://www.business-times.com.sg>

sp A SINGAPORE PRESS HOLDINGS PUBLICATION

CO REGN NO 198402868E

MICA (P) 138/08/2010

• Friday, January 7, 2011

SARCAR
GENÈVE

Creator of dreams.

LA BISE COLLECTION

Automatic. 18K Rose gold with diamonds

AVAILABLE AT:

SINGAPORE • Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9998

Masterpiece Time & Jewels (+65) 6887 4747

INDONESIA • Watch Boutique (+62-21) 7592 1002 / 21 Watch Boutique (+62-21) 7278 1596

MALAYSIA • Cortina Watch Espace Boutique (+60-3) 2142 1171

THAILAND • Cortina Watch Espace Boutique (+66-2) 250 7999

VIETNAM • Citilime Co. Ltd (+84-8) 3822 7807 / (+84-8) 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam

www.sarcar.com



AFFLUENT

HOME • LUXURY • LIFESTYLE

www.affluent-media.com



Feb/Mar 2011

• Singapore S\$8 (incl. GST) • Hong Kong HK\$48 • Malaysia M\$20
• Thailand B184 • Indonesia Rp\$5,000 • Australia AU\$6.30

ISSN 1793-6152



9 771793 615108

SPREE • COLLECTIBLES • MOVES • UPCLOSE • LIFESTYLE
• INDULGENCES • LIVING • ARTS • EVENTS • TIME • ROCKS • FASHION
• BEAUTY • SCENT • DISCOVERY • CONCIERGE



SINGAPORE - Brazil (+65) 6333 5833 / Lacing Poh Kue (+65) 6206 9838 / Masterpiece Time & Jewels (+65) 6887 4737
INDONESIA - 21 Watch Boutique (+62-21) 7582 1002 / THAILAND - Corline Watch Espace Boutique (+66-2) 250 7969
VIETNAM - Citiline Co. Ltd (+84-8) 3822 7507 / (+84-3) 3822 4033

Ask anyone around the world about their idea of Swiss and they'll either say 'cheese' or 'watches'. And whilst both thoughts hold truth, it is the latter that evokes pride. The world has time and again watched with one-eyed wonder the enamoring prestige of Swiss watch making. When a constant phenomenon like time is not only toyed with but pushed head long into a world of true luxury, it is there that the soul of Geneva born **Sarcar** resides and relives.

Creator of Dreams, shines the **Sarcar** badge and the intention couldn't have been more perfect. For the brand not only created in the past but continues to create exquisite timepieces that often resemble fragments of a dream. Founded in 1948 by Carlo Sarzano in Geneva, Switzerland **Sarcar** was a result of the will to break free and be independent. Carlo who had for years been attached to the most reputable Swiss brands as their leader in Italy and Spain, one day dreamt a dream, to call a brand his own. Sparked by ambition and driven by an innate sense of style and watch making technique, Carlo started with presenting his Collection piece by piece to his clientele. International recognition followed suit and soon the **Sarcar** name was on every watch connoisseur's lips.

The legacy of **Sarcar** took its first breath with gold plated watches however, the collections soon evolved into solid gold. As time passed, the luxurious brand easily adapted itself to new materials of elegance and style, and today it proudly presents three stunning collections that tell time as Fancy Hours, La Bise and Botania.

ELEGANT NOTES

Launched as part of the **Sarcar** Le Carrousel collection, the Fancy Hours timepiece reveals itself on a soft crocodile leather strap. Glistening under a sapphire crystal glass, it flaunts an external mother-of-pearl dial with 11 rotating brilliant diamond positioned at 12 o'clock, and eleven turning hours with self element. Wearing a diamond encrusted crown and encased in 18-carat red or white gold, this timepiece evokes timeless elegance of the first order.

FLORAL INCANTATIONS

Delicate and extremely feminine, the Botania Collection brings history back to life as it recreates the spellbinding beauty of miniature paintings. Europe's first miniature painting schools can be dated back to the 17th century where oriental influences had entered the culture and played a key role

in society. At the time painters used their naked eye and constant body adaptations to illustrate the microscopic details of a scene or design. Painted with one-hair brushes, **Sarcar** uses the technique of micro oil painting to create the Botania Collection that shows four flowers in full bloom, Rose, Edelweiss, Chrysanthemum and Lily. Encased in a rose or white gold case and matched with a lizard leather strap matched to perfection, this collection celebrates splendor in its smallest details.

SIMPLICITY IS GOLDEN

The new La Bise model is a standing ovation to **Sarcar**'s presence in the world of horological complications. Featuring a self-winding movement that is powered by an 18-carat gold rotor, the timepiece flaunts a dual time zone at 12 o'clock. Two rings outline the bezel and crown, giving La Bise its individual personality. Holding a wealth of exquisite details, this **Sarcar** timepiece shines through its 18-carat red gold case, an ivory dial twinkling with twelve diamonds and a sapphire crystal case-back that flaunts the complexity of its movement. Strapped on a crocodile leather bracelet, La Bise shines bright and alight with its arrangement of diamonds.



Moments that count

SARCAR'S NEWEST COLLECTION OF EXQUISITE TIMEPIECES ADD AN INNOVATIVE TWIST TO WRIST FASHION



When a constant phenomenon like time is not only toyed with but pushed head long into a world of true luxury, it is there that the soul of Geneva born Sarcar resides & relives

DIAMOND ODYSSEY

What is Valentine's Day without exuberance and grand gestures? What is Valentine's Day is spent without the gift of **Sarcar's** Solitaire Collection. The name says it all: a one-carat brilliant-cut diamond spins gracefully on a bed of diamonds telling time with the utmost luxury. The slightest shift of your wrist creates the most dazzling glow of sparkles, the Solitaire timepiece launched in his and her versions is encased in an 18-carat white or red gold case.

It's that time of year, when gifts are showered upon you without reason. And there's nothing like a **Sarcar** round your wrist to mark that perfect Valentine's Day moment. **A**



facing page (bottom left)
Diamonds sparkle their way into the beauty of the Solitaire Lady

A dazzling 1-carat rotating brilliant diamond tells the time on the Fancy Hours watch

(top)
Sarcar's horological complications reach their peak in the La Bise model

(left)
The Botanica Collection relives the intricacies of miniature paintings

Solitaire

THE FINE ART OF JEWELLERY
FEB/MAR 2011

Hot

Cate Blanchett
and the Shining
Light Awards

Valentine
Special

Timekeeper
treats for
your sweet

Plus

EXCLUSIVE:

An interview
with gold maestro
Marco Bicego

Flights of Fancy

Soar to new heights with gold

A PACIFIC EDITION

AUGUST • SEPTEMBER • OCTOBER
NOVEMBER • DECEMBER • JANUARY
FEBRUARY • MARCH • APRIL
MAY • JUNE • JULY



SARCAR
GENÈVE

Creator of dreams



Carrousel
COLLECTION

Fancy Hours - Automatic • 18k Red Gold with Diamonds.
0.5 ct Rotating Solitaire at 12h • 11 Rotating Diamond Indexes.

AVAILABLE AT:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9998 / Masterpiece Time & Jewels (+65) 6887 4747

INDONESIA - Watch Boutique (+62-21) 7592 1002 / 21 Watch Boutique (+62-21) 7278 1596 • MALAYSIA - Cortina Watch Espace Boutique (+60-3) 2142 1171

THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999 • VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam

www.sarcar.com

(From left) Beheart earrings and ring in openworked white gold and diamonds, **ROGER DUBUIS**, www.rogerdubuis.com; Limited edition Ultra-Plate Lotus watch in white gold with rubies, ultra-slim Caliber 1150 mechanical movement and red alligator leather strap, **BLANCPAIN**, www.blancpain.com; Heart to Heart watch in rose gold with diamonds, lavender jade dial with gold engraved heart and lavender satin strap, **SARCAR**, www.sarcas.ch; Cape Cod Tonneau watch in pink gold with white mother-of-pearl dial and orange alligator leather strap, **HERMES**, www.hermes.com

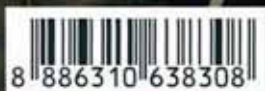
MEN'S FOLIO

SINGAPORE

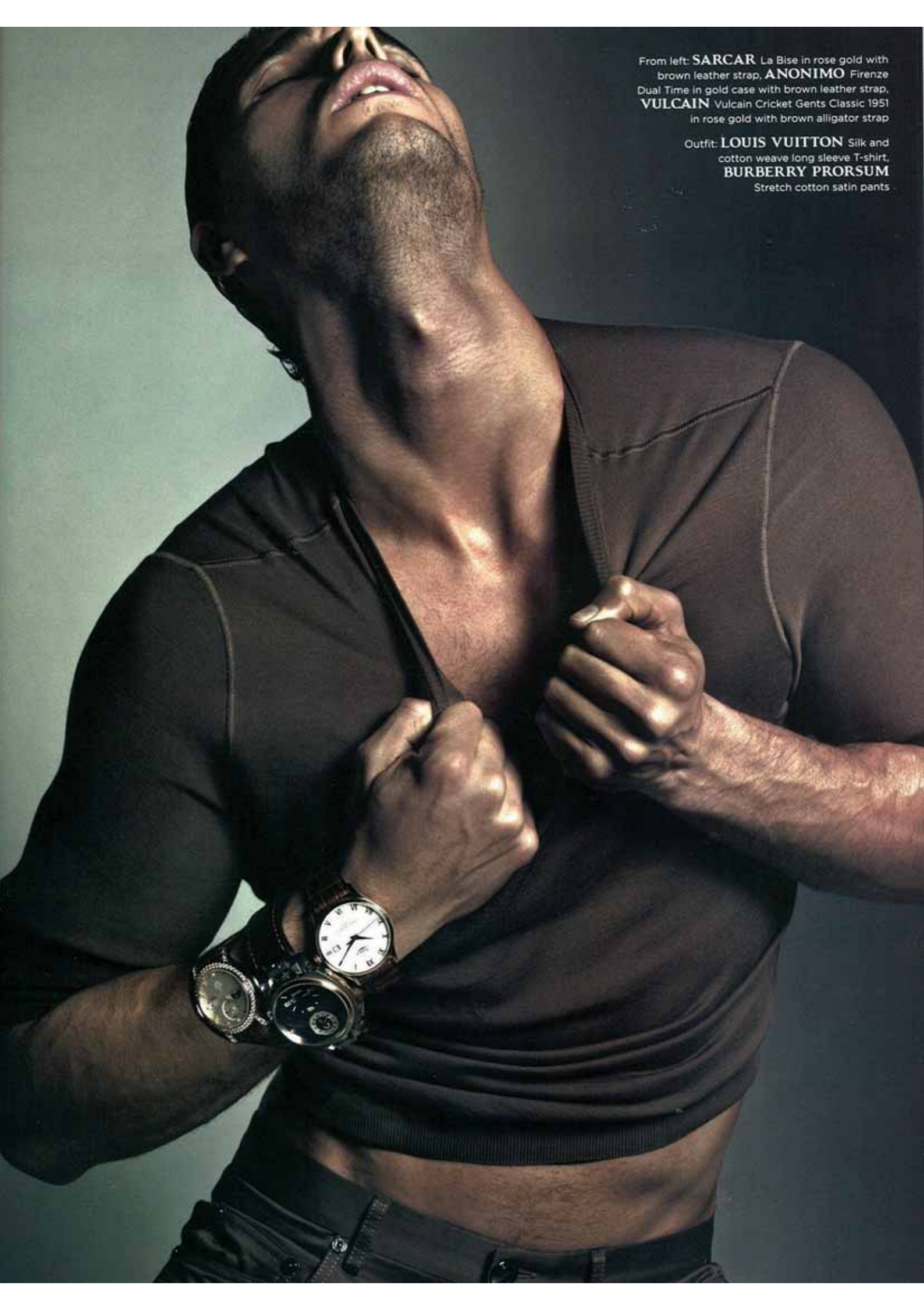
march 2011 \$6.80 incl. gst

FASHION'S THRILL IS BACK

GODFREY GAO & TOP LOOKS FROM THE BEST
SPRING/SUMMER SEASON IN YEARS!



8 886310 638308



From left: **SARCAR** La Bise in rose gold with brown leather strap, **ANONIMO** Firenze Dual Time in gold case with brown leather strap, **VULCAIN** Vulcain Cricket Gents Classic 1951 in rose gold with brown alligator strap

Outfit: **LOUIS VUITTON** Silk and cotton weave long sleeve T-shirt, **BURBERRY PRORSUM** Stretch cotton satin pants



EXECUTIVE LIFESTYLE

Bigger, better, bolder **PAGE 26**

WINE

Basking in a 2003 sun **PAGE 31**

HOCK LOCK SIEW

Enforce level playing field before suspension **PAGE 6**



COMMENTARY

Labour unions in US set to lose more ground **PAGE 18**

THE BUSINESS TIMES

S\$1.00 online at <http://www.business-times.com.sg>

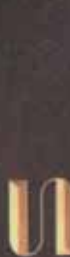


A SINGAPORE PRESS HOLDINGS PUBLICATION

CO REGN NO 138402868E

MICA (P) 138/08/2010

Friday, March 4, 2011



SARCCAR

GENEVE

Creator of dreams

Carrousel

Automatic, 18K White Gold with 12 Rotating Diamond Indexes - 0.5cts each (GIA certified)

EXCLUSIVE SARCCAR RETAILERS

SINGAPORE - Bezel (+65) 6330 5833 • Leong Poh Kee (+65) 6296 9990 • Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 • MALAYSIA - Cortina Watch Espace Boutique (+60-3) 2142 1171

THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999 • VIETNAM - Citilime Co. Ltd (+84-8) 3822 7607 / (84-8) 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Representatives: • USA • Canada • Brazil • India • China • Russia • Africa • Middle East • Europe • Asia • Australia • New Zealand • Japan • Korea • Taiwan • Hong Kong • Macau • Singapore • Malaysia • Thailand • Vietnam

C M Y K



BEST OF SINGAPORE

VOLUME 1

Luxury Edition



GOPedia.com



SARCAR

GENÈVE

Creator of dreams



- MOP dial with 12 individual rotating diamonds
- Each rotating diamond is at least 0.5cts (GIA Certified)
- Centre pavé turning dial

Carrousel

Automatic, 18K White Gold with Diamonds

AVAILABLE AT EXCLUSIVE SARCAR RETAILERS:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9998 / Masterpiece Time & Jewels (+65) 6887 4747

INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999

VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 / (+84-8) 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam
www.sarcar.com



Top Agency Manager 2010

Dr Mary Chen Ming Li

with agency, SP-CML N ASSOC-MOTION



Top Financial Services Consultant 2010

Quek Choon Meng Rodney

SP-DAVIDONG





GENERAL ELECTION

Ho Peng Kee to retire from politics

PAGE 2

PROPERTY

Sales at auctions down in Q1

PAGE 10

OPINION

Urgency of alternate fuels

PAGE 23



CD REVIEW

Laura Fygi belts out big band hits

PAGE 32



THE BUSINESS TIMES

S\$1.00 online at <http://www.business-times.com.sg>



A SINGAPORE PRESS HOLDINGS PUBLICATION

CO REGN NO 198402868E

MICA (P) 138/08/2010

Friday, April 1, 2011

SARCCAR
GENEVE
Creator of dreams

Le Royal Saltaire

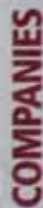
- Automatic • 18k White Gold With Diamonds
- A One-Carat Rotating Saitaire Diamond Set On A Pavé-Dial

AVAILABLE AT EXCLUSIVE SARCCAR RETAILERS

SINGAPORE • Bezel (+65) 6333 5833 / Leong Poh Koo (+65) 6296 9966 • Masterpiece Time & Jewels (+65) 6887 4747
 INDONESIA • 21 Watch Boutique (+62) 21 7392 1002 • THAILAND • Cortina Watch Espace Boutique (+66) 21 250 7099
 VIETNAM • Citiline Co. Ltd (+84) 91 3822 7507 • (+84) 81 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Copyright © 2011 SARCCAR. All rights reserved. • SARCCAR is a registered trademark of SARCCAR. • SARCCAR is a registered trademark of SARCCAR. • SARCCAR is a registered trademark of SARCCAR. • SARCCAR is a registered trademark of SARCCAR.



SGX CFO quits, to join State Street

PAGE 6

IMF REPORT

Asia to grow at around 7% for next 2 years

PAGE 3

WINE

Sweet on Riesling

PAGE 31



EXEC

LIFESTYLE

Reeled in by niche
filmfests **PAGE 76**

THE BUSINESS TIMES

online at <http://www.businesstimes.com.sg>

 A SINGAPORE PRESS HOLDINGS PUBLICATION

CO REGN NO 198402868E MICA (P) 138/08/2010

Friday, April 29, 2011



SUNSHINE

GENEVE

Creator of dreams



Automatic: 18K White Gold with 17 Rotating Diamond Indexes - 0.5cts each (GIA certified)

800.445.6783 • www.fox.com

SINGAPORE: Best (+65) 8335 5833. Laopon Poh Kue (+65) 6258 9256. Masterpiece Time & Jewels (+65) 6887 4747.
THAILAND: Bangkok: (+66) 2 254 1111. Chiang Mai: (+66) 53 211111. Phuket: (+66) 81 232 2222.
THAILAND - Corina Watch Escape Boutique (+66) 81 232 2222.
THAILAND - 31 March Bangkok (+66) 2 254 1111.

VIETNAM: COWI Co. Ltd (VIA) 802 7107 • (+84-9) 3222 8033

National Capitalist Chinese Banks Enterprises 8th Ltd 11-551008 100000

Corporate • Retail • Government • Education • Health • Financial Services • Manufacturing • Media • Entertainment • Technology



AFFLUENT

HOME • LUXURY • LIFESTYLE

www.affluent-media.com



Paradise
A creation of ELM
Maker of Objets d'Art
since 1968

Apr/May 2011

• Singapore S\$8 (incl. GST) • Hong Kong HK\$48 • Malaysia M\$20
• Thailand B184 • Indonesia RP55,000 • Australia AU\$6.30

ISSN 1793-6152



9 771793 615108

SPREE • COLLECTIBLES • MOVES • UPCLOSE • LIFESTYLE
• INDULGENCES • LIVING • ARTS • EVENTS • TIME • ROCKS • FASHION
• BEAUTY • SCENT • DISCOVERY • CONCIERGE

SARCAR
GENÈVE

Creator of dreams



LE ROYAL Solitaire

- Automatic • 18k White Gold With Diamonds
- A One-Carat Rotating Solitaire Diamond Set On A Pavé-Dial

AVAILABLE AT EXCLUSIVE SARCAR RETAILERS

SINGAPORE - Basel (+65) 6333 5831 / Laong Poh Kee (+65) 6296 9959 / Masterpiece Time & Jewels (+65) 6807 4747
INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Corline Watch Espace Boutique (+66-2) 250 7999
VIETNAM - Cilline Co. Ltd (+84-8) 3822 7507 / (+84-4) 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6295 2075

Amsterdam • B.A. 121 • Cambodia • Bahrain • Kuwait • Qatar • Saudi Arabia • U.A.E. • Pakistan • China • Hong Kong • Taiwan • Japan • Singapore • Malaysia • Thailand • Vietnam •

MARINE PLAYS

More pain for container stocks before recovery

PAGE 6



HOCK LOCK SIEW

Has SIA bitten off more than it can chew? PAGE 4

M'SIAN PROPERTY

Higher rates fail to deter buyers PAGE 14

COMMENTARY

Lee Kuan Yew-istan forever

PAGE 27



THE BUSINESS TIMES

S\$1.00 online at <http://www.business-times.com.sg>



A SINGAPORE PRESS HOLDINGS PUBLICATION

CO REGN NO 196402868E

MICA (P) 138/08/2010

Friday, May 27, 2011

SARCAR
GENEVE

Creator of dreams

LA BISE COLLECTION

Automatic. 18K Rose gold with diamonds



AVAILABLE AT EXCLUSIVE SARCAR RETAILERS:

SINGAPORE - Bozel (+65) 6333 5833 / Leong Poh Kee (+65) 6286 9998 Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999
VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 • (+84-8) 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6286 2075

Bahamas • UK • USA • Canada • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam • www.sarcar.com

<<<
 Breguet Marine
 58298B in
 white gold with
 baguette-cut diamonds
 and sapphires.

Opposite:
 Sarcas Le Carrousel
 with 12 rotating
 half-carat diamonds
 on the dial.



联合早报

spn 新加坡报业控股

Lianhe Zaobao www.zaobao.com

南洋 • 星洲

2011年5月20日 Friday 星期五 农历辛卯年四月十八



8-887181-600005
MICA (P) 056/07/2010

今天56大版 / 售价80¢

SARCCAR
GENÈVE

豪門世家

Carrousel

时光飞跃系列

18K白金自动机械镶钻腕表, 12颗能独立旋转的钻石时标 每颗淨重0.5克拉 (GIA证书)

请向豪門世家授权经销商订购:

SINGAPORE - Bezel (+65) 6353 5833 / Leong Poh Kee (+65) 9296 9898 Masterpiece Time & Jewels (+65) 6887 4747

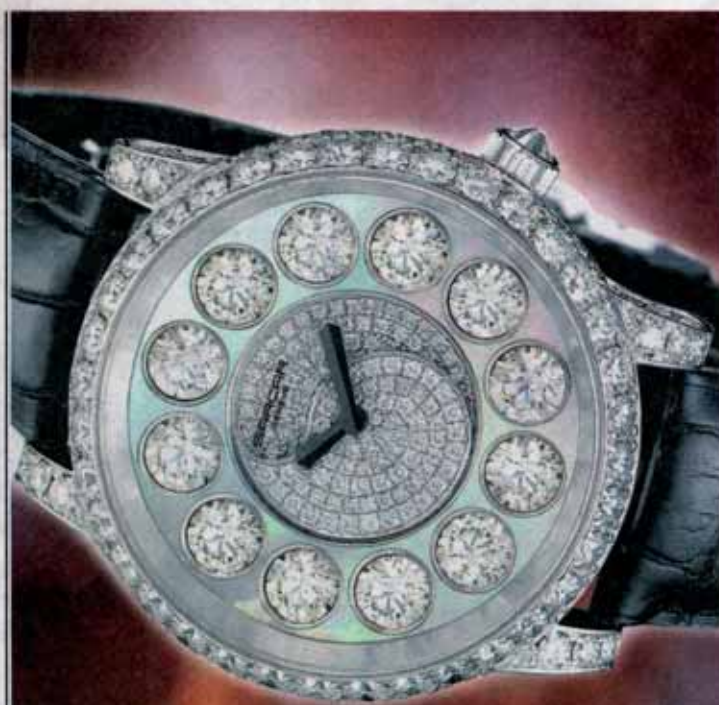
INDONESIA - 21 Watch Boutique (+62-21) 7392 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999

VIETNAM - Cititime Co. Ltd (+84-6) 3822 7807 • (+84-6) 3822 6333

区域总代理: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Singapore • USA • Canada • Brazil • Japan • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam

CMYK



AFFLUENT

HOME • LUXURY • LIFESTYLE

www.affluent-media.com



Jun/Jul 2011

• Singapore S\$8 (incl. GST) • Hong Kong HK\$48 • Malaysia M\$20
• Thailand B184 • Indonesia RP55,000 • Australia AU\$6.30

ISSN 1793-6152



9 771793 615108

SPREE • COLLECTIBLES • MOVES • UP CLOSE • LIFESTYLE
• INDULGENCES • LIVING • ARTS • EVENTS • TIME • ROCKS • FASHION
• BEAUTY • SCENT • DISCOVERY • CONCIERGE



- Automatic
- 18k White Gold with 12 Rotating Diamond Indexes – 0.5cts each (GIA Certified)

AVAILABLE AT EXCLUSIVE SANCAR RETAILERS.

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 9296 9908 / Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7562 1002 / THAILAND - Corinna Watch Espace Boutique (+66-2) 250 7999
VIETNAM - Clifstone Co. Ltd (+84-8) 3922 7807 / (+84-8) 3922 5333

Regional Distributor: Chong Sing Enterprises Pte Ltd (+65) 6296 2075

Affluent Affinity

Concierge At Your Service

Affluent affinity defines who you are and fulfills your every desire – a request from you is not a task, it is a journey that unleashes endless joys. You have a wish, we have the means! So if you have a passion, a yearning, whim or just an idea, we are just a call away. Whatever your desire however small or big, your requests will be given our personal attention. Whether it is planning a private dinner party, making reservations at the city's most popular restaurant or travelling to exotic destinations around the world, your every wish will be met with our exceptional service.

If you are looking for a limited edition watch, the season's hottest 'it' bag or even the latest iPad we will scour the world for you. If you have your eyes on a new car we will put you through to the right people; if an upcoming property gets your attention we know who to contact. Expect only the most luxurious services from us because we know your expectations and lifestyle.

Our affinity to the right people, the most stylish restaurants and the latest in fashion allows us to

realize your dreams so that you can relax and know that it is well taken care of. No request is taken lightly; your every wish will be fulfilled because we pride ourselves in providing you with a quality that is second to none. It is a journey that we will like to take on with you from start to the end. There is no membership fee as this is a service provided for our affluent readers and clients to make your life a breeze! Dreams do come true and they start right here. All you need is to give us a call or drop us an email; it really is that simple. **A**

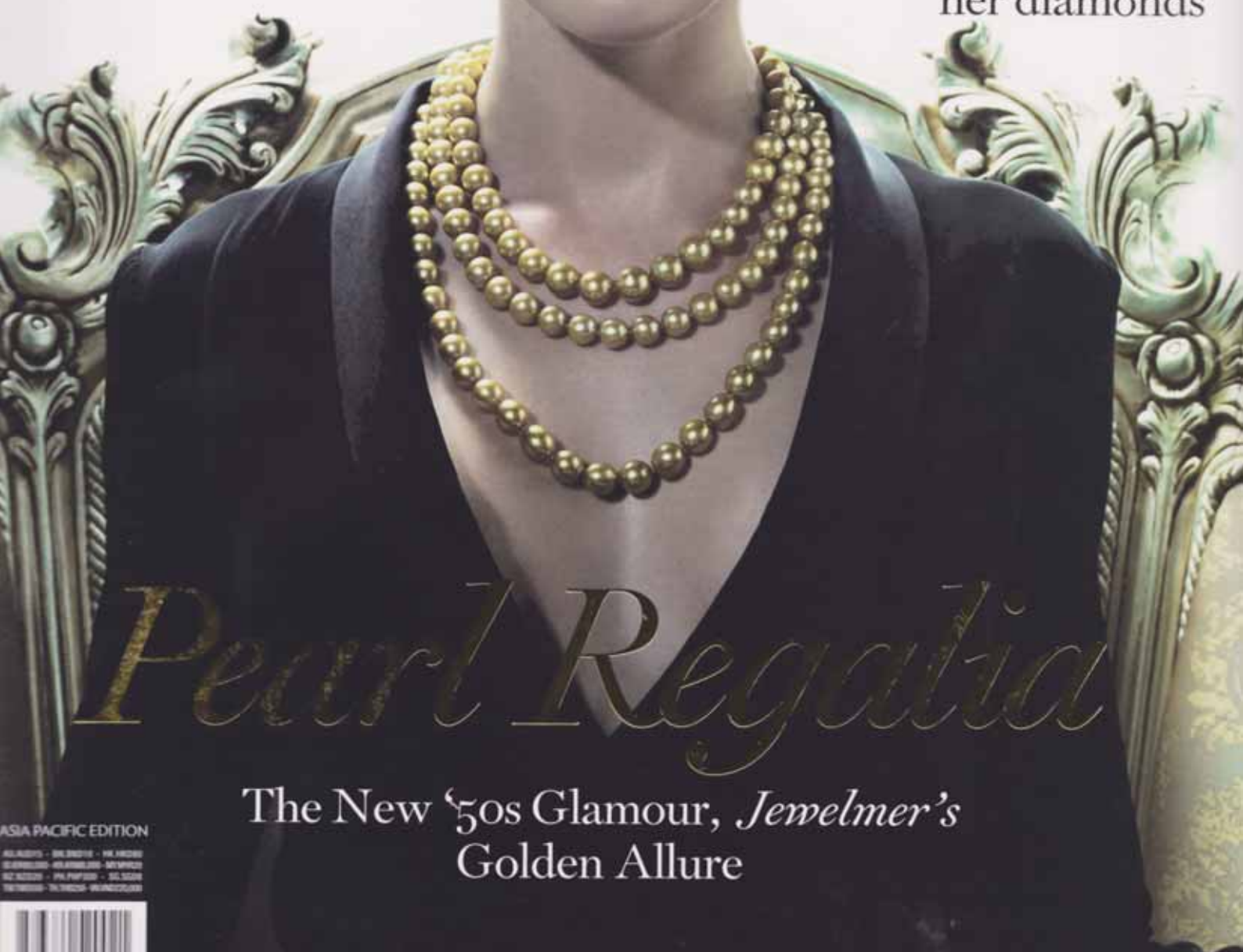
For enquiries please call PAUL
Tel: +65 6377 6779
Mobile: +65 9151 0770 (24 hours)
Email: paul@affluent-media.com



Solitaire

THE FINE ART OF JEWELLERY
JUN/JUL 2011

Plus
EXCLUSIVE:
Elizabeth
Taylor and
her diamonds



Pearl Regalia

The New '50s Glamour, *Jewelmer's*
Golden Allure

ASIA PACIFIC EDITION

AL: 00115 - BR: 00016 - HK: 00000
SG: 00011 - TH: 00000 - TW: 00000
US: 00000 - PH: 00000 - AU: 00000
IN: 00000 - MY: 00000 - ID: 00000



8 686374 520021 >



(Opposite)

Carrousel "Fancy" hours watch in red gold with diamond bezel, a 0 set rotating split-second dial at 12 o'clock and 11 rotating diamond indexes.

SARCAR. www.sarcar.ch

Golden pearl necklace. **ON CHEONG JEWELLERY.** www.onsheong.com



EXEC LIFESTYLE

Surviving the
CD meltdown

PAGE 31



WINE

Classics of
Bordeaux

PAGE 35

PROPERTY

En bloc sales
hit the bumps

PAGE 4

OPINION

Measure of progress
beyond GDP

PAGES 4 & 25

THE BUSINESS TIMES

S\$1.00 online at <http://www.business-times.com.sg>



A SINGAPORE PRESS HOLDINGS PUBLICATION

CO-REGN NO 198402868E

MICA (P) 138/08/2010

Friday, July 22, 2011



SARCAR

GENÈVE

Creator of dreams

Carroussel

Automatic, 18K White Gold with 12 Rotating Diamond Indexes - 0.5cts each (GIA certified)

AVAILABLE AT EXCLUSIVE SARCAR RETAILERS

SINGAPORE - Buzel (+65) 8533 5633 / Leong Poh Kew (+65) 455 9998 Masterpiece Time & Jewels (+65) 6987 4747
INDONESIA - 21 Watch Boutique (+62) 21 7492 1002 / THAILAND - Corina Watch Espace Boutique (+66) 21 260 7998
VIETNAM - Citilime Co. Ltd (+84) 81 3822 7807 - (+84) 81 3822 6333

Regional Distributor, Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Singapore • USA • UK • Canada • Australia • Hong Kong • Japan • Korea • Malaysia • Myanmar • New Zealand • Philippines • Singapore • South Africa • Taiwan • Thailand • Vietnam • Middle East • Europe

C M K



联合早报



8 887181 600005

MICA (P) 056/07/2010

今天60大版 / 售价80 c

sp 新加坡报业控股

Lianhe Zaobao www.zaobao.com

南洋 • 星洲

2011年7月15日 Friday 星期五 农历辛卯年六月十五

SARCAR
GENEVE

豪門世家

尊显系列

18K白金镶钻腕表 • 一颗1克拉美钻镶嵌在旋转装饰表盘上

请向豪门世家授权经销商咨询:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6596 9998 Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999
VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 • (+84-8) 3822 6333

区域总代理: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Singapore • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam
www.sarcar.com



CMYK

ICON

风华

SINGAPORE

皇冠，为时尚加冕
世界设计之都
蛇皮配饰诱惑夏娃
2011腕表特辑
日内瓦与巴塞尔表展趋势·精彩新品逐个看
WWW.YEATUNGKAPORT.COM



Sarcar

精致华贵

日内瓦顶级的钟表制造商，善于使用珍贵的材料，引领最新颖的创新，其通过匠师钟表师精心打造，手工精巧，彰显着豪门贵族的感觉。

尊重自然

创立于1944年的Sarcar，向来以表匠设计独特、手工精巧著称，每款设计都独具深度与趣味，风格传统而又处处展现新意。今年新推出的Carroussel Poya，纪念瑞士精妙的传统。"Poya"在当地方言里的意思是"The hard is leaving"，指给每年春季瑞士山间万物过热的传统。

白色的珍珠贝母表盘上，以黑色线条勾勒的手法，黑白分明的图案上清晰描绘了一幅山峦起伏、动物行走期间的画面。画面中天空的部分，镶嵌有三个圆形透明钻石，重0.5克拉以上，内镶土库。表壳直径40mm，镶有一圈钻石，蓝宝石水晶表面，鳄鱼皮表链，黄金和钢制表壳。

神秘梦幻

Sarcar在2011年推出的多款腕表都充满神秘梦幻色彩。

1. 镶嵌了多颗钻石的Ovis Lym.
2. Carroussel Poya.



品牌引进最新颖的创新，再通过顶级钟表师精心打造，手工精巧，彰显着豪门贵族的感觉。

表盘与表壳镶嵌钻石。

表盘上的2时、6时、9时位置各有一颗钻石，12时位置上方更是一颗大的独立钻石，重0.46克拉。

Ovis系列推出了最新型的Ovis Lym及梦幻般的Ovis Fantasia，两款设计都是白金或红金表身，直径40mm，圆形表壳镶有一颗钻石，表盘上也以钻石镶嵌不同设计，可移动的三颗大型钻石，成为目光焦点。

3. Ovis Fantasia
4. Fantasia
5. Ovis

表态 2011

每一年的巴塞爾表展，超級精表品牌百達翡麗的動向常常成為領導精表潮流趨勢的重要指標。今年，它特別為女性研發推出第一款三問表Ref. 7000，將近年來女性懂得欣賞機械表的趨勢推向高峰。而在日內瓦的表展，一向備受女性喜愛的品牌卡地亞也在閃閃發亮的鱈魚設計錶表加上複雜的陀飛輪。女性對精表的認知與欣賞已經超越“機械表”(mechanical)，走向更高層次的“複雜機械”(complications)，所以我們稱今年為“女性精表之年”**P12**

以陶瓷材質做成的表已流行多時，精表品牌為了更上一層樓，開始以陶瓷結合其他材質讓陶瓷變得豐富多彩。**P08**

和往年相比，精表款式，無論是表殼還是表面的設計都沒有太大突破，但今年精表設計師似乎不約而同推出多款以動物設計為靈感的精表。**P10**

流行了幾年的黑色，依然很in。**P16**

面對眾多選擇，不知該買哪一款表？不妨看行業人士作何推薦。**P02/04**

最後，我們走訪已經收藏勞力士超過30年時間的精表收藏家。**P18**

兩位女性收藏家也各自分享受女性歡迎的精表品牌。**P18/19**



SARCAR
GENÈVE
豪門世家



峻酷系列

18K玫瑰金自动钻石腕表

請向豪門世家經銷商查詢

SINGAPORE - Basel (+65) 6333 5833 / Leong Poh Kwe (+65) 8295 9996
Masterpiece Time & Jewels (+65) 8887 8747
INDONESIA - 21 Watch Boutique (+62) 211 7992 1000
THAILAND - Curtina Watch Espace Boutique (+66) 21 200 7998
VIETNAM - Cotime Co. Ltd (+84-8) 3622 7807 / (+84-8) 3622 6333

總代理: Chong Seng Enterprises Pte Ltd (+65) 6296 2078

Bahrain • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China
Hong Kong • Israel • Japan • Singapore • Brunei • Malaysia • Thailand • Vietnam
www.sarcar.com

表态 2011



山脚下，羊群、兔子等生活动态展现在小小的表盘上，栩栩如生。这款钻石腕表，展现豪门世家表经典制表艺术。

百达翡丽的皇家虎系列，四款老虎，四种神情，将艺术中的Marquetry镶嵌技法运用在表盘上，展现鬼斧神工。



伯爵龙（右）凤（左上）腕表各装饰着龙或凤的图案，巴顿指针，银色巴顿时间刻度，底座雕刻“龙”或“凤”字。

动物世界无精彩

这里精挑细选数只女装代表作，一饱眼福。

钟表更是女装腕表的「必杀」法宝，多个品牌的钻表，鬼斧神工，彰显女性的高雅气质。顶级品牌百达翡丽首次推出复杂的女装超薄型三问表，人人争睹。

今年的巴塞爾和SIHH国际钟表展，女装腕表成为焦点，许多表商将设计多时的杰作摆上台面，立刻引起人们的注目。

百达翡丽 超薄三问报时表

百达翡丽的首款女式三问报时作品可以追溯到100多年前，而那些时计都与项链搭配佩戴。如今，女式复杂功能的腕表问世，即新款Ref. 7000 Ladies First三问报时腕表，厚度仅5.05毫米，采用超薄自动上链机芯，其22K金自动盘完全嵌入主基板，外观优雅精致。

纯金立体字块与乳白色纯金表壳相得益彰。透过表背面的蓝宝石水晶透盖，即可欣赏到精美的超级复杂功能机芯。腕表装饰奢华，采用日内瓦条纹、手工倒角处理夹板及雕饰纹金质自动盘，控制报时鸣音节奏的离心调节器的镂空透盖，则饰有镀金Calatrava十字星图案。对于既喜欢悠扬的乐音报时，又钟爱超级复杂功能的女士而言，此款腕表属于上上之选。

宝格丽 蛇美人

宝格丽 (Bulgari) 全新Serpenti腕表：单圈、双圈，腕表将在腕间绕上七圈，品牌将品味与女性气质融为一体。

腕表在修饰处理上尽显特色，由玫瑰金打造的7圈镯身在前臂蜿蜒而上，缠绕长达35厘米。镶上38颗钻石 (0.293克拉) 的表圈，包圍着镶有190颗钻石 (0.82克拉) 的表盘。

表带的编织构造需要经过长时间的准备和成型工序，才能根据宝格丽独有的制作工艺进行装配，融合手工珠宝的完整色调搭配以及上釉、镀金和制表工艺，实现了蛇形与宝格丽品牌另一标志性产品Tubogas手镯的融合。

欧米茄 Ladymatic

欧米茄成为成功女性特别打造了Ladymatic女表系列，首次在今年的巴塞爾钟表展亮相。

现代女性消费者对于腕表的内部机芯和外观设计抱有同样的热忱，这款专为女性设计的机械腕表，致力于引领21世纪女款机械腕表的发展潮流。

表款采用34毫米抛光精钢表壳，白色陶瓷环位于外环装饰波纹与内环表壳主体之间。抛光旋入式表冠上镶嵌有「明亮式欧米

茄切割」钻石。表圈上以「雪花镶嵌」的技法镶嵌有大颗华美钻石，绽放夺目光华。

表盘采用超白珍珠贝母材质，饰以由中央向四周发散的太阳射线光芒图案。晶亮打磨的日期窗口位于3时位置，其他小时刻度则以镶嵌的钻石来体现。抛光斜角指针为18K白金材质，覆以白色夜光涂层，使得腕表在任何光线条件下清晰读取时间。通过抛光的蓝宝石水晶表背，可清晰看到欧米茄8520同轴机芯的完美运转，这是世界上最出众的女款机械腕表机芯之一。

位于机芯心脏部位的正是诞生于1999年的同轴擒纵系统装置，机芯同时搭载有欧米茄独有的Si 14硅游丝摆轮，这一创新成就使得腕表能以极大程度抵御外界震动和环境干扰所造成的影响。

欧米茄Ladymatic防水

深度为100米，精钢材质的表链采用欧米茄专利的3排链节设计，并带有蝴蝶扣。

豪门世家 Diva Lyra

豪门世家

(Sarcar) 腕

表镶钻已经

非新鲜事，但

是这个品牌的

镶嵌形式尤其浪

漫，是其他品牌

所少见的。

这个最新系列

Diva的最新作品以

Lyra为名，竖琴

一向予人清秀透气的感

觉。这只竖琴的表圈

上，镶上竖琴型旋转

钻石盘，盘上更镶嵌

了361颗钻石 (6.54克

拉)，竖琴两边则镶以

两颗0.35克拉钻石，匠

心别具。

劳力士 蚝式恒动女装日志 型腕表

令人无法不多看一眼的杰作。劳力士 (Rolex) 设计出这款别具女性魅力又充满青春气息的腕表，工艺精巧无比，其色泽及材质更是完美结晶，散发着高雅脱俗的气质，这是品牌最新恒动女装日志型Perpetual Gold或白金钢款式。

腕表依照经典传统重新设计，金质水晶

表面闪烁光芒，镶满闪烁璀璨的宝石，恒久美丽。10颗钻石嵌在刻度上，搭配表圈镶嵌钻石，让爱劳力士的女性收藏家爱不释手。

卡地亚

Mille et une heures de Cartier系列

借着典藏瑰丽的Mille et une heures (一千零一个小时) 珠宝腕表系列，卡地亚开启时空穿越之旅，在古印度之疆域取灵感，展示与众不同设计时计。

这「一千零一个小时」可以是故事的主题，又或是一则源于历史4000多年的古老王朝的神话传奇，更是一场由16款独一无二腕表作品演绎的珠宝盛宴，蕴含着卡地亚工作坊500至1500小时的精工细作。这些神秘腕表散发著神秘的魅力与魅惑之韵，闪耀著其设计灵感之源的动人魔力。

这只以骏马为设计的神秘腕表，时计「藏」在马的颈部，镀铑 (Rhodium-plated) 18K白金，23颗梨形与圆形钻石 (4.59克拉)，69颗翡翠珠子 (61.67克拉)，缀以332颗钻石 (43.18克拉)，翡翠双眼，绽放迷人光芒。

昆仑 金桥腕表

昆仑女装金桥腕表 (Corum Miss Golden Bridge) 的特制表壳，仍采用蓝宝石水晶玻璃，可从正面、背面及侧面流覽其全透视效果，便于从不同角度观赏机芯的运行，细长的酒桶形设计更符合女性的审美品味。

由于省略了表耳，人手握持的鳄鱼皮表带可以像手镯表一样与表壳紧贴于手腕上。表冠被设置于六点钟位置，为表壳增添几许精致典雅的时代气息。

在镂空指针和窄边框的衬托下，金桥女表中最重要的CO113纤长机芯，更令人留下深刻印象，装饰精美，赋予了女性的柔美特质。最精彩的部分是将时间浓缩在一个不足二分之一立方公分的狭小空间内。两个细长的纯金桥由昆仑以人手打造而成，以瑞士埃罗山区的树藤形花纹，并运用了齿轮于桥板之间翩翩起舞的形态作装饰。为能与表壳保持一致感觉，指针也用上18K白金或红金制成，表壳正面镶嵌90颗钻石。

Oris 中型潜水表

Oris推出中等尺码的全功能潜水表，是时尚、功能和外形完美结合。适中的腕表尺寸，足以满足大部分人，甚至是专业人士的潜水需求，同时保持著



Oris这款中等尺码的全功能潜水表，是时尚、功能和外形的完美结合。



OPERA

S'pore premiere of
Salome at Esplanade

PAGE 35

PROPERTY

Sales of private homes
up 21.6% in Q2

PAGE 2

FASTEST GROWING 50

Many companies thriving despite
the economic uncertainty

PAGES 16-25

WINE

Vintage
showstoppers

PAGE 34



THE BUSINESS TIMES

\$51.00 online at <http://www.business-times.com.sg>



A SINGAPORE PRESS HOLDINGS PUBLICATION

CO REGD NO 190402863E

MICA (P) 138/08/2010

Friday, August 19, 2011

SARCAR
GENEVE

Creator of dreams

LA BISE COLLECTION

Automatic. 18K Rose gold with diamonds



AVAILABLE AT EXCLUSIVE SARCAR RETAILERS:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9990 Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999
VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 • (+84-8) 3822 8333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Singapore • UK • USA • Australia • Bahrain • France • Germany • Hong Kong • India • Japan • Korea • Malaysia • New Zealand • Singapore • Thailand • Taiwan • Vietnam • China • India • Pakistan • Saudi Arabia • UAE • Qatar • Kuwait • Oman • Bahrain • Brunei • Indonesia • Malaysia • Thailand • Vietnam

CMYK

联合早报



8 18 7 18 1 600005
MICA (P) 084-072011

今天54大版 / 售价80¢

Lianhe Zaobao www.zaobao.com

南洋 • 星洲

2011年8月18日 Thursday 星期四 农历辛卯年七月十九

spn 新加坡报业控股

SARCCAR
GENEVE

豪門世家

Carroussel

时光闪烁系列

18K白金自动机械镶钻腕表, 12颗能独立旋转的钻石时标 每颗净重0.5克拉 (GIA证书)

请向豪門世家授权经销商订购:

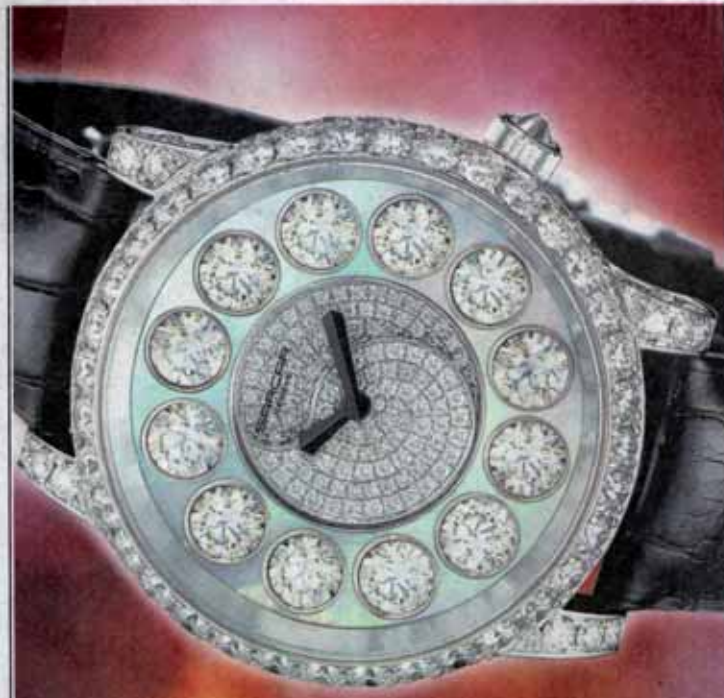
SINGAPORE • Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9998 • Masterpiece Time & Jewels (+65) 6887 4747

INDONESIA • 21 Watch Boutique (+62-21) 7562 1002 / THAILAND • Cortina Watch Espace Boutique (+66-2) 250 7999

VIETNAM • Cititime Co. Ltd (+84-8) 3822 7807 • (+84-8) 3822 6333

CHINA • Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Singapore • UK • USA • Canada • Belgium • France • Germany • Hong Kong • Japan • Korea • Malaysia • Mexico • Netherlands • New Zealand • Norway • Singapore • Sweden • Switzerland • Taiwan • Thailand • United Arab Emirates • Vietnam



1 CMK

AFFLUENT

HOME • LUXURY • LIFESTYLE

www.affluent-media.com



Aug/Sep 2011

• Singapore S\$8 (incl. GST) • Hong Kong HK\$16 • Malaysia M\$20
• Thailand B184 • Indonesia RP55,000 • Australia AU\$6.30

ISSN 1793-6152



9 771793 615108

SPREE • COLLECTIBLES • MOVES • UPCLOSE • LIFESTYLE
• INDULGENCES • LIVING • ARTS • EVENTS • TIME • ROCKS • FASHION
• BEAUTY • SCENT • DISCOVERY • CONCIERGE

SARCAR
GENÈVE
Creator of dreams



Carroussel

- Automatic
- 18k White Gold with 12 Rotating Diamond Indexes – 0.5cts each (GIA Certified)

AVAILABLE AT EXCLUSIVE SARCAR RETAILERS

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kwe (+65) 8296 9956 / Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7562 1022 / THAILAND - Corlina Watch Espace Boutique (+66-2) 250 7999
VIETNAM - Cliftime Co. Ltd (+84-9) 3822 7807 / (+84-9) 3822 8333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6290 2075

Singapore • USA • 2014 • Cambodia • Myanmar • Kuwait • Qatar • Saudi Arabia • UAE • Bahrain • Hong Kong • Taiwan • Japan • Singapore • Malaysia • Thailand • Vietnam

www.sarcar.com

AFFLUENT

HOME • LUXURY • LIFESTYLE

www.affluent-media.com



Aug/Sep 2011

• Singapore S\$8 (incl. GST) • Hong Kong HK\$48 • Malaysia M\$20
• Thailand ฿184 • Indonesia Rp55,000 • Australia AU\$6.30

ISSN 1793-6152



9 771793 615108

SPREE • COLLECTIBLES • MOVES • UPCLOSE • LIFESTYLE
• INDULGENCES • LIVING • ARTS • EVENTS • TIME • ROCKS • FASHION
• BEAUTY • SCENT • DISCOVERY • CONCIERGE

Affluent Affinity

Concierge At Your Service

Affluent affinity defines who you are and fulfills your every desire – a request from you is not a task, it is a journey that unleashes endless joys. You have a wish, we have the means! So if you have a passion, a yearning, whim or just an idea, we are just a call away. Whatever your desire however small or big, your requests will be given our personal attention. Whether it is planning a private dinner party, making reservations at the city's most popular restaurant or travelling to exotic destinations around the world, your every wish will be met with our exceptional service.

If you are looking for a limited edition watch, the season's hottest 'it' bag or even the latest iPad we will scour the world for you. If you have your eyes on a new car we will put you through to the right people; if an upcoming property gets your attention we know who to contact. Expect only the most luxurious services from us because we know your expectations and lifestyle.

Our affinity to the right people, the most stylish restaurants and the latest in fashion allows us to

realize your dreams so that you can relax and know that it is well taken care of. No request is taken lightly; your every wish will be fulfilled because we pride ourselves in providing you with a quality that is second to none. It is a journey that we will like to take on with you from start to the end. There is no membership fee as this is a service provided for our affluent readers and clients to make your life a breeze! Dreams do come true and they start right here. All you need is to give us a call or drop us an email; it really is that simple. **A**

For enquiries please call PAUL
Tel: +65 6377 6779
Mobile: +65 9151 0770 (24 hours)
Email: paul@affluent-media.com



SPREE : 034

Superstar on the Road



The new Bentley Continental GT is a dream not only because it's a smooth drive but because of its dapper looks in 'extreme silver'. Shaped like the lean and mean body of an athlete the car is a stunner with its sculpting lines, hand-crafted leather interiors and practical design inside-out.

Price: Upon application
Tel: +65 6473 7755 | www.bentleymotors.com



Pink Pleasures



Chopard's new La vie en rose watches add style to your slender wrist. From their pink sapphire encrusted bezels to rose mother-of-pearl dials and matching satin straps these timepieces are all about spelling luxury. Set on your wrist this 250 piece limited edition range is as beautiful as a rose in full bloom.

Price: S\$15,500 (with diamonds) S\$161,040
Tel: +65 6733 8111 (Ngee Ann City) | www.chopard.com

Watch & Wonder

The new Sarcar Bise timepiece is not just a watch it is a technological marvel. An 18-carat red gold case featuring sparkling white diamonds, its dial displays a second time zone at 12 o'clock. Turn the watch over and you see its brilliant movement through a transparent sapphire crystal case back.

Price: S\$53,500
Tel: +65 6887 4747 (Masterpiece Time & Jewels) | www.sarcar.com

PRESTIGE

every best in life

SEPTEMBER 2011



CARTIER CELEBRATES
WITH PRESTIGE

PLUS!
DIAMONDS:
BLING ALL AREAS
EXOTIC SPOTS
TO DINE
LATEST FASHION
TRENDS
OUR GUIDE TO
40 UNDER 40



ANNIVERSARY

ISSUE

LE ROYAL *Solitaire*

- Automatic • 18k White Gold With Diamonds
- A One-Carat Rotating Solitaire Diamond Set On A Pavé-Dial

AVAILABLE AT EXCLUSIVE SARGAR RETAILERS:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9998 / Masterpiece Time & Jewels (+65) 6887 4747

INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / **THAILAND** - Cortina Watch Espace Boutique (+66-2) 250 7999

VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 • (+84-8) 3822 6333

Regional Distributor: **Chong Seng Enterprises Pte Ltd** (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam
www.sargar.com



SARCAR

GENÈVE

Creator of dreams



EDITOR'S PICKS



VAN CLEEF & ARPELS

FROM THE EARTH TO THE MOON

Van Cleef & Arpels brings the galaxies to us with a new timepiece from their marvellous Les Voyages Extraordinaires collection. Equipped with a JLC 846 mechanical movement and enhanced with a unique retrograde module, this timepiece was developed exclusively by Jean Marc Wiederrecht for Van Cleef & Arpels. The space capsule located on the right of the dial indicates the retrograde minutes while a star positioned on the left indicates the hours. The dial is a visual masterpiece adorned with an inlay of jade, agate, meteorite stone and champlevé enamel.

LINDE WERDELIN

SPIDOSPEED CHRONOGRAPH

A chronograph joins Linde Werdelin's family of sporty skeletonised watches. This time, the SpidoSpeed Chronograph's case features a new and more complex skeletonised steel case construction that is strong yet lighter than all their previous models. The dial of this watch bears a multi-layered design construction to add visual depth; it is also designed with racing elements as a tribute to the race car industry. The watch is powered by a Linde Werdelin custom made integrated chronograph movement and is water resistant to 100m.

PIAGET

ALTIPLANO

Piaget's Altiplano diamond-paved watch was named the Best Women's timepiece at the Rendez-Vous de l'Horlogerie in Monaco. The watch maintains its super slender profile with an ultra-thin Piaget 430P ultra-thin mechanical hand-wound movement that measures 2.1mm. The 18K white gold case is set with 78 brilliant-cut diamonds and a fully-paved dial set with 735 brilliant-cut diamonds.

HUBLOT

KING POWER RED DEVIL

The third Hublot King Power Red Devil creation reinforces the partnership between Hublot and Manchester United. This new chronograph model has two central chronograph hands that provide better readability. Its indices are made with real blades of grass from the legendary Old Trafford. It took Hublot six months to stabilise the plant material and maintain the original colour including protecting the material from UV rays and temperature differences. Only 500 pieces have been created in micro-blasted black ceramic and 250 pieces in gold. Each of these watches come with a certificate of authenticity signed by Sir Alex Ferguson.



TAG HEUER

FORMULA 1 LADY CERAMIC CHRONOGRAPH

▲ As the nation gears up for the Singapore Grand Prix night race, TAG Heuer pays tribute to this exciting event by launching a second ladies model, the TAG Heuer Formula 1 Lady Ceramic Chronograph with black diamonds. The same winning combination of steel, ceramic and black diamonds is presented again, its powerful appeal complemented with black diamond indices and a subtly embellished bezel. This watch is limited to only 200 pieces.

CHOPARD

HAPPY SPORTS CRUISE

▲ Jet set with Chopard's Happy Sports Cruise timepiece that encapsulates the theme of relaxed elegance. A twirling starfish moves against a white shimmering dial alongside two mobile diamonds – for that extra sparkle. Chopard has released 30 limited-edition pieces with a full diamond paved bezel.

FRANCK MULLER

CENTRAL SECONDS CONQUISTADOR GRAND PRIX

▲ Franck Muller's Conquistador Grand Prix collection adds new members to the family. The case is fashioned in the signature Cintree Curvex shape that surrounds a flambé silvered dial with applied indices and super luminova relief numerals. These sport racing-inspired timepieces are made from a high-tech and ultra-light alloy called Ergal, which has been anodised to improve its resistance to corrosion and abrasion. The watches also come in rose gold or titanium. The Grand Seconds Conquistador Grand Prix is powered by a self-winding mechanical movement with a power reserve of 42 hours.

SARCAR

CARROUSEL VENICE

▲ Venice and all its splendour is immortalised in this stunning timepiece that forms part of Sarcar's Carrousel family. A miniature painting of Venice's Grand Canal and the Santa Maria della Salute serves as the perfect backdrop for the three rotating 0.50 carat solitaires.

FRIDAY, 16 SEPT 2011

FOREVER



SCWTA 82ND ANNIVERSARY BALL



SINGAPORE
CLOCK & WATCH
TRADE ASSOCIATION
新加坡钟表业公会



SARCAR

GENÈVE

Creator of dreams



- MOP dial with 12 individual rotating diamonds
- Each rotating diamond is at least 0.5cts (GIA Certified)
- Centre pavé turning dial

Carrousel

Automatic, 18K White Gold with Diamonds

AVAILABLE AT:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9998 Masterpiece Time & Jewels (+65) 6887 4747

INDONESIA - Watch Boutique (+62-21) 7592 1002 / 21 Watch Boutique (+62-21) 7278 1596

THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999

VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 / (+84-8) 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam
www.sarcar.com

S'PORE NEWS
HDB, URA launch 4
condominium sites
PAGE 12



HOCK LOCK SIEW
Man U listing: Devil's
in the details
PAGE 5

M'SIA NEWS
More women in
the boardroom
PAGE 15

COMMENTARY
Giving more than
just a handout
PAGE 23



THE BUSINESS TIMES

S\$1.00

online at <http://www.business-times.com.sg>



A SINGAPORE PRESS HOLDINGS PUBLICATION

CO REGN NO 199402863E

MICA (P) 120/08/2011

Friday, September 16, 2011

SARCAR
GENEVE
Creator of dreams

LE ROYAL *Solitaire*

- Automats • 18K White Gold With Diamonds
- A One-Carat Rotating Solitaire Diamond Set On A Pavé-Dial

AVAILABLE AT EXCLUSIVE SARCAR RETAILERS

SINGAPORE • Basel • 655 6333 5233 / Leong Poh Kee • 655 6280 9915 Masterpiece Time & Jewels • 655 6887 4747
INDONESIA • 21 Watch Boutique • 62-21-7592-1002 / THAILAND • Corina Watch Espace Boutique • 66-21-253 7999
VIETNAM • Cititime Co. Ltd • 84-81 3822 7107 • 84-81 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd • 65 6298 2075
www.sarcar.com

C M Y K

TIMEPIECES
THE PEAK SELECTIONS



CAPTURING THE MOMENT

CLASSIC CHRONOGRAPH, CUTTING-EDGE TECHNOLOGY



S
SARCAR

GENÈVE

Creator of dreams

Carrousel

Automatic, 18K White Gold with Diamonds

- MOP dial with 12 individual rotating diamonds
- Each rotating diamond is at least 0.5cts (GIA Certified)
- Centre pavé turning dial



AVAILABLE AT EXCLUSIVE SARCAR RETAILERS:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9998 / Masterpiece Time & Jewels (+65) 6887 4747

INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999

VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 • (+84-8) 3822 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

联合早报

新加坡报业控股

Lianhe Zaobao www.zaobao.com

南洋 • 星洲

2011年9月15日 Thursday 星期四 农历辛卯年八月十八



8 687181 600005

MICA (P) 084/07/2011

今天56大版 / 售价80 c

SARCAR
GENEVE

豪門世家

尊显系列

18K白金镶钻腕表 • 一颗1克拉美钻镶嵌在旋转装饰表盘上

请向豪門世家授权经销商订购:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9996 Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999
VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 • (+84-8) 3822 6333

区域总代理: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam
www.sarcar.com



CMK

Wealth managers take the rough with the smooth

Asian growth expected to remain robust: IMF

California
dreaming

Asian cinema gets sexy



Friday, October 14, 2011

SARCAR
GENÈVE

Creator of dreams

Carrousel

Automatic JSK White Gold with 12 Rotating Diamond Indexes - 0.5cts each (GLA certified)

VALORI E VIRTÙ IN UN'ECONOMIA DI MERCATO

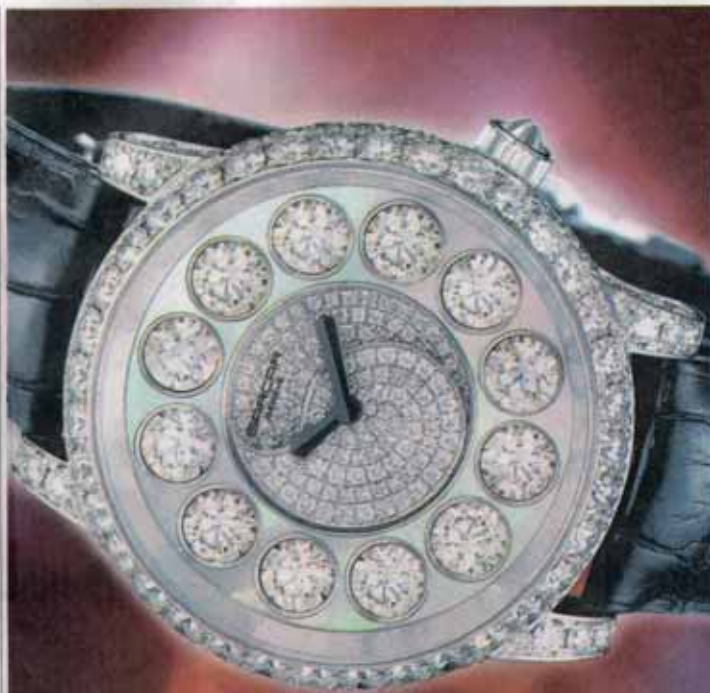
SINGAPORE - Bezel (+65) 8333 5833 / Leong Poh Kew (+65) 8236 9998 Masterpiece Time & Jewels (+65) 8887 4747

INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Boutique (+66-2) 250 7522

VIETNAM - CUSTOME CO. LTD (+84-9) 3022 7807 • (+84-8) 3022 6333

Described Classification: Clean Room Enterprises, Inc. Ltd. L480 6006 2075

[www.bentley.com](#)



K
M
C

ICON

风华

SINGAPORE

走进时尚梦工场
非一般的奢华
奢华家居特辑

总裁说品牌·打造完美家园·

WWW.ICON

幸福回旋曲

放弃悲伤的权力，留住欢乐的瞬间，让幸福时光不断回旋。正如精致华美的
Sarcas腕表，记录每一个愉悦的分秒，在生命周期里不停地重复轮转。



Octavia钻石腕表，在12点位镶嵌0.4克拉单枚旋转钻石，搭配玫瑰金表链。

左至右：
Diva Clef de Sol玫瑰金镶钻自动腕表，旋转的高音谱号形状秒针上镶有一颗单枚钻石，各时位镶上琴键般的细小黑钻；
Odyssee玫瑰金镶钻石英表，表面上镶嵌四颗红宝石和一颗重逾0.4克拉的旋转钻石；
Regina玫瑰金镶钻机械表，搭配鳄鱼皮表带。







上至下: Feetre sur Paris腕表, 珐琅彩绘及玫瑰金铸造的巴黎埃菲尔铁塔表盘上镶嵌三颗各别重逾0.5克拉单枚旋转钻石, 拥有Frederic Piguet自动机芯, 搭配18K白金表链(或硅胶表带); Marquetry Tiger腕表, 以古代镶嵌画手法绘制的老虎图像表面, 从枫树、核桃树、青龙木、郁金香、白杨及树包萃取色素, 营造栩栩如生的画面。

THE PEAK

SINGAPORE

NOVEMBER 2011

IN HIS COURT

**PHILIP JEYARETNAM, SENIOR COUNSEL
AND MANAGING PARTNER, RODYK & DAVIDSON**

**CEOS AND THEIR (MUSICAL) INSTRUMENTS OF POWER
ON EARTH'S MOST REMOTE ISLAND, NEXT DOOR IS 2,430KM AWAY
WHY SMOKE IS THE KITCHEN'S HOTTEST INGREDIENT TODAY**

thepeakmagazine.com

EXOTIC INDULGENCES

Thanks to brilliant jewels and exquisite art,
every Sarcar timepiece is a miniature masterpiece.



Definitely one of the showpieces for the brand, Sarcar's Le Carrousel features 12 half-carat rotating solitaires (each with a GIA certificate) set in white gold. With a total of 469 brilliant-cut diamonds (13.84 carats) on the entire watch, with a case measuring 40mm, this is a piece to show off.

SHOT ON LOCATION STEINWAY GALLERY SINGAPORE



Clockwise from top:
The Diva Clief de Sol
is as hypnotic as it is
glamorous. The rose
gold automatic watch
features a jewelled
treble clef set with a
diamond at its tip. Like
the Carrousel pieces, the
musical note will rotate
on its axis, swirling over
a dial resembling a score
made up of black and
white gems.

For those looking
for something a little
more versatile, the
Regina should fit the
bill. Its simple white
dial is decorated with
a diamond-covered
rose gold bezel and
finished with a crocodile
leather strap.

The appropriately
named Diva Lyre
represents the idea of
music lingering even as
time moves on. Crafted
in either rose gold or 18K
white gold, the timepiece
shows off a mobile lyre
paved with diamonds,
with an additional two
0.35 carat solitaires.
An automatic Frederic
Piguet movement powers
this watch, fitted with
a crocodile leather
strap with a gold
folding clasp set with
yet more diamonds.

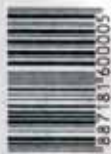


From left:
You don't always need
precious metals to
create a beautiful piece
of art. This Marquetry
Tiger watch, part of the
Carrousel of Dreams
collection, is the result
of carefully laying
pieces of maple, walnut,
amboyne, burr ash, tulip
and poplar veneers to
form the vivid dial.

The Eiffel Tower's endless
reach of inspiration
has made it to this
Carrousel of Dreams
piece. The famous
structure is reproduced
on the Fenetre sur Paris
dial in hand-engraved
yellow gold and fired
enamel. Three rotating
0.5 carat diamonds
glaze on the face of
this watch, powered by
an automatic Frederic
Piguet movement. The
18K white gold bracelet
here complements the
glimmering bezel, but
a crocodile leather
strap is also available.



联合早报



8 887181 600005

MICA (P) 084/07/2011

今天50大版 / 售价80¢

新加坡报业控股

Lianhe Zaobao www.zaobao.com

南洋 • 星洲

2011年11月1日 Tuesday 星期二 农历辛卯年十月初六

SARCAR
GENEVE

豪門世家

尊显系列

18K白金镶钻腕表 • 一颗1克拉美钻镶嵌在旋转装饰表盘上

请向豪門世家授权经销商订购:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kae (+65) 6296 9998 Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999

VIETNAM - Cititime Co. Ltd (+84-6) 3822 7807 • (+84-6) 3822 6333

区域总代理: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Singapore • UK • USA • Germany • France • China • Japan • Korea • India • Australia • New Zealand • Hong Kong • Taiwan • Malaysia • Indonesia • Thailand • Vietnam

www.sarcar.com



CMYK

联合早报



8 887 181 600005
MICA (P) 084/07/2011
今天42大版 / 售价80 c

sph 新加坡报业控股

Lianhe Zaobao www.zaobao.com

南洋 · 星洲

2011年11月7日 Monday 星期一 农历辛卯年十月十二

看点

**曼谷乍都乍市集
水位渐升仍营业**



**头盔追踪工友位置
加强工地安全**

焦点新闻第4页



**外来客脱口秀
趣谈新加坡**

新加坡封面



头奖 **3890** 万字票中奖号码 刊第23页

不和谐声

混乱中，丈夫声称被儿子推了一把，导致他踩到衣架摔倒，他觉得受辱，失控冲入厨房亮出两把刀子，吓得孩子尖叫。妻子报警后，丈夫放下刀子进入房间，警方上门后，妻子表示不要追究。当晚，丈夫悄然离家，直到两个星期后才回家。

事发后，妻子和丈夫划清界线，要跟他分居。丈夫气得不再给家用，妻子于是入禀法庭要求生活费。丈夫后来被令每月支付4450元给妻儿，并继续住在同一屋檐下，但妻子无法忍受，以丈夫作出不合理行为提出离婚。

丈夫仍希望与妻重修旧好，反对离婚。不过，法庭最终批准离婚，但两人各自支付生活费，妻子不满足上诉，认为丈夫应承担全数生活费，结果上诉被索瓦三法官驳回。

法官认为，除了去年1月17日的亮刀事件，妻子对丈夫提出的指责都站不住脚。

✉ cting@sph.com.sg

CMYK

梦幻名表



Sarcar向以镶钻腕表闻名，最近推出的Diva-Lyre(竖琴)系列洋溢梦幻般美感，尤其引人注目。竖琴一向予人优雅灵秀的感觉，表盘上即有一个以钻石镶嵌而成的竖琴造型，整个表盘总共镶嵌了361颗钻石，共计6.54克拉，竖琴两边则另外缀以两颗各0.35克拉的钻石，璀璨夺目，别具匠心。Sarcar 名表可到来福士城 Bezel 与 Masterpiece Time & Jewels 参观选购。

转动幸运轮

即日起至11月23日，购买Toshiba游戏或娱乐笔记型电脑，就有机会转动幸运轮，赢取多功能打印机、耳机、SPA礼券、高清数码摄像机、音乐课程、硬盘驱动器诱人礼品。此外，还有机会参加Toshiba Entertains竞赛以及幸运大抽奖，赢取双人香港来回机票、豪华酒店住宿与数码摄影机等大奖。详情请参阅<http://pc.toshiba-asia.com/wheelofdesires>



(文林封面)

百达翡丽在滨海湾金沙开幕后，率先在这里开专卖店的精表商之一。林慧萍说，这不是为了抢先一步，只是时机成熟，水到渠成。至于是否考虑在圣淘沙名胜世界开专卖店，她说暂时不考虑，因为滨海湾金沙的潜在客户较多。



豪门世家总裁玛雅·科尼格认为，本地市场非常成熟，每次来新加坡，都感觉有新事物、新景象，这是一个愈发充满生气的市场。(龙国雄摄影)

爱马仕：销售成绩80分

爱马仕(Hermès)东南亚总经理杰罗姆·索曼(Jerome Souman)指出，过去一年，其精表店在滨海湾金沙的销售成绩可打80分，其中70%顾客来自外地，以中国顾客居多。

他说：“尤其是上个月的黄金周假期，中国游客涌入本地，爱马仕在中国各大城市都有许多支持者，因此他们来到本地，也会专程来店里看表买表，他们欣赏爱马仕的历史工艺与创意。”除了中国顾客外，客源也来自印度尼西亚。

基本上，滨海湾金沙以游客为主，他认为只要管理层多引进不同客源，包括本地人到那里消费，相信整体销售成绩会更好。另外，他认为能有此成绩，也归功于爱马仕一支强有力的行销人员。

高档腕表发展空间大

滨海湾金沙的精品店

近40家，包括卡地亚、

百达翡丽、宝格丽、

萧邦(Chopard)、

雷达(Rado)、宝珀(Blancpain)、

江诗丹顿(Vacheron

Constantin)、Van Cleef & Arpels，以及新造品牌Hsyek和

stand-alone boutiques等。

滨海湾金沙发言人指出，随着亚洲游客不断增加，这

两年看到这些消费者对高档腕表的需求强劲，尤其是高档品牌

腕表的发展与提升空间很大。

豪门世家(Sacchari)总裁玛雅·科尼格(Maya Koenig)日前表示，为

张罗下个月在滨海湾金沙全新开张的精品专卖店打点事务，也顺

便顺区域代理商见面。

她接受记者访问时说：“很期待和兴奋，这是我们在IS第一个

专卖店，一直都对新加坡精品市场很有信心。豪门世家跟一般名表

品牌不同的是，我们的制表技术能达到别人无法做到的。例如Royal

solitaire的钻石轴转动表盖，或是如‘The Twist’的一颗1克拉钻石悬浮

在表盘中等，这些都是限量经典作品。”

玛雅·科尼格认为本地市场非常成熟，每次来新加坡，都感觉有新事物、

新景象，这是一个愈发充满生气的市场。她表示，豪门世家的买家都了解

品牌的独特性，尤其是量身定制的名表。“例如最近有马士找我们的制表

师，要把心爱的宝马的轮轴作为表盘，也有人把自己的肖像作为表盘，这

都是独一无二的。顾客知道我们有这样的制表师能满足他们的高要求，无

论是一只收费超过150万元，或是要等上一两年，都不是问题。”

她指出，越来越多买表者追求个性化的产品，而且注重价值，这跟豪

门世家的理念不谋而合。

“精表街”前景乐观?

圣淘沙名胜世界占地约3万平方英尺的购物区由Valiram集团开设，其中有一条“精表街”，汇集约10个名表品牌，包括宝格丽(Bulgari)、欧米茄



百达翡丽是率先在滨海湾金沙开专卖店的精表商之一。

本地品牌表现不理想

Azimuth在本地第一家精表专卖店设于乌节路文华购物廊，去年8月则在滨海湾金沙开设第二家。

本地名表品牌Yafiro和Azimuth面对外国精表“大咖”夹攻下，表现不尽理想。尤其是前者，两三个月前正式结束在滨海湾金沙的生意。

皇运(Yafiro)国际执行董事理丘金雄受访时指出，这是迫不得已的事，长痛不如短痛。皇运去年配合欢庆创立10周年纪念，于9月为皇运新专卖店开幕，装潢耗资至少150万元，店如其名，充满皇族的贵气，但是这种运气却未能长红。如果加上提早租滨海湾金沙的费用，他说，亏的数字更大。

皇运：位置不理想

丘金雄说：“很可惜，检讨失败的原因，可能是我们的店面位置不理想，太偏僻，人流少，而且当时人潮和精表店不如现在多，因此无法撑下去。另外，员工的工作时间很长，早上10点做到晚上11点，生意不好，因此他们也撑不下去！我们不是大财团，不能硬撑下去。其实，回忆起来员工一起为店面设计装潢忙碌到凌晨三四点，那种感觉挺美好的！”

失之桑榆，得之东隅。丘金雄说：“往好方面想，毕竟曾经拥有过，也算无憾了！现在，我们在金沙着重做顶级珠宝LEVIEV生意，专卖店去年开业至今，生意都不错，具发展潜力。”

目前，他专心照顾32岁的大女儿打理珠宝业务，女儿是GIA(美国宝石学会)珠宝鉴定师。

现在，他对精表业仍充满热情，将主力转放在吉利的Yafiro专卖店，等待机会再展拳脚。



林日耀：MBS外地客占多数，是表商重视的消费群。



丘金雄：关闭金沙的精品店后，我们着重做顶级珠宝LEVIEV生意。

Azimuth：业务仍有待进步

虽然Azimuth在2004年出产一只瑞士腕表，但是在本地开始精表专卖店只有短短两年历史，第一家精表专卖店设于乌节路文华购物廊，去年8月则在滨海湾金沙开设第二家。创办人黎鸿远受访时说，这是根据市场策略走，很多品牌都想来这里开店，也是许多人们茶余饭后谈论的焦点。他说：“我们精表店在滨海湾金沙的业务仍有待进步，大概只达到预期的一半。商场的停车位不足，周末驾车来这里，通常要等超过半小时才能找到停车位。很多新加坡人来这里只是走走看看，很少消费。商场应积极进行广告宣传，吸引更多人潮。”

目前，他跟商场签了3年合同，必须坚持下去，如果盈利将作出调整。

SINGAPORE EDITION

ADORE

GEMS & TIMEPIECES

ART
ATTACK
VACHERON
CONSTANTIN'S
MÉTIERS D'ART
& MORE

INSIDE

CLASSICAL DESIGNS
MAKE A COMEBACK

A COMPREHENSIVE
GUIDE TO THIS YEAR'S
TRENDS AND
NOVELTIES



S\$10.00 2011/2012



MICA (P) 133/08/2011



From left: Ulysse Nardin San Marco Chronometer in platinum; Chopard L.U.C XP Urushi Collection Gold Fish watch in white gold; Sarcar Carrousel Marquetry Roaring Tiger in rose gold



DIAMOND WATCHES IMMORTALISE TIME. THEIR SEMBLANCE TO JEWELLED CUFFS AND BRACELETS IS A NOD TO A NOT-SO-DISTANT PAST WHEN WOMEN WORE JEWELLERY THAT CONCEALED TIME-TELLING DEVICES

Clockwise from left: Harry Winston, The Premier Collection with chronograph in white gold with diamonds and mother-of-pearl dial; Chaumet Le Grand Frisson in white gold with diamonds and mother-of-pearl dial; Sarcar Solitaire Meh in white gold

ICON

风华

SINGAPORE

比钻石还贵的白松露
高级定制服不死
空姐，云端上的优雅身影
风华佳节特辑
丝带传关爱·奢华圣诞餐·家居派对·雪白腕表
WWW.ICON.SINGAPORE.COM

SARCAR
GENÈVE
豪門世家



LE ROYAL Solitaire

尊显系列

18K白金镶钻腕表 • 一颗1克拉美钻镶嵌在旋转装饰表盘上

請向豪門世家授權經銷商查詢：

SINGAPORE: SARCAR PAVILLION • MBS #82-202 / 203 T. (+65) 6888 7777 • Raffles City #01-36C T. (+65) 6333 5833
Masterpiece Time & Jewels T. (+65) 6887 4747 • Leong Poh Kee T. (+65) 6286 9888
INDONESIA: 21 Watch Boutique T. (+62-21) 7592 1002 / THAILAND: Cortina Watch Espace Boutique T. (+66-2) 250 7999
VIETNAM: Citilime Co. Ltd T. (+84-8) 3822 7807 / (+84-8) 3822 6533

【K.M.S.代理】Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Singapore • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam

www.sarcar.com



JURONG GREEN COMMUNITY CLUB

裕青民众俱乐部

UPGRADING COMPLETION CEREMONY SOUVENIR MAGAZINE

31 DECEMBER 2011



翻新工程竣工开典礼纪念特刊

2011年12月31日

SARCAR
GENEVE

Creator of dreams

Carrousel
COLLECTION

Marquetry Tiger -

- Automatic • 18k Rose Gold with Diamonds
- 3 Rotating Solitaire Diamonds
- Marquetry Art Tiger Crafted on Dial

AVAILABLE AT EXCLUSIVE SARCAR RETAILERS:

SINGAPORE - Bezel (+65) 6333 5833 / Leong Poh Kee (+65) 6296 9998 Masterpiece Time & Jewels (+65) 6887 4747
INDONESIA - 21 Watch Boutique (+62-21) 7592 1002 / THAILAND - Cortina Watch Espace Boutique (+66-2) 250 7999
VIETNAM - Cititime Co. Ltd (+84-8) 3822 7807 • (+84-8) 3822 6333

Regional Distributor: **Chong Seng Enterprises Pte Ltd** (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam
www.sarcar.com



THE PEAK

SINGAPORE

DECEMBER 2011

ONE GOOD MAN

SAM GOI, EXECUTIVE CHAIRMAN, TEE YIH JIA GROUP

THE FESTIVE ISSUE

NEW FACES OF PHILANTHROPY

35 WAYS FOR A BETTER TOMORROW

STUFFOCATION: ARE WE AMASSING TOO MUCH?

thepeakmagazine.com

SARCAR
GENÈVE

Creator of dreams

LE ROYAL Solitaire

- Automatic • 18k White Gold With Diamonds
- A One-Carat Rotating Solitaire Diamond Set On A Pavé Dial

AVAILABLE AT EXCLUSIVE SARCAR RETAILERS:
SINGAPORE: SARCAR PAVILION • MBS #B2-202 / 203 T: (+65) 6688 7777 • Raffles City #01-36C T: (+65) 6333 5633
Masterpiece Time & Jewels T: (+65) 6887 4747 • Leong Poh Kwe T: (+65) 6296 9998
INDONESIA: 21 Watch Boutique T: (+62-21) 7592 1002 / THAILAND: Cortina Watch Espace Boutique T: (+66-2) 250 7099

VIETNAM: Citilime Co. Ltd T: (+84-8) 3622 7607 / (+84-8) 3622 6333

Regional Distributor: Chong Seng Enterprises Pte Ltd (+65) 6296 2075

Indonesia • UK • USA • Cambodia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Brunei • Malaysia • Thailand • Vietnam

www.sarcar.com



WOW



DRAGON DYNAMO

CHINESE ZODIAC'S MOST
POWERFUL SIGN

CHRONOGRAPH CHRONICLE

190 YEARS OF EVOLUTION

ARTISANAL ALLURE

EXQUISITE HANDCRAFTED DIALS



8 886310 638698

TASTE PARADISE

AUDEMARS PIGUET TEAMED UP WITH THREE MICHELIN-STAR CHEF PHILIPPE ROCHAT FOR AN EXQUISITE GOURMET DINNER AT SENSO RISTORANTE & BAR AT THE START OF THE FORMULA ONE WEEKEND

Singapore has seen many visiting star chefs but none has ever flown in a team of 21 (comprising kitchen and service staff) from a top-tier Michelin star restaurant. It took the MD of Audemars Piguet Asia, Oliverio Bottinelli, 18 months of organisation but the effort was well appreciated from the smiles and lip smackings of the 70 guests from the region who savoured the exclusive eight-course dinner. It was only the second time that Rochat had closed his restaurant at the Hotel de Ville in Crissier, Switzerland, to cook abroad. The first was in New York in 2007, and his Singapore appearance will also be his last destination abroad as he is retiring and handing over the restaurant to his second-in-command Benoit Violer on April 1, 2012. Bottinelli describes the dinner as a remarkable pairing as Philippe Rochat and Audemars Piguet are both Swiss and equally passionate about precision, passion and know-how ➤





(From left) Andreas Feller, Oliver and Sebastian Bottinelli



Goetan Jankowski and William Leung



(From left) Dr Melvyn Teillol-Foo, Oliviero Bottinelli and Dr Thomas Mao



Creator of dreams

VIETNAM

Thời Gian

QUYỂN SỐ 7 | KÍNH TẶNG

100 NHÃN HIỆU ĐỒNG HỒ NỔI TIẾNG THẾ GIỚI

www.thoi-gian.com

OMEGA

Ladymatic

JAEGER-LECOULTRE

Montre Extraordinaire La Rose

AUDEMARS PIGUET

Jules Audemars

Perpetual Calendar

LONGINES

DolceVita



RADO

Ceramica White

HERMÈS

Hermès Clipper Chronograph

SARCAR
GENÈVE
Creator of dreams



Carrousel

COLLECTION

Fancy Hours -

Automatic • 18k Red Gold with Diamonds • 0.5 ct Rotating Solitaire at 12h • 11 Rotating Diamond Indexes

 **Cititime**

AVAILABLE AT:

Cititime Flagship Store - 26A Le Loi St., Dist.1, HCM City, Vietnam. Tel: (84-8) 3822 6333
Cititime - Diamond Plaza - 34 Le Duan St., Dist.1, HCM City, Vietnam. Tel: (84-8) 3822 7807

Regional Distributor: **Chong Seng Enterprises Pte Ltd** (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam

www.sarcar.com

Kỷ quan của NGHỆ THUẬT

Không phải lúc nào quý mô cũng là thước đo chính xác thành công của hãng chế tác và có vẻ điều này là hoàn toàn chính xác trong trường hợp của nhà hiệu đồng hồ nữ trang cao cấp Sarcar - chúng David nhỏ bé trong thế giới đồng hồ tròn bị thông trị bởi những gã khổng lồ Goliath.

Dù có lượng fan đông đảo và không ngừng gia tăng, Sarcar vẫn kiên trì theo đuổi triết lý mà nhà sáng lập Carlo Sarrazano đã đặt ra, rằng nếu hãng đặt trụ sở ở Genève thì phải duy trì quy mô nhỏ để đảm bảo sự riêng biệt, tập trung, tinh thần hoạt và sức sáng tạo. Trên thực tế, rất ít hãng đồng hồ danh tiếng nào sở hữu một định thù chuyên ngành bao bọc trong hàng đã tồn tại hàng thế kỷ như Sarcar.

Có vẻ như rất hiếm đặc với câu nói: người ta nên "biết cách đủ lớn để mạnh mẽ và đủ nhỏ để tự do" nên sau khi thành lập Sarcar vào năm 1948, Sarrazano bắt đầu thai nghén ra những chiếc đồng hồ trang sức với nguyên tắc dẫn đường là theo đuổi vẻ đẹp, sự sang trọng và độc đáo bên cạnh tinh thần dụng cũng các chức năng.

Ngày nay, nguyên tắc cá nhân này đã trở thành khẩu hiệu của công ty, từ đó cho ra đời những chiếc đồng hồ tuyệt tác được đánh số, sản xuất với số lượng vô cùng hạn chế. Tận tâm này đảm bảo mỗi mô và cú tiếp xúc mở rộng thông qua sự kết hợp thành công giữa công nghệ tiên tiến và kho tàng kiến thức lịch sử hàng thế kỷ của Sarcar. Thêm nữa, hãng còn thực hiện việc kiểm soát chất lượng nghiêm ngặt ở mỗi khâu sản xuất, từ nam đá quý tới danh bóng và kiểm nghiệm chi tiết từng quý trình.

Vì dụ điển hình là bộ sưu tập Magic Moon, Galaxy và Moonlight vừa được khai sinh trong những năm gần đây. Ngoài ra, ta không thể không kể đến bộ sưu tập Solitaire với vẻ đẹp kiều sa và tinh tế, nổi bật với viên kim cương solitaire 1 carat, đặt đối lập với lớp nền cũng nam đá quý xoay tròn kiểu hành trên nền mặt số kim cương. Với cách thiết kế và

“ Gắn dây nhất, Sarcar nhận được vô vàn lời tán dương khi kết hợp nghệ thuật vẽ và khám cổ xưa vào mặt số qua bộ sưu tập Carrousel of Dreams. ”



1. Mẫu đồng hồ Moonlight Eagle.
2. Mẫu Carrousel of Dreams.

sắp xếp tinh tế này, chỉ cần một cử động nhẹ nơi cổ tay cũng đủ làm ánh sáng tuôn tràn trên mặt số kim cương, làm sống động viên kim cương chính bao quanh nó.

Gắn dây nhất, Sarcar nhận được vô vàn lời tán dương khi biết kết hợp nghệ thuật vẽ và khám cổ xưa vào mặt số qua bộ sưu tập Carrousel of Dreams, trên đó nổi bật hình ảnh sống động của những đồng hồ cao quý như báo Gêpa và Ngựa. Nghệ thuật khám bắt nguồn từ "Intarsia", một kỹ thuật lâu đời nhất, trong đó, hình ảnh được các nghệ nhân tạo nên bằng cách nam, khám các chất liệu và đã quý lên nền. Những báu vật này được tìm thấy ở Ai Cập cổ, Persia, Nhật Bản, Trung Quốc, Ấn Độ và Ý.

Ở Sarcar, nghệ thuật khám tinh xảo đã phát triển tuyệt vời trên chất liệu gỗ, nhất là các loại gỗ quý hiếm vì chúng sở hữu những màu sắc rất đặc biệt như gỗ thích, gỗ óc chó... Năm ba người gồm một họa sĩ người Pháp từng giành nhiều giải thưởng, một thợ điêu khắc gỗ và một thợ khám với những tinh hoa đặc biệt sẽ cho ra đời những mặt số đẹp đến nao lòng. Quá trình hào tâm tốn trí này càng trở nên phức tạp hơn khi nghệ nhân phải đảm bảo chất liệu phù hợp để làm nổi bật tâm điểm của bộ sưu tập là ba viên kim cương solitaire xoay sao cho hoàn hảo nhất.

Đó chính là lý do vì sao những người yêu đồng hồ cũng chưa hề một suy nghĩ, đó là đeo đồng hồ Sarcar là chưa ước mơ vào đời thực trên cổ tay mình, dùng như khẩu hiệu của hãng: "Người kiến tạo những giấc mơ."





SARCAR

Lấy vũ trụ làm năng thơ truyền cảm hứng, Sarcar mang lại cho thế giới ba mẫu đồng hồ thật đặc biệt, là hiện thân của sự hoàn hảo, tạo bạo và kỹ thuật chế tác đồng hồ tinh xảo của hãng.

Biết bao năm qua, nhân loại không ngừng ngược nhìn những vì sao trên trời để cầu mong ước mơ sẽ trở thành hiện thực. Không là ngoại lệ, các nhà chế tác đồng hồ bậc thầy của Sarcar thường ngược nhìn bầu trời để tìm nguồn cảm hứng cho hành trình chế tạo những chiếc đồng hồ riêng biệt và độc đáo nhất mà bất cứ người yêu đồng hồ nào cũng đều mơ ước.

Quả thực, nếu hình oval hoàn hảo và lộng lẫy cho mẫu đồng hồ Moonlight Galaxy thì nó chính là đại diện kiểu hành nhất cho nguồn cảm hứng này. Nổi bật với các đường cong tròn tinh tế, mẫu đồng hồ trang sức rất nữ tính này đã chứng tỏ rằng kim cương thực sự là người bạn thân thiết của các quý cô, quý bà. Đáng chú ý là viên kim cương "solitaire" xoay lóng lánh nằm giữa viên ổ chân kính và nền mặt số vàng trắng nạm đầy kim cương rất ấn tượng. Nổi bật trên mặt đồng hồ là hiển thị giờ với mặt số phụ hài hòa, sang trọng. Hai lựa chọn giữa dây da cá sấu hoặc satin với móc gấp bằng vàng trắng có vẻ khá khiêm nhường so với sự xa hoa của mặt số, nhưng nó góp phần tạo nên nét trang nhã cho chiếc đồng hồ.

Sau hơn ba năm chế tạo, đồng hồ The Twist là kiệt tác đầu tiên trên thế giới hòa trộn được các giá trị đáng tự hào của Sarcar về chất lượng, sự cải tiến và tính thẩm mỹ. Kỹ thuật vượt trội của chiếc đồng hồ nằm ở sự huyền hoặc toát ra từ viên kim cương solitaire khảm nổi 1 carat đặt ở vị trí 12 giờ, quyến rũ mọi ánh nhìn vào mỗi chuyển động nhẹ nhất của cổ tay. Ngoài ra, ổ chân kính và mặt số làm bằng vàng trắng nạm kim cương càng làm tăng thêm nét quyến rũ.

Người ta nói rằng khoảnh khắc khám phá tuyệt vời nhất hay đến khi không ai ngờ tới. Hành trình chế tác ra chiếc đồng hồ Le Carrousel Snow Tiger là một ví dụ điển hình. Trong một buổi đi trượt tuyết, một nhà thiết kế của Sarcar đã tình cờ bắt gặp một con hổ trắng di thơ thẩn và bị mắc kẹt trong trận bão tuyết. Bất ngờ trước cuộc chạm trán với vẻ đẹp hoang dã của thiên nhiên này, ngay sau khi trở về xưởng chế tác, anh đã tìm cách đặt khung cảnh thơ mộng đầy tuyết rơi đó lên cổ tay con người. Cuối cùng, nghệ thuật khảm tinh xảo đã được chọn để khắc hình con hổ đang găm giữ lên mặt số ngọc trai, như nét chấm phá bên cạnh ba viên kim cương xoay chuyển động tự do xung quanh đây ảo ảnh.

Được trang bị cơ cấu chuyển động tự lên dây Piguet Automatic nằm gọn trong lớp vỏ bằng vàng trắng hoặc vàng hồng 18K, chiếc đồng hồ thật kỳ diệu với ổ chân kính, các vấu lồi nạm kim cương và núm điều chỉnh cũng nạm kim cương solitaire hoàn hảo. Với dây đeo da cá sấu đi kèm móc gấp bằng vàng nạm kim cương, những ai may mắn trở thành chủ nhân của chiếc đồng hồ tuyệt tác này đều kiêu hãnh khi biết mẫu này hoàn thiện với 207 viên kim cương Top Wesselton VVS1 nặng xấp xỉ 7,6 carat.



1. Mẫu đồng hồ Le Carrousel Snow Tiger, 2. Mẫu Twist Numeric, 3. Mẫu Moonlight Galaxy

CITITIME FLAGSHIP BOUTIQUE
26A Lê Lợi, Q.1, Tp.HCM, Việt Nam
Tel: +84 8 3822 6333

CITITIME BOUTIQUE
Diamond Plaza
34 Lê Duẩn, Q.1, Tp.HCM, Việt Nam
Tel: +84 8 3822 7807
info@cititime.com.vn

www.sarcar.com



SALON DELUXE VIETNAM 2010

Những niềm kỳ vọng





Sau 2 ngày diễn ra trong không gian trang trọng của khách sạn InterContinental Asiana Saigon, triển lãm Đồng hồ, Nữ trang & Phong cách sống Salon Deluxe Vietnam 2010 đã chính thức khép lại với những ấn tượng đẹp trong lòng quan khách.

Được tổ chức vào ngày 27 & 28/11/2010, đây là lần đầu tiên người hâm mộ được tận mắt chiêm ngưỡng các huyền thoại về đồng hồ, nữ trang trên thế giới quy tụ dưới một mái nhà nhằm mang đến cho công chúng tất cả những tinh hoa đã làm nên di sản của thương hiệu. Có thể kể đến những tên tuổi lớn trong ngành chế tác đồng hồ cao cấp như Jaeger-LeCoultre, Piaget, Audemars Piguet, Van Cleef & Arpels; các thương hiệu nữ trang tinh xảo như Lazare Diamonds, CAO Fine Jewellery, Jacob's Jewellery, The Jewel Box..., ngoài ra,



1. Toàn cảnh Salon Deluxe Saigon 2010; 2. Reception chào đón khách; 3. Set up trước giờ khai mạc; 4. Quầy triển lãm của Sarcor; 5. Quầy triển lãm của Audemars Piguet; 6. Quầy triển lãm của Jaeger-LeCoultre; 7. Nơi trưng bày những viên kim cương độc đáo Nature Wonders của Lazare Diamonds



10



11



12

13



đó còn là Goldvish, S.T.Dupont, Vaserco, Diamond Island Sky Resort – những đại diện tiêu biểu góp phần không nhỏ trong việc hình thành nên một phong cách sống cao cấp. Tất cả đã khiến cho Salon Deluxe trở thành một "bữa tiệc sắc màu" vô cùng rực rỡ, thu hút sự quan tâm của đông đảo các nhà sưu tập, những vị doanh nhân lẫn các đơn vị truyền thông đại chúng.

Theo cô Jade Huỳnh, đại diện của Ban tổ chức Salon Deluxe tại Việt Nam: "Đây là lần đầu tiên tại Việt Nam, các thương hiệu cao cấp trên thế giới quy tụ trong một không gian sang trọng được bài trí một cách chuyên nghiệp theo mô hình của các triển lãm quốc tế danh tiếng như Baselworld, SIHH ... Tuy lần đầu tiên được tổ chức nhưng Salon Deluxe đã nhận được rất nhiều sự quan tâm của công chúng lẫn các thành viên tham gia triển lãm".

Các vị khách mời đã tỏ ra vô cùng thích thú khi chỉ với một điểm đến mà đã được kết nối với cả thế giới của những sản phẩm cực kỳ sang trọng. Không chỉ được chiêm ngưỡng mà khách hàng hoàn toàn có thể sở hữu tất cả những gì tinh túy được ẩn chứa trong từng sản phẩm mà trước đây họ phải cất công sưu tầm, thậm chí phải bay sang nước ngoài để có được những trải nghiệm này thì



nay chỉ cần đến với Salon Deluxe là họ đã chạm đến gần hơn ước mơ về một phong cách sống hoàn mỹ tại Việt Nam.

Chỉ trong hai ngày diễn ra triển lãm, Salon Deluxe Vietnam 2010 đã chào đón sự hiện diện của hơn 1.000 vị khách (gồm 350 khách VIP tại tiệc cocktail vào tối 27/11 và 830 khách tham quan trong ngày 28/11). Điều này chứng tỏ triển lãm đã phần nào đáp ứng niềm kỳ vọng của khách hàng dành cho những thương hiệu danh tiếng trên thế giới. Vào tháng 04/2011, Salon Deluxe sẽ trở lại với điểm đến là thủ đô Hà Nội, hứa hẹn sẽ mang đến những bất ngờ vô cùng thú vị cho các nhà sưu tập Hà thành.

8. Quầy triển lãm của Van Cleef & Arpels;
 9. Quầy triển lãm của Diamond Island;
 10. Trình diễn các bộ sưu tập nữ trang, đồng hồ và các phụ kiện thời trang đi kèm;
 11, 12, 13, 16, 19. Các khách mời tại triển lãm; 13. Người mẫu Kim Cương trình diễn BST nữ trang; 14. Người mẫu Oanh Yến trình diễn các mẫu đồng hồ kim cương ấn tượng; 15. Các nhân viên Oriental Exhibitions, đại diện Ban Tổ Chức tại Việt Nam; 17, 18. Các Tổng Giám Đốc thương hiệu ở nước ngoài đến tham dự



Thời Gian

COLLECTIONS

NHỮNG THƯƠNG HIỆU NỔI TIẾNG

Omega
Sarcar
Piaget
Rado

NHỮNG PHIÊN BẢN ĐỘC ĐÁO

Tech Machines
Bí Ẩn Của Thời Gian
Mùa Hè Rực Rỡ

NHỮNG NHÂN VẬT NỔI TIẾNG

Lý Nhã Kỳ
Walter von Känel
Victor Strambini

Phong Cách Sống
Đẳng cấp doanh nhân



S
SARCAR

GENÈVE

Creator of dreams

Carrousel

Automatic, 18K White Gold with Diamonds

- MOP dial with 12 individual rotating diamonds
- Each rotating diamond is at least 0.5cts (GIA Certified)
- Centre pavé turning dial



Cititime

AVAILABLE AT:

Cititime Flagship Store - 26A Le Loi St., Dist.1, HCM City, Vietnam. Tel: (84-8) 3822 6333

Cititime - Diamond Plaza - 34 Le Duan St., Dist.1, HCM City, Vietnam. Tel: (84-8) 3822 7807

Regional Distributor: **Chong Seng Enterprises Pte Ltd** (+65) 6296 2075

Switzerland • UK • USA • Colombia • Bahrain • Kuwait • Qatar • Saudi Arabia • UAE • Russia • China • Hong Kong • Taiwan • Japan • Singapore • Indonesia • Malaysia • Thailand • Vietnam

www.sarcar.com

Những viên kim cương hoàn hảo và lấp lánh luôn là những nét đặc biệt xuất hiện trong các mẫu đồng hồ, để thỏa mãn khao khát tìm kiếm cái đẹp của con người. Dù không đồng vai trò chức năng nhưng nếu không được sắp đặt phù hợp, các viên kim cương có thể biến một thiết kế chiếc đồng hồ trở nên vô vi và thô thiển.

Hành trình tìm kiếm sự cân bằng hoàn hảo khi nam đã quý đôi hồ người nghệ nhân phải biết nhận mạnh chiếc đồng hồ bằng độ sáng, cùng trong lòng vựa phải của đá quý. Chúng không cần mang những góc cắt phức tạp nhất hay có số kim cương lớn nhất, trong lĩnh vực đồng hồ trang sức.

Quốc cũng, ông đã tìm ra và mua lại hàng sản xuất tên tại cả thế kỷ, sau đó chuyển đổi cơ sở vật chất cho phù hợp với nhu cầu chế tác đồng hồ của mình. Những mẫu đồng hồ bằng vàng nam đã quý Sarzano. Với bộ dây kim cương trong ngành chế tác đồng hồ Thụy Sĩ, Sarzano để dành nhận thấy niềm đam mê của ngành chế tác đồng hồ Thụy Sĩ. Vì chuyên gia về đồng hồ này đã lòng sự khắp đất nước để tìm

Được tham tập từ hơn nửa thế kỷ trước, Sarcar là kết tác của Carlo Sarzano. Với bộ dây kim cương trong ngành chế tác đồng hồ Thụy Sĩ, Sarzano để dành nhận thấy niềm đam mê của ngành chế tác đồng hồ Thụy Sĩ. Vì chuyên gia về đồng hồ này đã lòng sự khắp đất nước để tìm

Là nhà chế tác đồng hồ độc lập,

Những công trình nghệ thuật ĐỘC ĐÁO

Những mẫu đồng hồ nạm kim cương Sarcar luôn ảnh hưởng tới phong phú của nhà chế tác.



phủ men, nam vàng thủ công và thêm hoàn thiện với 6.35 carat kim cương.

Một minh chứng sống động khác cho nghệ thuật chế tác đồng hồ của hãng là đồng hồ Diva Fantasia. Chiếc đồng hồ bằng vàng này nổi bật ở mặt số xếp lớp độc đáo kiểu sơn sống cùng các nam kim cương Fantasy im đồng hẻm có của hãng. Nhờ đó, mặt số trở nên sống động theo từng cú đóng của cổ tay nhờ sự thay và bất biến sáng ở mọi góc cạnh của các viên đá quý.

Mang kết cấu gọi cảm và hiếm thấy trong ngành chế tác đồng hồ, đồng hồ Octavia, một trong những tuyệt tác của Sarcar, mang hình số 8 toát lên vẻ quyến rũ khó cưỡng. Phần trên "đầy đặn" của chiếc đồng hồ được nhận rìa bằng cách sắp đặt hoàn hảo các viên kim cương quanh vỏ lắp kính. Tuy nhiên, điểm sáng của chiếc đồng hồ không nằm ở đó mà ở phần tu viền kim cương lớn ở vị trí 12 giờ, mang lại cho mặt số tạo nhả này vẻ đẹp sang trọng nhất.

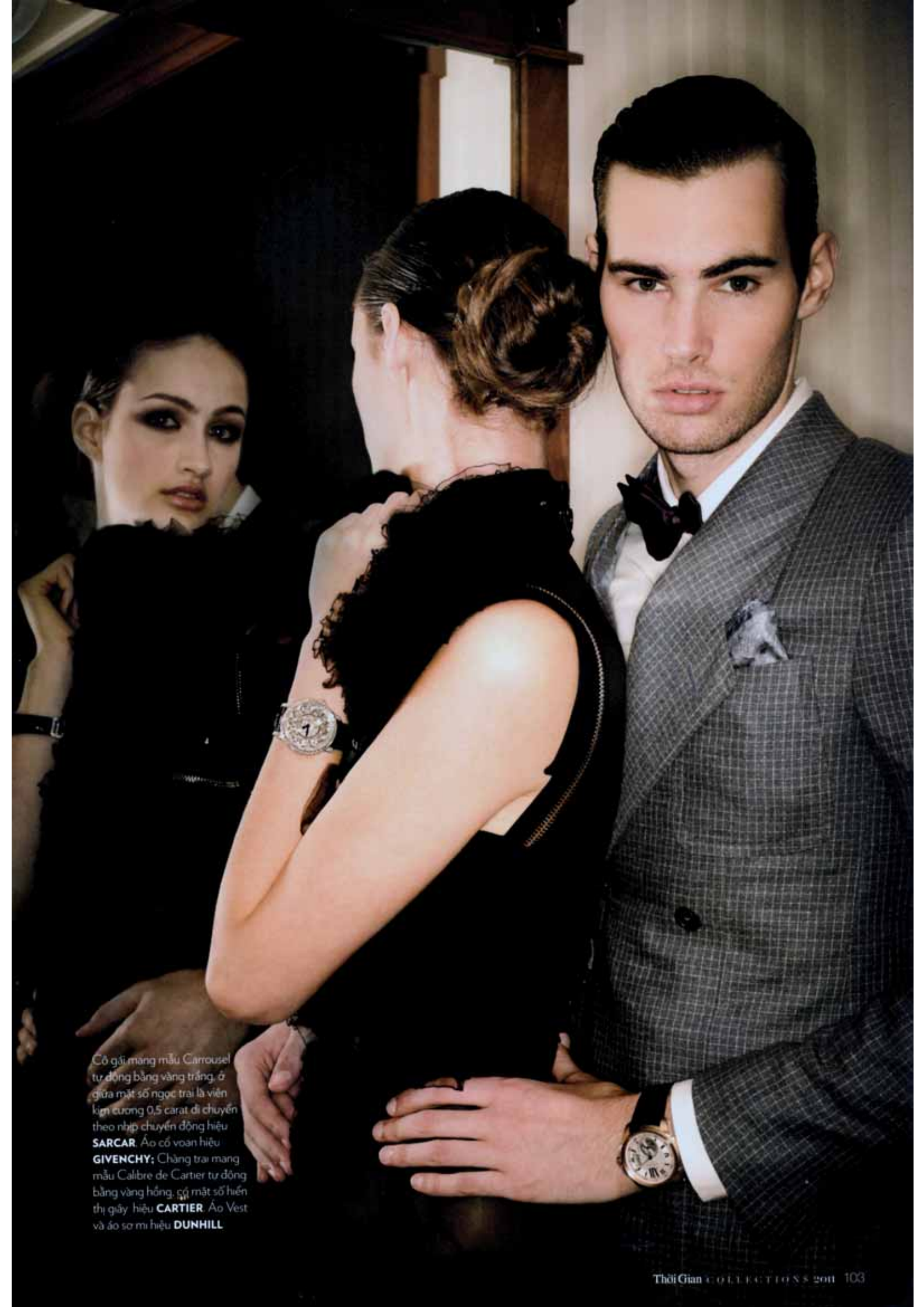
Các mẫu đồng hồ số lượng hạn chế của Sarcar chính là người bạn đồng hành hoàn hảo cho những người muốn chiêm ngưỡng những gì độc đáo và hiếm có.

Suốt bao năm qua, Sarcar đã tạo ra hàng loạt biểu tượng đáng kinh ngạc và khai niệm sáng tạo mới, tiếp tục thử thách kỹ thuật chế tác đồng hồ cũng như TRUYỀN TƯỢNG CỦA CON NGƯỜI.

Sarzano dẫn dắt Sarcar đi theo một con đường riêng, không lệ thuộc vào các trào lưu đương đại, để tạo ra những mẫu đồng hồ độc đáo và ấn tượng hiếm thấy trên những người yêu các tác phẩm nghệ thuật. Dù lớn để hưng mạnh với chủ đề tu do, Sarcar là triết lý của cả Sarzano và ông, bà Pauline. Sau này, Pauline đã tiếp quản hãng sản xuất các nhà sáng lập qua đời vào năm 1974.

Suốt bao năm qua, Sarcar đã tạo ra hàng loạt biểu tượng đáng kinh ngạc và khai niệm sáng tạo mới, tiếp tục thử thách kỹ thuật chế tác đồng hồ cũng như trí tưởng tượng của con người. Đáng chú ý nhất là bộ sưu tập Solitaire, Magic Moon, Galaxy và Moonlight... tất cả đều bắt lên tinh sáng tạo vô bờ bến của Sarcar.

Công trình nghệ thuật mới nhất: bộ sưu tập Le Camouflet, bắt đồng hồ chứng minh cho cách sử dụng đá quý đầy biến hóa cũng là phủ men lấp lánh của nhà chế tác. Bộ sưu tập về rên góc nhìn nền tảng của các thành phố lãng mạn bậc nhất thế giới như Paris, London và Venice. Trong đó, đồng hồ Le Camouflet Fendire sur Paris nổi bật với khung cảnh tháp Eiffel trắng lờ mờ ở cửa sổ bằng vàng. Tuyệt tác này được



Cổ gài mang mẫu Carrousel tự động bằng vàng trắng, ở giữa mặt số ngọc trai là viên kim cương 0,5 carat di chuyển theo nhịp chuyển động hiệu **SARCAR**. Áo cổ voan hiệu **GIVENCHY**; Chàng trai mang mẫu Calibre de Cartier tự động bằng vàng hồng, cổ mặt số hiển thị quai hiệu **CARTIER**. Áo Vest và áo sơ mi hiệu **DUNHILL**.

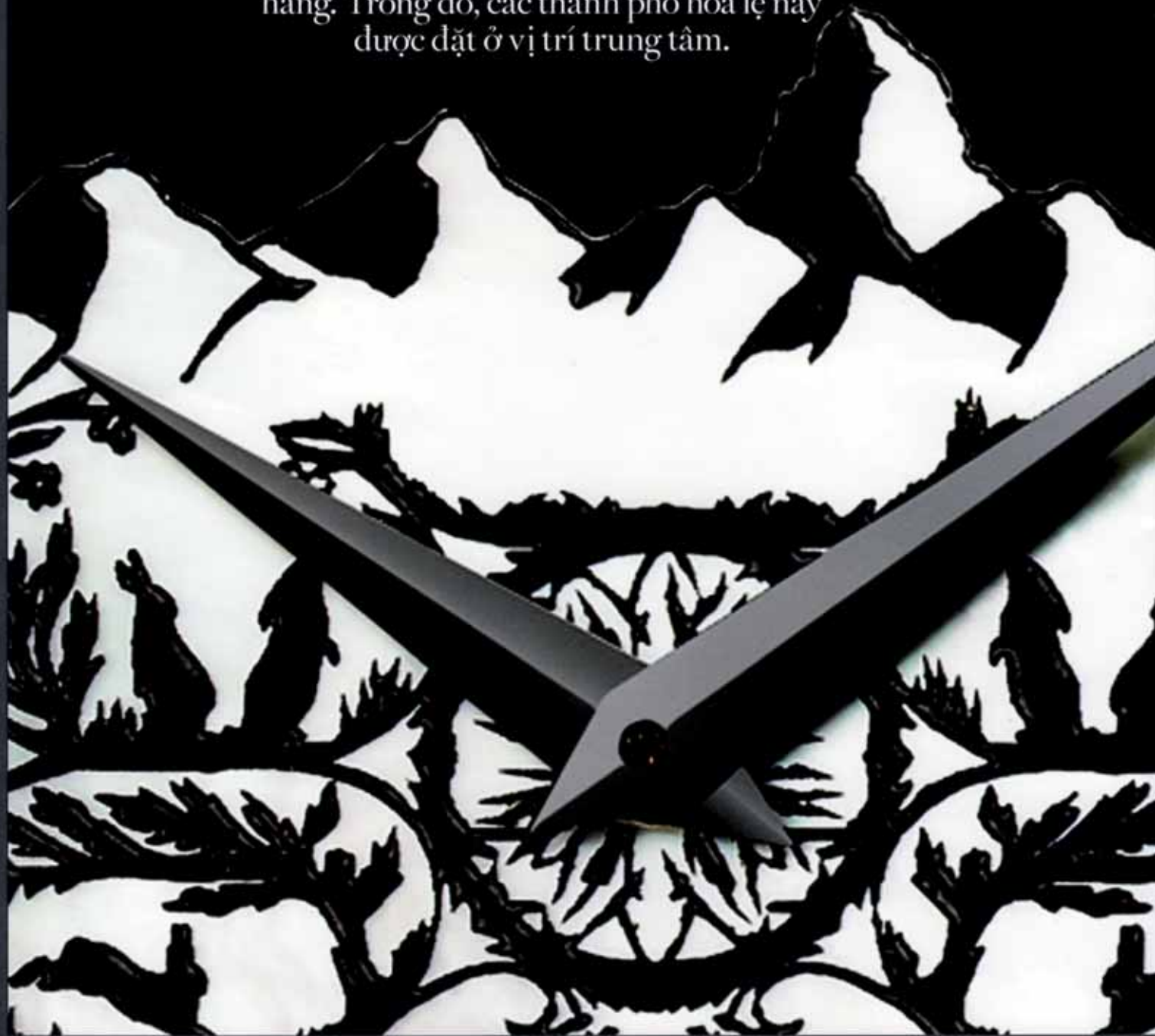


• những thương hiệu nổi tiếng •

sarcar

CÁC KỶ QUAN THẾ GIỚI

Sarcar đã làm rực sáng Paris, Venice và London bằng bộ sưu tập mới nhất của hãng. Trong đó, các thành phố hoa lệ này được đặt ở vị trí trung tâm.



Thu hút cả thế giới bằng những mẫu đồng hồ dây quỳn rừ ngay từ năm 1948, nhiệt huyết của nhà chế tác đồng hồ Sarcar luôn thấm đằm trong từng hành trính phi thường vì sự sáng tạo trong kỹ thuật, với các thiết kế vượt trội của mình.

Khát vọng và hoài bão muốn nắm bắt những điều bí ẩn và huyền bí của cuộc sống đã được hiện thực hóa trong bộ sưu tập Le Carrousel. Với những viên kim cương "độc" xoay bên trong lớp vỏ đặc trưng, bộ sưu tập đã trở thành báu vật đáng khao khát cho những nhà sưu tập đồng hồ vốn yêu thích đá quý.

Thành viên mới nhất góp mặt trong bộ sưu tập độc đáo này là đồng hồ Le Carrousel Fenêtre sur Paris. Mặt số của chiếc đồng hồ vẽ nên cảnh đẹp kỳ vĩ của tháp Eiffel tráng lệ qua cửa sổ vàng. Khung cảnh tuyệt đẹp và lãng mạn đầy chất Pháp này được thi vi hóa bằng hình ảnh tếp vàng với nghệ thuật chạm khắc thủ công khéo léo, phủ men, nổi bật trên nền khảm xà cừ bóng láng. Ba viên kim cương, mỗi viên 0,5 carat đặc trưng tỏa sáng ở bên trái của mặt số và

phối hợp hài hòa với các vấu cùng gỗ lấp lánh nam đá quý. Sẽ có tổng cộng khoảng 6,95 carat kim cương rực sáng cùng tháp vàng Eiffel trong phiên bản đồng hồ này.

Nằm gọn trong lớp vỏ 40mm bằng vàng trắng hoặc vàng hồng 18K là bộ máy Frédéric Piguet cấp năng lượng cho kim giờ và phút. Tuyệt tác kỳ quỳn rừ này được kết hợp với dây đeo da cá sấu màu đen cổ điển có móc gập bằng vàng nam kim cương.

Tương tự, Sarcar cũng mang đến cho người yêu đồng hồ quang cảnh London và Venice trong bộ sưu tập Le Carrousel. Trong đó, các biểu tượng của thành phố được mô tả ẩn tượng không kém và nhấn nhá hoàn hảo bằng nét lấp lánh của các viên kim cương lớn xoay.



SARCAR

● CITITIME FLAGSHIP BOUTIQUE

26A Lê Lợi, Q 1, Tp.HCM, Việt Nam

● +84.8 3822 6333

CITITIME BOUTIQUE

Diamond Plaza, 34 Lê Duẩn, Q 1, Tp.HCM

● +84.8 3822 7807

● info@cititime.com.vn

● www.sarcar.com