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COVER STAR
封面之星
珠宝表之王

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珠宝表之王
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King Jewelry Watch

The North Star“北极星”高级珠宝表，在18K白金的基础上，以独特的方式镶嵌了577颗公主切钻石，总重23.86克拉，表盘上镶嵌一颗可自由旋转的2.45克拉方钻，象征北极星。中央小秒盘的3、6、9、12点位则镶嵌了4颗祖母绿、紫晶、海蓝、蜜珀，象征北极星上全部镶嵌钻石，从每个角度发光，全球仅此一只。



品牌价值是钟表中不可或缺的一环，然而对于珠宝表而言，最大的“牌”其实就是散发出璀璨夺目光芒和蕴含无限价值的产品本身。正如人们常说的：珠宝天生就是奢侈品，而不是被谁塑造成奢侈品。所以最出色的珠宝表，一定是拥有极具昂贵和奢华的材质，并将这些大自然创造的奇迹——美丽而又稀缺的不可再生资源自由地运用在纤薄的手表中。用豪门世家创始人卡罗·萨尔扎诺（Carlo Sarzano）的话来形容即“大至无敌，小至无拘。”



豪门的创始人卡罗·萨尔扎诺先生为品牌确立了“大至无敌，小至无拘”——“knowing how to be large enough to be strong, and small enough to be free”的经营理念。他的这句话也成为了品牌的座右铭，为品牌的长久发展奠定了基石。

豪门世家诞生

每年去瑞士巴塞尔参展，在1.0馆进门的不远处，都能看到一家面积不大，但却布置得典雅精致打着醒目的“SARGAR”标志的品牌展厅，它就是以顶级工艺和最佳材质而著称的瑞士巴塞尔（SARGAR）。可以说每年豪门世家推出的高级珠宝表都是巴塞尔展会上最引人关注的对象，因为无论从材质（顶级克拉钻）的选择、天马行空的设计还是纳米级的钻石镶嵌工艺上，豪门世家都领先于行业内的其他品牌。到了巴塞尔的机械王国，又怎么能不领略下这里最闪亮的标记呢？

瑞士顶尖珠宝品牌豪门世家（SARGAR），于1948年在瑞士日内瓦成立。它的创始人卡罗·萨尔扎诺（Carlo Sarzano，原籍意大利）早先曾就职于多家瑞士钟表企业，主要负责这些品牌在意大利和西班牙市场的业务，从而积累了丰富的人脉和钟表行业的从业经验。一个偶然的机会，卡罗·萨尔扎诺注意到一家成立于1919年的名为Manufacture de Montres Niton的表厂正在出售，于是卡罗·萨尔扎诺就和他妻子Paulett Sarzano一起将它收购了下来，在1948年成立了属于自己的品牌SARGAR。

自立门户之后，卡罗夫妇不断开发新的手表款式，并凭借着之前建立起来的人脉和销售渠道将豪门世家的产品推向国际市场。由于在产品的设计和品质方面的出众表现（Paulett Sarzano亲自担任产品设计师），豪门世家获得了众多高端客户的青睐，在竞争日益激烈的瑞士钟表行业内牢牢占据了一席之地。

1972年，卡罗·萨尔扎诺为品牌确立了一个经营理念，即“大至无敌，小至无拘”——“to be large enough to be strong, and small enough to be free.”他的这句话也成为了公司的座右铭，为品牌的长久发展奠定了基础。

在卡罗·萨尔扎诺于1974年去世后，他的妻子Paulett Sarzano女士接管了公司。当时，瑞士钟表行业正遭受来自经

济萧条、汇率波动和日本石英机芯的冲击，很多瑞士表厂因此倒闭，兼井之风也十分盛行。而在石英危机结束后，制表业又逐步进入到了一大批量工业化生产的时代……所有的这些都与卡罗夫妇原有的经营理念以及豪门世家的品牌哲学格格不入，因为创始人卡罗·萨尔扎诺的理念是：不仅要 to be strong, 还要 to be free.

面对着重重的困难与挑战，Paulett Sarzano女士坚定不移地选择了只专注于生产高品质的金表和珠宝表，并严格控制产量。这一策略一直贯彻至今，并最终使豪门世家发展成为一个独步瑞士制表业的高级珠宝表品牌。

珠宝女王国建立

1981年，豪门世家推出了全世界首款带有旋转结构表盘的珠宝表 Magic Moon Collection “魔幻月色”，它还可以根据客人的要求定制表盘的图案、主题或符号，被行业内誉为独一无二“魔幻”级作品。

同年，豪门世家的现任总裁，当时才年仅19岁的Maya Koenig得到了她梦寐以求的机会。Maya Koenig出生于瑞士苏黎世，她的父亲是巴塞尔一家免税店的行政总裁。在Maya还是个学生的时代，她就迷恋上了免税店中陈列的各式精美的钟表，常常流连于其中，尤其是被一个名叫SARGAR的品牌深深地吸引。

Maya毕业后，她的父亲理解并支持女儿的梦想，帮助她在豪门世家求得了一个行政管理职位，谁知这一干就是30多年。期间Maya的工作重心逐渐从行政拓展到产品研发、经营策略等领域。对品牌以及钟表制造业的热爱促使她去研究各种名贵材料如钻石、宝石和金银等，这些都是用于高级制表的基本材料。2003年，她被正式委任为品牌的行政总裁。



早期的豪门世家手表在表壳下方设有防伪标识。



左：皇家魔幻Moon Collection“魔幻月色”珠宝表，以其为主题，“魔幻月色”是世界上最富有想象力的制表品牌，它还可以根据客人的要求进行定制表盘的图案、主题和符号。右：这款Le Carrusel“时光跃”系列的新作，在表盘镶嵌了0.5克拉的钻石（在下方的3点钟位置），又在珍珠母贝上手工雕刻出沙漏的图案，使其看起来像一颗钻石。

在Maya的整个职业生涯中，她和她的团队以创造出世界上最独特、最华丽的豪门世家手表为理想，专注于珠宝表设计和制作上的创新。在她上任的头一年，豪门世家就推出了一款令人难以置信的杰作——Solitaire“尊皇”系列高级珠宝表。这款表能够让1克拉钻石通过自身重量驱动，在钻石表盘上优雅地绕轴旋转；手腕轻轻一摆，手表的光芒便会照亮亮逝的每一刻。它也成了豪门世家的旗舰系列。

之后，豪门世家又陆续推出了可以旋转的0.5克拉钻石作为目标的Le Carrusel“时光跃”以及镶有1克拉浮动钻石的奢华外观和艺术表现力，豪门世家赢得了越来越多名人包括很多国家的王室成员的喜悦。

珠宝表的十大价值

自古以来，珠宝作为最具观赏性和收藏价值的动产，一直为人们所津津乐道。高级珠宝表继承了高级珠宝的材质和艺术价值，继承了产品的稀缺、贵重、神奇和美丽的特性，并充满着神秘的色彩，令喜爱者趋之若鹜。有时，单单只一件产品就可以引起人们的持续关注（比如Solitaire系列、The Twist系列），以及超越时间的追逐。

不过，消费者对于高级珠宝表也存在诸多疑问，比如镶嵌的钻石数量越多、总克拉数越大的珠宝表就越贵重吗？是否存在着一个明确的标准，来衡量珠宝表的材质、工艺和艺术价值呢？就让我们以豪门世家作为参照，了解高级珠宝表中蕴含的那些价值。

1、顶级材质

判断珠宝表的优劣，首先要看它的材质。同样是手表，普通机械表与珠宝表最大的区别就在于前者是以性能为主导，而后者是以材料为主导。所以看机械表的好坏首先就要了解机芯的功能和素质，而看珠宝表的好坏则要关注它的材质是否够“硬”。

珠宝表中所使用的珍贵材质，包括黄金、钻石、宝石、珍珠母贝等，全都是大自然孕育的不可再生资源。除了带给人最直观的美感之外，更在于它的价值是恒久的。豪门世家在珍贵材质的运用方面早已炉火纯青，比如这款Le Carrusel“时光跃”系列的新作，除了在母贝表盘上镶嵌了（在下方的3点钟位置）0.5克拉钻石之外，还以手工雕刻出惟妙惟肖的老虎图案，而且是雪中的老虎，想法好，效果更好。在另外一些镶满钻石的款式上，豪门世家将彩色宝石与钻石搭配使用，也起到了画龙点睛的效果。

要说豪门世家的精华还是在对钻石的应用和处理上。钻石在所有宝石中排在首位，它以最小的体积蕴含最大的价值。使材料走到了一个无以复加的高度，而且对男女同样适用。钻石之于豪门世家不仅仅是一种材料或者装饰元素，它已经成为了品牌的DNA，诸如颜色、镶工之类的标准当然不在话下，豪门世家更是世界上唯一一家可以让1克拉级别的钻石在表盘上自由旋转和浮动的品牌，可谓是钻石高贵的姿态发挥到了极致。



Royal Solitaire“皇家尊皇”系列，手表所镶嵌的钻石全部镶嵌了钻石，将材质推到了极致，表盘上的1克拉钻石可以自由旋转。



The Veil®“幻影舞”高级珠宝表，由雪花镶嵌的苏瓦利耶钻石镶嵌了表壳和表盘的每一寸。在手表的12点位“悬浮”处镶嵌了一颗可以自由转动的微型钻石，它应用了一颗全新的开钻技术。这款腕表与瑞士工程师Gualio Manzoni合作研发，确保了每一颗钻石的切割、打磨和抛光。在瑞士苏瓦利耶表厂，每一颗钻石都拥有GIA证书。

3、旋转结构

豪门世家对钟表行业的一个重要贡献就是，它发明了能够自由旋转的珠宝表的表壳结构。1981年，豪门世家推出了全世界首款带旋转概念的珠宝表 Magic Moon Collection“魔幻月色”；2003年，在前者的基础上，豪门世家又增添一枚克拉钻，打造出材质、创意和工艺完美融合的 Solitaire“尊显”系列；随后的 Royal Solitaire“皇家尊显”和 Divas“里拉琴音”等系列，也都延续了品牌独特的“旋转”工艺，配以珍稀的材质和艺术化的设计，让钻石的光芒席卷众生。

长期以来，“旋转”的创意为豪门世家赢得了众多的支持者，包括男性和女性。当钻石这种最具价值感的宝石静止在表盘上的时候，它只是令人感到震撼，而当钻石开始旋转，人们的目光就会不由自主地被它所吸引，追逐的愿望油然而生。

可以说，对于想拥有有一款高级珠宝表的人来说，豪门世家是再理想不过的也是终极的选择。因为在钟表行业内，只有豪门世家能够将钻石旋转的概念做到极致，并且上升到品牌的高度。豪门世家的每一款高级珠宝表（0.35克拉以上）的高级珠宝表，基本都带旋转的概念，只不过有些是自转，有些是绕着表壳转。尽管近些年来，市场上出现了个别品牌效仿豪门世家的产品，不过这些画虎类犬的作品与正版的豪门世家相比还是失色了不少。

2、鉴定证书

凡是与钻石、珠宝有过亲密接触的人肯定都知道“4C”的品质标准，无论大钻、小钻，主钻、配钻，皆可以用“4C”标准来判定其价值。珠宝中最重要标准是钻石的颜色(Color Grade)，但镶嵌的钻石颜色级别要高，而且还要统一，否则有一颗颜色级别有误差就非常明显。其次才是钻石的大小(Carat Weight)，因为在珠宝表中出现0.5克拉级别钻石的情况太罕见了，做豪门世家的 Solitaire“尊显”系列1克拉钻表，更是可遇而不可求，属于有钱也没处买的东西。

至于净度(Clarity Grade)和切工(Cut Grade)，对于群镶的配钻来说要求并非不是非常高（因为它的体积在那儿摆着，0.1克拉的钻，台面直径才3毫米，即便有瑕疵也不容易观察到），但是也比普通的珠宝首饰要严格。

豪门世家对所使用钻石的要求是颜色必须达到G级以上，净度达到VVSI以上，切工至少是Very Good级别，和大多数瑞士高级制表企业处于同一个级别。不过豪门世家有一点是其他品牌难以企及的，即豪门世家会为手表中镶嵌的所有独立钻石（基本为0.35克拉以上）提供GIA美国宝石学院，国际最具权威性珠宝鉴定机构的鉴定证书。可千万别小看这张证书，它不仅是对钻石品质的保证，更重要的是，它能够让你直观地感受到每一颗钻石的独特，因为每一颗钻石和每一张证书都是唯一的，所以每一款豪门世家高级珠宝表也都是独一无二的。

4、镶嵌工艺

在看得见的部分，豪门世家的珠宝表已成为奢华和尊贵的代名词，而在看不见的部分，它的宝石和钻石的镶嵌工艺同样是登峰造极。

首先，因为手表无论是表壳、表盘还是表链，它们的外部结构都很薄，不过就是一两毫米厚（甚至不到）的一片金属。如果是在上面密镶小钻的话，需要先用数控机床打眼，做出它的结构，再进行手工镶嵌，其精密程度远比对珠宝首饰的要求要高；如果牵扯到雪花镶、轨道镶和隐形镶等特殊工艺，就更加考验设计师和珠宝师的技巧。另外由于手表的表盘很薄，金属的调节空间很小，对钻石的切割和镶嵌工艺的要求也十分苛刻，否则在如此小的空间里，如果有一颗钻石镶嵌得不平整非常明显，整只表的外观都会受到影响。

豪门世家最常见的镶嵌方式就是在表盘和表圈密镶钻石，几乎在品牌的每一款高级珠宝表上都有体现。除此之外，雪花镶和隐形镶也被应用在豪门世家不久前推出的 The North Star“北极星”和 The Twist“闪耀舞动”系列手表中。前者是在18K白金表壳和表盘上，以隐形镶的方式镶嵌了577颗公主切型方钻，总重达23.88克拉，尤其是钻石平台上的那颗星征极星的可自由旋转的方钻，重达2.15克拉，在行业内还从未有人能够达到，它当然也获得了GIA的认证并配有证书。在中央小表盘的3、6、9、12点4个刻度位，还镶嵌了4颗翡翠，便于佩戴者获悉时间。而这款表最为精粗之处莫过于表耳、表背及表扣处全部镶嵌有方钻，表针轴和表冠处镶嵌圆钻，从细节处绽放光芒。后者则是用雪花镶的方式将钻石铺满了表壳和表盘的每一寸，在手表的12点位“悬浮”地镶嵌了一颗可以自由转动的1克拉钻石，它应用了一项全新的并且是独一无二的技术，是豪门世家与微型工程学博士 Gualio Manzoni 合作研发的，确保钻石可以不受任何阻碍地灵活浮动和转动。这同样也是一款举世无双的作品，仅是它的镶嵌过程就需要花费数百小时的时间，价格自然也不菲。

此外，豪门世家还发挥其独特的创意，在珠宝表款的刻度位置镶嵌可以自由转动或翻转的钻石和宝石。如 Magic World“魔幻世界”高级珠宝表，除了可旋转的中央镶嵌小表盘之外，还在3、6、9、12点的每个刻度位置镶嵌有4种宝石（钻石、蓝宝石、祖母绿宝石和红宝石），随着手腕的运动，这些不同颜色的宝石就会如变魔术般轮流转到上方，宝石的光彩和复杂的工艺巧妙融合，带给人无限的乐趣。



Divas“里拉琴音”高级珠宝表于2012年巴黎高级珠宝展推出全新系列，它的创作灵感来源于奥地利作曲家莫扎特的“里拉琴”乐章。这款高级珠宝表镶嵌了72颗蓝宝石、16K白金表壳和表圈密镶了350颗钻石，总重达6.54克拉，如同演奏人间的钟乐音石，每颗钻石都拥有GIA证书。

Magic World“魔幻世界”高级珠宝表，在3、6、9、12点的每个刻度位置镶嵌有4种宝石（钻石、蓝宝石、祖母绿宝石和红宝石），手腕只需轻轻转动一下，手表就会像一种魔法，令人叹为观止！





5. 艺术表盘

珠宝表盘虽然是以材质为主导的价值体系，不过人们对于其艺术和文化特质的兴趣丝毫也不逊于对物理和稀缺性的关注。一些宝石和贵金属材质的特性被突出，并赋予了人文的内涵：白色钻石的高净度、高硬度和高折射率被用来比喻纯洁、坚贞的爱情；翡翠的水和绿象征着佩戴者的品格和品位；红宝石热烈的色彩中充满了热情的火焰；优质蓝宝石通透的质地象征着智慧和忠诚；海水珍珠的温暖则充满了自然的气息；而黄金则永远是财富和荣耀的同义词……

借助这些材料原本的特性，豪门世家又运用了多种手工工艺，如木镶嵌（intarsia）、金雕、珍珠母雕刻、微绘（无需烧制）、微绘法琅（需要高温烧制）、黑色漆制凹雕等，赋予这些天然材料以春天的艺术魅力，并与品牌传统的珠宝镶嵌工艺相结合。

在豪门世家的 Le Carroussel “时光闪烁”系列中，集中呈现了多种精湛的手工艺：细木镶嵌（intarsia）这种古老的工艺，通过将珍贵的木料层层覆盖，拼贴组合成装饰性的图案，是所有艺术表盘中最独特的一类；微绘绘画始于17世纪的欧洲，据说受到东方绘画的影响，绘画师使用细如发丝般纤细的画笔，凭借自身的丰富经验，在珍珠贝母或黄金表盘上作画，每一层都需间隔几天时间，最终的图案细腻仿佛拥有了生命；微绘法琅，堪称各类表盘工艺之最，不但需要精心绘制，还要掌握颜料调配和烧制的秘诀，制作一枚微绘法琅表盘需要数月乃至数月的时间，一个微小的失误也有可能使之前所有的努力付诸东流；此外，豪门世家还创作出微绘法琅和金雕工艺结合的表盘，在 Le Carroussel “时光闪烁”系列的世界之窗手表中，制表师以微绘法琅作为城市的背景，再以手工雕刻出精致的18K金建筑模型，并在表盘镶嵌3颗0.5克拉的旋转钻石，尽显古典奢华艺术。



6. 中国元素

作为中国的消费者，自然对具有我们本国文化和审美特色的表款更感兴趣，比如十二生肖、吉祥文化、花鸟鱼虫、亭台楼阁为主题的表款，豪门世家进入亚洲市场多年，也一向重视与中国消费者的缘分，先后推出过不少“中国元素表”，之前曾有过一枚 Le Carroussel “时光闪烁”手表的表盘是彩绘的大熊猫，国宝憨态可掬，讨人喜欢。

在2012年的巴黎钟表展上，豪门世家为配合中国的龙年，一口气推出了多款以龙和马为主题的表款。在西方文化中，龙常常以凶恶残暴的形象出现；而在中国文化中，龙则恰恰相反；龙是帝王的象征，与白虎、朱雀、玄武并称为“四大灵兽”，它不仅被视为宅心仁厚、尊贵神圣的化身，更是神话传说中江河湖海的统领者，掌管兴云降雨。豪门世家的这几款龙表，用金雕搭配配龙母贝雕刻、钻石镶嵌等工艺，呈现出“四海龙腾”、“四爪金龙”、“爪金龙是中国册封的亲王和附国王的标志”以及飞龙在月下和云端等不同意象，让神龙守护着我们生命中最重要的瞬间。

此外，豪门世家还尝试制作了一款龙纹莲叶间的高级珠宝表，可以通过表壳外缘的隐藏按钮让表盘上的鲤鱼藏在莲叶下——中国的文化底蕴加上西方的珠宝镶嵌，让中国人看着吉祥，外国人看着漂亮。

7. 缤纷系列

通过之前的介绍，相信阁下对豪门世家的珠宝表已经有了一定的了解。目前豪门世家有近十多个手表系列，多为高级珠宝表，也有少量的不镶钻石或少镶钻石的普通款机械表，比如高

左：Le Carroussel “时光闪烁”系列世界之窗手表，制表师以微绘法琅作为城市的背景，再以手工雕刻出精致的18K金建筑模型，并在表盘镶嵌3颗0.5克拉的旋转钻石，尽显古典奢华艺术。

中：Le Carroussel “时光闪烁”熊猫系列手表，采用黑色雕漆和微绘技术，重现了瑞士的森林和山脉，还融入了中国传统的熊猫形象，在瑞士法郎、欧元和人民币等多种货币的兑换率中，尽显中国元素。右：这款 Le Carroussel “时光闪烁”手表，在表盘上镶嵌了一颗0.5克拉的旋转钻石，它的独特设计，让这款手表成为一件艺术品，十分令人喜爱。



雅时尚的 La Regina “瑞珍纳”系列和简约大气的 Rondo “华丽回旋”系列，它们的价格在同档次金表中非常有竞争力。

豪门世家的高级珠宝表系列则主要是根据钻石的大小、镶嵌的位置以及旋转的方式来区分。比如品牌标志性的可以绕表盘旋转的系列，包括 Solitaire “尊显”系列、Divas “里拉琴”系列和独一无二 The North Star “北极星”珠宝表，它们都在旋转结构上镶嵌了独立的大钻石0.35克拉以上。其中，Solitaire “尊显”系列又分出奢华度更高的（镶满钻）Royal Solitaire “皇家尊显”、尺寸较大的 Solitaire Gentleman “尊显”男表和尺寸较小的 Solitaire lady “尊显”女表。

Magic Moon Collection “魔幻月色”和 Magic World “魔幻世界”的表盘也同样可以旋转，不过那只是镶嵌了小钻石而没有突出某一颗。另外的 Le Carroussel “时光闪烁”系列女表，是将独立的大钻石镶嵌在固定的位置（多为时标位），这些钻石可以“原地”转动，折射出璀璨的光芒。

从表面上看，珠宝表只是在手表上镶嵌上宝石，但从专业角度分析，珠宝表的设计其实有非常多的讲究。优秀的设计可以让钻石（在运动中）更加闪耀，帮助表款提升和呈现不同的视觉效果。同样是旋转的钻石，突出奢华的“尊显”系列和强调艺术氛围的“里拉琴”系列给人的感受就截然不同。

8. 高级机芯

市面上的高级珠宝表几乎都属于将计时功能弱化到零的奢华配饰。为了尽可能减少表壳的尺寸厚度，同时也为给盘面的设计和宝石镶嵌预留出更大的空间，很多品牌都选

La Regina “瑞珍纳”系列女表，整体造型以时尚的面包圈造型为基础，散发出优雅的气质，18K玫瑰金表圈镶嵌以雪花雕刻法镶嵌钻石，表圈以雕花装饰，采用古典的罗马数字时标。



Solitaire “尊显”系列女表，表盘镶嵌钻石，一圈18K金手工雕刻的爪镶钻石镶嵌在手表的表盘之上，独特的钻石设计可以自由旋转。



这款 Fancy Hours 系列手表的表盘可以自由旋转，让时标上镶嵌的钻石与钻石数字随着手表的转动而翩翩起舞。

封面故事 COVER STORY

择了使用相对小巧的石英机芯。这么做本身无可厚非，但是我看到了澳门世家的高级珠宝至表基本上使用的都是自动上弦的机械机芯，而且还是由瑞士著名的专业机芯制造商Frederic Piquet生产的。我们不得不说不说这叫真正的追求卓越。

其实从日常使用的效果上，自动上弦机芯和石英机芯相比并没有太大的区别，都不用每天上弦。机械机芯除了在本上更高一些之外，它的优点是既可以满足女性也可以满足男性消费者的需求，而石英机芯则让男性不感冒。而从更深层的角度，戴两、三年就需要换电池，很长时间不用就有可能罢工。石英机芯显然与永恒的钻石难以匹配，只有机械机芯才能衬托出高级珠宝表的价值。

值得一提的是，前不久我在赴瑞士参观山度士基金会下属的某专业手表配件厂时，发现澳门世家手表中的部分零件也是在这里加工的，要知道这个厂只作为瑞士最顶级的制表企业生产零件。它的制作精度甚至超过了大多数所谓全自产的机芯。所以说，澳门世家敢在珠宝表上使用机械机芯并不是没有道理的，它的制作工艺已经具备了这样的条件。要知道澳门世家在表盘上镶嵌的钻石比其他品牌都大——1克拉钻石本身的高度就已经达到了4毫米，但在安装机械机芯的情况下，澳门世家的表并没有给人过于厚重的感觉，完全不影响佩戴的舒适度。

9. 稳健经营

正如前面所介绍的，澳门世家创办60多年来，保持着一直很稳健的经营，对市场的开拓也是有条不紊，虽然未曾见到爆发式的增长，但中途也从未出现断断续续或者转手的情况。

澳门世家同时也是个非常有人情味儿的的企业，由创立者卡罗·萨



左：澳门世家Le Carrousel“时幻”系列手表采用瑞士顶级机芯，可拆除外壳。右：Le Carrousel“时幻”系列之“时”，采用卡罗的独家精湛工艺，在表盘上镶嵌出栩栩如生的钻石，10枚玫瑰金钻石镶嵌在表盘上，在表盘下方还镶嵌了300.5克拉的巨钻钻石，提升这款艺术手表的价值。



2012年8月16日，澳门世家(Sarcar)在拉斯维加斯金沙酒店全新专卖店正式开业，新加坡以及周边多个国家的军政要员和王室成员纷纷前来捧场，商界领袖更是不计其数，澳门世家总裁Maya Koenig也从瑞士赶来一起分享这个珍贵的时刻。

尔·扎诺和他的妻子Paulett Sarzano两人亲力亲为。现任总裁Maya Koenig从19岁起就在澳门世家工作，到今年已32年，几乎已可以算是家族中的一员。澳门世家与全球各地的经销商也保持着密切的长期合作关系，有的甚至跨越几代经营者的，时间积累起来的默契和信任，帮助澳门世家在保持业绩增长的同时，也在各个国家的市场上建立起良好的口碑。

控制产量也是澳门世家的一项策略。最高档的珠宝表一定是有限的，这是物以稀为贵的市场规律，更是钻石特有的文化特质造成的。目前，澳门世家的年产量稳定在4500只左右，虽然产量不高，但每件都是精品，它永远是少数人享有而多数人向往的。

10. 王室最爱

如果说之前所列举的九项都来自于澳门世家本身，那么最后一项就来自于它的受众，即佩戴澳门世家手表的人。或者是在冥冥之中受到了品牌中文名称的暗示，澳门世家长期以来都受到多国王室成员的喜爱，尤其是在西贡和东南亚的一些经济较发达的国家——比如全世界幸福指数最高的国家文莱，它的国王和王后都是澳门世家手表的“忠实粉丝”，泰国王室也是澳门世家的常客。

澳门世家在新加坡的金沙酒店开店时，新加坡以及周边多个国家的军政要员和王室成员纷纷前来捧场，商界领袖更是不计其数，热烈的场面，即便是在大牌奢侈品云集的金沙酒店也难得一遇。

任何商品都是因稀而贵，因贵而藏，如果一件商品还没有到被人收藏或者是名人收藏的地步，那只能说它还不够珍贵不够好。换成从一国之君的角度，可以想见，一款表卖多贵并不重要，重要的是它的质量够不够好，用质量来反衬价格，这是澳门世家制作高级珠宝表的基本思路。况且，世界上用得最高档珠宝表的人本就不多，总体上来说还是小众，如果要征服这些人，怎能不将表做出独一无二的高度，做出自己专属的个性，做出令人望尘莫及的奢华？



澳门世家在中国的首家专卖店位于北京王府井澳门中心。

澳门中心

2012年9月6日，澳门世家(Sarcar)在中国的首家专卖店在北京王府井澳门中心名表城内正式拉开序幕，这也成为了澳门世家在中国发展的一个新的里程碑。澳门世家总裁Maya Koenig女士，总裁集团董事总经理William Leong先生，总裁集团董事Thomas Leong先生，冠亚商业集团有限公司主席杨伯仁先生，冠亚商业集团有限公司执行董事杨明强先生，冠亚名表城总经理潘国成先生，北京濠江房地产开发有限公司常务副总经理刘健先生，中国著名表演艺术家陈宝国先生共同为新店开幕剪彩。为庆祝专卖店开幕，澳门世家特别带来了多款限量版的高级珠宝表，让钟表爱好者们可以一饱眼福。

陈宝国在出席当晚的活动时，佩戴了全世界限量一只北極星系列高级珠宝表。参观完专卖店后，他感慨道：“我很荣幸作为嘉宾受邀出席开幕仪式，我也深深地为澳门世家大胆创新和独特的工艺所折服。我没有想到一款手表可以做得如此精美，也很好奇澳门世家是如何让一颗钻石悬浮于表中并且不停地旋转的。”

澳门世家在京首家专卖店的开幕，表明了品牌对于中国市场的信心。澳门世家总裁Maya女士表示：“中国市场的崛起，支撑了世界钟表行业的发展，经过几年，我们就来到过中国市场，经过深入了解后，我们选择在北京王府井澳门中心开设第一家专卖店，我希望与更多的朋友在此相聚，一起来分享澳门世家独特的制表工艺、创新精神以及我们一直在不遗余力追求的精湛品质。”

澳门世家澳门中心专卖店开业后，中国的钟表尤其是珠宝表的爱好者，就可以在第一时间从近距离欣赏到顶级的澳门世家珠宝表，它的设计和工艺都代表了瑞士的最高水平，从物质层面到精神层面，带给人无与伦比的极致体验。



中国著名影坛艺术表演家陈宝国先生，佩戴北極星系列限量一只北極星系列高级珠宝表，澳门世家总裁Maya Koenig女士陪同为开幕剪彩。



北京濠江房地产开发有限公司常务副总经理刘健先生，冠亚商业集团有限公司执行董事杨明强先生，中国著名影坛艺术表演家陈宝国先生，澳门世家总裁Maya Koenig女士，冠亚商业集团有限公司董事杨伯仁先生，澳门集团董事总经理William Leong先生，总裁集团董事Thomas Leong先生，共同为澳门世家首家专卖店中心名表店开幕剪彩，并预祝澳门世家事业蒸蒸日上。



Solitaire lady“耀星”女表的尺寸比常规更小，它镶嵌的高0.5克拉的可以自由旋转的钻石，同样被自动上弦机芯。

Creator of Dreams

我们是梦想的缔造者

访豪门世家总裁 Maya Koenig女士

年9月16日,豪门世家(Sarcar)在王府井澳门中心二楼“泛亚名家珠宝峰会”举办了2013年泛亚名家珠宝峰会,吸引了众多潮流元素,与不同领域的专家深度合作,让豪门世家设计师源源不断的灵感,在活动现场,豪门世家总裁 Maya Koenig女士接受了《青年周末》(AIRTIME)的独家专访,并与我们一起分享了这个珠宝设计领域在2013年呈现出的款款超越以往的灵动前卫艺术作品。

受访者: Maya Koenig



AIRTIME: 无论对于珠宝世界,还是对于品牌来说,豪门世家都是一个特别的存在,那么,您是如何定位这个品牌的?

Maya: 豪门世家是一个与众不同的品牌。我们不生产一件普通的珠宝,而是打造一个与众不同的品牌。我们追求的是,通过我们的设计,让每一件珠宝都能成为一件艺术品。我们的设计不仅仅是为了装饰,更是为了表达一种情感和一种精神。我们的设计是灵动的,是超越的,是超越以往的灵动前卫艺术作品。

AIRTIME: 豪门世家并不是一个商业化的品牌,它在美学和艺术上的追求始终如一,您觉得豪门世家最重要的精神是什么?

Maya: 梦想、热情、信念。这些对于豪门世家来说是至关重要的。作为“梦想”的缔造者,我们始终追求着一种超越梦想,以至于我们的设计能够超越现实,通过我们的设计,让我们的客户能够通过我们的设计,感受到一种超越现实的精神。我们的设计是灵动的,是超越的,是超越以往的灵动前卫艺术作品。

AIRTIME: 您是如何定义“奢侈品”概念的?

Maya: 在我看来,真正的奢侈品并不在于它的价格,而在于它所代表的精神和文化内涵。我们的设计是灵动的,是超越的,是超越以往的灵动前卫艺术作品。

那对自己的品牌就有着属于自己个性的梦想,它不仅珍贵,独特,并且能代表自己独特的个性,彰显自身魅力。

AIRTIME: 相对于其他商业品牌,豪门世家的品牌文化也比较独特,他们更了解别人可这个品牌的文化,能与我们分享一下豪门世家的品牌文化吗?

Maya: 对于其他品牌的品牌文化,对于我们的品牌文化,我们有着自己独特的理解。我们的品牌文化,不仅仅是一种时尚,更是一种生活态度。我们的品牌文化,是灵动的,是超越的,是超越以往的灵动前卫艺术作品。

AIRTIME: 能谈谈豪门世家的“玩转”设计吗?

Maya: 我们的设计,从来不受任何传统规则的限制。我们追求的是,通过我们的设计,让我们的客户能够通过我们的设计,感受到一种超越现实的精神。我们的设计是灵动的,是超越的,是超越以往的灵动前卫艺术作品。

所以,让我们一起期待未来的新惊喜吧!

AIRTIME: 2013年,豪门世家推出的新款新品与以往不同,更着力于展现“慕·希望”等主题,您认为您们的心智,这样的变化来寓意什么呢?

Maya: 其实,每一款产品都会蕴含一种寓意,从最初出现的向艺术的不同面貌,今年,在设计师们的灵感之下,时间

回归其最为本质的表现方式,简洁明确,返璞归真。这也是我个人非常喜欢的主题之一。作为珠宝设计师,我们希望能为客户带来更美好的生活。

AIRTIME: 您是如何看待中国市场的?

Maya: 中国市场,拥有着巨大的潜力。随着中国经济的快速发展,人们的生活水平也在不断提高。我们的设计,正是为了满足中国客户的需求而设计的。我们的设计是灵动的,是超越的,是超越以往的灵动前卫艺术作品。

AIRTIME: 最后一个问题也是很多人很感兴趣的,豪门世家在珠宝设计上的追求如此之高,难道您们真的相信能设计出独立的作品吗?

Maya: 实际上,我们已经开始思考这个问题了。我们的设计,从一开始就注定了它是一个追求极致、追求完美的过程。我们的设计是灵动的,是超越的,是超越以往的灵动前卫艺术作品。

所以,让我们一起期待未来的新惊喜吧!

AIRTIME: 慕·希望,是您的品牌

的口号。慕·希望,是您的品牌



慕·希望,是您的品牌
豪门世家(Sarcar)珠宝品牌,由著名设计师Sarcar大师,由意大利米兰设计中心设计,历时18个月,经过无数次的打磨,最终呈现出这款完美的杰作。



慕·希望,是您的品牌
豪门世家(Sarcar)珠宝品牌,由著名设计师Sarcar大师,由意大利米兰设计中心设计,历时18个月,经过无数次的打磨,最终呈现出这款完美的杰作。

2013,时间绽放耀眼光彩
豪门世家在艺术与创新的道路上砥砺前行,发布新款设计作品,由著名设计师Sarcar大师,由意大利米兰设计中心设计,历时18个月,经过无数次的打磨,最终呈现出这款完美的杰作。

慕·希望,是您的品牌
豪门世家(Sarcar)珠宝品牌,由著名设计师Sarcar大师,由意大利米兰设计中心设计,历时18个月,经过无数次的打磨,最终呈现出这款完美的杰作。

TRENDSTIME

时尚时间



封面之星
宝玑 Classique 经典系列
5717 Hora Mundi 手表

2012-2013购表指南



▶ 芝柏1966孙逊限量系列手表

芝柏表与中国当代新锐艺术家孙逊携手合作的作品，结合 GP 精湛的制表工艺与当代艺术创意。沿用白色珐琅表盘搭配修长叶形指针，6 时位置盘一条黑色飞龙，圆形飞龙图案沿用汉代式样，古朴简练而又不失大气。飞龙及四角的墨滴时刻均由中国的毛笔和墨汁绘成，墨汁自然溅开，尽显绽放的至臻效果。

玫瑰金表壳，GP03300-0060机芯，直径40毫米，厚度9.95毫米，时分功能，动力储备46小时以上。

参考价格 / 338000 元



▶ 百达翡丽Ref. 4909/108 “玫瑰”手表

密镶钻石、红宝石与祖母绿，形成优雅别致的玫瑰与枝叶图案，手镯的艺术感与手表的精密二者融于一块手表当中，是美感与机械感的完美组合。

表壳、表盘和表链共镶有 566 颗长形钻石（约 29.40 克拉）和 1105 颗其他钻石（1.92 克拉），另有 922 颗红宝石（3.21 克拉）以及 131 颗祖母绿（0.15 克拉），Caliber 16-250 手动上弦机芯，白金款式。

参考价格 / 店洽

▶ 爱马仕Arceau麦秆镶嵌艺术手表

这款手表蕴含古老艺术“麦秆镶嵌”，这需要高度繁复的微型化技巧，此品种的裸麦麦秆仅有法国境内一处农庄才能生产，手工艺的精髓展现在爱马仕美学涵养之中，并以哑面靛蓝色鳄鱼皮表带衬托麦秆镶嵌表盘的色彩。

白金表壳，直径41毫米，独特爱马仕H饰纹雕刻，H1928自动上弦机芯，表盘为淡蓝色与黑色人字纹图案，白金针扣，哑面靛蓝色鳄鱼皮表带。

参考价格 / 店洽



▶ 卡地亚Rotonde de Cartier树袋熊装饰手表

早在此件珍贵作品诞生之前，这一古老的秸秆细工镶嵌艺术就为许多艺术创作提供了灵感。卡地亚将这种令人意想不到的制表材质发挥到极致，绽放出细腻风格与独特诗意。这块手表再次展现了制表工艺大师的卓越技艺，其塑造的毛绒感觉和灵动大眼，让活泼、生动的树袋熊跃入眼帘。秸秆拥有从金黄色到棕色等七种不同色调，其天然的金色光泽，赋予了树袋熊装饰栩栩如生的形象。

秸秆细工镶嵌树袋熊装饰，表壳直径35毫米，18K镀铑白金表圈，镶嵌43颗圆钻，18K镀铑白金圆珠形表冠，镶嵌一颗钻石，卡地亚9601 MC型工作坊精制手动上弦机芯，半哑光黑色鳄鱼皮表带，18K镀铑白金折叠表扣，编号并限量发售20枚。

参考价格 / 店洽



▶ 豪门世家时光闪跃巴黎之窗系列手表

珐琅表盘衬托手工金雕巴黎的埃菲尔铁塔，传统式的黄金窗门，三颗标志性旋转的 0.5 克拉钻石在珍珠母贝的映衬下光彩夺目。综合珐琅、精雕及镶嵌三大工艺，打造出丰富的巴黎风情。

表圈镶嵌约89颗钻石，表壳直径40毫米，重达6.95克拉，FP机芯，折叠式黄金表扣镶嵌钻石。

参考价格 / 店洽

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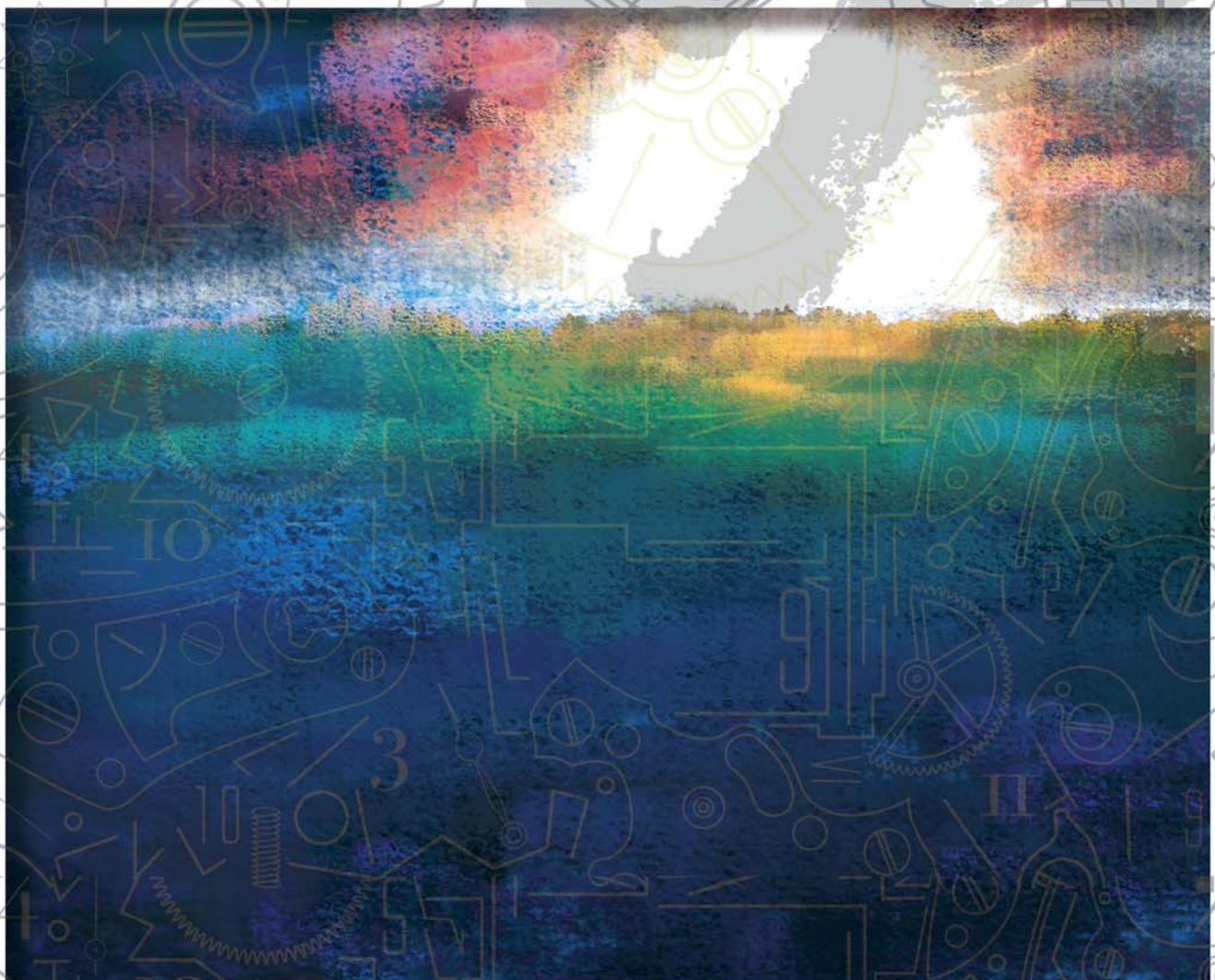
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2013年SIHH & BASELWORLD中英文钟表别册

TIME BEGIN

BEAUTY AND COMPLICATION

In 1972, when Carlo Sarzano, founder of the Geneva watch manufacturer Sarcar, started how important it was "to be large enough to be strong... and small enough to be free". Today, remaining faithful to these principles, Sarcar produces prestigious watches in limited and often numbered editions, based on state-of-the-art technology and superlative finishing executed by the finest "Artisans of Time".

The North Star Collection

Sarcar's designers and skilled craftsmen have drawn inspiration from the sky and the cosmos in creating the North Star collection – named for the star that shows the way to the celestial north – as a tribute to their founder. Employing the latest techniques in "invisible setting", the North Star's 18 carat gold frame is virtually entirely covered in a shimmer of spectacular diamonds, highly reminiscent of the Ursa

Minor constellation, surrounding a princess-cut, 2.15 carat diamond of extraordinary quality and purity (one of the largest "rotating" diamonds ever seen in a watch) ... a timeless reminder of the North Star for which this unique timepiece is named. The quarter hours are marked by rich green emeralds, while the watch nestles on the soft luxury of a richly black strap – a subtle reminder of the velvet depths of the eternal darkness in which the North Star is the quintessential guiding light.



the North Star collection
北极星系列腕表



Carlo Sarzano, founder of the Sarcar
豪门世家创始人 Carlo Sarzano 先生

The Magic World Collection

Magic World is distinguished by an extremely subtle blend of ingenuity and imagination, of inimitable know-how and technical sophistication. Entirely set with gems from bezel to dial and right through to the inner bezel, ring and even the rotor, it is endowed with an original dial: while the centre reminds one of the yin and yang, symbols of serenity, the rim is graced with four rotating decors- Sarcar's brand signature- which are adorned with four precious stones: a diamond, a sapphire, an emerald and a ruby. The originality lies in the fact that each stone "conceals" three other stones. Which means that by spinning in an entirely ransom manner, it reveals another. To see them in action, all one needs to do is simply wear the watch and allow the stone to spin in time with wrist movements. The effect is simple but stunning.

美丽与精密的结合

文/郑瑜

1972年，日内瓦钟表制造商豪门世家的创始人 Carlo Sarzano 先生立下了这样一个重要的理念：“大至无敌，小至无拘”。今天，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”，他们用心打造完美外饰，制造出了闻名于世的限量版手表，而且很多款都是屈指可数的。

北极星系列腕表

北极星好比夜空中的灯塔，为路人指点方向，豪门世家倾情打造全新北极星腕表系列，用极致特别的方式向品牌创始人表达敬意。腕表 18K 白金表盘隐形镶嵌着约 577 颗方钻，重达 23.88 克拉，愈加闪耀璀璨光芒。表盘上众星捧月般环绕着一颗 2.15 克拉迷人公主切割精选方钻，仿佛旋转在浩瀚星空，让人不禁联想起夜空中为路人指点方向的北极星，这颗钻石得到 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)。最为精细的莫过于表耳、表底及表扣均是以方钻示人，表针轴和表冠则镶嵌着圆钻，亦然彰显出地阔方

圆之美。小表盘中珍贵的绿宝石分别镶嵌于 3、6、9、12 点 4 个刻度，双面鳄鱼皮表带，低调之中尽显奢华。豪门世家“北极星”腕表系列还分别有红宝石、蓝宝石镶嵌，全球共发行三款腕表，愈加纯粹与尊贵。

魔幻世界系列腕表

豪门世家全新魔幻世界系列腕表将美钻与绝妙创意相结合，饶富深意与趣味。从腕表表圈到表盘，从表环甚至到转子，每一部分的所有表面均优雅铺就有晶莹美钻。通过不同层次的镶嵌工艺，呈现出璀璨、立体的视觉美感，举手投足之间，卓然优雅风格跃然腕上。表盘采用同心圆设计，中心特别以小指针搭配可旋转八卦造型，寓意宁静，呈现出灵动而立体的精妙细节。最独具匠心的莫过于表盘外圈缀有四个可旋转方形装饰，分别由四种宝石（钻石、蓝宝石、祖母绿宝石和红宝石）镶嵌而成。手腕随意转动之间，四色宝石会随着手腕的移动而进行变换，腕表便即刻显现出与刚刚完全不同的另一种样貌，宛若坠入魔幻的奇妙世界，令人叹为观止！



the Magic World collection
魔幻世界系列腕表

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“展”中有乾坤 Inside Exhibition

京剧要这么看 P56
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口中盎然 P100
 BEAUTY IN MOUTH

巴塞尔“表情” P128
 BASELWORLD 2013



JEANRICHARD

尚维沙Terraspoe系列腕表
涂有发光物料的镀铑时、分针突显此款腕表的运动型个性。时标以凹凸设计造出的U型时标，并以磨光和喷沙交替，另外以发光物料加长时标的长度，加强整体的层次感。



ULYSSE NARDIN

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雅典陌生人限量腕表
腕表仿照一个经典八音盒，会在准点及在鸣奏按钮按下时奏出“Strangers in the Night”的美妙旋律。玫瑰金款式全球限量发行99枚。

ARMIN STROM

SWISS WATCH MANUFACTURE

ARMIN STROM元素系列陀飞轮腕表之火
ARMIN STROM以手工镂空表见长。2013年元素系列推出新成员。“火”腕表搭载品牌自制ATC11手动上链机芯，双发条盒，动力储备10天。



SARCAR

GENÈVE

豪门世家

豪门世家魔幻月光系列腕表
豪门世家2013年魔幻月光系列推出蛇年新款，该腕表搭载伯爵自动机芯，表盘上有一只一个旋转的金蛇，蛇的眼睛用绿宝石镶嵌。

LONGINES

浪琴表康铂系列玫瑰金计时秒表
康铂系列(Conquest Classic)之名由Conquest(康卡斯)与Classic(经典)两个单词组成，作为“康卡斯”系列的延伸。此腕表搭载ETA为浪琴表开发与生产的L688号柱轮机芯。



RADO

SWITZERLAND

雷达表新D-Star帝星系列高科技陶瓷自动机械计时腕表
新款腕表搭载特别研发的机芯，动力储存可持续60个小时。此系列腕表不易磨损、不易过敏且佩戴体验极为舒适。

Home > News > Swiss watchmaker Sarcar opens first boutique in Macau

News

Swiss watchmaker Sarcar opens first boutique in Macau

15/04/2013

Geneva-based watchmaker Sarcar recently opened its first boutique in Macau to capture opportunities in Greater China and Asia's growing luxury watch segment.

The opening ceremony was held on April 10 at The Landmark Macau. Sarcar CEO Maja Koenig welcomed guests, which included Ms Lam, vice chairman of Macau Legend Development Co Ltd; Chan Man, general manager of Kam Lio Lei; as well as William Leong and Michael Lau, directors of Supreme Elite (HK) Ltd.

Model Ana R showcased some of the brand's latest timepieces, including the 'Dragon' jewellery watch with diamonds.

"Thanks to the support of watch enthusiasts and collector over the years, Sarcar is able to present this beautiful and luxurious boutique in Macau to showcase our works of art made from brilliant watchmaking craftsmanship and design. On behalf of the brand, I would also like to thank the support of Supreme Elite (HK) Ltd, Kam Lio Lei and The Landmark Macau to have made the Sarcar magic happen," said Koenig.



From left: Ana R.; William Leong, director of Supreme Elite (HK) Ltd; Chan Man, general manager of Kam Lio Lei; Ms. Lam, vice chairman of Macau Legend Development Co Ltd; Maja Koenig, CEO of Sarcar; Michael Lau, director of Supreme Elite (HK) Ltd.



The interior of the Sarcar boutique at The Landmark Macau



Diamond-studded 'Dragon' jewellery watch by Sarcar

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豪门璀璨，世家传承

对珍稀宝石的精准理解、超越平庸的精彩创意、代代传承的精湛工艺，奠定了豪门世家 (Sarcar) 卓越的品牌精神。而对梦想的无限热情，对每件作品的完美追求，则让其将美丽与精密完美结合，撰写下了这个珠宝计时豪门独具魅力的绝代风华……

编辑 | However 撰文 | Coco



在豪门世家的精心雕琢下，以玫瑰金或铂金制成金蛇灵转系列腕表，独具匠心呈现出了完美的剔透质感，表盘上的可旋转灵动金蛇，鳞片如波，华美不凡。

翻阅豪门世家的珠宝腕表创作史，精雕细琢的极致美学与充满创意的艺术风格，无处不见，在每一个时期均挥洒下诸多璀璨华丽的篇章：来源于银河的旋转创意，无限精细的表盘镶嵌工艺，以及许许多多独一无二的开创性设计……豪门世家将源自世界各地的异域文化融入创作，让每一件璀璨腕表都堪称艺术臻品，更凭借其卓然的审美品位获得了众多皇室贵族与社交名媛倾心，精致的工艺成就了这个珠宝腕表豪门独树一帜的品牌传奇……



“北极星”腕表系列用极致特别的方式向品牌创始人表达敬意。

卓越材质成就计时精品

传奇，随着岁月见证，方能彰显出其璀璨夺目的光芒。1948年，豪门世家诞生于日内瓦，生产以顶级制造工艺和采用最优质钻石而著称的腕表。在品牌创始人Carlo Sarzano先生“大至无敌，小至无拘”的处世理念之下，豪门世家一直秉承的品牌精神，将珍贵奢华的宝石与超越想象的创意巧妙融合，体现出了高水平的制表和珠宝工艺。它做工精致，品味独特，足以引领时尚、彰显自我，而这亦刚好契合了支持者们对创造精神的追求。

瑞士人喜欢按照自己的节奏过自己的日子，所以他们把时间做到极致，把手表做到精致。豪门世家的历史，就是美丽与精密完美结合的历史。1974年，是瑞士腕表界盛行兼并、合并和大批量生产的时代，但是所有这些做法都和豪门世家的品牌理念格格不入。作为一个坚持自我理念的品牌，豪门世家没有流于商业批量生产的主流趋向，而是选择专注于打造闻名于世的腕表，将卓越精湛的手工艺传承下去。同年，豪门世家推出了Glorium系列腕表，成为品牌坚持本我，专注工艺的最直接证明。此后的数十年中，豪门世家始终如一，将珍贵奢华的宝石、质感卓然的贵金属，与超凡脱俗的创意巧妙融合，体现出了高水平的制表和珠宝工艺。

作为为数不多只以黄金、铂金、红金等贵金属制表的品种，为了保证最终产品能完美体现出珍贵和独特的品牌特质，豪门世家腕表的所有制作工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配等动作，全部都由顶级制表师一丝不苟、异常认真的亲自完成。

擅长将顶级美钻与无穷创意相结合的豪门世家，不仅每个系列都饶富深意与趣味，每只腕表也都附有独立钻石保单，只用净度VVS I成色F顶级钻石打造的豪门世家腕表是更完美无瑕的最佳保证。对最优质材料的完美追求是豪门世家独一无二的鲜明特性之一。通过选用材质的精益求精，以及对于一些珍稀工艺的掌握，比如细工镶嵌，再加上独特的限量制造方式，豪门世家极力保持独特，与众不同。



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Creator of dreams

旋转灵感缔造绝妙标识

细数豪门世家的众多杰作，“旋转”无疑是其设计理念最为核心的标志性的表现。1981年，豪门世家推出魔幻腕表系列，首创独具特色的“旋转”设计。这在当时的钟表界是一款独一无二的开创性产品。客人可以选择自己喜爱的图案、主题或符号，而豪门世家会将它融入到腕表的移动主题中，打造出与众不同的个性设计。这种“旋转”DAN随后更贯彻于豪门世家的每一款作品之中，成为品牌无与伦比的独特标识。

2003年是豪门世家的历史转折点。品牌隆重推出了令全世界难以置信的尊显腕表系列，这也是豪门世家品牌的旗舰系列。一颗1克拉明亮切割的钻石上附有一个旋转的装饰物圆环，通过自身重量驱动，在钻石表盘上优雅地绕轴旋转。手腕轻轻一摆，腕表的光芒便会照亮流逝的每一刻时间。2005年，豪门世家再续辉煌，推出杰作皇室尊显腕表系列。这款杰作里面隐藏了一个完全独创的系统，尽显晶莹、简约的个性。一颗1克拉明亮钻石上附有一个圆环，置于镶嵌宝石的装饰圆环上，在镶满钻石的表盘转动。光线可以毫无障碍地透过这颗纯净无瑕钻石，看到每一个切面，将炫目的光芒反射出来。举手摇曳之间，流光璀璨，奢华尽显！2009年，闪烁舞动腕表系列的推出让这个瑞士钟表品牌再次创造了世界第一。闪烁舞动腕表拥有一颗1克拉明亮切割的悬浮钻石。凭借这一前所未有的款式，豪门世家再次展示了其与众不同的独特设计功力。随后，豪门世家设计师与技艺高超的制表匠们再次以浩瀚星空和茫茫宇宙为灵感之源，在2012年精心打造了“北极星”腕表系列。此表表盘上众星捧月般环绕着一颗2.15克拉迷人公主切割方钻，让人不禁联想起夜空中为路人指点方向的北极星。

2013年，豪门世家荣耀推出的全新杰作中，“旋转”概念再一次被设计师们凝练为美轮美奂的腕间艺术：借助雕刻大师的精湛工艺，致敬中国文化的华美金蛇灵转系列腕表表盘上的可旋转灵动金蛇鳞片如波，栩栩如生。这一设计秉承了品牌一贯的美学精神，诠释出豪门世家无与伦比的独特创意。

皇室渊源撰写尊贵传奇

对于顶级材质的无限追求，对于美学设计的独特创意，以及与众多豪门之间千丝万缕的渊源，让“豪门世家”这四个字，名副其实。翻阅豪门世家半个世纪的历史上，会发现其与皇室的关系紧密而深厚，其中更不乏诸如泰蒲眉蓬王、不丹王旺楚克等浓墨重彩的贵宾，其定制腕表数量之多、设计细节之精密，令人咋舌。对豪门世家一向情有独钟的秦王甚至将其私人印章授权给豪

门世家，并允许其独家采用泰国皇室特有的“秦王”钻石切割法，并委托品牌打造登基60周年以及80周年诞辰的特制表款。这些独特的作品展现了豪门世家在不同时期领先于时代的创意设计，更为设计师团队提供了一个巨大的宝藏，亦提供给品牌无限灵感，促使其发展出更具个性化的璀璨新品。

2013年的巴塞国际钟表珠宝展上，不丹王太后——阿福多杰·旺姆·旺楚克更携地位卓越的众多尊贵客人亲

“豪门世家将源自世界各地的异域文化融入创作，让每一件璀璨腕表都堪称艺术品，更凭借其卓然的审美品位获得了众多皇室贵族与社交名媛的倾心，成就了这个珠宝腕表豪门独树一帜的品牌传奇……”



2005年的皇室尊显腕表系列，设计师们试图打造一只无与伦比的手表，来再现童话般迷人的光辉。



不丹王太后在巴塞豪门世家展台前签名留影。



不丹王太后亲临巴塞国际钟表珠宝展豪门世家展台，场内顿时蓬荜生辉。

临豪门世家展台，并出席了由豪门世家举办的私人晚宴。被誉为“神龙之国”的不丹，王朝已由百年历史，皇室成员更是难睹真容。这个位于喜马拉雅山脉南麓的国度素以壮美、富饶而闻名，纯净清澈，神秘自由。对于豪门世家来说，能得到来自不丹皇室如此公开的支持是非常难得的。太后的盛装出席令豪门世家这一以华贵钻石腕表见长的珠宝腕表世家更显光辉，也充分展现出了其让整个腕表行业为之瞩目的能力。

创新书写卓越传奇

1972年，日内瓦钟表制造商豪门世家的创始人 Carlo Sarzano 先生立下了这样一个重要的理念：“大至无致，小至无拘”。他从来没有想到这个理念从此成为了公司行动的指南，奠定了公司长久的基础，随后更见证了豪门世家成为“卓越”代名词的发展历史。如今，豪门世家仍然坚持这个原则。借助世界最先进的技术和最优秀的制表技师，他们用心打造完美外饰，制造出了闻名于世的限量版手表，而且很多表款都是绝版的。新颖创意也是豪门世家腕表深受收藏者青睐的关键。它做工精致，品位独特，足以引领时尚、彰显自我，刚好契合了品牌对创造精神的永恒追求。



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Friday, June 21, 2013

Businesses sputter as haze comes with bill

Tourism may take worst hit; companies worry about safety costs, fall in productivity

By JOYCE HOOI

SINGAPORE — As the haze worsens, the air turns thick with a smog that has been threatening to choke the island since last week. The haze has been directly impacted by the National Environment Agency's (NEA) decision to suspend the use of the haze abatement system.

The Singapore Flyer, at nearly double its normal capacity, was closed yesterday, when it suspended operations. "The haze has been bad, so we have had to close the Singapore Flyer for the time being to protect staff members' safety of whom we have 1,000," said the Flyer's general manager, the Flyer's general manager.

At a press briefing yesterday, Prime Minister Lee Hsien Loong stated the government's decision to suspend the haze abatement system is a "difficult decision" but one that is necessary to protect the health of Singaporeans.

"Companies will not be able to take much more of this, worried about staff safety, operating offshore and the haze in business operations, and there will be serious environmental, financial and economic implications if the situation persists," he said.

The haze has been bad for three months in 2013, it cost the country almost S\$200 million, according to estimates by an expert on the matter, Eminent Group, head of ATU's Department of Economics. Extrapolated to the current situation, the haze is costing Singapore S\$50 million a day, before accounting for inflation.

Of that sum, the tourism industry's loss forms the bulk, S\$25 million. Another S\$25 million a day is lost on health costs, which includes direct costs.

self-medication expenses, loss of productivity and premature retirements. A Singaporean S\$170,000 loss per day is caused by the direct costs of clean, healthy and environmental activities.

Even so, these figures cannot be solely taken to be the correct situation, as many cost for non-PM2.5, said. "The 1997 haze lasted three months. This time is just starting. So we have to wait and see how developed this is," he said.

But if this haze is as bad as the 1997 haze, three months could see a higher average PM2.5 reading than in 1997. PM2.5's numbers will actually be an under-estimate. Earlier this week, the 1997 haze peaked at the 380 micrograms per cubic meter (µg/m³) high of 230, setting new records yesterday afternoon.

Other experts, while not doubting the business of tourism, are certain that this haze period will cost more than the 1997 haze. "The pollution is more severe (and) the economy and populations are larger. So more businesses and people are victimised," said Ivan Png, professor of strategy and policy at NUS Business School.

Already, businesses are checking up haze-related costs. Companies and banks such as SingPost, CapitaLand, United Overseas Bank and Keppel Group are giving make-to-make employees. And then there is the equipment. ANZ has hired additional air purifiers for all its offices and branches, while OCBC and DBS have opted to install carbon filters in their buildings.

Even as firms make their premises safer, many have sent workers home. Yesterday, more than 750 employees at Bosch were given the option to work from home, while Allen & Ghedini staffers headed home at 4.30pm. At SingTel, staff have the option of using flexible work arrangements such as telecommuting.

"This week we have observed an increase in companies deploying flexible work arrangements and encouraging their staff and customers to stay indoors,"

said Brad Gray, a regional director at PricewaterhouseCoopers (PwC), which specialises in value engineering.

"Smaller companies were also quick to identify yesterday a work-from-home day, that up from 100,000. Now, for example, will have in four-person team working from home over the next few days. While the firm is going by with Google, Dell and Xerox, co-founder Dan Yang commented that this will not be about over the long term.

"The best interaction happens when you're directly talking to each other," he said.

Private companies, which were a 100,000, will suspend activities. Improving conditions such as road shows of the air quality continues to be in the un-

healthy range, it said, while Microsoft's PricewaterhouseCoopers suspended delivery services from yesterday.

"For workers, however, this is not as bad as the cost of doing business. At the end of day, it's not about contracts. It's about doing the right thing. We are facing not just high-cost and volatile costs," said Anna Koh, vice president of the office of business development and external relations at SMU.

The haze also cast a shadow on the shipping and aviation sectors. Jale Airport diverted two arrivals to other airports and cancelled eight departures because pilots couldn't see the runway clearly.

"Air transport and sea transport may be reduced or put to a halt due to an-

noise ban and this will disrupt the transportation of cargo," warned Tan Khay Hoon, senior lecturer at SIM Global Education.

Even as businesses struggle to come to terms with this week's haze, the fundamental problem of a lack of paper-based risks being rejected, said Jazani Yap, regional managing partner of Deutsche Investment Asia Enterprise Risk Services practice. "My worry is that once this is over, people will go back to business as usual. The principle of continuous monitoring and adjustment must be carried out," he said.

But for now, in the words of Prime Minister Lee yesterday: "Life must still go on."

More reports, Pages 4 & 9

Work halts at 3 stations as contractor goes insolvent

By MINDY TAN

SINGAPORE — Work ground to a halt at three upcoming train stations on Wednesday after Alpine Rail GmbH, the main contractor for the project, filed for insolvency. It had been working on building Downtown Line Stage 2's King Albert Park, North Avenue and Tan Kah Kee stations.

"ATA's immediate priority is to ensure the safety and security of the site. Materials are being put in place to safeguard the site and equipment," said a spokesman for the Land Transport Authority (LTA), which contacted yesterday.

"We are looking at various options to appoint new completion contractors to continue the existing subcontractors to ensure minimal impact on the timeline."

Downtown Line Stage 2, which will link the Bukit Timah corridor to Marina Bay, is expected to be up by 2015.

Alpine Rail, Austria's second largest construction firm, won the contract for the design and construction of the three stations and tunnels along Downtown Line Stage 2, valued at S\$774 million in 2009. It has since been plagued by financial troubles, however, which led to a filing for insolvency on Wednesday.

Bumata had earlier reported that the insolvent construction unit of Spanish group

FCI, the collapse of up to S\$1-billion in work awarded to American contractor agency KVA.

In the latest update on Alpine's website, the company said that "efforts to reach an out-of-court settlement for the restructuring of Alpine Group have not been successful and that has been re-evaluated."

"In the course of these proceedings a complete list have developed by experts of the Alpine Group and related companies as well as subcontractors. This concept shall be assessed and implemented in the next weeks by the competent administrators," it added.

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COMMENTARY

Mr Market's taper tantrum

Addiction to cheap money has to end some day, but markets are too spoilt to listen

FOR several days leading up to the meeting of the US Federal Reserve, a key policymaking body, the Federal Open Market Committee (FOMC), which ended on Wednesday, Mr Market was on tenterhooks.

He was hoping against hope that the zero-interest rate, high-liquidity party hosted by the Fed for the last five years would rage on, but fearing in his heart that it might just be winding down.

When, after two days of deliberation, the Fed released its statement on Wednesday and chairman Ben Bernanke wrapped up his news conference, Mr Market did not like what he read and heard. So he threw a tantrum.

A bon of turmoil followed. US Treasuries were dumped, with 10-year yields hitting their highest level since March 2012. Even shorter-dated notes were sold off, as if short-term rates were on the verge of rising. Emerging-market stocks and bonds, which have been under pressure since early May, were further hammered — including all from ASEAN. Currencies also took a tumble against the dollar, all Southeast Asian currencies fell, and so did the Indian rupee, the South African rand and the Australian dollar.

What exactly did the FOMC and Mr

Bernanke say to cause this? The most offending piece of news, apparently, was that the Fed's policy of quantitative easing (QE) in the form of US\$85 billion worth of monthly purchases of Treasuries and mortgage-backed securities would end completely by mid-2014 if the US economy's current positive trends continue.

This alone was enough to trigger a wave of selling, indeed. Mr Market was dumping his holdings even as Mr Bernanke was speaking, without waiting for qualifications or caveats.

But these were significant. For one thing, the Fed chairman clarified the Fed's stance. The Fed's purchases "are tied to what happens in the economy," he said. "If the economy does not improve along the lines that we expect, we will provide additional support in the form of purchases. The withdrawal of the monthly purchases by mid-2014 is not a dead end."

Moreover, even if the Fed starts withdrawing support or "tapering off", and even after it stops purchases, it will not sell bonds (which would cause

long-term yields to rise, not start raising short-term interest rates. Those will remain at near-zero at least till the US unemployment rate hits 6.5 per cent, which is unlikely until 2015.

In fact, rates might be held at zero even beyond that unemployment threshold being reached. If US inflation remains too weak. Currently, it is running well below the Fed's target of 2 per cent. Meanwhile, if US growth falters, bond purchases could increase. As Mr Bernanke put it, quite simply: "If things are worse, we will do more. If things are better, we will do less."

For the moment, things are looking better. Since the Fed's asset purchase program began last September, the US economy has created just under 200,000 jobs every month. Unemployment has fallen from 7.8 per cent to 7.6 per cent and the Fed projects it should reach 6.5-6.8 per cent by the end of 2014. The economy grew by a decent 2.4 per cent in the first quarter of this year, and consumer spending and confidence were up. Most significantly, the housing market — the key to the recovery — has

been strengthening.

In a normal world, this would be music to Mr Market's ears, but he has not been living in a normal world for the last five years, which is why his fears are not all irrational. For one, he has long become addicted to cheap money — and the longer the addiction, the more painful the withdrawal. For several years, he has also been engaged in leverage and the "carry trade" — borrowing cheap in US dollars and investing in higher-yielding instruments in foreign markets, such as bonds in Asia. Now that the US is recovering and, with it, the dollar, he is re-evaluating some of his leveraged carry-trade positions and pouring money into the US.

Appearing far on his horizon is a new world, where markets are driven less and less by the sheer power of liquidity and more by economic fundamentals, where what happens in the real economy matters, where leverage is no longer cheap, and where carry-trades are not the easy bets they used to be.

This is the normal world, and Mr Market needs to get used to it again. Meanwhile, it's no use complaining that the Fed's high-liquidity party is winding down — though not any time soon — because Mr Market should have known that it would end one day.

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VIKRAM KHANNA
Associate Editor



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Richard Mille 52-01 颅骨纳米陶瓷陀飞轮W&W 特别限量版

表壳以纳米陶瓷复合材料制成，尺寸42.70 x 50.00 x 15.95毫米，中间主表壳以碳纳米管制作，超轻且超抗震，装配RM 052手动上弦陀飞轮机芯，基板和夹板均采用钛合金打造，融合了表冠功能切换等多项Richard Mille独家的创新技术。Ⓣ参考价格500000元。

Richard Mille 每一年都会推出很多惊世骇俗的作品，之所以推荐这款颅骨陀飞轮限量版，倒不是说其他的表款比不上它，而是提醒诸位看官在高级钟表界还有这样一种风格，还有这样一类产品存在。事实上，如果以销售量和产量比作为衡量标准，Richard Mille 卖得最好的从来都不是那些几十万元的“常规款”和计时表，而是数字2、3、4、5……后面带6个零的各种超轻陀飞轮、陀飞轮计时以及诸如杨紫琼凤凰陀飞轮这样独一无二的限量款。它们几乎都是做一只就卖一只，在香港就被“截胡”，根本进不到大陆的专卖店。不像有些品牌的复杂功能表，全球限量几只，卖了一年还剩一半，满世界找买家。Richard Mille 的限量表为什么值得买？当然我可以从设计、材料、结构、性能的角度讲上一大堆，不过最关键的还是在差异化和稀缺性。因为Richard Mille 做的手表任何品牌都做不来，就算Richard Mille 自己也是几个月才能生产出一只，经常让人等到发疯，你说这表值多少钱一只。之前我问的18K红金颅骨的款，黑色的卖442万，白色的卖521万，微信一发就被人预定。估计彩色骷髅头的价格也在500万上下。



宝格丽Commedia dell'Arte 系列手表

18K白金及Magsonic合金表壳，直径54毫米，厚度16.36毫米。装配BVLGARI宝格丽自制BVL 618自动上弦机芯，拥有48小时动力储存，三问报时及活动人偶功能。

Ⓣ参考价格3400000元，全球限量8枚。宝格丽这款表非常厉害。至于具体有多厉害，大家可以参考《时尚时间》今年11月刊的测评栏目。这只表的壳形是杰罗尊达的设计样式，表壳有宝格丽专利金属增强三问音量，表盘带活动人偶（即与三问分离的机器人形式），大教堂三问。其表盘工艺之多，算是破了宝格丽的记录了。我不敢说这只表在历史上的大复杂表中能排第几，但在今年的大复杂表里，它绝对稳进前五，而它的打簧声音绝对有争夺表坛前三的实力。



豪门世家The Snake Collection 魔幻月色之金蛇灵转系列珠宝表

18K玫瑰金表壳，直径38毫米。装配FP机芯。整表镶嵌约565颗钻石，表盘立体雕刻金蛇。

Ⓣ参考价格964500元。怎么说呢，这几年跟属相有关的表真不少，选择起来有点儿难度。纵使各家表款放在一起，也着实难分伯仲。不过，就豪门世家的这块蛇表而言，虽然有些人觉得整只表太过富丽堂皇，绿宝石点睛的金蛇看起来有点儿富态，但倘若你仔细观察，会发现蛇身的工艺还是蛮考究的。不说蛇是灵动的嘛，人们常用“水蛇腰”来形容女子身形的窈窕妖娆，那么这表盘中的金蛇造型恰恰符合人们通常印象中的蛇形。同时，镂空的蛇身带来一种设计手法上的呼吸感，不张扬，也不平庸。幸亏我不是个姑娘，否则一定会被这条含蓄的金蛇迷倒。而且，东方属相金表做到这份儿上，也算是有心了。

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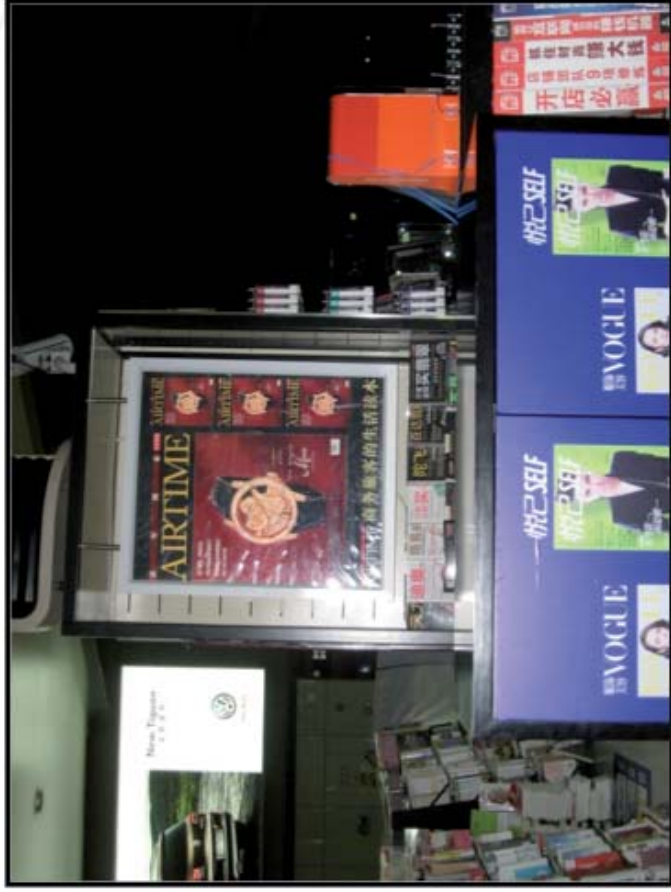


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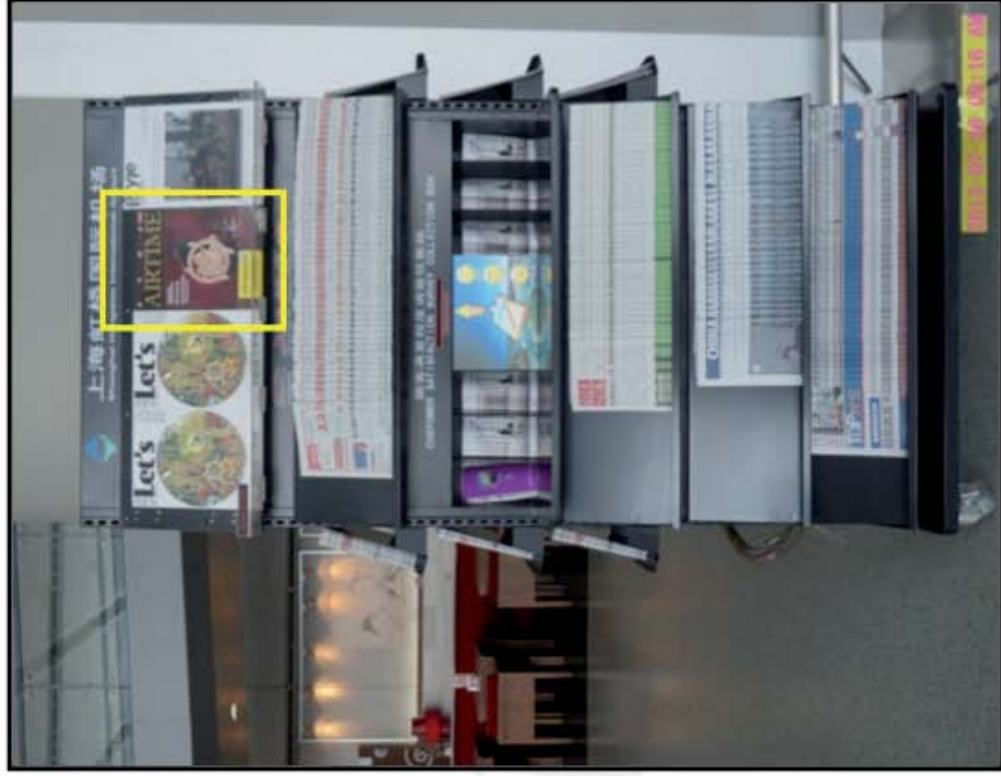


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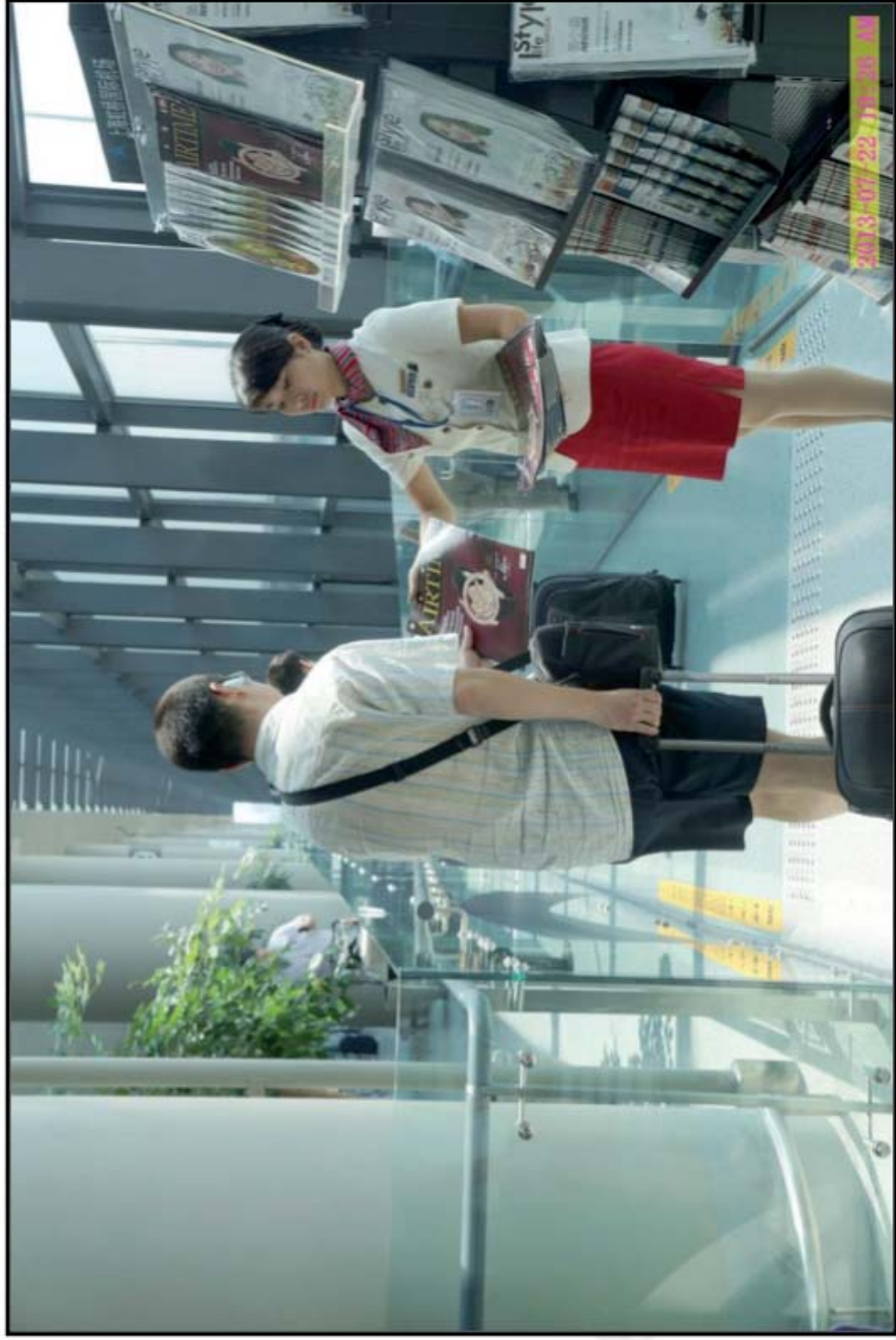
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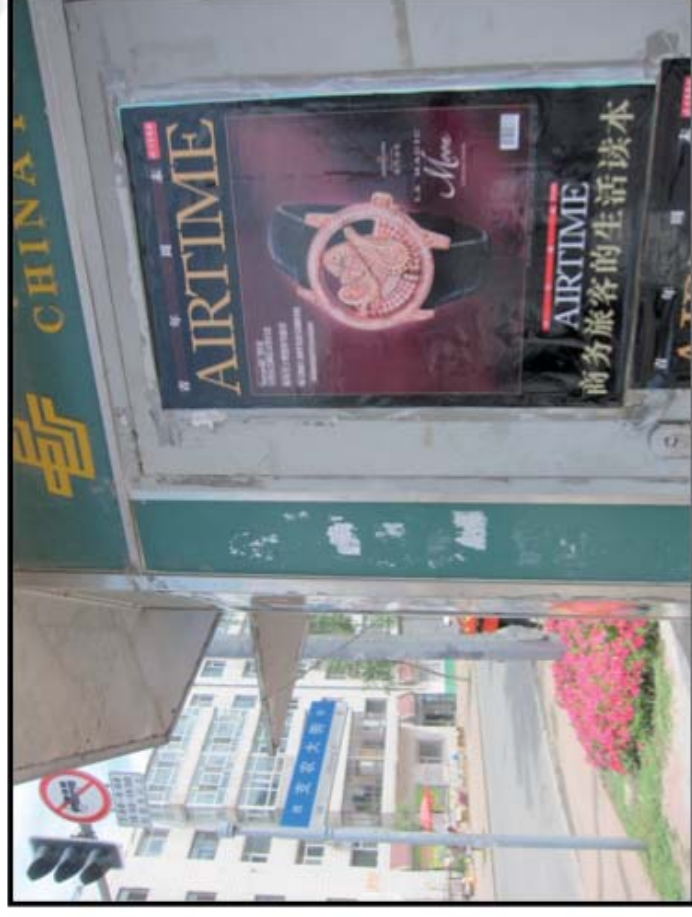
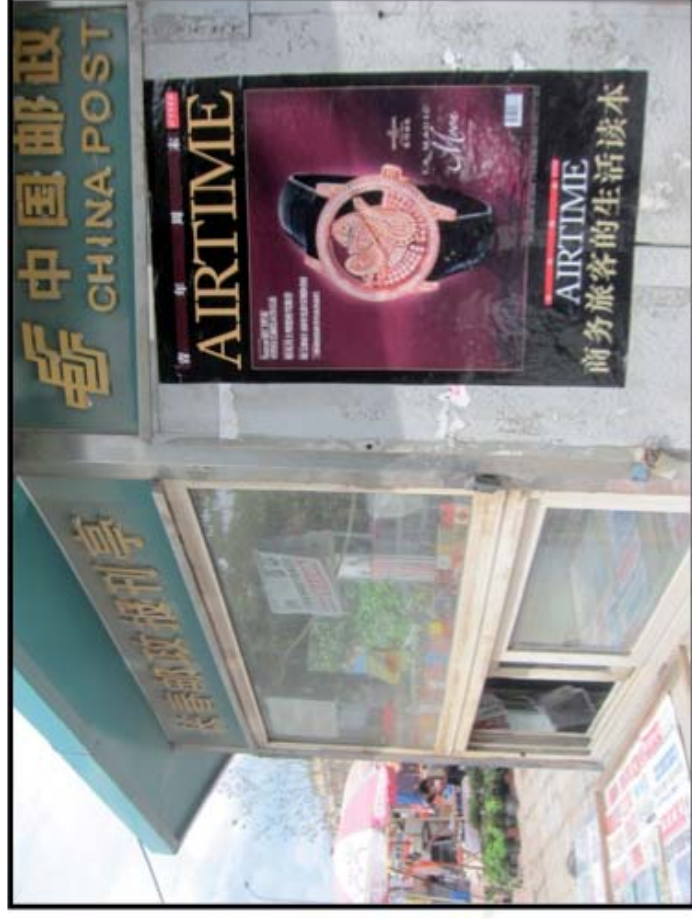


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豪门世家 璀璨传承



豪门世家 DNA——旋转工艺

细数豪门世家的众多杰作，“旋转”无疑是其设计理念最为核心的标志性表现。1981年，豪门世家推出魔幻腕表系列，“旋转”的设计成为当时钟表界独一无二的开创性产品。这种“旋转”设计随后更贯彻于豪门世家的每一款作品之中，

成为品牌的 DNA 工艺。去年的巴塞尔钟表展上，豪门世家推出了精心打造的“北极星”腕表系列，将“旋转”理念创新诠释，备受赞誉。2013年，豪门世家隆重推出魔幻月色之金蛇灵转系列以华美的蛇形腕表向中国传统的蛇年致敬。

豪门世家与皇室渊源

翻阅豪门世家半个世纪的历史，精雕细琢的极致美学与充满创意的艺术风格无处不见。凭借其卓然的审美品位获得各国皇室、众多社会名流和钟表收藏者倾心，成就了豪门世家珠宝腕表独树一帜的品牌传奇，让“豪门世家”这四个字名副其实。其与皇室的关系紧密而深厚，其中更不乏诸如泰国蒲蓬王、不丹王旺楚克等浓墨重彩的贵宾。

豪门世家为了庆祝泰国皇帝在位 60 周年，同时也是其 80 周岁的庆典，特别为他设计制作了一款皇家尊显系列腕表。在腕

表设计期间，豪门世家荣幸地获得泰国允许使用其私人徽章及皇室拥有的钻石切割法。

2013 年的巴塞尔国际钟表展上，不丹王太后——阿禧多杰·旺姆·旺楚克亲临豪门世家展台，并出席当晚的私人晚宴。被誉为“神龙之国”的不丹，王朝已有百年历史，皇室成员更是难睹真容。对于豪门世家来说，能得到来自不丹皇室如此公开的支持是非常难得的。太后的盛装出席令豪门世家更显光辉，也充分展现出了其让整个腕表行业为之瞩目的能力。



1948 年创立的豪门世家 (Sarcar) 珠宝腕表品牌，在其发展的 65 年过程中，一直凭借世界最先进的技术和最优秀的“制表技师”闻名于世。强力放大镜下的珠宝镶嵌、手工打磨、雕刻、切割和装配，豪门世家用心地打造出款款限量版腕表。同时，豪门世家在制表材质上除了使用最珍贵的材料(黄金、白金、玫瑰金、宝石、天然珍珠贝、钻石或镶嵌表盘)之外，还巧妙地运用宇宙星系环绕的特点展现给大家独特的旋转钻石设计。

皇家尊显系列



18K 白金表壳、表圈和表盘都是手工镶嵌圆形切割的钻石，白金表带，一颗 1 克拉泰国国王独有的钻石切割美钻置于镶嵌宝石的装饰圆环上，可在镶满钻石的表盘绕轴转动。表盘上方雕刻着泰国国王的私人印章，表壳上印有泰国国王的名字以示纪念这个重要的日子。



金蛇灵转系列

以玫瑰金或铂金制成蛇形腕表，表盘底层缀满了璀璨的钻石，立体雕刻的金蛇轻浮之上，一条可旋转的灵动金蛇鳞片如波、栩栩如生。

北极星腕表系列

18K 白金表盘隐形镶嵌着约 577 颗方钻，重达 23.88 克拉，表盘上一颗 2.15 克拉精选方钻随其轴旋转，仿佛在浩瀚星空中为路人指点方向的北极星。



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Asia's top banks could do more on governance

Boards too large, lack separation of chairman and CEO roles, says report

BY MICHELLE QUAN
SINGAPORE'S TOP 10 banks are being criticised for not doing enough to improve their corporate governance, according to a report released by the Singapore Institute of Directors (SID) on Tuesday.



The report, which analyses the corporate governance of the top 10 banks in Asia, found that the average board size of these banks is 12.5 members. The report also found that the average tenure of directors is 10.5 years, which is longer than the recommended 10-year tenure.

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CFO to take over the helm at Keppel Corp

Mr. Lee will take over on July 1, 2011, after 10 years of service at Keppel Corp.



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Keppel Corp's incoming CEO will take over on July 1, 2011, after 10 years of service at Keppel Corp. The report also found that the average tenure of directors is 10.5 years, which is longer than the recommended 10-year tenure.

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EUR 20 Jul 2011	1.211
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NOK 20 Jul 2011	1.188
DKK 20 Jul 2011	1.188
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Company	Share Price	Change
Keppel Corp	1.261	+0.01
Keppel Infrastructure	1.261	+0.01
Keppel Shipping	1.261	+0.01
Keppel Energy	1.261	+0.01
Keppel Commercial	1.261	+0.01
Keppel Industrial	1.261	+0.01
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Keppel Infrastructure	1.261	+0.01
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上海办事处 上海市静安区南京西路 758 号汇银大厦 17 楼 A 座 邮编: 200041 电话 Tel: +86-021-52340167 联系人: 黄霞 Xia Huang

北美洲办事处 3300 South Decatur Blvd. #10168 Las Vegas, Nevada 89102 U.S.A. 电话 Tel: (702) 3385655 联系人: Robert Young

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Tower B Haidian Culture & Art Building, No.28 Zhongguancun St. Haidian Dis, Beijing 100086

总机 Tel: +86-010-52392030 读者热线 Consultation Hotline: 4008104000 订刊热线 Subscribers Hotline: +86-010-52392029

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报·报志

WATCHES
& WONDERS
MEDIA PARTNER

时间
问题

A Question
Of Time

JULY 2013 \$10.00



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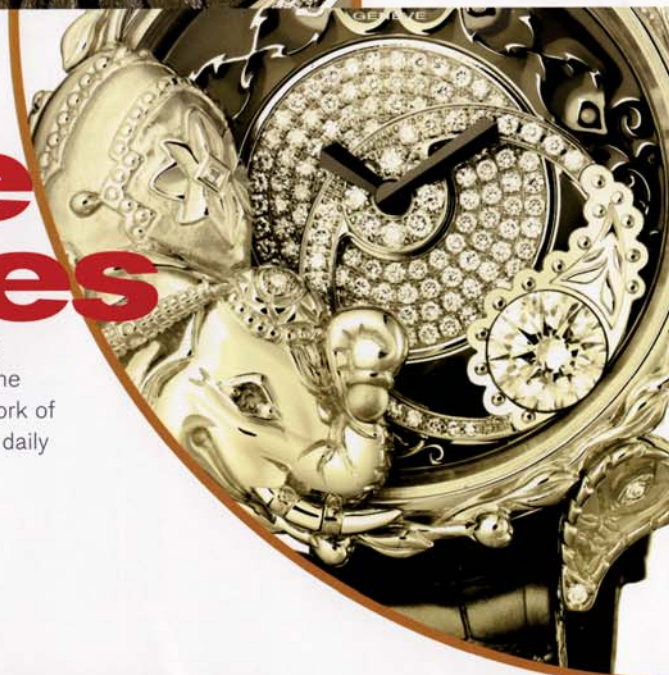


Delicate Treasures

时间艺术

To own a luxury watch with great craftsmanship and traditional motifs on its dial is to preserve the longevity of such decorative artforms, pass a work of art down the generations and remind ourselves daily of the beauty and importance of our time.

TEXT NG KING KANG / 吴庆康



Watch lovers are not simply satisfied with a complicated function or a glitzy diamond piece, they desire a piece that has both functional and aesthetic values. Here's the selections.

Multiple Artforms In One

I was highly impressed this year by the BVLGARI Commedia dell'Arte and the grand complications it achieved with its church-gong minute repeater with a jumping hour display at 6 o'clock. One is first struck by the exquisite dial, which features figures from the Italian theatrical arts of the 16th century, such as Pulcinella, Columbine and Harlequin, against a backdrop of a 16th century Italian palace.

The dials are crafted on 18K gold discs and combine several artisanal techniques: miniature painting, engraving and chasing. These multiple moving components make the scene particularly vibrant against a backdrop of a 16th century Italian palace.

Chanel's Mademoiselle Privé watch with Coromandel decoration was inspired by the lacquered screens in Coco Chanel's residence. In the hands of the finest master artisans – enamellers, engravers, carvers and stone-setters – this new collection adds yet another chapter to Chanel's creative saga. The case is set with more than 500 snow-setting diamonds, while the dial is made of 18K white-gold



produced in Grand Feu enamel using the Geneva technique. It also boasts of a self-winding mechanical movement with a 42-hour power reserve.

Micro-painting

BVLGARI this year introduced its first grand complication watch for women, Il Giardino Tropicale di BVLGARI. The complexity behind the tourbillon movement has been obscured, however, by the masterpiece that it is, borne within the tradition of 16th century miniature painting.

The process is a painstakingly slow one because it requires a mastery of the techniques involved in applying the colour and mixing the paint. Transparent varnishes are also used to play with glaze effects and to add depth and luminosity to the design on the dial.

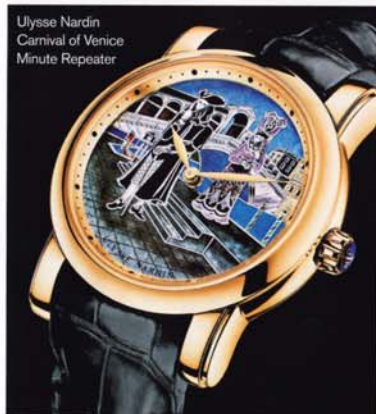
Enamel Champlevé

Ulysse Nardin finds inspiration in one of the world's most romantic cities for the new, limited-edition Minute Repeater Carnival of Venice, featuring two masked figures on its dial in front of the Rialto Bridge on the Grand Canal. With the minute repeater's chiming of the hours, quarters and minutes, the figures lift their masks.

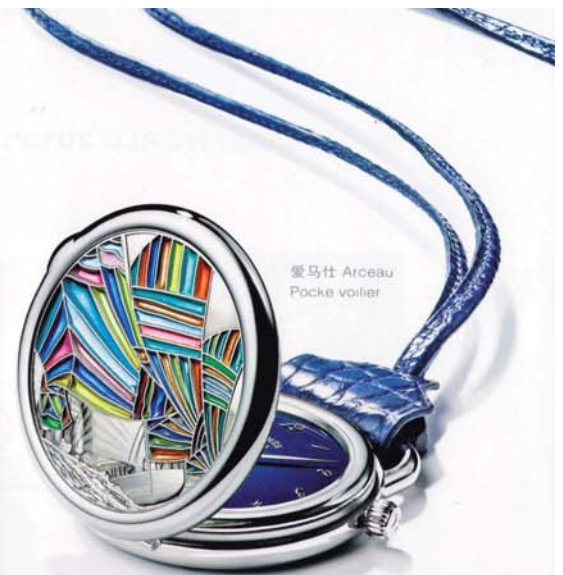
Intensifying the elaborate detail of the dial is the enamel champlevé technique, a decorative art in which the surface is carved, then filled with enamel. The technique is showcased by only a handful of craftsmen



Bvlgari Il Giardino
Tropicale



Ulysse Nardin
Carnival of Venice
Minute Repeater



爱马仕 Arceau
Pocke voilier



迪奥 VIII Grand Bal Plume
Model Pink Gold And White
Ceramic 38mm

海瑞温斯顿
Premier Feathers

and watchmakers. The Minute Repeater Carnival of Venice is a limited-edition mechanical timepiece of 18 made in platinum, with the possibility of an 18K rose gold option.

Plique-à-jour Enamelling

The new Hermès Arceau Pocket Voilier with the mechanical self-winding H1837 movement is the epitome of class, connecting the modern to the traditional through the use of plique-à-jour enamelling. This technique resembles that of making stained glass windows and requires repeated firing in a 800 deg C kiln to bring out the colours of the sails.

In order to perfect the motif, the remaining gold surfaces of the boat and its surroundings are hand-engraved as an extension of the motif itself. The latter is then revealed in all its glory, like a miniature stained-glass window.

Feather Marquetry

Last year, Harry Winston and Dior raised the bar in women's watches by introducing feather marquetry in their designs.

To create its Premier Feathers collection, Harry Winston has again tapped into the unique skill of master plumassière Nelly Saunier.

Each of the three new limited-edition models features marquetry created with the feathers of a bird belonging to an authorised species and specifically bred for this purpose. These stunning creations are framed by a 36mm-diameter, 18K white gold case set with 66 brilliant-cut diamonds.

At Dior, a key new model, the 38mm Dior VIII Grand Bal "Plume" Model, launched in last year, is proposed this year in ceramic and pink gold with fawn feathers but also with a case in pink gold. A new Dior Inversé 8¼ calibre has been developed in response to the need for a 33mm model whose oscillating weight is either a mesh of diamonds or black or white feathers festooned with white mother-of-pearl and diamonds.

Imperial Elephant Motif

Geneva-based watchmaker Sarcar was inspired by ancient folklore of the elephant in its creation of the

Treasure Elephant. An intricate gold sculpture of the majestic creature with emerald-set eyes sits on the bezel of an 18K rose gold case, enclosing a self-winding piguet movement. A 1-carat diamond solitaire, a Sarcar signature, revolves round the dial and a diamond-studded crown further enhances its many opulent features. Small wonder it is limited to only nine pieces.

Chinese Zodiac Symbols

As a follow-up to last year's sold-out Ninth Mayan Underworld series, De Bethune has debuted the DB25 Imperial Fountain, a new special edition of sets of 12 timepieces. Inspired by the bronze zodiac animal heads which adorned a fountain in the Old Summer Palace outside of Beijing, these beautiful watches feature elaborately engraved animal heads.

Each of the 12 animal heads, engraved by master artist Michèle Rothent using the bas relief technique, is in the middle of the dial of its watch, backed by a Grand Feu enamel relief of the corresponding zodiac symbol. A completely new movement, Calibre DB 2145, was created to free the centre of the dial of distraction from the zodiac design. The resulting movement uses peripheral hour and minute hands, circling the engraved zodiac head as if by magic. The white-gold, drum-shaped case has a diameter of 44mm and the movement has a power reserve of six days. ☺

在表盘上展现精湛的艺术造诣，不仅是传统工艺的传承，也是让时间变得更有价值的因素之一。

彩绘珐琅

宝格丽今年有个双锤教堂音簧式三问报时的艺术系列特别好看，灵感源自意大利戏剧传统的Commedia dell'Arte 系列腕表除了自动装置，还有教堂音簧式三问报时功能及6点钟位置瞬跳显示功能。这系列的表盘采用16世纪意大利宫殿为背景，每个表盘上均呈现惟妙惟肖的戏剧人物，其中最著名的角色形象——Brighella、

Pulcinella、Pantalone、Columbine 和 Harlequin 占据了表盘的中心位置。根据场景的不同，腕表中大约5至7个活动组件激活，使人物做出相应的动作。不同场景的表盘也很细腻精致，这些场景在18K黄金圆盘上打造，结合了多种腕表工艺如彩绘珐琅、雕刻与雕镂。三幅诗意的场景描绘了威尼斯、那不勒斯和博洛尼亚这三座城市。

香奈儿全新的“Mademoiselle Privé”珠宝腕表系列 Coromandel 表盘上的设计图案，来自



De Bethune DB25 Imperial Fountain

香奈儿当年寓所的一副屏风，因此这系列腕表对香奈儿来说别有意义。一套三款的腕表由珐琅技师、雕刻工匠和宝石镶嵌师联手创作，每只腕表的表圈以雪花镶嵌法镶嵌500多颗钻石，表盘上以手工雕刻花纹，并装饰以日内瓦工艺烧制的大明火珐琅微绘图案。机芯为自动上链机械机芯，动力储存42小时。

微绘工艺

宝格丽今年首次推出装有陀飞轮的超级复杂女士腕表Il Giardino Tropicale di BVLGARI，但其复杂功能的焦点却被自己分散，因为大家似乎更注意这款腕表那采用了源自16世纪传统艺术——微绘工艺所制作的表盘。

这个表盘的制作过程缓慢而复杂，因为它需要工匠对调色、绘制等制作工艺的熟练运用，以细腻的笔法将各式各样的情景演绎于微小的图景之上。表盘上每完成一层色彩的填充，就须送入窑内进行烧制。看似简单的制作过程却需要工匠极大的耐心，不论是色调层次还是色彩的混合与平衡都只有顶级工匠才能熟练地运用完成。制作过程还运用了透明涂料以实现不同的上釉效果，增加了表盘呈现的主题的深度和亮度。

内填珐琅工艺

雅典表从威尼斯取得灵感，呈献的“威尼斯嘉年华”三问报时限量腕表，以“活动人偶”呈献了结合艺术图画和精湛的制表工艺。

“活动人偶”是表盘上精工雕琢栩栩如生的人偶，其动作会随着问表功能启动而同步活动，成为腕表故事情节的一部份。表盘描述两个戴上面具准备参加威尼斯面具嘉年华会的人偶，站在意大利威尼斯大运河的里阿尔托桥。当腕表启动三问功能报时、刻、分时，面具人偶会揭开面具。

表盘采用内填珐琅技术精制而成。这种珐琅技术的制法是在一块厚厚的金属板(表盘)上用凿雕刻出需要上色的区域或凹洞，做出设计后填上玻璃珐琅，不同金属的氧化物可提炼成不同颜色。表盘再经过高温烘烤令珐琅融化，待珐琅表

面冷却后，以手工仔细打磨。

镂空珐琅彩绘

爱马仕今年在搭载H1837自动上链机芯的Arceau Pocket Volier珐琅怀表上，通过表盖的奔腾色彩透射光线，展现了古老的镂空珐琅彩绘。

金匠率先切割白金盘面，镂空精致的大三角帆图案，当中的曲线弧度以细致的金丝划分，形成镂空及框架。在反覆烧制前，这些镂空部分以珐琅彩填色。每次烧制的温度为摄氏800度，逐一带出帆上的色彩，绽放剔透光泽。最后再将托片移走。怀表表盘同样披上珐琅彩，蓝灰色表盘饰上内填珐琅时标。

羽毛镶嵌艺术

海瑞温斯顿和迪奥去年分别首度呈献表盘上的羽毛镶嵌艺术，今年这两个品牌再接再厉继续让羽毛在表盘上纷飞。

海瑞温斯顿今年再次邀请当今少数精通羽毛镶嵌艺术的大师级专家Nelly Saunier操刀，全新推出的Premier Feathers系列腕表融合顶级制表工艺和手工羽毛镶嵌艺术，让理性和感性美学并存。

海瑞温斯顿全新推出的三款直径38毫米的羽毛腕表所采用的羽毛，均来自于专为羽毛加工而培育的珍稀禽鸟。只有能呈现轻盈柔美、魔幻立体层次、栩栩如生且色彩斑斓的羽毛才能被选用。而迪奥今年的羽毛系列，主要为去年Dior VIII Grand Bal Plume 38毫米直径腕表的升级款，采用了陶瓷和玫瑰金，饰以浅褐色羽毛，但保留了玫瑰金表壳。

皇家金象

豪门世家今年继续在金钻珠宝方面下功夫，打造了多款充满艺术气息的珠宝艺术腕表，其中以18K玫瑰金壳包装的“皇家金象”非

常抢眼。栩栩如生的金象攀爬在表壳边缘，由翡翠、钻石和各色珠宝打造的表盘金碧辉煌，将工匠的细腻功力完全显现。表盘上也少不了豪门世家的标志——一颗克拉的旋转美钻。这枚造工精致的珠宝艺术腕表限量生产9只。

十二生肖

于2002年创立，曾赢得日内瓦制表大奖最高荣誉金针奖的独立品牌De Bethune去年邀请雕刻大师Michele Rothen制作表盘的玛雅历法腕表大获好评。今年品牌再请大师出马，以一套12只的“十二生肖”DB25 Imperial Fountain腕表再度引起关注。

DB25 Imperial Fountain以圆明园的兽首为创作灵感，以限量一套十二枚的方式推出，每一枚腕表代表一个生肖。表盘中央镶有以青铜制的生肖动物头像，皆由Michele Rothen亲手雕塑。

表盘中央是镶在大明火珐琅饰板上的十二生肖动物头像，此外还有写上中国数目字的小时刻度环，其外圈则是刻有十二个窗格的圆环，每个窗格中再刻有一个生肖头像，余下窗格则以充满中国古典美的花形图案代替。

香奈儿
Mademoiselle Privé
Decor Coromandel FN



豪门世家
Treasure Elephant

S
SARCAR
GENÈVE

豪門世家



The Treasure

COLLECTION

The Imperial Elephant

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陈明利
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1982年加入保险行业，16年期间AIA新加坡销售第一佳绩，
连续16年被推选为国际推荐的百万圆桌（MDRT）“白金会员”。

东南亚首位MDRT终身会员。

MDRT年会75年来第一位来自发展中国家的华人演讲者。



青

年

周

末

北京青年报
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SMART DRIVE

举家出游必备7座SUV

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FINE WATCH

盛夏，時計与海洋为伍



SARCAR
GENEVE
Creator of dreams
豪门世家

LA MAGIC

Moon

COLLECTION



Sarcar豪门世家 卓然技艺描绘灵兽百态

豪门世家(Sarcar)将源自世界各地的异域文化融入创作,让每一件璀璨腕表都堪称艺术臻品。穿梭于品牌的珠宝腕表杰作长廊,精雕细琢的极致美学与充满创意的艺术风格,无处不在,挥洒下诸多璀璨华丽的篇章。而其中,动物主题从来都是设计师们毫不厌倦的缪斯,飞禽走兽,精美百态,在豪门世家璀璨宝石的华美点缀之下呈现出一派灵动生命力……

编辑 | However 撰文 | Coco



与豪门世家(Sarcar)魔幻月色之金蛇灵转系列腕表同行,腕间图腾随着每一个动作轻旋旋转,风生水起,成就每一个人生的精彩时刻。



豪门世家(Sarcar)皇家金象腕表以高贵的色彩、华丽的设计,精妙的细节呈现出了品牌无与伦比的美学造诣与创意灵感。

创立于1948年的豪门世家,半世纪以来一直专精于顶级制表艺术,凭着无穷创意、先进科技与灵巧工艺,不断为表坛带来连连惊喜,创制出多款令人惊叹的尊贵腕表系列。将珍贵奢华的宝石与异想天开的创意巧妙融合,并体现出高水平的制表和珠宝工艺,是豪门世家品牌DNA中始终秉承的制表原则。翻阅品牌的珠宝腕表创作史,来源于银河的旋转创意、无限精细的表盘镶嵌工艺,以及许许多多独一无二的开创性设计……无不彰显出璀璨夺目的光芒。而其中,动物主题更成为了珠宝设计师们无法忽略的创作灵感之源。

诠释华丽动态盛宴

高级珠宝表是基于理性的精密手工所诠释出的华丽艺术盛宴。对那些恪守艺术信条的珠宝表设计者来说,这里可以说是充满放肆想象的无极世界。设计者在其中以惟妙惟肖的技艺展现着与各种文化的相辅相成,并以此形成独特的艺术价值与梦想方舟。对于“梦想缔造者”豪门世家来说更是如此。

追究顶级珠宝表的魅力,在天价宝石本身的光华之外,整体造型的精妙设计也是重要要素之一。这也是动物造型独树一帜的原因所在。想要呈现出动物的灵动之态可说是非常考验设计功力的一件事情,五官的雕琢、身姿的描绘、眼神的传递无不需要细细把握。在满足美学标准的同时,更要完美的呈现出兼具动态的珠宝表作品,这是非常有难度的一件事。然而,即便困难重重,人们却始终对动物造型情有独钟。于是,世间百态的各种生物携带着独一无二的别致样貌在豪门世家设计师的雕琢下张扬出与众不同的个性主张。野性的猛兽、奇趣的珍禽、梦幻的灵兽蛻

去它们的皮毛和翎羽,换上了璀璨而华丽的珠宝霓裳,以截然不同的姿态展示出璀璨时计的多面魅力。

呈现多样艺术美学

珍贵奢华的宝石、传统精湛的工艺,以及新颖独特的创意成为豪门世家赢得收藏者们青睐的关键。它做工精致,品位独特,足以引领时尚、彰显自我,而与不同设计材质、艺术形式的多样性结合亦刚好契合了支持者们对创造精神的追求。

豪门世家与最优秀的制表技师携手,打造精美的镶嵌表盘,以灵动跃显出动物的自然美态。其中,时光闪烁猎豹腕表系列尤为引人注目。该腕表采用了细木镶嵌的古老工艺。豪门世家特邀法国著名的木雕刻家和镶嵌师为其设计及制作表盘,通过将珍贵的材料敷设于基面上形成装饰性镶嵌图案的。整个制表过程从选材到加工,从设计到镶嵌,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。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。时光闪烁系列不仅是一个奇迹,更是一件真正无可比拟的奢华艺术珍品。表盘上的三颗品牌标志性旋转单钻,尽显尊贵与创意。这也难怪钟表爱好者和收藏家们对这款富含艺术工艺的奢华珠宝腕表狂热追捧了。

旋转舞动东方风情

豪门世家的珠宝腕表作品从来都不但单纯为了装饰而生。每一件令人惊讶的杰作背后,往往都凝聚着设计师们

对于生活的深刻理解与祈愿，而动物主题的设计尤其如此。去年，为呼应中国龙年的主题，豪门世家推出了金爪盘龙腕表系列：18K黄金立体雕龙表圈，金龙五爪在表耳处各抓一颗钻石，龙眼上镶嵌着2颗红宝石，钻石表盘上一颗龙珠镶嵌着1颗1克拉钻石围绕表盘旋转。浩瀚宇宙之中，金龙盘旋绕龙珠闪烁着钻石迷人光芒。

2013年，豪门世家在传承创新风格的同时，再次完美诠释了美学、精致、卓越的设计理念，在巴塞国际钟表展上隆重推出魔幻月色之金蛇灵转系列，以华美的蛇形腕表向中国传统的蛇年致敬。在豪门世家的精心雕琢之下，以玫瑰金或白金制成蛇形腕表，独具匠心的镂空设计缔造出了整件作品的灵透质感，表盘底层缀满了璀璨的钻石，透过这个魔幻的舞台，立体雕刻的金蛇轻浮于基层之上，营造出颇具内蕴的深邃美。借助雕刻大师的精湛工艺，表盘上的这条可旋转的灵动金蛇展现出矫若吐信的威势，看似静静折服，直欲破镜而出……



豪门世家 (Sarcar) 碧海龙腾腕表系列的纯手工绿贝母表盘上雕刻有金龙腾图案，1颗0.5克拉旋转钻石龙珠点缀其上。惟妙惟肖在碧海之巅，一条霸气腾龙，飞旋上升！



豪门世家 (Sarcar) 时光闪烁豹系列腕表造型精细，神态逼真，生动地呈现出了雪豹的王者风范。

新艺术珠宝风

开始于1880年代的新艺术运动，以其对流畅、婀娜的线条的运用、有机的外形和充满美感的女性形象著称。新艺术运动在形式设计上的口号是“回归自然”，以植物、花卉和昆虫和神话动物等自然事物作为装饰图案的素材，但又不完全写实，多以象征有机形态的抽象曲线作为装饰纹样，呈现出曲线错综复杂、富于动感韵律、细腻而优雅的审美情趣。这样一种如圆雕般的描绘方式，在豪门世家的动物主题腕表中亦有表现。



豪门世家 (Sarcar) 魔幻月色之骏马腕表造型似图腾，彰显出蓄势待发之意，行动之间，马儿在表盘回旋奔腾，寓意不凡。

“如果说珠宝是无法抵抗的极致奢华，那么色彩便是令人爱不释手的的美味珍馐，而当这些所有的曼妙元素在豪门世家的巧思之下汇集于一款腕表之中，便成就了华美无限的灵兽百态……”

除了以生肖为灵感的腕表作品之外，豪门世家今年亦颠覆传统风格，推出全新的皇家金象腕表。憨态可掬的立体雕刻大象配合充满异域风情的色彩设计，精美而别致。

在东方 (尤其是东南亚) 的文化之中，大象这种敦厚的生物被认为持有神秘力量，是尊贵与富足的象征。皇家金象腕表表盘以珐琅绘制，雕刻有编织花纹的18K玫瑰金表壳，搭配表盘的精美色彩与华丽的花纹，传递出浓郁的尊贵气派。表盘上，豪门世家标志性设计的1克拉旋转钻石随动轻摆，充满灵动趣味。表壳上趴伏着的立体雕刻的大象，是品牌杰出工艺和超凡创意的绝佳体现。而表耳处为配合主题灵感所采用的别致设计，令整款腕表在细节表现上尤为出色。

豪门世家以傲然于世的制作工艺、独具匠心的新颖创意和对只选用最高等级宝石的坚持而闻名。皇家金象腕表的推出，在继承原有风格的同时，再一次完美的诠释了品牌的美学，呈现出卓越、独领风华的设计理念。

创新书写卓越传奇

1972年，日内瓦钟表制造商豪门世家的创始人Carlo Sarzano先生立下了这样一个重要的理念：“大至无敌，小至无拘”。他从来没有想到这个理念从此成为了公司行动的指南，奠定了公司长久的基础，随后更见证了豪门世家成为“卓越”代名词的发展历史。如今，豪门世家仍然坚持这个原则。借助世界最先进的技术和最优秀的制表技师，他们用心打造完美外观，制造出了闻名于世的限量版手表，而且很多款都是屈指可数的。新颖创意也是豪门世家腕表深受收藏者青睐的关键。它做工精致，品位独特，足以引领时尚、彰显自我，刚好契合了品牌对创造精神的永恒追求。

豪门世家 (Sarcar) 时光闪烁系列熊猫腕表灵动呈现熊猫姿态，独特的微型彩画工艺将表盘细节勾勒的精致而诗意。



豪门世家 (Sarcar) 时光闪烁豹系列腕表采用古代的镶嵌微工技术，在表盘上描绘出栩栩如生的高贵动物形象，赋予其新的生命。



Creator of Dreams

豪门世家 SARCAR 梦想凝聚腕间风华

对珍稀宝石的精准理解、超越平庸的精彩创意、代代传承的精湛工艺，奠定了豪门世家 (Sarcar) 卓越的品牌精神。而对梦想的无限热情，对每件作品的完美追求，则让其将美丽与精密完美结合，撰写下了这个珠宝计时豪门独具魅力的绝代风华……

编辑 | However 撰文 | Coco



豪门世家 (Sarcar) 北极星腕表系列用极致特别的方式向品牌创始人表达敬意。

创立于1948年的豪门世家，半世纪以来一直专精于顶级制表艺术，凭着无穷创意、先进科技与灵巧工艺，不断为表坛带来连连惊喜，创制出多款令人惊叹的尊贵腕表系列。擅长将顶级美钻与无穷创意相结合的豪门世家，旗下每个系列腕表都饶富深意与趣味：来源于银河的旋转创意，无限精细的表盘镶嵌工艺，以及许许多多独一无二的开创性设计……豪门世家将源自世界各地的异域文化融入创作，让璀璨腕表幻化为艺术臻品，更凭借其卓然的审美品位获得了众多皇室贵族与社交名媛倾心。

打造卓越时间传奇

传奇，随着岁月见证，方能彰显出其璀璨夺目的光芒。1948年，豪门世家诞生于日内瓦，生产以顶级制造工艺和采用最优质宝石而著称的腕表。在品牌创始人 Carlo Sarzano 先生“大至无敌，小至无拘”的处世理念之下，豪门世家一直秉承的品牌精神，将珍贵奢华的宝石与异想天开的创意巧妙融合，体现出了高水平的制表和珠宝工艺。它做工精致，品位独特，足以引领时尚、彰显自我，而这亦刚好契合了支持者们对创造精神的追求。

1974年，Carlo Sarzano 先生去世，他的妻子 Paulette Sarzano 女士接管了公司管理。她很快就面临一系列困难的决定。当时是盛行兼并、合并和大批量生产的时代，但是所有这些做法都和 Carlo 先生一直坚持的品牌理念格格不入。Paulette Sarzano 女士最终没有流于主流趋向，而是选择专注于打造闻名于世的金表，将卓越精湛的手工艺传承下去。正是同年，豪门世家推出了 GLORIUM 系列腕表。这是一款令人叹为观止的超薄腕表，厚度仅为2.5毫米，机芯完全集成在后盖上。这亦是品牌坚持本我，专注工艺的最直接证明。

作为为数不多的、只以贵金属(如，黄金、玫瑰金、铂金等)制表的顶级品牌，为了保证最终产品能完美体现出珍贵和独特的品牌特质，豪门世家腕表的所有制作工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配等动作，全部都由顶级制表师一丝不苟亲自完成，这一品牌传统在工业发达的今日尤为珍贵。豪门世家每只腕表都附有独立钻石保单(0.3克拉及以上克拉)，只用净度 VVS1 成色 F 顶级钻石打造的豪门世家腕表是更完美无瑕的最佳保证。对最优质材料的完美追求是豪门世家独一无二的鲜明特性之一。通过选用材质的精益求精，以及对一些珍稀工艺的掌握，比如细工镶嵌，再加上独特的限量制造方式，豪门世家极力保持独特，与众不同。

旋转设计彰显创意

细数豪门世家的众多杰作，“旋转”无疑是其设计理念最为核心的标志性能表现。1981年，豪门世家推出魔幻世界腕表系列，首创“旋转腕表”设计。这在当时的钟表界是一款独一无二的开创性产品。客人可以选择自己珍爱的图案、主题或符号，而豪门世家会将其融入到腕表的移动主题中，打造出与众不同的个性设计。这种“旋转”设计随后更贯彻于豪门世家的每一款作品之中，成为品牌的开创性标志设计。

2003年是豪门世家集团的历史转折点。品牌隆重推出了令全世界难以置信的尊贵腕表系列，这也是豪门世家家族的旗舰系列。一颗1克拉明亮切割的钻石上附有一个旋转的装饰物圆环，通过自身重量驱动，在钻石表盘上优雅地绕轴旋转。手腕轻轻一摆，腕表的光芒便会照亮流逝的每一刻。2005年，豪门世家再续辉煌，推出杰作皇家尊贵腕表系列。这款杰作尽显晶莹、简约的个性，里面隐藏了一个完全独创的系统。在一颗1克拉明亮钻石上附有一个圆环，置于镶嵌宝石的装饰圆环上，在镶满钻石的表盘转动。光线可以毫无障碍地通过这颗纯净无瑕钻石，看到每一个切面，将炫目的光芒反射出来。举手摇曳之间，流光璀璨，奢华尽显！2009年，闪烁舞动腕表系列的推





豪门世家 (Sarcar) 皇家金象腕表
表壳上立体浮雕着一只18K玫瑰金大象，由翡翠点缀着眼睛，鼻子顽皮地吸着一颗月光石，大象的温和及灵动跃然眼前。

出让这个瑞士钟表品牌再次创造了世界第一。闪烁舞动腕表拥有一颗1克拉明亮切割的悬浮钻石。凭借这一前所未有的款式，豪门世家再次展示了其与众不同的独特设计功力。随后，豪门世家设计师与技艺高超的制表匠们再次以浩瀚星空和苍茫宇宙为灵感之源，在2012年精心打造了“北极星”腕表系列，用极致特别的方式向品牌创始人表达敬意。此表盘上众星捧月般环绕着一颗2.15克拉迷人公主切割方钻，仿佛旋转在浩瀚星空，让人不禁联想起夜空中为路人指点方向的北极星。

在2013年豪门世家荣耀推出的全新产品之中，“旋转”的概念再一次被设计师们凝练为美轮美奂的腕间艺术，无论是致敬中国文化的华美蛇形腕表，还是满溢夏日晨露气息的红宝瓢虫腕表，无不秉承了品牌一贯的美学精神，诠释出豪门世家无与伦比的独特创意。

致力缔造璀璨艺术

高级珠宝表是基于理性的精密手工来诠释的华丽的艺术盛宴。璀璨闪耀的精美珠宝令计时呈现出令人晕眩的视觉冲击，感性元素被无限放大，在光影重叠与色调调和的转换间，呈现更

为纯粹的艺术视角。对那些恪守艺术信条的珠宝表设计者来说，这里可以说是充满放肆想象的无极世界。设计者在其中以惟妙惟肖的技艺展现着与各种文化的相辅相成，并以此形成独特的艺术价值与梦想方舟。对于“梦想缔造者”豪门世家来说更是如此。

“梦想、热情、感受！这些对于豪门世家来说都是非常重要的。作为‘梦想的缔造者’，我们一直致力于传递信息，守护梦想，以无声的设计语言传递出深藏在人们内在的心意。豪门世家的设计师们通过与客户的不断交流满足他们的构想，并且最终实现腕间杰作。当然，在这个过程中，我们也不断探索着最新工艺，将源自世界各地的艺术风情融入创作，保证以最合适的材质、技术呈现出最完美的设计作品。”
豪门世家总裁Maya女士接受我们独家专访，曾经这样举例说，“比如，2013年推出的皇家金象腕表，就是在最初的概念之上不断研究、细化，最终呈现出来的。这款充满异域风情的腕表最终以风范独具的色彩、尊贵不凡的设计，与完美精妙的细节，璀璨华丽的诠释出了皇家圣灵的尊贵气息，可以说是豪门世家在设计过程中对于精雕细琢的极致美感追求的最佳证明。因此，豪门世家不仅仅是在制作腕表，实际上我们的每一件璀璨腕表都堪称艺术臻品。”



与豪门世家 (Sarcar) 魔幻月色之金蛇灵动系列腕表同行，腕间圈圈随着每一个动作轻摆旋转，风生水起，成就每一个人生的精彩时刻。



豪门世家 (Sarcar) 红宝心腕表如漫天繁星般璀璨；表盘中央由约90颗红宝石点缀而成的圆环，在钻石与贵金属的衬托之下尤为亮眼。

皇室渊源撰写尊贵传奇



不丹王太后亲临巴塞尔国际钟表珠宝展豪门世家 (Sarcar) 展台，顿时蓬荜生辉。

翻阅豪门世家半个世纪的历史上，会发现其与皇室的关系紧密而深厚，其中更不乏诸如泰蒲眉蓬王、不丹王旺楚克等浓墨重彩的贵客，其定制腕表数量之多、设计细节之精密，令人咋舌。2013年的巴塞尔国际钟表珠宝展上，不丹王太后——阿黛多杰·旺姆·旺楚克更携公主及众多皇室成员亲临豪门世家展台，并出席由豪门世家举办的私人晚宴。这个位于喜马拉雅山脉南麓的国度素以壮美、富饶而闻名，纯净清澈，神秘自由。被誉为“神龙之国”的不丹，王朝已有百年历史，皇室成员更是难睹真容。对于豪门世家来说，能得到来自不丹皇室如此公开的支持是非常难得的。太后的盛装出席令豪门世家这一以华贵钻石腕表见长的珠宝腕表世家更显光辉，也充分展现出了其让整个腕表行业为之瞩目的能力。

“什么样的作品才能被称为珠宝计时艺术？单单堆砌璀璨的钻石、精妙的元件，即使再具奢华价值，却并不能让人与之共情。只有投注了全心热情的设计，才是一件作品的灵魂，也是一个品牌的精神。”



光阴科技

光阴似水东流，一秒种不会流成一分钟，一分钟不会流成一小时，但以最精准的计时器，以最先进的技术，却日新月异，近年出现在表圈的一些材料和技术的创新，进一步缩短着与时间的距离。

长动力

长动力机芯是近年来手表业备受瞩目的技术，其原理以普通机芯的十倍、二十倍乃至数十倍的能量储备，使手表在长时间不用时，仍能保持精准的时间。

长动力机芯的诞生，源于瑞士著名手表品牌江诗丹顿的“Calibre 89”机芯。这款机芯的诞生，源于江诗丹顿对传统机械表的极致追求。这款机芯的诞生，源于江诗丹顿对传统机械表的极致追求。

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硅材料

硅材料在手表业的应用，主要是在机芯的零件上。硅材料具有硬度高、耐磨、耐腐蚀、抗辐射等优点，是制造手表机芯的理想材料。

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防震

防震机芯是近年来手表业备受瞩目的技术，其原理通过特殊的结构设计，使机芯在受到冲击时，仍能保持精准的时间。

防震机芯的诞生，源于瑞士著名手表品牌江诗丹顿的“Calibre 89”机芯。这款机芯的诞生，源于江诗丹顿对传统机械表的极致追求。



江诗丹顿 Aquaterra 15,000 防震腕表



宝珀五十噚 Calibre 5197 潜水表



爱彼 Calibre 2924 自动机械表



宇舶MP 05 "Lafeman" 腕表

宇舶表的MP 05 "Lafeman" 腕表，采用全新的瑞士自动机械机芯，这款机芯的诞生，源于江诗丹顿对传统机械表的极致追求。



高迪高第Calibre 300

这款机芯的诞生，源于江诗丹顿对传统机械表的极致追求。这款机芯的诞生，源于江诗丹顿对传统机械表的极致追求。

红宝石轴承

红宝石轴承是近年来手表业备受瞩目的技术，其原理通过特殊的结构设计，使轴承在受到冲击时，仍能保持精准的时间。

红宝石轴承的诞生，源于瑞士著名手表品牌江诗丹顿的“Calibre 89”机芯。这款机芯的诞生，源于江诗丹顿对传统机械表的极致追求。

青铜材 (Cuprum)

青铜材在手表业的应用，主要是在机芯的零件上。青铜材具有硬度高、耐磨、耐腐蚀、抗辐射等优点，是制造手表机芯的理想材料。

青铜材在手表业的应用，主要是在机芯的零件上。青铜材具有硬度高、耐磨、耐腐蚀、抗辐射等优点，是制造手表机芯的理想材料。



浪琴PAM507

材质知识

在手表业中，材质的选择至关重要。不同的材质具有不同的特性，如硬度、耐磨、耐腐蚀等。了解材质的特性，有助于我们更好地选择和保养手表。

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豪门世家

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· 表盘镶嵌有1颗1克拉钻石用瓷表盖旋转



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www.sarcar.com

每年国际大奖颁奖典礼，在大家期待的目光中，最激动人心的时刻莫过于瑞士制表大师弗雷德里克·沙夫豪森(Frederic Schaffhausen)宣布获奖名单的那一刻。今年国际大奖的获得者是IWC Schaffhausen。

这个奖项创立于1988年，旨在表彰在制表领域做出杰出贡献的制表师。IWC Schaffhausen 是瑞士制表业的领军企业，也是世界上唯一一家在瑞士境内拥有自己的制表工厂的制表品牌。

沙夫豪森制表师们的工作是创造奇迹。从1927年IWC Schaffhausen 推出第一款自动机械表开始，IWC Schaffhausen 就一直是制表业的领导者。2009年，IWC Schaffhausen 推出了第一款带有陀飞轮的自动机械表。这款手表不仅具有陀飞轮的功能，还具有自动上链的功能。这款手表的推出，标志着IWC Schaffhausen 在制表技术上的又一次突破。

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豪气十足

沙夫豪森制表师们的工作是创造奇迹。从1927年IWC Schaffhausen 推出第一款自动机械表开始，IWC Schaffhausen 就一直是制表业的领导者。2009年，IWC Schaffhausen 推出了第一款带有陀飞轮的自动机械表。这款手表不仅具有陀飞轮的功能，还具有自动上链的功能。这款手表的推出，标志着IWC Schaffhausen 在制表技术上的又一次突破。

精材质(Chromium)

精材质(Chromium)是一种合金，具有极高的硬度和耐磨性。它通常用于制造手表的表壳和表带，使其能够承受各种恶劣环境的考验。

精材质的优点是：1. 硬度高，耐磨性强；2. 重量轻，佩戴舒适；3. 耐腐蚀，使用寿命长。

精材质的缺点是：1. 价格较高；2. 加工难度大。尽管如此，精材质仍然是制表行业的首选材料之一。



材质知识

皇家金表

皇家金表是IWC Schaffhausen 的旗舰系列之一，以其精湛的工艺和奢华的设计而闻名。这款手表采用18K白金表壳，搭配珍贵的宝石和钻石，尽显皇家风范。



皇家金表的特色包括：1. 18K白金表壳；2. 钻石镶嵌的表圈；3. 复杂的机械结构；4. 珍贵的宝石装饰。



尊皇系列

尊皇系列是IWC Schaffhausen 的另一款旗舰系列，以其精湛的工艺和奢华的设计而闻名。这款手表采用18K白金表壳，搭配珍贵的宝石和钻石，尽显尊皇风范。

尊皇系列的特色包括：1. 18K白金表壳；2. 钻石镶嵌的表圈；3. 复杂的机械结构；4. 珍贵的宝石装饰。



沙夫豪森 Divas 系列

沙夫豪森 Divas 系列是IWC Schaffhausen 的女性系列，以其优雅的设计和精湛的工艺而闻名。这款手表采用18K白金表壳，搭配珍贵的宝石和钻石，尽显女性魅力。

沙夫豪森 Divas 系列的特色包括：1. 18K白金表壳；2. 钻石镶嵌的表圈；3. 复杂的机械结构；4. 珍贵的宝石装饰。

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IWC
SCHAFFHAUSEN

TELECOMS
OpenNet shareholders
make their exit
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COMPANIES
CPFS hands
down 1.46%
PAGE 5



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Asian fiction: mad
about money **PAGE 35**

WINE
The forgotten
white burgundy
PAGE 39

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Friday, August 23, 2013

'Septaper' forecasts stay the course after Fed minutes

Asian markets, especially Malaysia, feel the pain amid fears of capital outflows from the region.

By **KEVIN LIM**
kevin.lim@sp.com.sg

SINGAPORE—Singaporean investors dismissed a few more hours over the weekend as volatility kept their nerves frayed, "Septaper" following a weekend of Asian market moves. The Asian market, which was relatively calm, saw a slight rise in the US Federal Reserve policy meeting. The Fed's minutes, which were released on Sunday, showed that the Fed's decision to keep the benchmark rate at zero is likely to remain in place for some time.

What also matters is that while the US, Europe and Japan seem to be picking up, the rest of the world is still in a state of flux. The dollar's strength against most regional currencies, with the dollar rising against the yen, has been a significant factor in the region's volatility. The Fed's minutes also indicated that the Fed is likely to keep the benchmark rate at zero for some time.

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Easy money come, easy money go

	Change (%)	Value	Change (%)	Value
Singapore	0.08	1,281.1	0.03	1,281.1
Malaysia	0.02	1,281.1	0.03	1,281.1
Indonesia	0.02	1,281.1	0.03	1,281.1
Philippines	0.02	1,281.1	0.03	1,281.1
Thailand	0.02	1,281.1	0.03	1,281.1
Vietnam	0.02	1,281.1	0.03	1,281.1
India	0.02	1,281.1	0.03	1,281.1

The Asian market, which was relatively calm, saw a slight rise in the US Federal Reserve policy meeting. The Fed's minutes, which were released on Sunday, showed that the Fed's decision to keep the benchmark rate at zero is likely to remain in place for some time.

The Business of Time

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MARKETS DIGEST

ST INDEX
3,083.40 (+19.58)

ST INDEX FUTURES
3,083.00 (+20.00)

SIMSC
350.23 (+3.14)

SIMSC FUTURES
349.70 (+2.40)

MARKETS
Change
DAX 1,119.71 (+16.40)
FTSE 100 6,184.17 (+17.40)
Nikkei 225 14,111.25 (+17.40)
Hang Seng 23,111.25 (+17.40)
ASX 6,184.17 (+17.40)

FOREX
USD 1.0000
EUR 1.2811
GBP 0.8123
JPY 94.11
AUD 1.0451
NZD 0.8123
HKD 7.7534
SGD 1.3402
INR 64.56
MYR 3.4661
THB 31.20
IDR 1,340.20
PHP 48.56
KRW 1,340.20
CNY 6.45
HKD 7.7534

PRIME RATES
3M 0.25
6M 0.25
12M 0.25
1Y 0.25
2Y 0.25
3Y 0.25
5Y 0.25
7Y 0.25
10Y 0.25

Yuan holds firm, but some investors get fidgety

By **SIOW LI SEN**
siow.li.sen@sp.com.sg

SINGAPORE—While other Asian currencies have been getting fidgety, the renminbi (RMB) holds its ground against the US dollar and other regional currencies. The RMB's stability is a result of the Chinese government's efforts to maintain the yuan's value. The RMB's stability is a result of the Chinese government's efforts to maintain the yuan's value.



Some investors are getting fidgety over the yuan's stability. The yuan's value is a result of the Chinese government's efforts to maintain the yuan's value. The yuan's stability is a result of the Chinese government's efforts to maintain the yuan's value.



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2013年8月



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豪门世家 璀璨传承



豪门世家“皇家尊显”系列手表，手表所能见到的部位全部镶满了钻石，将材质推到了极致，表盘上的1克拉钻石可以自由旋转。表盘上方雕刻着泰国皇帝的私人印章。

王室挚爱

豪门世家为了庆祝泰国皇帝在位60周年，同时也是其80周岁的庆典，特别为他设计制作了一款皇家尊显系列手表。在手表设计期间，豪门世家荣幸地获得泰皇允许使用其私人徽章及皇室拥有的钻石切割法。

皇家尊显系列

18k白金表壳、表圈和表盘都是手工镶嵌圆形切割的钻石，白金表带，一颗1克拉泰国皇帝独有的钻石切割美钻置于镶嵌宝石的装饰圆环上，可在镶满钻石的表盘绕轴转动。表盘上方雕刻着泰国皇帝的私人印章，表壳上印有泰国皇帝的名字以示纪念这个重要的日子。

翻阅豪门世家（Sarcar）半个世纪的历史，精雕细琢的极致美学与充满创意的艺术风格，无处不在。凭借其卓然的审美品位获得各国皇室、众多社会名流和钟表收藏者倾心，成就了豪门世家珠宝手表独树一帜的品牌传奇，让“豪门世家”这四个字，名副其实。其中与皇室的关系紧密而深厚，其中更不乏诸如泰蒲眉蓬王、不丹王旺楚克等浓墨重彩的贵客。



2013年的巴塞尔国际钟表展上，不丹王太后——阿措多杰 旺姆 旺楚克亲临豪门世家展台，并出席当晚的私人晚宴。被誉为“神龙之国”的不丹，王朝已有百年历史，皇室成员更是难睹真容。对于豪门世家来说，能得到来自不丹皇室如此公开的支持是非常难得的。太后的盛装出席令豪门世家更显光辉，也充分展现出了其让整个手表行业为之瞩目的能力。

豪门世家 DNA - 旋转工艺

1948年创立的豪门世家珠宝手表品牌，在其发展的65年过程中，一直凭借世界最先进的技术和最优秀的“制表技师”闻名于世。强力放大镜下的珠宝镶嵌、手工打磨、雕刻、切割和装配，豪门世家用心地打造出款款限量版手表。同时，豪门世家在制表材质上除了使用最珍贵的材料（黄金、白金、玫瑰金、宝石、天然珍珠贝、钻石或镶饰表盘）之外，还巧妙地运用宇宙星系环绕的特点展现给大家独特的旋转钻石设计。

细数豪门世家的众多杰作，“旋转”无疑是其设计理念最为核心的标志性表现。1981年，豪门世家推出魔幻手表系列，“旋转”的设计成为当时钟表界独一无二的开创性产品。这种“旋转”设计随后更贯彻于豪门世家的每一款作品之中，成为品牌的DNA工艺。去年的巴塞尔钟表展上，豪门世家推出了精心打造的“北极星”手表系列，将“旋转”理念创意诠释，备受赞誉。



豪门世家“北极星”系列手表，18K白金表壳，直径38毫米，FP机芯。



北极星手表系列

在表盘和表圈密镶钻石是豪门世家最常见的镶嵌方式，除此之外在The North Star 北极星系列手表中还应用了雪花镶和隐秘镶。在18K白金表壳和表盘上，以隐秘镶的方式镶嵌了577颗公主切割方钻，总重达23.88克拉，尤其是钻石平台上的那颗象征北极星可随其轴自由旋转的方钻，重达2.15克拉，仿佛在浩瀚星空中为路人指点方向的北极星。在行业内还从未有人能够达到，它获得了GIA的认证并配有证书。在中央小表盘的3、6、9、12点4个刻度位，还镶嵌了4颗翡翠，便于佩戴者获悉时间。而这款表最为精细之处莫过于表耳、表背及表扣处全部镶有方钻，表针轴和表冠处镶嵌圆钻，从细节处绽放光芒。

金蛇灵转系列

2013年，豪门世家隆重推出魔幻月色之金蛇灵转系列以华美的蛇形手表向中国传统的蛇年致敬。作为中国的消费者，自然对具有我们本国文化和审美特色的表款更感兴趣，比如十二生肖，12年一个轮回，今年适逢农历蛇年，豪门世家今年在巴塞尔国际钟表展上展出的手表中，有一款名为“魔幻月色”的蛇形手表，正是豪门世家倾情奉献2013年全新表款，以品牌一贯的卓尔不群风范向中国文化和历史致敬。表盘底层缀满了璀璨的钻石，以玫瑰金或铂金立体雕刻制成金蛇位于表盘正中轻浮之上，一条可旋转的灵动金蛇鳞片如波，栩栩如生，犹如沐浴在皎洁的月华之中静卧于手腕之上，守护着我们生命中最宝贵的东西——时间。



豪门世家“魔幻月色”蛇表，玫瑰金表壳，直径38毫米，FP机芯。

TRENDSTIME

时尚时间



封面之星

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艺术与设计专刊

豪门世家，斑斓变奏曲 The Gorgeous Variation

撰文、编辑 / 孟令尧

且不说年年钟表大展览就是百家齐放，还是暗潮汹涌，技术流一向强调密集复杂，虽说其无可厚非，但孰胜孰败却又难以定夺。反视觉派，倒是没那么繁杂。讲艺术，设计得匠心，光泽须炫目，材质非珍贵；讲文化，品牌多历史，寓意要有料，内涵或非或厚。这一派中，豪门世家算是屈指别致的，要材质有材质甯管多稀有难寻，要设计有设计高端大气皇室范儿，甚至品牌 DNA 屡遭模仿却无人超越。回首 2013 Basel 一别，变奏曲式的变化革新，令昔日豪门华丽多了些许清新斑斓，更加可爱可心可亲近了。



Lady Solitaire Ruby Heart 尊皇系列红宝心手表，与豪门世家传统的尊皇系列很相似，只是由红宝石打造的赤心代替了克拉克，但放在精雕手工镶嵌圆形切割的表盘上转动，而表盘中央也出现了刚雕红宝心宝石，直径 40 毫米的表壳为 18K 白金，如此璀璨的钻石系列拥有的尊贵，配上红宝心表壳，都是大气而精致的顶级宝石艺术结晶。





Imperial Elephant 皇家金象系列高级珠宝表，18K玫瑰金表壳，直径40毫米，镶嵌钻石表盘，FP机芯，限量9枚

皇家金象系列高级珠宝表彩色表盘设计样图及局部图

造意境，大珠小珠落玉盘

去了2013年巴塞罗那展有了历年的表展对比，才发现所谓“新旧时代”就是一场道理加颠覆的闹剧。单就场馆格局而言，1.0馆骤然升级成“钟表行业的香格里拉大道”，参展商数量少了六成，门楣也提升了不少，余下的都是业内拥有国际影响力的全球品牌，而作为以珠宝表见长的豪门世家，赫然列在“1.0大名星”中。欣喜之余，豪门世家在表展上奉上这款Diva系列红宝瓢虫手表，令一抹夏日清鸣，晨露欲滴的小品美照，纵然跃上心头。尤其那奇趣的昆虫换上了璀璨的珠宝霓裳，以截然不同的姿态展示出了如油画般的意境魅力，教人不免升腾一种除却巫山的爱慕。

瓢虫的英文名是 Ladybird，要知道这个“Lady”，暗指的是在天主教信仰中的圣母玛利亚。所以，在西方人眼中，瓢虫一向被认为能给人带来好运，属于幸运吉祥之物。在这款珠宝表中，豪门世家选择红宝石作为瓢虫的身体，采用微绘工艺来打造栩栩如生的小家伙，再衬上由35颗绿宝石与3颗海蓝宝石搭配镶嵌的晨露叶梢，并在白色母贝花瓣的拥簇下，令整个画面充满了生机。而表盘的绿色来自于天然珍珠母贝所吸收的海藻颜色，这种材质着实罕见。

除了罕世的材质选搭外，品牌最具特色的旋转钻石镶嵌工艺自然是少不了的，并且也是这款表最为精妙的点睛之笔。叶脉之下，4颗晶莹剔透宛若清晨的露珠，晶莹剔透，摇曳欲滴，而叶脉的末端，豪门世家标志性的旋转钻石系挂于此，这颗0.35克拉的顶级钻石同红宝石瓢虫一上一下，交相呼应。镶嵌白金表壳及表圈则仿佛一个绝美的画框，将这幅夏日小品凝聚其间，呈现出极致“大珠小珠落玉盘”的自然美色。

所谓“一画一世界”，正是如此。纵然，热爱生活，爱美自然是人类的天性，但豪门世家从艺术的角度，以人的特殊视角通过微小的镜头画面，把对外部世界的感受表达出来，使之心灵与自然贴得更近，而外景物一旦进入艺术作品，也会被艺术家染上更具个性化的感情色彩，并超越原有的审美意义。可以说，瓢虫手表表达了一种感悟，属于客观的景与主观的情化合的结果，启迪着人们追求、探索美，令人眷恋，为之向往，梦寐以求。



Diva Ladybird 系列红宝瓢虫手表，18K白金表壳，直径40毫米，护框绿色贝母表盘，FP机芯，鳄鱼皮表带

玲珑局，多彩寓福大家范

豪门世家的设计师，每年都会推出象征权力与尊贵为主题的腕表系列，以表达他们对于生活的深刻理解和折衷。而在借助文明遗存来表现文化传统特征的基础上，具有深蕴意味的图腾与符号依旧符合他们的设计诉求，能够唤起钟表收藏家与爱好者更直观的亲近感。其实，这些设计师们就像是点燃你心灵的导师，在甘苦的世界中，以惟妙惟肖的技艺展现着与各种文化的相辅相成，并以此形成独特的艺术价值，款款设计犹如唯美画作，娓娓诉说着岁月的细语。

在4月底的巴塞罗那展中心，充满强烈东方色彩的Royal Solitaire Imperial Elephant 皇家金象系列高级珠宝表成为豪门世家2013年表展的重头戏。虽然这款珠宝表依旧选用钻石与黄金作为主要选材，凸显皇家风范，但细腻其中的洞察、月光石，以及颇具东方格调的珐琅工艺，为原本厚重的表体增添了几分玲珑剔透，也使得大象变得活灵活现起来。

在东方文化中，大象以其憨态可掬、诚实忠厚的性格，成为几千年来与人类关系密切的一种灵兽，特别在中国传统文化中，“象”与“祥”字谐音，故它被赋予了更多的吉祥寓意。而在东南亚，这种敦厚的动物被认为持有神秘力量，不仅是富足的象征，更是皇家尊贵的代表。倘若翻阅豪门世家半个世纪的品牌历史，你会发现其与皇室的关系紧密而深厚，其中更不乏诸如泰国暹罗玉、不丹王廷楚克等浓墨重彩的贵族。

从表款整体结构来看，这款皇家金象系列珠宝表尚且属于Solitaire 尊显系列，因为该系列拥有一个共同的特点，即以一颗克拉钻石为主钻，且旋转方式统一。这款表很有福相，18K玫瑰金表壳浮着一只同样材质的大象，眼睫毛用翡翠来点缀，而月光石成了它用象牙壳的玩具。表盘采用珐琅工艺绘制，底色呈正红色，并雕有类似小鱼状的宝蓝色装饰，其内圈以隐秘镶的方式铺满钻石。当然，那霸约1克拉的独钻依旧是旋转设计的独特呈现。



Solitaire 尊皇系列腕表，玫瑰金或白金表壳，直径均为40毫米，PP机芯，鳄鱼皮表带



幸运心，旋转幸福华尔兹

豪门世家对钟表行业的一个重要贡献是，它发明了能够自由旋转的珠宝表盘结构，而在钟表行业里，唯有豪门世家能够将钻石旋转的概念做到极致，并上升到品牌DNA的高度。然而，随着时代的变化，消费者的口味也在变，而对铺满黄金、钻石的珠宝表，容易产生望而却步的距离感、膜拜感，而触及不到的幸福，又怎能算是真幸福？

于是，“和平”与“爱”成为豪门世家2013年珠宝表的主题，其中代表便是Solitaire尊皇系列的进阶版——Lady Solitaire Ruby Heart红宝心手表与Lady Solitaire Clover祖母绿四叶草手表。豪门世家在表盘中央以顶级宝石装点，而且最重要的是，旋转设计精髓的亦是珍贵宝石。这样的设计思路与之前有很大区别，第一眼便令人有清新的感觉，突然间眼前一亮，连其所隐含的内容也明确了许多。

以Lady Solitaire Clover尊皇系列祖母绿四叶草手表为例。豪门世家的设计师将镶嵌在旋转托盘上的宝石设计成四叶草的形状，带有非常明显的祝福色彩。传说，四叶草是夏娃从天国伊甸园带到大地上的，其花语是幸福。设计师巧妙地以四叶草为设计模板，表达着隐含幸福的意味，同时祈求得到上天的眷顾。值得注意的是，四叶草由祖母绿打造而成，且表盘中央也密集镶嵌了两圈祖母绿，甚至连表带都是翠绿色皮革制成的，鲜亮明快的色彩让人神清气爽。祖母绿是7大宝石之一，在我国和巴比伦埃及等古代文明中有着崇高的地位在我国传统文化中，祖母绿是幸福安康的象征，人们往往借助祖母绿来祝福他人，保佑自身，以及代表向往与追求幸福生活的心态。

实际上，带有中式元素的文化符号，对于中国人意味着幸运，这份幸运来自人们对生活的渴望。来自于人类最古老文明的中华文化，寄托了一种诗意盎然的，充满了感性，传播着中国意识，而无论是蛇、象，还是祖母绿，豪门世家已不再单纯对这些符号简单挪用，而是经过现代设计思想的重新处理后，将两者完美地统一起来，可以说，这就是一种中国元素的再生，也是一种新的设计美学的诞生。

Lady Solitaire Clover 尊皇系列祖母绿四叶草手表，18K白金表壳，直径40毫米，鳄鱼皮表面，表盘内嵌祖母绿、钻石，PP机芯，皇家鳄鱼皮表带

巧缜思，暗镂灵动显含蓄

作为中国消费者，自然对具有我们本国文化与审美特色的表款更感兴趣，例如十二生肖。就在2012年巴塞罗那表展上，豪门世家为了配合中国龙年，一下子推出了4款龙表，以及1款马表，其中以“四爪金龙”为主题的尊皇系列金爪龙珠宝表尤为知名。一年后，还是豪门世家，在同样的地方再次推出十二生肖珠宝表——The Snake Collection 魔幻月色之金蛇灵转系列珠宝表，以此向中国传统的蛇年致敬。

事实上，看似邪恶的蛇代表了时间生生不息、自给而足。特别在中国文化中，蛇与龟都是长寿的象征，而练习瑜伽的人认为蛇可以活500年。同时，蛇还象征着幸运、吉祥与神圣，古埃及人认为蛇是君主和保护神，而法老用黄金、宝石塑造了眼镜蛇的形象，并饰进皇冠，作为皇权的徽记。此外，公元前的欧洲国家便把两条蛇的形象雕刻在拐杖上，代表国际交往中使节专用的权杖。于是，蛇又成为国家权威的象征。可以说，蛇是十二生肖中与珠宝表设计、奢华特性最为契合的灵兽。

在豪门世家的精心雕琢之下，这款以玫瑰金制成的蛇形手表，采用镂空设计风格来诠释一条似静非静的金蛇。整款表呈现出灵透的质感，而透过以雪花镶的方式嵌满钻石的表盘底层，立体雕刻可旋转的金蛇便浮于表层之上，看上去鳞片如波，栩栩如生，摆出一副睥睨吐信的架势，看似佯兵不动，实则欲破镜而出。

The Snake Collection 魔幻月色之金蛇灵转系列珠宝表，18K玫瑰金表壳，直径38毫米，PP机芯，鳄鱼皮表带



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创立于1948年的豪门世家(SARCAR)腕表,65年余始终如一,将珍贵奢华的宝石、质感卓然的贵金属与异想天开的创意融合。在制表材质上,除了使用最珍贵的材料(黄金、白金、玫瑰金、宝石、天然珍珠贝、钻石或镶饰表盘)之外,豪门世家还巧妙地运用宇宙星系环绕的特点,研发出独特的旋转钻石设计。

对璀璨宝石的精准理解、卓然的品位、代代传承的精湛工艺,使豪门世家珍贵而隽永。



不丹王太后——阿禧多杰·旺姆·旺楚克盛装现身豪门世家2013年巴塞尔国际钟表展展台及晚宴

豪门世家与皇室的渊源

翻阅豪门世家半个世纪多的历史画卷，精雕细琢的极致美学与充满创意的艺术风格无处不在。凭借卓然的审美品位，它获得了皇室、社会名流和钟表收藏者倾心，其中包括泰国国王蒲眉蓬、不丹国王旺楚克等，让“豪门世家”这四个字名副其实。

为庆祝泰国国王蒲眉蓬登基60周年，同时也是贺其80岁大寿，豪门世家特别为他设计制作了一款皇家尊显系列腕表，并获特批将其私人徽章及皇室拥有的钻石切割法运用于设计中。

被誉为“神龙之国”的不丹王朝已有百年历史，皇室成员颇少抛头露面，但在2013年的巴塞尔国际钟表展上，不丹王太后——阿禧多杰·旺姆·旺楚克盛装现身豪门世家展台，以及当晚的私人晚宴。

在东方文化中，敦厚的大象被视为富足的象征，更是皇家尊贵的代表。表展上，有着强烈东方色彩的皇家金象系列成为豪门世家2013年的重头戏。

皇家金象腕表（上）

表壳上立体浮雕着一只18K玫瑰金大象，由翡翠点缀着眼睛，鼻子顽皮地吸着一颗月光石，大象的温和及灵动跃然眼前。以珐琅绘制的表盘，雕刻有编织花纹的18K玫瑰金表壳。表盘内圈铺满约272颗，总重达3.28克拉的钻石；豪门世家标志性的约1克拉独钻围绕表盘自由旋转。

皇家尊显系列（下）

18K白金的表壳、表圈和表盘上均手工镶嵌圆形切割钻石，白金表带，一颗1克拉由泰国皇帝独有的钻石切割法切割的美钻置于装饰圆环上，可在镶满钻石的表盘上绕轴转动。

表盘上方雕刻着泰国皇帝的私人印章，表壳上印有泰国皇帝的名字，以示纪念这个重要的日子。





北极星腕表系列（手绘设计图）

18K 白金表盘隐形镶嵌着约 577 颗方钻，重达 23.88 克拉，表盘上一颗 2.15 克拉精选方钻随其轴旋转，仿佛在浩瀚星空中为路人指点方向的北极星。

旋转工艺——豪门世家的 DNA

如果说，计时是流动的艺术。那么，腕表便是艺术家们最为精致的画布。在这张画布上，豪门世家的设计师们将创意与精密结合，挥洒超越想象的艺术灵感，其中，“旋转”无疑是其核心理念的标志性表现。

1981 年，豪门世家推出魔幻腕表系列，“旋转”的设计成为当时钟表界独一无二的开创性产品，成为品牌的 DNA 工艺——通过纳米技术，让钻石或者旋转环随人手臂的摆动而自由旋转。

去年的巴塞尔钟表展上，豪门世家推出了精心打造的“北极星”腕表系列，将“旋转”理念创意诠释，备受赞誉。今年，豪门世家又推出魔幻月色之金蛇灵转系列，以华美的蛇形腕表向中国传统的蛇年致敬。





金蛇灵转系列

以玫瑰金或铂金制成蛇形腕表，表盘底层缀满钻石，立体雕刻的金蛇轻浮之上，一条可旋转的灵动金蛇鳞片如波，栩栩如生。



魔幻世界系列

表盘采用同心圆设计，中心以小指针搭配可旋转八卦造型，寓意宁静。表盘外圈镶有四个可旋转方形宝石（钻石、蓝宝石、祖母绿宝石或红宝石），会随着手腕的转动而进行位置变换，颇为灵动多变。



时光闪跃系列

Fancy Hours 腕表

每一个罗马数字的小时刻度由钻石拼接而成，随着手腕摆动；12点钟处则有1颗0.5克拉钻石旋转其中。



时光闪跃系列

Carrousel 腕表

机械式自动上弦机芯，12个小时刻度由顶级钻石来表现，每颗钻石均能旋转。

特

17-32



浓情佳节 YOU 选特辑

圣诞、元旦双节临近预示着年末最高力度的消费旺季的到来，消费者们将带上最饱满的热情冲进商场，或血拼优质的商品，或感受节日的气氛，或品尝节日的大餐。这也是一年中最后一枚金蛋，商家们纷纷施展神通，铆足了劲吸引消费者，展开“掘金大战”。本报特别为您打造双节逛街购物秘籍——《YOU 选特刊》，帮您挑出最潮的圣诞新年单品，为您推荐京城最优的购物、美食、休闲场所，带着你爱的人好好享受一年中最后的狂欢吧！

璀璨迎新 挚爱之选

特 18-19

暖心美物 个性之选

特 20

温情佳节 甜蜜之礼

特 22

刘若英佩戴的 RADO 瑞士雷达表 HyperChrome Diamonds 皓星钻石系列白色高科技陶瓷自动机械腕表，表圈镶嵌的钻石灿若白雪，通体白色高科技陶瓷温润如玉，简洁大方的设计彰显出佩戴者低调奢华的非凡气质，日期显示功能时刻提醒您节日将至，更将所有的新年祝福和幸运凝聚腕间。

RADO 瑞士雷达表供图

如果说,计时是流动的艺术。那么,腕表便是艺术家们最为精致的画布。在这张画布之上,豪门世家(Sarcar)的设计师们凭借其其对梦想的无限热情,将创意与精密完美结合,以超越想象的艺术灵感,描绘着独具开创性的时间艺术新篇章。

熟悉豪门世家的人,都不会忘记其独特的标志性“旋转”。这一次,“旋转”并非仅仅应用于钻石之上,前所未有地把独特创意与全新工艺凝聚于腕表之中,对于“旋转”元素的超现实演绎,于是计时幻变为旋转的精灵,时光化身成翩然的舞者,在腕间曼妙旋转,挥洒下璀璨而华丽的美妙韵律……

豪门世家 华美传承

豪门世家

爱的世界

设计师们沉迷于爱的情缘,在豪门世家珠宝腕表创作中挥洒下了诸多璀璨华丽的篇章……今年更以“爱”、“希望”以及“祝福”为设计主题,将代表幸运和祝福的符号化为腕间灵感,以轻盈设计折愿新年宏图。在西方文化之中,四叶草是幸福的花语。它的每片叶子都有着不同的意义,分别象征着人生梦寐以求的四样东西:健康、爱情、财富及名誉。如今,在顶级制表师的勾勒之下,这个象征了幸福完满的绿色精灵化为腕间天使,标志性旋转被灵活运用于豪门世家祖母绿四叶草腕表表盘设计之中,流转曼妙生活节拍。

★豪门世家祖母绿四叶草系列

在璀璨白钻和祖母绿宝石的清幽萦绕之下,将大自然生命力的颜色和符号彰显无遗。18K白金材质的表壳、表耳、表冠镶嵌着如星辰般精美钻石,呈现出耀目的奢华璀璨;表盘中心由57颗祖母绿宝石点缀而成的圆环,在层层环绕的白钻簇拥之下尤为醒目;约574颗钻石总重达4.86克拉镶嵌于白金表盘及表圈,4颗祖母绿祖母绿宝石簇拥镶嵌成一朵精致的四叶草,宛若翩然静怡的舞者,在腕间轻盈漫步,闪耀出清丽如波的优雅光芒。

★豪门世家红宝心系列

代表着爱情的“红心”,自古以来便是守护人间最真挚情感的象征符号。如今,在豪门世家顶级珠宝腕表设计师及工匠的精湛工艺之下,它幻化为腕间永恒承诺,见证至死不渝的爱侣缠绵情愫。豪门世家如同恪守创意的制表美学传统一般,执著地信守着情人间的浪漫,红宝心腕表兼具高贵、浪漫以及时间艺术的真谛,乃是万中选一的“爱之礼物”。

18K玫瑰金表壳、表耳及表冠,约538颗总重4.68克拉的瑰丽钻石,如漫天繁星般璀璨;表盘中央由约90颗红宝石点缀而成的圆环,在钻石与贵金属的衬托之下尤为亮眼;表盘上玫瑰金圆环中央镶嵌着一颗0.7克拉心型切割红宝石,鲜丽耀目,充满着激情与梦幻交汇而成的浪漫魅力。腕表搭配黄金折叠扣,钻石镶嵌,配以双鳄鱼皮表带更显优雅。



豪门世家 DNA

旋转工艺

细数豪门世家的众多杰作,“旋转”无疑是其设计理念最为核心的标志性表现。1981年,豪门世家推出魔幻腕表系列,“旋转”的设计成为当时钟表界独一无二的开创性产品。这种“旋转”设计随后更贯彻于豪门世家的每一款作品之中,成为品牌的DNA工艺。

★豪门世家北极星系列

豪门世家推出了精心打造的“北极星”腕表系列,将“旋转”理念创意诠释,备受赞誉。18K白金表盘隐形镶嵌着约577颗方钻,重达23.88克拉,愈加闪耀璀璨光芒。表盘上众星捧月般环绕着一颗2.15克拉迷人公主切割精选方钻,仿佛旋转在浩瀚星空,让人不禁联想起夜空中为路人指点方向的北极星,这颗钻石得到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)。

最为精细的莫过于表耳、表底及表扣均是以方钻示人,表针轴和表冠则镶嵌着圆钻,亦然彰显出地阔方圆之美。小表盘中珍贵的绿宝石分别镶嵌于3.6、9、12点4个刻度,双面鳄鱼皮表带,低调之中尽显奢华。豪门世家“北极星”腕表系列还分别有红宝石、蓝宝石镶嵌,全球共发行三款腕表,愈加纯粹与尊贵。

豪门世家

彩色时间

或许,你自认已尽赏着丽闪耀的珠宝腕表杰作。然而,豪门世家推出的这款红宝瓢虫腕表后,不禁让人心生别样感受。不同于传统珠宝腕表所呈现出的极致奢华、璀璨华丽,红宝瓢虫腕表宛若夏风拂面,一幅晨露中的清新小品跃然腕间,盈盈之中,别有一番却却巫山的悠然诗意。

★豪门世家红宝瓢虫系列

采用了极其珍稀的绿色贝母做表盘,绿意郁郁映衬着红宝石打磨制成的小小瓢虫,灵动轻盈,它翩然爬行于由35颗绿宝石约0.16克拉和三颗海蓝宝石镶嵌而成的叶络上,在白色贝母雕刻而成的花瓣的拥簇之下,构建成了一幅如诗如画的美景。而钻石,则成为了豪门世家红宝瓢虫腕表最为精妙的点睛之笔,叶脉之下,4颗晶莹亮钻宛若清晨的露珠,晶莹灵动,挂坠欲滴,而叶络的末端,豪门世家标志性的旋转钻石系挂于此,这颗0.35克拉的顶级钻石和红宝瓢虫一上一下,交相呼应。镶钻白金表壳及表圈则仿佛一个绝美的画框,将这幅夏日小品凝聚腕间,呈现出充满视觉冲击力的自然之美。

红宝瓢虫腕表以绝妙的构思、精湛的工艺以及优雅的美学表现,诠释出豪门世家无与伦比的独特创意才华。在设计师的雕琢下,奇趣的昆虫换上了璀璨的珠宝霓裳,以截然不同的姿态展示出了如油画般的诗意魅力,随手腕轻摆旋动之间,宛若能够聆听到夏日清鸣之音。



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对珍稀宝石的精准理解、超越平庸的精彩创意、代代传承的精湛工艺，奠定了豪门世家 (Sarcar) 卓越的品牌精神。而对梦想的无限热情，对每件作品的完美追求，则让其将美丽与精密完美结合，撰写下了这个珠宝计时豪门独具魅力的绝代风华……

编辑 | However 撰文 | Coco



豪门世家 (Sarcar) 北极星腕表系列用极致特别的方式向品牌创始人表达敬意。

创立于1948年的豪门世家，半世纪以来一直专精于顶级制表艺术，凭着无穷创意、先进科技与灵巧工艺，不断为表坛带来连连惊喜，创制出多款令人惊叹的尊贵腕表系列。擅长将顶级美钻与无穷创意相结合的豪门世家，旗下每个系列腕表都说深意与趣味：来源于银河的旋转创意，无限精细的表盘镶嵌工艺，以及许许多多独一无二的开创性设计……豪门世家将源自世界各地的异域文化融入创作，让璀璨腕表幻化为艺术臻品，更凭借其卓然的审美品位获得了众多皇室贵族与社交名媛倾心。

打造卓越时间传奇

传奇，随着岁月见证，方能彰显出其璀璨夺目的光芒。1948年，豪门世家诞生于日内瓦，生产以顶级制造工艺和采用最优质宝石而著称的腕表。在品牌创始人Carlo Sarzano先生“大至无敌，小至无拘”的处世理念之下，豪门世家一直秉承的品牌精神，将珍贵奢华的宝石与异想天开的创意巧妙融合，体现出了高水平的制表和珠宝工艺。它做工精致，品位独特，足以引领时尚、彰显自我，而这亦刚好契合了支持者们对创造精神的追求。

1974年，Carlo Sarzano先生去世，他的妻子Paulette Sarzano女士接管了公司管理。她很快就面临一系列困难的决定。当时是盛行兼并、合并和大批量生产的时代，但是所有这些做法都和Carlo先生一直坚持的品牌理念格格不入。Paulette Sarzano女士最终没有流于主流趋向，而是选择专注于打造闻名于世的金表，将卓越精湛的手工艺传承下去。正是同年，豪门世家推出了GLORIUM系列腕表。这是一款令人叹为观止的超薄腕表，厚度仅为2.5毫米，机芯完全集成在后盖上。这亦是品牌坚持本我，专注工艺的最直接证明。

作为为数不多的、只以贵金属(如，黄金、玫瑰金、铂金等)制表的顶级品牌，为了保证最终产品能完美体现出珍贵和独特的品牌特质，豪门世家腕表的所有制作工序，包括在强力放大镜下进行珠宝镶嵌、手工打磨、雕刻、切割和装配等动作，全部都由顶级制表师一丝不苟亲自完成，这一品牌传统在工业发达的今日尤为珍贵。豪门世家每只腕表都附有独立钻石保单(0.3克拉及以上克拉)，只用净度VVS1成色F顶级钻石打造的豪门世家腕表是更完美无瑕的最佳保证。对最优质材料的完美追求是豪门世家独一无二的鲜明特性之一。通过选用材质的精益求精，以及对于一些珍稀工艺的掌握，比如细工镶嵌，再加上独特的限量制造方式，豪门世家极力保持独特，与众不同。

旋转设计彰显创意

细数豪门世家的众多杰作，“旋转”无疑是其设计理念最为核心的标志性表现。1981年，豪门世家推出魔幻世界腕表系列，首创“旋转腕表”设计。这在当时的钟表界是一款独一无二的开创性产品。客人可以选择自己珍爱的图案、主题或符号，而豪门世家会将它融入到腕表的移动主题中，打造出与众不同的个性设计。这种“旋转”设计随后更贯彻于豪门世家的每一款作品之中，成为品牌的开创性标志设计。

2003年是豪门世家集团的历史转折点。品牌隆重推出了令全世界难以置信的尊显腕表系列，这也是豪门世家家族的旗舰系列。一颗克拉明亮切割的钻石上附有一个旋转的装饰圆环，通过自身重量驱动，在钻石表盘上优雅地绕轴旋转。手腕轻轻一摆，腕表的光芒便会照亮流逝的每一刻。2005年，豪门世家再续辉煌，推出杰作皇家尊显腕表系列。这款杰作尽显晶莹、简约的个性，里面隐藏了一个完全独创的系统。在一颗克拉明亮钻石上附有一个圆环，置于镶嵌宝石的装饰圆环上，在镶满钻石的表盘转动。光线可以毫无障碍地通过这颗纯净无瑕钻石，看到每一个切面，将炫目的光芒反射出来。举手摇曳之间，流光璀璨，奢华尽显！2009年，闪烁舞动腕表系列的推





豪门世家 (Sarcar) 皇家金象腕表
表壳上立体浮雕着一只18K玫瑰金大象，由翡翠点缀着眼睛，鼻子顽皮地吸着一颗月光石，大象的温和及灵动跃然眼前。

出让这个瑞士钟表品牌再次创造了世界第一。闪烁舞动腕表拥有一颗！克拉明亮切割的悬浮钻石。凭借这一前所未有的款型，豪门世家再次展示了其与众不同的独特设计功力。随后，豪门世家设计师与技艺高超的制表匠们再次以浩瀚星空和茫茫宇宙为灵感之源，在2012年精心打造了“北极星”腕表系列，用极致特别的方式向品牌创始人表达敬意。此表表盘上众星捧月般环绕着一颗2.15克拉迷人公主切割方钻，仿佛旋转在浩瀚星空，让人不禁联想起夜空中为路人指点方向的北极星。

在2013年豪门世家荣耀推出的全新产品之中，“旋转”的概念再一次被设计师们凝练为美轮美奂的腕间艺术，无论是致敬中国文化的华美蛇形腕表，还是满溢夏日晨露气息的红宝瓢虫腕表，无不秉承了品牌一贯的美学精神，诠释出豪门世家无与伦比的独特创意。

致力缔造璀璨艺术

高级珠宝表是基于理性的精密手工来诠释的华丽的艺术盛宴。璀璨闪耀的精美珠宝计时时呈现出令人晕眩的视觉冲击，感性元素被无限放大，在光影重叠与色调调和的转换间，呈现更

为纯粹的艺术视角。对那些恪守艺术信条的珠宝表设计者来说，这里可以说是充满放肆想象的无极世界。设计者在其中以惟妙惟肖的技艺展现着与各种文化的相辅相成，并以此形成独特的艺术价值与梦想方舟。对于“梦想缔造者”豪门世家来说更是如此。

“梦想、热情、感受！这对于豪门世家来说都是非常重要的。作为‘梦想的缔造者’，我们一直致力于传递信息，守护梦想，以无声的设计语言传递出深藏在人们内在的心意。豪门世家的设计师们通过与客户的不断交流满足他们的构想，并且最终实现腕间杰作。当然，在这个过程中，我们也不断探索着最新工艺，将源自世界各地的艺术风情融入创作，保证以最合适的材质、技术呈现出最完美的时计作品。”豪门世家总裁Maya女士接受我们独家专访，曾经这样举例说，“比如，2013年推出的皇家金象腕表，就是在最初的概念之上不断研究、细化，最终呈现出来的。这款充满异域风情的腕表最终以风范独具的色彩、尊贵不凡的设计，与完美精妙的细节，璀璨华丽的诠释出了皇家圣灵的尊贵气息，可以说是豪门世家在设计过程中对于精雕细琢的极致美感追求的最佳证明。因此，豪门世家不仅仅是在制作腕表，实际上我们的每一件璀璨腕表都堪称艺术臻品。”



与豪门世家 (Sarcar) 魔幻月色之金蛇灵转系列腕表同行，腕间圆腾随着每一个动作轻轻旋转，风生水起，成就每一个人生的精彩时刻。

“什么样的作品才能被称为珠宝计时艺术？单单堆砌璀璨的钻石、精妙的元件，即使再具奢华价值，却并不能让人与之共情。只有投注了全心热情的设计，才是一件作品的灵魂，也是一个品牌的精神。”



豪门世家 (Sarcar) 红宝心腕表如漫天繁星般璀璨；表盘中央由约90颗红宝石点缀而成的圆环，在钻石与贵金属的衬托之下尤为亮眼。



皇室渊源撰写尊贵传奇



不丹王太后亲临巴塞尔国际钟表珠宝展豪门世家 (Sarcar) 展台，顿时蓬荜生辉。

翻阅豪门世家半个世纪的历史上，会发现其与皇室的关系紧密而深厚，其中更不乏诸如泰蒲眉蓬王、不丹王旺楚克等浓墨重彩的贵宾，其定制腕表数量之多、设计细节之精密，令人咋舌。2013年的巴塞尔国际钟表珠宝展上，不丹王太后——阿福多杰·旺姆·旺楚克更携公主及众多皇室成员亲临豪门世家展台，并出席由豪门世家举办的私人晚宴。这个位于喜马拉雅山脉南麓的国度素以壮美、富饶而闻名，纯净清澈，神秘自由，被誉为“神龙之国”的不丹王朝已有百年历史，皇室成员更是难睹真容。对于豪门世家来说，能得到来自不丹皇室如此公开的支持是非常难得的。太后的盛装出席令豪门世家这一以华贵钻石腕表见长的珠宝腕表世家更显光辉，也充分展现出了其让整个腕表行业为之瞩目的能力。



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SARCAR豪门世家 璀璨灵转祈愿新年宏图

精美百态，飞禽走兽……世间万物携带着独一无二的别致样貌在豪门世家(Sarcar)设计师的雕琢下张扬出与众不同的个性主张。天空的星辰、祈愿的图腾、奇幻的灵兽，换上了华丽的珠宝霓裳，以截然不同的姿态展示出璀璨時計的多面魅力。与之同行，瞬间图腾随着每一个动作轻摆旋转，风生水起，成就每一个人生的精彩时刻!

编辑 | However 撰文 | Coco



幸运马蹄，踏步前行

豪门世家魔幻月色之马蹄腕表

群星簇拥之中，以黄金、白金、玫瑰金分别雕刻而成的马蹄铁符号环环相扣，立于基层之上，组成了一个简约而优雅的三叶图案，展现出“梦想缔造者”标志性的旋转魔法。设计师对魔幻月色之马蹄腕表的全新演绎，脱离了以往具象的表现方式，通过充满象征意义的符号，在光影重叠与色调调和的转换间，呈现更为纯粹的艺术视角。



凤舞轻旋，翩然重生

豪门世家魔幻月色之凤凰腕表

独具匠心的镂空设计为这枚18K玫瑰金制成凤凰腕表构建出了灵透质感，腕表表圈、表耳、表冠，以及表盘底层无不缀满了璀璨的钻石，透过这个闪耀舞台，立体雕刻的凤凰灵动呈现于基层之上，营造出众星捧月般的王者气质。借助雕刻大师的精湛工艺，凤凰翎羽翩然若梦，在红宝石的衬托之下，美艳非凡，如火涌动……凤舞轻旋，成就未来人生的辉煌时刻!

独特创意缔造完美梦想

单单堆砌璀璨的钻石、精妙的元件，即使再具奢华价值，却并不能让人与之共情。只有投注了全心热情的设计，才是一件作品的灵魂，也是一个品牌的精神。

1948年创立于日内瓦的豪门世家，以超越半个世纪的历史撰写着日内瓦制表的荣耀与坚持。对珍稀宝石的精准理解、超越平庸的精彩创意、代代传承的精湛工艺，奠定了豪门世家卓越的品牌精神。而对梦想的无限热情，对每件作品的完美追求，则让其将美丽与精密完美结合，描绘出了这个珠宝计时豪门独具魅力的绝代风华……

半世纪以来，豪门世家一直专精于顶级制表艺术，凭着无穷创意、先进科技与灵巧工艺，不断为表坛带来连连惊喜，创制出多款令人惊叹的尊贵腕表系列。在豪门世家总裁Maya女士看来，“真正奢侈品意味着它拥有激情与梦想”。价格其实并不能完全代表“奢侈与高贵”的概念。奢侈，其实是独一无二、与众不同的。“你甚至会参与其中，通过自己的创造展现出专属于自己的个性梦想。它不仅珍贵、独特，并且能代表自我个性，彰显自豪感。”Maya女士曾经在接受本刊采访时专注的解释说，“对于豪门世家来说，独特创意才是我们坚持与追求的品牌核心所在。而爱与祝福才是这些杰作的灵魂。”

旋转设计照亮流逝时光

豪门世家于1981年推出魔幻世界腕表系列，首创“旋转腕表”设计。这种“旋转”理念随后更贯彻于豪门世家的每一款作品之中，成为品牌的开创性标志设计。

1981年，豪门世家推出魔幻世界腕表系列，首创“旋转腕表”设计。这在当时的钟表界是一款独一无二的开创性产品。客人可以选择自己钟爱的图案、主题或符号，而豪门世家会将它融入到腕表的移动主题中，打造出与众不同的个性设计。

2003年，豪门世家隆重推出了令全世界难以置信的尊贵腕表系列，也是豪门世家家族的旗舰系列。一颗1克拉明亮切割的钻石上附有一个旋转的装饰物圆环，通过自身重量驱动，在钻石表



皇家印记，尊耀呈现

豪门世家皇家金象腕表

翻阅豪门世家半个世纪的历史上，会发现其与皇室的关系紧密而深厚，其中更不乏诸如浓墨重彩的贵客。正以如此，这款皇家金象腕表亦更非凡。腕表表盘以珐琅绘制，雕刻有编织花纹的18K玫瑰金表壳，搭配表盘的精美色彩与华丽的花纹，传递出浓郁的尊贵气派。表盘上，豪门世家标志性的设计1克拉旋转钻石随动轻摆，充满灵动趣味。

盘上优雅地绕轴旋转。手腕轻轻一摆，腕表的光芒便会照亮流逝的每一刻。

2005年，豪门世家再续辉煌，推出杰作皇室尊显腕表系列。这款杰作尽显晶莹、简约的个性，里面隐藏了一个完全独创的系统。在一颗1克拉明亮钻石上附有一个圆环，置于镶嵌宝石的装饰圆环上，在镶嵌钻石的表盘转动。光线可以毫无障碍地通过这颗纯净无瑕钻石，看到每一个切面，将炫目的光芒反射出来。这样一款通过高超工艺打造的豪华表款不仅带给我们视觉上的愉悦之感，更充分体现了豪门世家对于艺术美学与创新设计的永恒追求。

随后，无论是拥有一颗1克拉明亮切割悬浮钻石后的闪烁舞动腕表系列，抑或是表盘上众星捧月般环绕着一颗2.15克拉迷人公主切割方钻的北极星系列，无不将品牌的标志设计发挥到极致，不断让整个腕表行业为之瞩目。钟表业虽然对创新和独创已经习以为常，但是对如豪门世家这般真正推翻固念，焕然一新的创新设计仍旧青睐有加。

美好祝福开启新春时光

了解豪门世家的历史，你就会知道，这个珠宝腕表豪门的作品从来都不单纯为了装饰而生。每一件令人惊讶的杰作背后，往往都凝聚着设计师们对于生活的深刻理解与祈愿。与纯粹追求精密技术的传统腕表工艺理念不同，高级珠宝腕表在保证计时工艺的同时，更代表了对高雅艺术的无尽追求……

如今，这个擅长将顶级美钻与无穷创意相结合的计时豪门，又一次以“爱”、“希望”，以及“祝福”为主题，为世人呈现出了诸多饶富深意与趣味的无瑕之作：豪门世家荣耀推出的全新产品杰作，追逆溯源于东西方文

“ 豪门世家荣耀推出的全新产品杰作，追逆溯源于东西方文化的力量，将代表幸运和祝福的符号化为腕间灵感，以轻旋设计祈愿新年宏图，曼妙呈现出时间艺术的旋转哲学。 ”

化的力量，将代表幸运和祝福的符号化为腕间灵感，以轻旋设计祈愿新年宏图，曼妙呈现出时间艺术的旋转哲学。品牌标志性的“旋转”概念再一次被设计师们凝练为美轮美奂的腕间艺术，而对于精致细节的完美诠释则让时间绽放出了不一样的璀璨光彩……无论是致敬中国文化的凤凰腕表、充

满异域风情的皇家金象腕表，还是满溢夏日晨露气息的红宝瓢虫腕表、象征了幸运与祝福的马蹄腕表，无不秉承了品牌一贯的美学精神，在光影重叠与色调调和的转换间，诠释出更为纯粹的美学视角与独具品位的艺术情怀……举手投足之间，璀璨随腕曼妙灵转，带来对于未来的美好祈愿。

创新书写卓越传奇

1972年，日内瓦钟表制造商豪门世家的创始人Carlo Sarzano先生立下了这样一个重要的理念：“大至无敌，小至无拘”。他从来没有想到这个理念从此成为了公司行动的指南，奠定了公司长久的基础，随后更见证了豪门世家成为“卓越”代名词的发展历史。如今，豪门世家仍然坚持这个原则。借助世界最先进的技术和最优秀的制表技师，他们用心打造完美外饰，制造出了闻名于世的限量版手表，而且很多款都是屈指可数的。新颖创意也是豪门世家腕表深受收藏者青睐的关键。它做工精致，品味独特，足以引领时尚、彰显自我，刚好契合了品牌对创造精神的永恒追求。



绿意晨露，灵趣生动

豪门世家红宝瓢虫腕表

豪门世家红宝瓢虫腕表绿意郁郁的表盘之上，红宝打磨成的小小瓢虫灵动轻盈，它翩然爬行于35颗绿宝石镶嵌而成的叶络，在白色贝母雕刻而成的花褶的拥簇之下，构建成了一幅如诗如画的美景。而叶络的末端，豪门世家标志性的旋转钻石系挂于此，这颗0.35克拉的顶级钻石和红宝瓢虫一上一下，交相呼应，呈现出充满视觉冲击力的自然之美。



轻旋召唤，幸福降临

豪门世家祖母绿四叶草腕表

18K白金材质的表壳、表耳、表冠之上，精美镶嵌着如星辰般钻石，呈现出耀目的奢华璀璨；表盘中间由绿宝石点嵌而成的圆环，在层叠环绕的白钻簇拥之下尤为醒目；表盘之上，钻石镶嵌的白金圆环中镶嵌着一朵精致的鲜绿色四叶草，轻盈如露……它宛若翩然璀璨的舞者，在腕间轻盈起舞，随着每一次轻旋低转，闪烁着清丽如波的优雅光芒。



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Creative audacity and a passion for beauty



The 2013 Basel Fair was the occasion for Sarcar's team to show his wish of happiness for a better world. Inspired by different cultural symbols, from East to West, Sarcar's designers and craftsmen dedicate their talent to create a precious collection to bring you luck in your pursuit of happiness. Symbols, Signs and Colour gem stones, combined with great craftsmanship and technological innovations will please both watch enthusiasts and aficionados alike.

Le Solitaire Collection - Ruby Heart

Sarcar's designers have brought Love into the lime light with its extension of their "Le Solitaire Collection" with the Ruby Heart. Red which signifies Passion and Ruby for Love makes a perfect combination that is bound to touch a Lady's Heart. Designed with great sentiment, the heart-shaped Ruby rotates and revolves round a Ruby and Diamond pavé dial. Encased in a 18K Pink Gold with Diamond-studded bezel and lugs as well as a Solitaire studded crown, it is set to warm the hearts of many women. It is further complemented by a double-sided croco strap with its usual Diamond-set gold folding buckle. A must for the romantically inclined!

Le Solitaire Collection - Emerald Clover

The Le Solitaire Emerald Clover is an extension of our signature Solitaire's series. This unique design has a rotating four leaf-clover symbol in beautiful Emerald that revolves round a pave dial of Diamonds and Emeralds. Surrounded in a fully paved dial with diamonds and encased in a 18K White Gold bezel, the fine clover brings you the good luck. The four leaves of emeralds dancing and revolving with the movement, radiate scintillating rays with beauty. Combined with its fine craftsmanship, the Le Solitaire Emerald Clover is indeed aesthetically appealing. Sarcar - Creating Beyond Limits.



SARCAR

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DIAS

LADYBIRD

30 WATCHES

BASELWORLD
DAILY NEWS

THURSDAY, APRIL 25, 2013



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THE NORTH STAR

White Gold 18 carats with a 2.15 carats Princess cut and Baguette cut Diamonds

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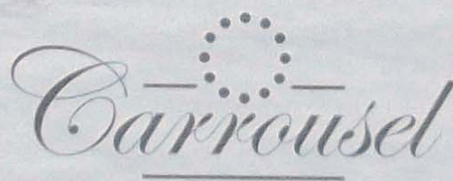
FRIDAY, APRIL 26, 2013




SARCAR
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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



COLLECTION

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SATURDAY, APRIL 27, 2013



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CARROUSEL
FENÊTRE SUR... PARIS
Red Gold 18 carats
with Diamonds

Carrousel

FENÊTRE SUR...

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Photo: J. P. F. / P. F. / P. F.

30 WATCHES

BASELWORLD
DAILY NEWS

SUNDAY, APRIL 28, 2013



SARCAR

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Carrousel
COLLECTION

GUÉPARD • Red Gold 18 carats with Diamonds and a splendid marquetry-work dial

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10 WATCHES

BASELWORLD
DAILY NEWS

SUNDAY, APRIL 28, 2013

NEWS



LOUIS VUITTON releases a Tambour model for women: the Tambour Monogram, which boasts a new case shape. In diamond-set stainless steel or rose gold, it is available in seven references and sizes ranging from 28 to 38 mm. The smaller sizes (28 and 33 mm) in stainless steel are quartz-powered, while the larger 35 and 38 mm-rose gold models boast an automatic movement with a tourbillon. (ed)

1.0, D95

WATCH TO WATCH

Hamilton Khaki Pilot Pioneer Auto Chrono

Movement

H-31 automatic

Functions

hour, minute, second, date, chronograph

Case material

stainless steel

Case dimensions

41 mm

Special features

water resistance 10 atmospheres, see-through case back, crown-protection

Price to watch: 1.0, A25



Peter Stas, CEO, Frédérique Constant

EXPANDING SALES OF ACCESSIBLE LUXURY

FRÉDÉRIQUE CONSTANT INTRODUCES NO LESS THAN 50 NEW PIECES THIS YEAR.

Interview by Carol Besler

Peter Stas is the founder and CEO of Frédérique Constant, an independent family-owned watch manufacturer based in Plan-les-Quatre, Geneva. He is involved in all stages of watch production, from initial design to final assembly and quality control. He shares product and company news with BWDN.

BWDN: How many watches are you producing this year? What percentage of them contain in-house movements?

Peter Stas: We are now producing over 120,000 watches annually, and for 2013, it may be slightly higher. Of those, 15 to 20 percent are produced with in-house manufacture calibres. We have heavily invested in additional production capacity in 2012, and quantities are expected to increase. At the same time, we continue to build beautiful watches around Sellita and Ronda calibres. Lastly, we are working on the all

important components for the assortment, and prototypes are now running in test calibres, another step to full independence from ETA/Nivarox.

What were the highlights of the year for Frédérique Constant?

We had another year of double-digit growth. We have been able to attract new, high-quality customers and we have improved our presence around the world. In the current economic climate, we expect to be able to attract more high-end retailers with our accessible luxury positioning.

You were named Entrepreneur of the Year by the European Tech Tour Association. Were there other prizes, too?

A highlight for Frédérique Constant this year was indeed the Entrepreneur of the Year Award. We also won a Centurion Design Award, and furthered our partnerships with the World Heart Federation and the Riva (Boats) Historical Society.

How many points of sale are there now for Frédérique Constant?

Frédérique Constant watches are currently sold in over 2,800 points of sale in more than 100 countries.

We aim to continue to grow our representation around the world with high-quality customers who can benefit from strong sales of Frédérique Constant accessible luxury watches.

“We expect to be able to attract more high-end retailers with our accessible luxury positioning.”



Frédérique Constant Runabout Moonphase Limited Edition Riva Historical Society

TIMEPIECE TREASURE

WATCHMAKER BRINGS BEAUTY AND ROYALTY

by William George Shuster



Sarcar Treasure Elephant

Swiss luxury watchmaker Sarcar Tramez SA of Geneva, Switzerland, combines the newest technology with traditional horological expertise to create exquisite limited series.

For BASELWORLD 2013, it unveils several notable timepieces. Its new collections' theme is "Happiness and Good Luck," as represented by the Ladybird watch in its Divas series or the Lucky Symbol in its Magic Moon line.

The standout, however, is the Treasure Elephant, a magnificent jewellery watch in its Treasure collection. The 18K pink gold limited edition (9) timepiece is set with high-quality diamonds, including a 1 ct. rotating solitaire, Sarcar's signature.

In choosing the elephant, Sarcar designers were "inspired by symbolic aspects of this majestic creature ... in harmony with our philosophy," said a Sarcar spokesperson. The company motto is, "Be large enough to be strong and small enough to be free." No animal exemplifies that better than the elephant, he noted.

Sarcar's new stand for BASELWORLD 2013 was inaugurated by the Queen Mother of Bhutan. "This is a very important event for us, because Sarcar has a strong position in Asia's watch market, and Her Majesty is very popular there," said the brand's spokesman. (ed)

1.0, A12



Queen Mother of Bhutan inaugurates Sarcar's stand at BASELWORLD 2013 on Thursday, 25 April.

Can you tell us something about the highlights of this year's introductions at BASELWORLD?

2013 is an exciting year for us, with the introduction of over 50 new watch references. Highlights are the new Manufacture Moonphase, a beautiful interpretation of a 1950s' popular design, the Double Heart Beat World Heart Federation, a new version in our best selling Ladies Automatic collection, the Runabout Riva Historical Society, an automatic date-pointer moonphase men's watch and a new Healey Chronograph Limited Edition in our Vintage Rally collection. (ed)

1.1, B79

MONDAY, APRIL 29, 2013



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DIVAS DRAGON
Red Gold 18 carats
with Diamonds

DIVAS
DRAGON

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Photo: SarcAR

30 WATCHES

BASELWORLD
DAILY NEWS

TUESDAY, APRIL 30, 2013


SARCAR
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— Lady —
Odyssée

LADY ODYSSEE • Red Gold 18 carats with Diamonds

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Sarcar The Treasure Collection – Elephant

SARCAR ELEPHANT BASELWORLD 2013

Posté le 25 Avril 2013 à 10:06 par akortl dans la section Femmes



Choisir sa page | La montre | Montres de | Les montres | Tag Heuer



RÉSUMÉ

Marque: Sarcar
 Modèle: Elephant
 Référence: A63016.001R
 On a aimé:
 On a moins aimé:

Après s'être amusé avec les codes esthétiques des cadrans prouvant ainsi sa maîtrise incontestable de l'artisanat d'art, la maison **Sarcar** s'attaque aujourd'hui au travail du boîtier avec le modèle **Elephant** de la collection **Treasure**.



J'entend déjà les puristes crier au scandale, que c'est une montre "importable", mais soyons objectifs, l'art n'est-il pas fait pour susciter des émotions et des réactions? Et bien c'est ici réussi, car que l'on aime ou pas nous ne pouvons rester insensibles à ce modèle haut en couleurs.

Une fois de plus **Sarcar** se fait l'ambassadeur des belles pierres, qu'elle met en scène joliment sur un cadran laqué où retrouvons toujours le masse rotative qui sert de support au solitaire.

Le boîtier lui est gravé d'un éléphant en hommage à son symbole de force et de puissance qui nous renseigne également sur la part importante de la clientèle orientale de la maison.

C'est au total **3,28 carats de diamants** qui prennent possession de la montre dont le fameux solitaire de 1,01 carat, 272 brillants et une émeraude en guise d'oeil sur l'éléphant.

Encore une fois c'est une maîtrise des métiers d'art qui vient confirmer la réputation de la maison **Sarcar** et nous concluons sur un message aux méditants: ce n'est bien sûr pas une montre de tous les jours, mais les goûts restent pour une grande partie une affaire de culture...

Informations Techniques

Mouvement	Automatique
Boîtier	Or Rose, Diamants, Émeraude, pierre de lune
Dimension	40mm
Réserve de Marche	0
Fonctions	Heure, Minutes
Calibre	Non manufacturé
Tarif	N.C.

WEDNESDAY, MAY 1, 2015


SARCCAR
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LA REGINA
COLLECTION

LA REGINA • Red Gold 18 carats with Diamonds and a Ruby Cabochon

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Created by SarcCar / Photo: Markus Gerber



«Le bush», de 2005 (40 000 à 60 000 francs). LAURENT GUIRAUD

ce dans Genève

Simo comptent parmi les créations les plus impressionnantes de la sculpture africaine. Il n'en existe plus que de rares exemplaires authentiques dont la plupart sont conservés dans des musées. Ils datent tous d'avant les années 1950.» A signaler également un ensemble d'œuvres du Cameroun, ainsi qu'une collection de bijoux du Ghana. Et de citer l'exemple de ce bracelet ashanti en alliage d'argent plaqué or (1500 à 2500 francs). «D'une longueur de 19 cm, il est la réplique exacte d'une montre européenne et reflète ainsi la toute-puissance du souverain qui a le pouvoir de contrôler le temps.»

Art des antipodes

Le deuxième point fort de la vente est une collection d'art aborigène d'Australie comprenant 87 lots. Ils sont la propriété du collectionneur genevois Arnaud Serval qui s'intéresse à cette expression artistique depuis plus de vingt ans. Sa collection de plus de 2000 pièces est une des plus importantes au monde.

«La sélection faite par Arnaud Serval pour cette vente de juin, indique Beate Baker, se veut variée dans ses thèmes, ses formats et ses supports.» Koller est pratiquement la seule maison de vente à s'intéresser à cette forme d'art.

Parmi les quelque 300 lots de vins proposés, de nombreux grands crus classés, indique Beate Bakker qui signale notamment une série intéressante de Vega Sicilia et parmi les bouteilles mythiques, un Château Cheval-Blanc 1947, un Château Mouton Rothschild 1945 ainsi qu'un Château Haut Brion et Château Margaux de 1961.

Ventes aux enchères de Koller

Genève, Palais de l'Athénée, 2, rue de l'Athénée, à Genève, tél. + 41 22 311 03 85, mercredi 26 juin à 10 h 30 (art tribal), 13 h (art aborigène), et 14 h 30 (vins). Exposition sur place du vendredi 21 au lundi 24 juin de 10 h à 18 h, ainsi que pour l'art aborigène à l'Espace Carry on d'Arnaud Serval, 18, rue des Voisins à Genève.

L'interview

Par Jean-Daniel Sallin

Gotha de créateurs à la rue du Rhône



Cigdem Tegin, directrice de la boutique Le Gotha. LAURENT GUIRAUD

Après neuf mois de travaux, la boutique a ouvert ses portes en avril dernier. Presque en catimini. Elle a remplacé Burberry's sur la rue du Rhône. Histoire de confirmer, après la fermeture de Georges Rech et de Jean Paul Gaultier, que la mode vit des heures difficiles sur l'artère la plus convoitée de Genève. «Quand on peut y mettre le prix, il n'est pas si difficile d'y trouver une place», sourit Cigdem Tegin, directrice de la boutique Le Gotha - qui sera inaugurée ce soir. «Nous n'avons pas tout à fait fini de nous installer», reprend-elle. «Nous devons encore installer un piano dans l'arrière-boutique. Et nous avons besoin de garnir notre bibliothèque de livres et de statues...»

Avec la propriétaire de la boutique, Olga Kharytonska, vous avez déjà une boutique au quai du Mont-Blanc. Pourquoi vous installez-vous sur l'autre rive?

Il n'y a aucune concurrence entre les deux boutiques. C'est le même chiffre d'affaires, les vendeuses passent de l'une à l'autre et, comme nous n'avons pas les mêmes produits, les clients ont l'embaras du choix. Simplement, au Kempinski, le magasin est franchisé: nous représentons les deux marques, Garrard et Stephen Webster. Ici, c'est simplement une boutique multimarques!

Quelle est la différence entre les deux?

Pour une boutique franchisée, nous sommes obligés de reprendre le concept développé exclusivement par la marque. Avec Le Gotha, nous avons plus de liberté dans le choix de la décoration et dans la mise en place des produits. Nous avons d'ailleurs travaillé avec une architecte ukrainienne - qui a opté pour des couleurs pastel, parce qu'elles sont reposantes: elle voulait que les clients se sentent comme à la maison. Nous avons aussi deux toiles d'une artiste de Kiev, Larysa Pisha.

Il y a huit marques présentes dans votre boutique: quatre horlogers (Speake-Marin, Quinting, Bédat & Co et Sarcar) et quatre joailliers (Stephen Webster, Garrard, Palmiero et Loree Rodkin). Comment les avez-vous choisis?

Chacun des propriétaires de ces marques est vivant... Nous voulions être différents de nos concurrents sur la rue du Rhône. Pour Palmiero, ce sera le premier point de vente à Genève. Tout comme pour Loree Rodkin, une joaillière américaine qui compte Michelle Obama comme ambassadrice: elle portait ses bijoux lors de l'élection présidentielle! Elle a un style un peu hippie et utilise des saphirs bruts et des *milky diamonds*.

Et comment vont les affaires depuis deux mois?

Elles sont excellentes. Avant même l'ouverture de la boutique, nous avons déjà vendu une montre Speake-Marin... Cela ne pouvait pas mieux commencer!

BLUSH

D R E A M



The red
carpet
issue

SUMMER
EDITION




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COLLECTION

CARROUSEL • White Gold 18 carats with Diamonds

 **LE GOTHA**
JOAILLERIE HORLOGERIE

5, rue du Rhône - 1204 Genève - Tel.: +41 22 900 05 05

BLUSH

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Renewal

WINTER 2013
BLUSH DREAM




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Creation by Sarcar / Photo: Maxime Gérard

LA REGINA
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LA REGINA • Pink Gold 18 carats with Diamonds
and a Ruby Cabochon



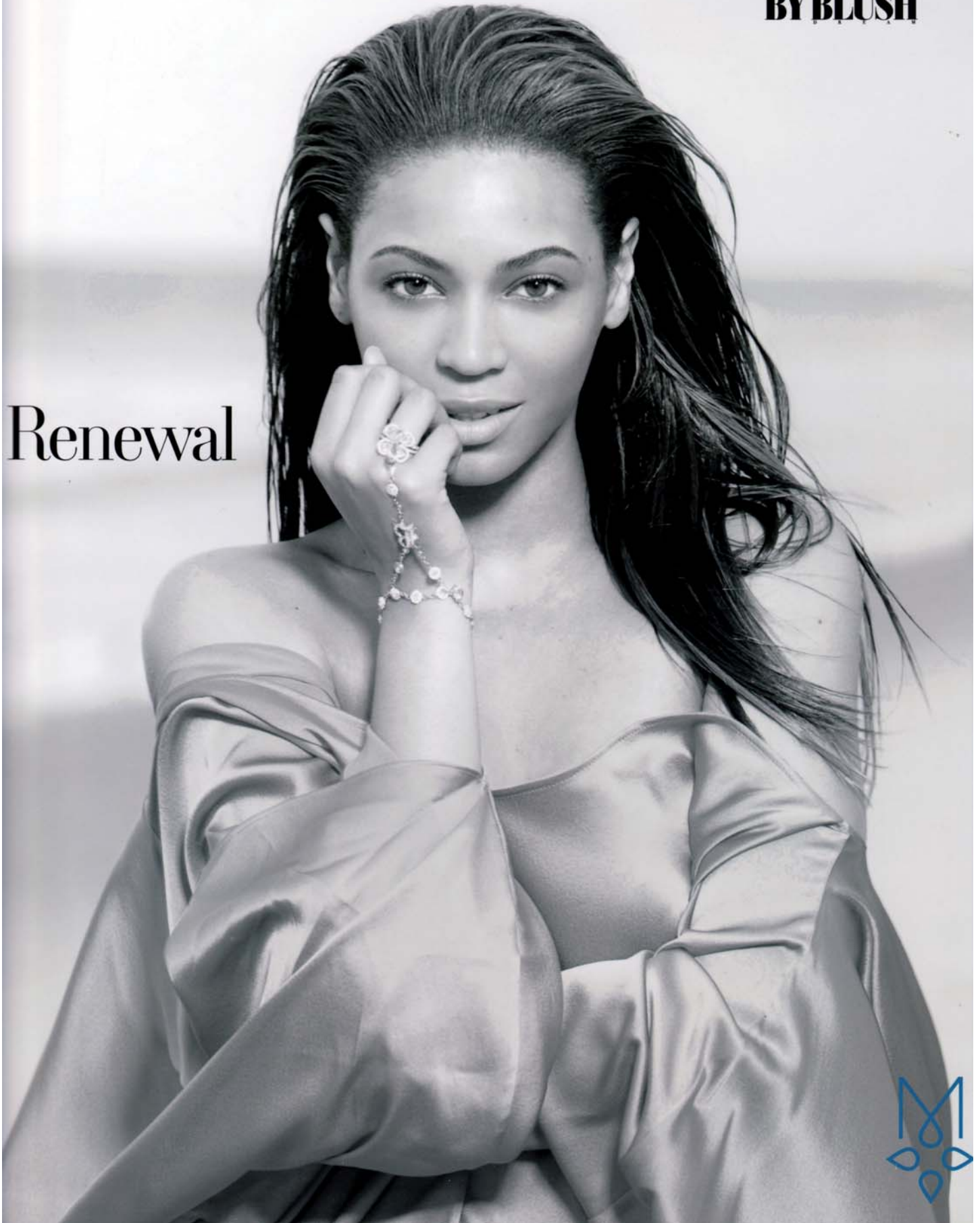
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MARADIVA

BY BLUSH

Renewal




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Creation by Sarcar / Photo: Maxime Gérard

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HONG KONG

19. 宇舶表 上海新店荣 耀揭幕

2012年7月24日,宇舶表全球第44家专卖店在上海南京西路1079号盛装揭幕。曼彻斯特足球联队主帅艾利克斯·弗格森爵士与宇舶表中国区品牌总监路易·比弗一起主持了开幕剪彩仪式。同时,双方宣布,宇舶表与曼彻斯特联队于7月26日为中国观众联合呈现一场盛大的T台秀暨慈善拍卖活动。

20. 沛纳海于澳门第二间专卖店开幕

2012年8月,意大利高级腕表品牌沛纳海于澳门第二间专卖店隆重开幕。新店选址路凶金光大道澳门银河酒店,附近云集多间全球知名的豪华酒店及娱乐场所。新店占地46平方米,店内打造成独具沛纳海特色的世界,为收藏家及顾客带来独一无二的体验。

21. 天梭全球海拔最高专卖店隆重揭幕

2012年8月1日,天梭在瑞士少女峰山顶的专卖店隆重开业。这家店展示了天梭众多工艺精湛的钟表产品,其中还包括了为向少女峰铁路百年诞辰的献礼而特别推出的天梭少女峰系列。该系列共有8款,每款腕表均附赠具有收藏价值的精致表盒。

22. 西铁城王府井晨曦百货旗舰店盛大启幕

2012年8月29日,西铁城于北京王府井晨曦百货隆重揭幕了其国内最大的旗舰店。总面积超过200平米的临街店不仅陈列了西铁城最新、最全的表款,还附设维修服务中心。在日均客流量逾60万人的“中华商业第一街”设立旗舰店,彰显出西铁城强大的企业实力,也进一步巩固了品牌的中高端地位。

23. 豪门世家首家专卖店在京隆重开幕

2012年9月6日,豪门世家中国首家专卖店在北京王府井澳门中心名表城内正式拉开序幕。豪门世家总裁 Maya Koenig女士、梁波记集团董事总经理William Leong先生等多位知名人士共同为新店开幕剪彩。豪门世家特别带来2012巴塞尔国际钟表珠宝展上的主打系列腕表,让钟表爱好者一饱眼福。

24. 雅克德罗呈献铜锣湾罗素街专门店

2012年9月19日,雅克德罗于香港另一时尚购物热点——铜锣湾罗素街开设品牌第二家专门店。专卖店面积达452平方米,以品牌传承三世纪的经典元素贯穿于现代简约的设计当中,加入鸟笼造型灯饰,除了为专门店带来温暖的感觉外,更与品牌于18世纪出品的鸟笼挂钟互相呼应。



Jet Master



SARCAR (豪门世家) 梦幻月色系列
Ref.A63006.001.G。18K白金表壳, 直径38mm, 自动机芯。参考价639,500人民币

宝石剔透玲珑，绽放动人光华，令Sugar甜姐儿珠宝表跳出时计设计框框，像甜美诱人的糖果令女士一见倾心。

格拉苏蒂全新Pavonina女士腕表系列呈现流畅的线条，枕型表壳于表带间加入灵活的表耳，更能切合现代女性的需要。腕表的表盘充满引人注目的细节，由极细致纯熟的工序而制成。由简约优雅，以至闪耀的珍珠贝母和镶嵌璀璨钻石的精致表盘设计皆俱全，反映了女士们的多元面貌及才华。表盘的6时位有日期窗口，而随着款式的不同，时间则由红金或不锈钢的金银丝指针指示。

中国表情——蛇年腕表

如果说去年的龙表泛滥是因为龙的选题在任何国家都适用，那么今年蛇表的大量推出应该可以说明中国市场在瑞士腕表品牌心中的重要性了吧。

雅典表的珐琅工艺一直被收藏家推崇，“鎏金填彩珐琅灵蛇腕表”正是这项精湛技艺的完美诠释。一条巨蛇悄悄从茂密的枝叶上冒出，蓄势待发的姿态，为攻击作好准备。它张牙吐舌，露出毒牙，蜷着尾巴稳定身体。蓝色和绿色宝石色调在蛇皮上跳动着，雅典表通过一度失传的珐琅艺术，展现蛇不容置疑的神秘感和栩栩如生的细节美感。

雅典德罗的金雕灵蛇时分小针盘腕表，以白金精心雕琢于表盘之上的眼镜蛇，身形灵活矫健，好似从白色珍珠贝母的月光中一跃而起。面对劲敌时鼓涨的两腮散发王者霸气，轻盈的身形更显灵动迅捷。融合内填珐琅技术，营造出蛇鳞在月光下泛着幽幽荧光的真实效果。因嘶吼而张开的嘴巴内含一颗耀目钻石，将眼镜蛇代表力量、霸气与财富的象征淋漓尽致。

豪门世家La Magic Moon系列的金蛇腕表充分体现了品牌的DNA，旋转艺术和钻石、金雕的运用。金蛇在表盘随着胳膊的摆动而转动，绿色的宝石眼睛散发耀眼的光芒。

中华时计匠延续独特的中国品牌传统，为大家带来蛇年特别版三针自动机械腕表，以灵蛇雕刻覆盖了整只表，栩栩如生，活灵活现。灵蛇的尾部雕刻由表底底盖开始，穿过四层不锈钢钢圈，最后来到表面，透过黑色表盘强烈颜色的衬托，整条蛇的形态及精髓被鬼斧神工的雕刻深深留在表上，惟肖惟妙。



雅典鎏金填彩珐琅灵蛇腕表



雅典德罗金雕灵蛇腕表



豪门世家La Magic Moon系列金蛇腕表



中华时计匠蛇年特别版腕表

SARCAR 豪門世家 進駐澳門置地廣場

名模 Ana R. 聯同品牌高層見證品牌里程碑

來自瑞士鐘表之都日內瓦，以尖端技術、成熟工藝以及無窮創意製造非凡腕表傑作的SARCAR豪門世家，不但是鐘表收藏家的寵兒，更是泰國及不丹皇室成員的御用腕表，品牌過往亦與兩地皇室合作無間，尊榮地位不言而喻。SARCAR豪門世家為拓展迅速發展的高級鐘表市場，於亞洲奢華消費熱點澳門的國際著名品牌集中地澳門置地廣場開設品牌首家澳門專門店，展示品牌各款結合靈巧製表工藝及獨特美感的璀璨鉅作，以舒適的空間及專業、親切的服務為顧客提供高人一等的購物體驗。本年4月10日，SARCAR豪門世家為澳門置地廣場專門店舉行隆重的開幕儀式，邀請名模 Ana R. 聯同SARCAR豪門世家總裁 Ms. Maja Koenig、澳門勵駿創建有限公司副主席林鳳娥女士、金來利董事總經理陳敏小姐、Supreme Elite (Hong Kong) Limited 董事梁兆權先生及 Supreme Elite (Hong Kong) Limited 董事劉楚照先生，以及品牌貴賓友好一同見證此重要里程碑。

是日，位處澳門國際著名品牌集中地澳門置地廣場的SARCAR豪門世家專門店雲集品牌貴賓及傳媒友好，準備迎接品牌歷史時刻。在儀式開始前，活動特別嘉賓著名模特兒 Ana R. 為在場來賓示範SARCAR豪門世家的精湛腕表傑作；在精彩動人的名表示範過後，開幕儀式正式開始，首先由SARCAR豪門世家總裁 Ms. Maja Koenig 向在場來賓致歡迎辭，司儀隨後邀請澳門勵駿創建有限公司副主席林鳳娥女士、金來利董事總經理陳敏小姐、Supreme Elite (Hong Kong) Limited 董事梁兆權先生及 Supreme Elite (Hong Kong) Limited 董事劉楚照先生，聯同 Ms. Maja Koenig 主持剪綵儀式。眾主禮嘉賓金剪一揮，齊證SARCAR豪門世家澳門置地廣場專門店正式開幕，並主持祝酒儀式，祝願SARCAR豪門世家業務蒸蒸日上。隨着SARCAR豪門世家澳門置地廣場專門店隆重揭幕，品牌的製表藝術亦正式登陸澳門這個亞洲首屈一指的奢華消費中心。

SARCAR豪門世家總裁 Ms. Maja Koenig 女士表示：「感謝各位鐘表愛好者及收藏家的多年支持，SARCAR豪門世家今日能夠為澳門首家品牌專門店揭幕，展示品牌以出色製表技術及設計創造的珠寶腕表傑作。我亦代表SARCAR豪門世家感謝 Supreme Elite (Hong Kong) Limited、金來利及澳門置地廣場的支持，為品牌締造皇家尊尚風華。」



左三起：名模 Ana R.、Supreme Elite (Hong Kong) Limited 董事劉楚照先生、SARCAR豪門世家總裁 Ms. Maja Koenig



名模 Ana R. 示範 SARCAR 豪門世家名表



偏心小時及分鐘

由香港著名古玩展，於2009國際古玩展均匯集藝術古玩，令國動。展覽會除了台之外，更以擔任。創立於1738年，擁有275年歷史之一，早於清華彩絕倫的優秀「羅」，沿用至今特別為大家展示人偶技術，以及樂香水瓶及鳴鳥國際古玩展展覽中心展覽出品275年來作品，當中包括古於機械時計開始鐘表的兩大要素裝飾工藝，並由 (Pierre Jaquet 雅克德羅亦是



SARCAR豪門世家五爪金龍腕表

全新V

日前，Volkswagen Kong 於九龍灣陳列室，舉行 Polo GTI 駕臨香港登場儀式。各大媒體機構到場採訪，場面熱烈。過去30年來，GTI 代表着極致的性能，Polo GTI 一直堅持着這項傳統，並進一步提升效率，成為最具創意的GTI產品。憑藉卓越性能、安全及靈活操控的特點，Polo GTI 成功揭開背車翻開新的一頁。

發布會主題是要向Polo GTI 的性致敬，一段Polo GTI 在崎嶇不平雪地上馳騁的短片為活動揭開序幕。著名特技車手吳海堂將Polo GTI 呈場觀衆眼前，讓觀衆深入了解GTI 傳的運動個性，以及純正強悍的動。Volkswagen Hong Kong 董事

製作一絲不苟 專注創造奉獻

豪門世家堅守60年製錶哲學

日內瓦製錶廠Sarcar豪門世家創立於1948年，當其創立者Carlo Sarzano於1972年宣告了「夠大才能強壯……夠小才足以靈活應變」時，絕對沒有想到就此規劃出一個領導方針，且被長久且成功地建立起來。

符合品牌精神創獨特唯一

直至今日，豪門世家仍舊堅守這些製錶哲學：生產珍貴出名的限量錶款，且常常是具有限量編號的版本。透過最好的「時間製錶師」，他們以藝術標準的工藝技術為製錶基礎，並以最好的拋光打磨功夫完成每一項作品。微妙精細的珠寶鑲嵌、手工拋光、雕刻琢磨、切割和組裝等製程，都是以一絲不苟的精神，進行製作與最後的品質監控，確保所完成的作品，符合了珍貴出眾的品牌精神，且每一隻作品都是真正的獨特唯一。

另外這些錶款都採用最珍貴的材質打造而成（黃金、珍貴寶石、天然的珍珠母貝、金或鋪滿鑽石的錶盤），藉著十足的創造力和百分之百的原創性，（尤其是Solitaire的旋轉鑽石設計），豪門世家讓消費者全心的愛上了每一隻作品，讓他們可以與時間的步伐一起向前走。事實上，經消費者個人選擇出來的精緻巧妙錶款，可確立並塑造出他們獨有的形象，這些作品也反映出他們對於創新和創造力的極度渴望。

量身訂做滿足消費者需求

幾十年來，豪門世家仍舊是一家小型、適當規模的公司，也就是因為如此，才能保持原本創辦者所保持的理念。時間、耐心和熟練的創造力，都是必須具備的特質，這都是為了要持續保持品牌多年來所締造的優良聲譽。從最開始的微小事業，豪門世家成長茁壯，成為瑞士模範製錶產業之絕佳代名詞。

豪門世家驕傲的持續傳承著Carlo Sarzano足跡的同時，也堅定穩固的朝向未來邁進，豪門世家充分理解客戶的真正需

The Carrousel World：新系列

錶盤：具有3顆旋轉單粒鑽石
 錶帶：鱷魚皮錶帶，搭配鑲嵌鑽石的金質錶扣
 錶冠：18K白金或玫瑰金材質鑲嵌單顆鑽石
 機型號：AG3009.000G or R
 機芯：6" 3/4 Piquet 615自動上鏈機芯
 鑽石數目：約207顆鑽石共7.66克拉

此系列錶款式從2006年Baselworld錶展發表的Carrousel所演化而來，透過和俄國繪畫家的合作，給予豪門世家一個新的錶盤與眾所矚目的焦點，成就出Basel 2008錶展新推出的錶款主題，此系列腕錶共有六款，每一隻都具備油畫所繪製而成的錶盤，分別是以五大洲和地球為主題。

- 亞洲——中國長城
- 歐洲——威尼斯
- 美洲——自由女神
- 非洲——埃及金字塔
- 澳洲——雪梨歌劇院
- 世界——全球地圖



龍馬精神系列

機芯：Piquet自動機芯
 功能：時間指示
 錶殼：18K白金或玫瑰金
 鑽石數目：604顆鑽石，重5.68克拉
 錶盤：可轉動雕龍或馬鑽石面盤，底盤可旋轉
 錶帶：鱷魚皮錶帶，搭配鑲嵌鑽石的金質錶扣

SARCAR豪門世家針對大中華地區特別推出的「龍馬精神」系列，特別用華人推崇的「龍」跟「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，兩款錶的面盤都可旋轉，別具心思。結合高科技與人文精神，龍馬系列以神秘而高貴的氣勢



Capital
312th

Volkswagen Polo GTI 登陸香港



大眾汽車香港有限公司董事總經理岳斯譚表示，Polo GTI 是一部真正的 GTI。

Volkswagen Polo GTI 新車發布會日前假大眾汽車香港有限公司九龍灣陳列室盛大舉行。過去 30 年來，GTI 代表著極致的運動性能，Polo GTI 一直堅持著這項優秀傳統，並進一步提升效率，成為最具燃油效益的 GTI 產品。

發布會的主題是要向 Polo GTI 的運動個性致敬，並由著名特技車手吳海堂將 Polo GTI 呈現於現場觀眾眼前，讓觀眾深入了解 GTI 世代相傳的運動個性。大眾汽車香港

有限公司董事總經理岳斯譚 (Thorsten Jaede) 認為：「這是一部真正的 GTI，不但傳承經典，而且動感十足，將動力、操控、安全及舒適性完美結合，成為同級中最受矚目的小跑車。」

Polo GTI 採用升級版 1.4TSI 結合直噴技術的雙增壓引擎（渦輪增壓及機械增壓），輸出最高 180 匹馬力及時速達 229 公里，0-100km/h 的加速僅需 6.9 秒。高性能配置如 XDS 電子差速鎖提升操控性之餘，能減少轉向失靈，入彎更流暢穩定。



Polo GTI 現正公开发售。

SARCAR 豪門世家進駐澳門



左起為名模 Ana R.、Supreme Elite (Hong Kong) Limited 董事梁兆權、金來利董事總經理陳敏、澳門勵駿創建有限公司副主席林鳳娥、SARCAR 豪門世家總裁 Maja Koenig、Supreme Elite (Hong Kong) Limited 董事劉楚照。

來自瑞士的 SARCAR 豪門世家，不但是鐘錶收藏家的寵兒，更是泰國及不丹皇室成員的御用腕錶。為拓展高級鐘錶市場，SARCAR 豪門世家早前於澳門置地廣場開設品牌首家澳門專門店，展示品牌各款製錶工藝及璀璨鉅

作，以舒適的空間及專業、親切的服務為顧客提供高人一等的購物體驗。

揭幕儀式當天，特別嘉賓、著名模特兒 Ana R. 為到場來賓示範 SARCAR 豪門世家的精湛腕錶傑作；名錶示範過後，開幕儀式正式開始，首先由 SARCAR 豪門世家總裁 Maja Koenig 女士向到場來賓致歡迎辭，她表示：「SARCAR 豪門世家今日能夠為澳門首家品牌專門店揭幕，展示品牌以出色製錶技術及設計創造的珠寶腕錶傑作。」

司儀隨後邀請澳門勵駿創建有限公司副主席林鳳娥女士、金來利董事總經理陳敏、Supreme Elite (Hong Kong) Limited 董事梁兆權及 Supreme Elite (Hong Kong) Limited 董事劉楚照，聯同 Maja Koenig 主持剪綵儀式。



名模 Ana R. 及 SARCAR 豪門世家總裁 Maja Koenig。

新店巡礼 new shop



01



02



03



04

豪门世家落户澳门

豪门世家 (Sarcar) 的手表款式金光璀璨，素来都受泰国及不丹皇室成员欢迎，品牌最近再度拓展市场，选择于澳门置地广场这个品牌集中地开设新店。豪门世家的澳门专卖店于4月10日举行开幕仪式，品牌邀请了著名模特儿 Ana R. 担任活动特别嘉宾，以一身俏丽粉红装束示范各款名贵手表。品牌闻名的手表系列包括与俄国微缩彩绘家合作的 60 周年 Carrousel World 系列，拥有旋转金雕装饰的龙马精神系列，以及富豪级的五爪金龙限量款金雕手表，都一一在开幕活动中展现。品牌的多个表款都采用 Frédéric Piguet 机芯，设计方面则以绕表盘中轴旋转的造型装饰最为人所知。欣赏过 Sarcar 手表的经典款式后，嘉宾 Ana R. 联同豪门世家总裁 Maja Koenig、澳门励骏创建有限公司副主席林凤娥、金利来董事总经理陈敏、Supreme Elite (Hong Kong) Limited 董事梁兆权及 Supreme Elite (Hong Kong) Limited 董事刘楚照一同剪彩致贺。豪门世家刚庆祝过在澳门置地广场开设专卖店，品牌厂房又正进行扩健及现代化工程，新办事处亦已于 2012 年秋季搬迁到日内瓦 Vésenaz，见证业务发展接二连三。IWU

05



06



07



- 01. 豪门世家于澳门置地广场开设专卖店
- 02. 活动特别嘉宾 Ana R. 示范各款 Sarcar 手表
- 03. 及 04. 澳门新店 4 月 10 日举行开幕仪式
- 05. Carrousel World 系列
- 06. 龙马精神系列
- 07. 五爪金龙限量款

SARCAR



豪門世家進軍澳門 置地廣場大放異采

自1948年創立，至今累積65年瑞士日內瓦的精妙製表工藝，豪門世家以對美學的不懈追求及對製表的無限創意而聞名於世，不但是鐘表收藏家的寵兒，品牌過往亦與泰國及不丹皇室成員在慈善項目上合作無間，地位可謂不言而喻。為拓展迅速發展的高級鐘表市場，品牌在今年4月10日於亞洲奢華消費熱點澳門的國際著名品牌集中地澳門置地廣場開設品牌首家澳門專門店。

在這家全新的專門店，豪門世家將提供舒適的空間、專業的顧問服務及殷勤的態度，為顧客提供高人一等的購物體驗。早前，豪門世家為澳門置地廣場專門店舉行隆重的開幕儀式，邀請名模 Ms Ana R. 聯同豪門世家總裁 Ms Maja Koenig、澳門勵駿創建有限公司副主席林鳳娥女士、金來利董事總經理陳敏小姐、Supreme Elite (Hong Kong) Limited 董事梁兆權先生及 Supreme Elite (Hong Kong) Limited 董事劉楚照先生，以及品牌友好一同見證此重要里程碑。

SARCAR celebrates its grand arrival in Macau

SARCAR has been developing its technology for 65 years. Since 1948, this honourable watch brand from Geneva, Switzerland has been renowned for its unique masterpieces accomplished via a complex combination of technology, sophisticated craftsmanship and infinite creativity. SARCAR's esteem in the industry is proven in the brand's coveted status among watch enthusiasts. SARCAR timepieces are also popular among the royal courts of Thailand and Bhutan, and the brand has seen much collaboration with them in the past, especially in charity projects. To continue the leading position of the ever-growing luxury market in Asia, SARCAR opened a boutique at The Landmark Macau on the 10th of April 2013. It is the centre of international brand names in Macau, and one of the most prestigious luxury hubs of the region.

This brand-new SARCAR boutique aims to provide its clients an exceptional shopping experience. An opening ceremony was held, inviting renowned model Ms Ana R. to join Ms Maja Koenig, CEO of SARCAR, Ms Lam, Vice Chairman of the Macau Legend Development Limited, Ms Chan Man, General Manager of Kam Lio Lei, Mr. William Leong, Director of Supreme Elite (Hong Kong) Limited and Mr. Michael Lau, Director of Supreme Elite (Hong Kong) Limited to celebrate this significant milestone for the brand.



1. 左起：Ms Ana R.、Supreme Elite (Hong Kong) Limited 董事梁兆權先生、金來利董事總經理陳敏小姐、澳門勵駿創建有限公司副主席林鳳娥女士、澳門世家總裁 Ms Maja Koenig、Supreme Elite (Hong Kong) Limited 董事劉楚照先生。
From left: Ms Ana R., Mr. William Leong, Director of Supreme Elite (Hong Kong) Limited, Ms Chan Man, General Manager of Kam Lio Lei, Ms Lam, Vice Chairman of Macau Legend Development Limited, Ms Maja Koenig, CEO of SARCAR, and Mr. Michael Lau, Director of Supreme Elite (Hong Kong) Limited.
2. 專門店內部結合簡約裝潢及柔和光線，以具澳門氣派的酒紅色襯托舒適的淺米黃色，為顧客提供尊尚與舒適兼具的品表環境。
With an attractive burgundy and beige colour theme, soft lighting and simple decoration, a prestigious and comfortable ambience is created, enabling the visitors to appreciate the SARCAR collections.
3. 名模 Ana R. 示範澳門世家名表。
Top model Ms Ana R. was demonstrating a SARCAR timepiece.
4. Supreme Elite (Hong Kong) Limited 董事梁兆權先生 (左二)、SARCAR 澳門世家總裁 Ms. Maja Koenig (左一)、Supreme Elite (Hong Kong) Limited 董事劉楚照先生 (右一) 與嘉賓合照。
Mr. William Leong, Director of Supreme Elite (Hong Kong) Limited (Second from left); Ms. Maja Koenig, CEO of SARCAR (Second from right); Mr. Michael Lau, Director of Supreme Elite (Hong Kong) Limited. (right) and guests.
5. 左起：金來利董事總經理陳敏小姐、澳門勵駿創建有限公司副主席林鳳娥女士、Supreme Elite (Hong Kong) Limited 董事梁兆權先生。
From left: Miss Chan Man, General Manager of Kam Lio Lei; Ms. Lam, Vice Chairman of Macau Legend Development Company Limited; Mr. William Leong, Director of Supreme Elite (Hong Kong) Limited.
6. 澳門世家五爪金龍腕表。
SARCAR Dragon Jewellery watch.



在儀式開始前，活動特別嘉賓著名模特兒 Ms Ana R. 為在場來賓示範澳門世家的精湛腕表傑作。開幕儀式正式開始後，首先由澳門世家總裁 Ms Maja Koenig 向在場來賓致歡迎辭，司儀隨後邀請澳門勵駿創建有限公司副主席林鳳娥女士、金來利董事總經理陳敏小姐、Supreme Elite (Hong Kong) Limited 董事梁兆權先生及 Supreme Elite (Hong Kong) Limited 董事劉楚照先生，聯同 Ms Maja Koenig 主持剪綵儀式。眾主禮嘉賓金剪一揮，一同見證澳門世家澳門置地廣場專門店正式揭幕，並主持祝酒儀式，祝願澳門世家業務蒸蒸日上。隨著澳門世家澳門置地廣場專門店隆重揭幕，品牌的製表藝術亦正式登陸澳門這個亞洲首屈一指的奢華消費中心。

澳門世家總裁 Ms Maja Koenig 表示：“澳門世家一直帶領着珠寶腕表這國度的潮流，近年更積極拓展中國市場。我們選定在今年於澳門進駐，並在澳門置地廣場這個奢侈品牌林立之地決一高下，屆時定必吸引鐘表愛好者及收藏家前來，感受我們品牌的獨有魅力。”

Before the opening ceremony, top model Ms Ana R. staged a grand and attractive demonstration of SARCAR masterpieces that stunned the guests. The opening ceremony began with a welcome speech by Ms Maja Koenig, CEO of SARCAR. The mistress of ceremony then invited Ms Lam, Vice Chairman of the Macau Legend Development Limited, Ms Chan Man, General Manager of Kam Lio Lei, Mr. William Leong, Director of Supreme Elite (Hong Kong) Limited and Mr. Michael Lau, Director of Supreme Elite (Hong Kong) Limited to join Ms Koenig in a ribbon-cutting ceremony to formally open the SARCAR boutique. A toasting ceremony by the officiating guests wished every success to SARCAR. With the opening of the brand's boutique at The Landmark Macau, the SARCAR watchmaking expertise claims its sensational presence at the premier luxury shopping hub in Asia.

Ms Maya Koenig, CEO of SARCAR, revealed, "SARCAR has always been a trendsetter in the realm of jewellery timepieces. The brand has been increasingly active in expanding its market in China. We are excited with the opening of our first boutique in Macau at The Landmark Macau, the luxury shopping hotspot alongside many other fine brands. We welcome all watch lovers and collectors to visit us to appreciate our fascination."



SARCAR

瑞士製，中國風。半世紀以來一直專注於頂級製錶藝術的豪門世家 SARCAR，在著名的「豪門世家村」基礎數十年後，廠房現正進行擴建及現代化工程，這批五爪金龍系列，可說是寶品牌之喜。近年不少品牌都創作了一些中國風，希望取得更多中國客人的注意。而我看，這款非常霸氣的腕錶，應該最能取得觀眾席的目光。透過錶匠的精湛手工及技術，錶圈上的一掃雕刻金龍，以龍所應有的霸氣和威嚴呈現出來，絕對是舞者皇者風範。加上一顆一卡明亮切磨的美鑽在旋轉鑽石裝飾錶盤上優雅地繞軸轉動，這份相融，讓瑞士的製錶傳統與中國風在自然的氣息中結合。

ULYSSE NARDIN

音樂配腕錶。提醒你，不只是聲音，不只是三間鐘叮叮作響，而是整首完整曲目播給你聽。這種技術相信只有 ULYSSE NARDIN 做得到。腕錶仿照一個經典音樂盒，會在準點及在鳴奏按鈕按下時奏出 Strangers in the Night 的美妙旋律。早前，這定名為《陌生人》的音樂腕錶在瑞士蘇黎世首次亮相，僅少量製作 99 枚，此大師級作結合了尖端技術和一個精巧的音樂組件。耗時超過 5 年時間完成，融合了音樂與時間、美學與功能在內。構思這腕錶的是電子樂隊 Yello 主音歌手，同時也是雅典錶的合夥人 Dieter Meier。



HUBLOT

另一種適合是擁有戀愛味的。就是那種「對，是他了」的感覺。體育精神的專注令 HUBLOT 受到更多觀眾的注目，尤其是戀愛對象是高比。對，就是他了。洛杉磯湖人隊主將 Kobe Bryant，加入了 HUBLOT 的大家庭，成為品牌最新大使。King Power Black Mamba 限量腕錶就是這次合作的結晶，粗豪的 48 毫米 King Power 錶殼，附合技術 micro-blasted 微細加工處理黑陶質，將高比的型格鎖緊在錶殼體內，六點鐘有高比 24 號球衣號碼，而開放式錶背，藍寶石水晶鏡面上更有 Kobe Bryant 的簽名，單是這點已經值回票價。

MR FRONTLINE WATCH

THE MIXTURE OF SUPERIORITY

資優錶童

本來是五年級生，卻越級到大學讀書，某些兒童天性聰敏，說話總帶點成熟，叫同齡同學羨慕不已。如果要解剖他們基因，相信包含了複雜的優質細胞。高級腕錶業同樣是一個校園，每年都有成績斐然的學生突圍而出，交出一個驚為天人的研究項目，年年有錶童，而總有一兩位為資優。頑童天性基因，將腕錶當作玩具，將時間變成工藝，將功能化成美學，左溝右搭，混出一個意想不到的組合。■

all chosen by Lap Wong, Managing Editor



AUDEMARS PIGUET

將工藝與現代感結集一身，除了是一種精神，還是一種態度。我們在腕錶身上找到這份優越。愛彼女皇盃踏入第 15 周年，這項尊貴運動一直以來都受到全球頂尖騎師、馬主和練馬師鼎力支持，是華內的一大盛事。而腕錶本身亦是藝術，與造錶業同樣需要花時間，精神去創造佳績。結果，2013 年愛彼女皇盃千禧系列限量版腕錶，就以標誌性的橢圓形錶殼登場了，最注目的當然要數 18K 白金錶殼及錶扣的 339 顆圓形美鑽，更誇張的是錶殼亦鑲有 139 顆圓形美鑽，而且所有鑽石均屬內裡無瑕的 IF 淨度。如果真的要選一個化身，這枚 AP 無疑滲滿了富裕、獨特、優雅的基因。



JAQUOT DROZ

另一個中國風是 JAQUOT DROZ 的金龍 Petite Heure Minute Relief Dragon 黃金雕刻腕錶，同樣取中國寶島式的龍形，以 22K 黃金鑲嵌而成，栩栩如生掛在幻彩的珍珠貝母上，避濶形的凹凸反光讓金龍的構造更加立體。於 41mm 的紅金錶殼底下，是自家製 2653 自動上鍊機芯。反轉腕錶，透明藍寶石錶背所呈現出的擺陀清晰可見。認識 JAQUOT DROZ 的腕錶愛好者大都知曉，品牌一向最擅長作大明火珐琅和珐琅彩繪技術，細緻程度連動物羽毛也能繪出，如果你買的是工藝，那 JAQUOT DROZ 從來都是個明智選擇。



ORIS

運動與腕錶的組合已屢見不鮮，究竟甚麼火花才能再次激起腎上腺素？或者 ORIS 有答案。是這幾個出現在賽道場上的名牌：1963 年的 JAGUAR C-type、1960 年的 PORSCHE 356 開蓬跑車以及 1962 年的 ALFA ROMEO SZ，喚起我們沉睡已久的欲望。原因是，老爺車賽事運動聯乘 ORIS 確實是歷史上相當重要角色，它不僅奠下品牌與賽車運動的傳統基石，更重要的是每年都製造出多款專為賽車運動而設的精密機械錶。眼前這特別打造的 Calobra 限量款，就是將錶賽經典老爺車與腕錶交擊作樂，成為當區，錶賽獨有獨特的「領結」圖案，有紀念汽車拉力賽中著名的 Sa Calobra 賽道之意。



vitalini
86 4W 11

BLANCPAIN

Time : March 21
Place : 1881 Heritage & IFC Mall
Event : Open of Boutiques

品牌開店活動無日無之，但一日內連開兩店，還要橫跨海港兩岸，寶珀可說是前無古人。當中中環國金商場專賣店面積約500平方呎，以精巧的空間，展示出品牌以發源於瑞士侏羅山脈、並累積近三世紀的傳統工藝製造而成的匠心之作。在海港的另一方，1881旗艦店佔地達1,887平方呎，為全港四家寶珀專賣店面積之冠。開幕當日，除了品牌高層及瑞士駐港總領事，還邀請了藝人陳敏之及影后李心潔作特別嘉賓，兩位悉心打扮的美女戴上品牌的腕錶，更顯明艷照人。

SARCAR

Time : April 10
Place : The Landmark Macau
Event : Boutique Opening

豪門世家最近於澳門置地廣場酒店開設其首間澳門專門店。新店以酒紅色及淺米黃色調為主，設計簡約優雅，配合正門兩旁的腕錶掛幅，襯托出品牌的氣派。新店開幕儀式於4月10日舉行，品牌一眾高層為新店剪綵及主持揭幕儀式。大會亦邀請了名模Ana R. 示範腕錶，當中的五爪金龍腕錶最引人注目，錶圈上的金龍雕刻栩栩如生，配襯兩顆紅寶石的龍眼睛，其18K金的旋轉鑽石裝飾錶面上面還鑲有1卡拉鑽石，金光閃閃。搭載Frederic Piguet機芯。





**BEDAT & C°
327**

以白金表壳镶嵌重达10.78克拉的方形切割钻石，表链由表圈两侧延伸出去，在6点及12点位置的表耳使得作品更为一气呵成，腕表渗透着复古味道，是品牌今年的重点之作。

人民币 2,071,840



**SARCAR
The Treasure Elephant**

黄金复杂雕琢而成的大象拥有一双翡翠眼睛，18K玫瑰金表壳外圈，顶层是喷漆颜色设计的珍珠母贝表盘，衬托大象身上的典礼服饰，一克拉巨大钻石围绕表盘优雅旋转，腕表限量9枚。

售价待定



**Dior
Dior VIII Grand Bal
"Plume"**

此系列将原为实用的摆陀置于表盘之上，镶嵌钻石网格或饰以轻薄羽毛，极具创意。今年新款采用了陶瓷和玫瑰金，饰以浅褐色羽毛，感觉更高贵时尚。

价格店洽



凤舞轻旋 翩然重生 豪门世家魔幻月色之凤凰腕表

翻阅豪门世家过往的珠宝腕表杰作历史，精雕细琢的极致美学与充满创意的艺术风格，无处不在，挥洒下诸多璀璨华丽的篇章。而其中，动物主题从来都是设计师们毫不厌倦的缪斯，飞禽走兽，精美百态，在豪门世家璀璨宝石的华美点缀之下呈现出一派灵动生命力……

凤凰，是东方文化中的瑞鸟，百鸟中最尊贵者，亦是天下太平的象征。她被认为是鸟中之王，因此有“百鸟朝凤”之说。在西方神话之中，凤凰更被视为“不死之鸟”，她满五百岁后，集香木自焚，复从死灰中更生，美艳异常。

如今，在豪门世家顶级珠宝腕表设计师及工匠的精湛工艺之下，这一美艳神兽幻化为了腕间永恒图腾，守护稍纵即逝的分秒世界。豪门世家将神秘文化的图腾融入创作，缔造出堪称艺术臻品的璀璨腕表作品，刚好契合了品牌对创造精神的永恒追求。2014年，在万众期待下豪门世

家将百年之王“凤凰”化为腕间灵感，以凤舞轻旋祈愿新年宏图，璀璨演绎如火焰般的重生之美，再一次曼妙呈现出时间艺术的“旋转”哲学。

独具匠心的镂空设计为这款18K玫瑰金魔幻月色系列凤凰腕表构建出了灵透质感，表圈、表耳及表冠均铺满熠熠闪烁的美钻。透过38mm的表盘，一只立体雕刻的18K玫瑰金凤凰随着手腕的晃动在缀满璀璨钻石的表盘中灵动地飞舞，美艳非凡，如火涌动。18颗闪烁的红宝石巧妙地点缀在凤凰翎羽间，营造出众星捧月般的非凡气质。此款腕表约镶嵌536颗钻石，重达4.82克拉，搭配鳄鱼皮表带更彰显出华丽和贵气。

豪门世家魔幻月色系列凤凰腕表的问世，完美诠释了美学、精致、卓越的设计理念，即将再一次展现出“梦想缔造者”超越极限的旋转魔法。与它相伴，腕间图腾灵动随行，宛若凤舞轻旋，翩然重生，成就未来人生的辉煌时刻！



La Magic Moon Golden Snake

SARCAR
GENÈVE

Creator of dreams

豪門世家

Symbols, Signs and Coloured Gem Stones combine with Craftsmanship and Technological Innovation

Few modern watchmakers possess the audacity to delve into the complex world of traditional beliefs and established customs. Not so for Sarcar.

Inspired by the time-honoured ideas that have shaped both the Eastern and Western worlds, Sarcar has brought together a selection of intricate and ornate pieces visibly influenced by the signs, symbols and colours of the world's myriad traditional cultures. Combining beautiful gem stones with technical prowess and meticulous craftsmanship, the series, recently presented at Basel 2013, is among the brand's most impressive offerings to date.

Celebrating the Chinese zodiac's Year of the Snake, Sarcar has launched its new La Magic Moon Golden Snake timepiece. Part of the "La Magic Moon Collection", the watch was developed using a concept of movable dial elements, resulting in a series of revolving motors that feature artistic depictions of exotic animals. This particular specimen has been crafted in gold and features an alluring emerald set into the eye of the ornately-designed serpent.

This is followed by an intricately crafted timepiece featuring a gold-sculptured elephant with an emerald-set eye in ceremonial dress atop a bezel of 18 karat rose gold. Enclosing a self-winding Piquet movement and topped by an MOP dial with lacquered coloured designs, the unique bezel reveals the fine and detailed craftsmanship involved in this creation. A one-carat diamond solitaire, Sarcar's signature, revolves round the uniquely-designed dial. With a diamond-studded crown to further enhance its many special features, it is indeed no small wonder that such craftsmanship has to be limited to only nine.

The series is rounded off with a ladybird-inspired timepiece as part of its Divas collection. A red ruby ladybird, micro-painted with black dots on its wings, crawls on a leaf set with 35 emeralds. Four diamond solitaires representing

dew drops hang from this beautifully-set leaf and the piece's dial is, of course, endowed with Sarcar's signature rotating 0.35 carat diamond.

Having wowed aficionados from across the globe at Basel 2013, these timepieces will no doubt be among the brand's most popular offerings and a must-have for all true watch enthusiasts.



Treasure Collection



Divas Collection

For details, please contact Supreme Elite (Hong Kong) Ltd. Tel: 2536 0812
Email: sales@supreme-elite.com



MB&F HM3 MEGAWIND 18K RED GOLD

CORUM TI-BRIDGE
AUTOMATIC DUAL
WINDER IN TITANIUM



SARCAR TREASURE
COLLECTION
ELEPHANT WATCH IN
18K ROSE GOLD



SWAROVSKI AILA IN
STAINLESS STEEL



FENDI B.FENDI GLOSSY IN
STAINLESS STEEL



MOVADO RED LABEL
AUTOMATIC SKYMAP IN
STAINLESS STEEL



HARRY WINSTON OPUS XIII
IN 18K WHITE GOLD

DE GRISOGONO
SUGAR IN PINK GOLD



SARCAR 豪門世家 進駐澳門置地廣場

名模 Ana R. 聯同品牌高層見證品牌里程碑

來自瑞士鐘表之都日內瓦，以尖端技術、成熟工藝以及無窮創意製造非凡腕表傑作的 SARCAR 豪門世家，不但是鐘表收藏家的寵兒，更是泰國及不丹皇室成員的御用腕表，品牌過往亦與兩地皇室合作無間，尊榮地位不言而喻。SARCAR 豪門世家為拓展迅速發展的高級鐘表市場，於亞洲奢華消費熱點澳門的國際著名品牌集中地澳門置地廣場開設品牌首家澳門專門店，展示品牌各款結合靈巧製表工藝及獨特美感的璀璨鉅作，以舒適的空間及專業、親切的服務為顧客提供高人一等的購物體驗。本年4月10日，SARCAR 豪門世家為澳門置地廣場專門店舉行隆重的開幕儀式，邀請名模 Ana R. 聯同 SARCAR 豪門世家總裁 Ms. Maja Koenig、澳門勵駿創建有限公司副主席林鳳娥女士、金來利董事總經理陳敏小姐、Supreme Elite (Hong Kong) Limited 董事梁兆權先生及 Supreme Elite (Hong Kong) Limited 董事劉楚照先生，以及品牌貴友好一同見證此重要里程碑。



SARCAR 豪門世家澳門置地廣場專門店
澳門新口岸友誼大馬路 555 號澳門置地廣場酒店地下 033 舖





Supreme Elite (Hong Kong) Limited 董事梁兆權先生·(右二) SARCAR 豪門世家總裁 Ms. Maja Koenig·(右一) Supreme Elite (Hong Kong) Limited 董事劉楚照先生



名模 Ana R· Supreme Elite (Hong Kong) Limited 董事梁兆權先生·金來利董事總經理陳敏小姐·澳門勵駿創建有限公司副主席林鳳娥女士·SARCAR 豪門世家總裁 Ms. Maja Koenig· Supreme Elite (Hong Kong) Limited 董事劉楚照先生



SARCAR 豪門世家澳門置地廣場專門店

是日，位處澳門國際著名品牌集中地澳門置地廣場的SARCAR豪門世家專門店雲集品牌貴賓及傳媒友好，準備迎接品牌歷史時刻。在儀式開始前，活動特別嘉賓著名模特兒Ana R.為在場來賓示範SARCAR豪門世家的精湛腕表傑作；在精采動人的名表示範過後，開幕儀式正式開始，首先由SARCAR豪門世家總裁Ms. Maja Koenig向在場來賓致歡迎辭，司儀隨後邀請澳門勵駿創建有限公司副主席林鳳娥女士、金來利董事總經理陳敏小姐、

Supreme Elite (Hong Kong) Limited 董事梁兆權先生及Supreme Elite (Hong Kong) Limited董事劉楚照先生，聯同Ms. Maja Koenig主持剪綵儀式。眾主禮嘉賓金剪一揮，齊證SARCAR豪門世家澳門置地廣場專門店正式揭幕，並主持祝酒儀式，祝願SARCAR豪門世家業務蒸蒸日上。隨着SARCAR豪門世家澳門置地廣場專門店隆重揭幕，品牌的製表藝術亦正式登陸澳門這個亞洲首屈一指的奢華消費中心。

SARCAR 豪門世家總裁 Ms. Maja Koenig 女士表示：「感謝各位鐘表愛好者及收藏家的多年支持，SARCAR 豪門世家今日能夠為澳門首家品牌專門店揭幕，展示品牌以出色製表技術及設計創造的珠寶腕表傑作。我亦代表 SARCAR 豪門世家感謝 Supreme Elite (Hong Kong) Limited、金來利及澳門置地廣場的支持，為品牌締造皇家尊尚風華。」



名模 Ana R. 示範 SARCAR 豪門世家名表

SARCCAR
GENÈVE

豪门世家

LA MAGIC

Moon

COLLECTION

魔幻月光系列 - 金蛇灵转

18K玫瑰金自动机械镶钻腕表 · 表盘雕蛇与底座可旋转 · 鳄鱼皮表带



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豪门世家 璀璨传承



皇家金象腕表



立体雕刻的金蛇栩栩如生

标志性的约1克拉自由旋转钻石



金蛇灵转系列腕表

1948年创立的豪门世家珠宝腕表品牌，在其发展的65年过程中，一直凭借世界最先进的技术和最优秀的“制表技师”闻名于世。

1981年，豪门世家推出魔幻腕表系列，“旋转”的设计成为当时钟表界独一无二的开创性产品。这种“旋转”设计随后更贯彻于豪门世家的每一款作品之中，成为品牌的DNA工艺。

2013年豪门世家隆重推出魔幻月色之金蛇灵转系列，以华美的蛇形腕表向中国传统的蛇年致敬。在豪门世家的精心雕琢之下，以玫瑰金或铂金制成蛇形腕表，独具匠心的镂空设计缔造出了整件作品的灵透质感，表盘底层缀满了璀璨的钻石，透过这个魔幻的舞台，立体雕刻的金蛇轻浮于基层之上，营造出颇具内蕴的深邃美。借助雕刻大师的精湛工艺，表盘上的这条可旋转的灵动金蛇鳞片如波，栩栩如生，展现出矫矢吐信的威势，看似静静折服，直欲破镜而出……豪门世家魔幻月色之金蛇灵转系列腕表在传承创新风格的同时，再次完美诠释了美学、精致、卓越的设计理念，展现出“梦想缔造者”的旋转魔法。

豪门世家凭借其卓然的审美品位获得各国皇室、众多社会名流和钟表收藏者倾心，成就了豪门世家珠宝腕表独树一帜的品牌传奇，让“豪门世家”这四个字名副其实，其中与皇室的关系紧密而深厚，更不乏诸如泰蒲眉蓬王、

不丹王旺楚克等浓墨重彩的贵客。

为了庆祝泰国皇帝在位60周年，同时也是其80周岁庆典，豪门世家特别为他设计制作了一款皇家尊显系列腕表。在腕表设计期间，豪门世家荣幸地获得泰皇允许使用其私人徽章及皇室拥有的钻石切割法。

今年的巴塞尔国际钟表展上，不丹王太后——阿禧多杰·旺姆·旺楚克亲临豪门世家展台，并出席当晚的私人晚宴，被誉为“神龙之国”的不丹，王朝已有百年历史，皇室成员更是难睹真容。对于豪门世家来说，能得到来自不丹皇室如此公开的支持是非常难得的，太后的盛装出席令豪门世家更显光辉，也充分展现出了其让整个腕表行业为之瞩目的能力。



新款快报
Updated Report of New Watch



豪门世家Sarcar

Divas系列瓢虫腕表

表壳：白金，表面镶嵌钻石
表盘：海蓝绿珍珠贝母，2时位红宝石微绘制作瓢虫位于镶嵌翡翠草叶上，叶片下方镶嵌钻石制成的露珠
机芯：自动上链机芯
功能：时、分显示
表带：黑色鳄鱼皮带



豪门世家Sarcar

金蛇灵转腕表

表壳：18K红金，镶嵌钻石
表盘：镂空，表盘底层18K红金镶嵌钻石，立体雕刻可旋转的全蛇轻浮于基层之上
机芯：自动上链机芯
功能：时、分显示
表带：黑色鳄鱼皮带



豪门世家Sarcar

Treasure系列大象腕表

表壳：18K红金，表面雕刻花纹并镶嵌钻石，红金大象象身镶嵌钻石，象眼为绿色翡翠，象牙上镶嵌光石，以大象耳朵装饰表耳并镶嵌钻石
表盘：红色，红金雕刻装饰，中央时分盘镶嵌钻石，旋转摆陀上镶嵌1克拉自由旋转钻石
机芯：自动上链机芯
功能：时、分显示
表带：黑色鳄鱼皮带，搭配18K红金镶钻表扣
限量：9枚



Savoy

Icon Light腕表

表壳：不锈钢镀金，蓝宝石水晶表镜，直径35mm，防水100米
表盘：白色，4时位日历视窗，6时位小秒盘
机芯：Cal.Ronda 6004.D机芯
功能：时、分、秒、日历显示
表带：粉色橡胶带，搭配不锈钢镀金折叠扣



Savoy

Icon Extreme Chrono计时腕表

表壳：黑色PVD不锈钢，测速刻度表圈，蓝宝石水晶表镜，直径45mm，防水100米
表盘：黑色，3时位1/10秒盘，4时位日历视窗，6时位小秒盘，9时位分钟盘
机芯：Cal.ETA G10.211机芯
功能：时、分、秒、日历显示，测速，计时功能
表带：黑色橡胶带，搭配不锈钢折叠扣



Savoy

Icon Midway 41计时腕表

表壳：不锈钢镀玫瑰金，直径41mm
表盘：白色，3时位小秒盘，4-5时位日历视窗，4时位小时盘，9时位分钟盘
机芯：自动上链机芯
功能：时、分、秒、日历显示，计时功能
表带：黑色橡胶带

豪门世家 转出時計光芒

豪门世家 (Sarcar) 是成立于 1948 年的日内瓦品牌，1974 年起决定集中设计及生产金表，专注小规模发展，因此现在豪门世家已是个著名的金表品牌。旗舰表款上的旋转设计是源于 1981 年的 Magic Moon 系列，其后又有以日月星河为主题的 Galaxy 系列，以及装饰重逾 1 克拉单颗旋转钻石的 Solitaire 系列，款款转出无限光芒……到了 2013 年，品牌产品的主题是爱和快乐，IWJ 邀请了 Sarcar 的总裁 Maja Koenig 女士，说说关于豪门世家手表的故事。



- 01. Treasure Elephant 手表
- 02. Magic Moon Golden Snake 手表
- 03. Magic Moon Orchid 设计绘图
- 04. Diva Ladybird 手表
- 05. Solitaire Clover 手表
- 06. Treasure Phoenix 设计绘图
- 07. Treasure Imperial Dragon 手表





SARCAR

GENÈVE

Creator of dreams

豪門世家



Solitaire 男裝自動腕錶系列 18K玫瑰金及全鑽石面
 總鑽石數目及重量：約529粒(約總重量11卡) 及 1粒超過1卡鑽石
 零售價：HK\$1,725,000

澳門專賣店：澳門置地廣場酒店地下033 舖 新口岸友誼大馬路 555 號 電話：(853) 2878 5118

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www.sarcar.com

BULOVA

Calibrator

寶路華推出了世界上首個、也是唯一一個配備外部精確調整系統的Calibrator系列，讓用家在無需專業人士的幫助下，能夠隨時隨地因應身處環境的改變而自行調整腕錶的快慢。配合這創新的功能，Calibrator系列的錶面上有一個拱形的調校顯示器在9時位，中間的六個刻度以每日5秒為單位。只須將特製的鑰匙插入錶殼左側的匙孔並旋轉，就可藉調校游絲的長度來加快或減慢腕錶的行進速度。系列共有三款，直徑均為43毫米，內置ETA 2824自動上鍊機芯，裝配透明底蓋。

For the first time in history, wearers can adjust the watch on their own, as Bulova have successfully invented the External Fine Adjustment System and equipped it in their brand new collection Calibrator. The fine-tuning is facilitated by an external key that fits into a port on the case flank, letting the user adjust the length of the hairspring to optimize accuracy on an individual basis. On the dial at 9 is an easy-to-read adjustment gauge with plus and minus symbols indicating a faster and slower speed respectively, in between are six notches representing an adjustment of five seconds per day. Three models are provided from the Calibrator collection, all in 43mm diameter, loaded with the self-winding ETA 2824 movement and a transparent sapphire caseback.



SARCAR

Golden Snake

上期我們介紹了不少蛇錶，這裡再添一枚。Sarcar這枚La Magic Moon系列的Golden Snake只能用金碧輝煌來形容，錶扣、錶耳、錶圈到錶面全部以實金打造，並鑲嵌了合共565顆璀璨奪目的美鑽，共重達4.9卡拉，十分厲害。在半鏤通的錶面上盤纏、束勢待發的金蛇並未鑲鑽，而是透過細緻的雕刻帶出浮凸的立體感，並在眼睛的位置鑲一顆碧綠的翡翠帶來生氣。為讓金蛇佔盡錶面，這錶不設任何時標，只靠一對太子妃式針指示時間。錶殼直徑38毫米，可選18K白金或紅金，內置Frederic Piguet的機芯。

We have introduced quite some snake watches in the previous issue, and here is another one from Sarcar: Golden snake from La Magic Moon collection. The piece's lugs, buckle, bezel and dial are not crafted in gold, but also set with a total of 565 brilliant diamonds weighing a stunning 4.9 carats. On the semi-skeletoned dial, the coiled gold snake is the only part without diamonds, instead it is engraved to render a great sense of dimension, and is set with a jade as its eye. The dial has no indexes but just a pair of dauphine hands for time to allow the snake to be as prominent as possible. Available in white or pink gold, the piece is 38mm in diameter to house a Frederic Piguet movement.





SARCAR 豪門世家進駐澳門置地廣場

來自瑞士日內瓦的SARCAR豪門世家，不但是鐘表收藏家的寵兒，更是泰國及不丹皇室成員的御用腕表。SARCAR豪門世家為拓展迅速發展的高級鐘表市場，於亞洲奢華消費熱點澳門的置地廣場開設品牌首家澳門專門店，展示品牌各款結合靈巧製表工藝及獨特美感的作品。本年4月10日，SARCAR豪門世家為澳門置地廣場專門店舉行隆重的開幕儀式，邀請了SARCAR豪門世家總裁Ms. Maja Koenig、澳門勵駿創建有限公司副主席林鳳娥女士、金來利董事總經理陳敏小姐、Supreme Elite (Hong Kong) Limited 董事梁兆權先生及Supreme Elite (Hong Kong) Limited 董事劉楚照先生，以及品牌貴友好一同見證此重要里程碑。



SWAROVSKI 2013 耀眼新品

Baselworld臨近，SWAROVSKI推出兩款矚目新品，為將於Baselworld登場的全新系列掀開序幕。

自 1895 年成立以來，SWAROVSKI就以精湛切割與創意革新聞名，而其手錶產品乃結合了水晶魅力與瑞士高級製錶傳統。施華洛世奇將一如以往，在瑞士巴塞爾舉行的Baselworld - the World Watch and Jewelry Show 上發佈男士及女士手錶系列。在逾2,000 平方米的偌大空間內，品牌將首度透過四個不同的範疇，向大眾呈現其多元形象，並同時以兩款奪目的全新手錶，為該展覽打響頭炮。秉承往年佳績，OCTEA abyssal 再次亮相SWAROVSKI的第二個男士手錶系列。這款採用自動機芯的作品，錶殼與錶帶均以不鏽鋼及磨砂銀色鋁金屬為素材，而運動造型則巧妙揉合帥氣與摩登格調。

La Magic Moon Golden Snake

豪门世家为庆祝中国十二生肖的蛇年而发布魔幻月色系列之金蛇。在18K白金或5N粉红金的表壳和表盘上全石镶钻，一条旋转式雕刻金蛇闪烁着翡翠眼睛，吉祥之余还华美无匹。

港币2,475,000

参考编号：A63006.001G or R

机芯：Frédéric Piguet

表壳材料：18K白金或5N粉红金

表壳尺寸：直径38毫米

表盘：全石镶钻，一条旋转式雕刻金蛇

表冠：18K白金或5N粉红金

钻石：565粒闪烁钻石共4.90克拉

表镜：水晶玻璃

表带：鳄鱼皮带配一个镶钻金表扣



Divas Collection - Ladybird

一只夹杂耀眼的红色和黑色小斑点的红宝石甲虫成为表盘中的焦点，在它周围的是包含由闪耀钻石、珍贵的翡翠、江珧蛤珍珠母贝、细腻水滴形态的海蓝宝石，所共同构成的和谐自然景象，堪称为杰出的艺术品。

参考编号：A63018.001G

机芯：Frédéric Piguet

表壳材料：白金18K

表壳尺寸：直径40毫米

表盘：翠绿色江珧蛤珍珠母贝、红宝石甲虫

表冠：配置一颗钻石

钻石：164粒闪烁钻石约共3.63克拉，另有一颗0.35克拉单颗钻石、35颗翡翠共0.16克拉、一颗0.22克拉红宝石、3颗海蓝宝石共0.26克拉。

表镜：水晶玻璃

表带：鳄鱼皮带配一个镶钻金表扣



SARCAR 瑰丽耀目

豪门世家今年的腕表特色是在于它们的表盘上均有着动物元素，而设计上则带给人像神秘感及想像的空间。当然，不能不提的就是豪门世家那超凡的珠宝镶饰工艺和顶尖制表技艺，只有把这些全都结合起来，才能成就以下这三款引人入胜的限量腕表。



The Treasure Elephant

黄金复杂雕琢而成的大象，拥有一双翡翠眼睛，座落在18K玫瑰金表壳外圈，搭配一个自动上链Piguet机芯。顶层是喷漆颜色设计的珍珠母贝表盘，而一克拉单颗钻石，则围绕着表盘而转。

限量发行9只，港币3,000,000

参考编号：A63016.001R

机芯：Frédéric Piguet

表壳材料：粉红金5N

表壳尺寸：直径40毫米

表盘：蓝色、绿色及红色亮漆

表冠：配置一颗钻石

钻石：272粒闪烁钻石约共3.28克拉，另有一颗1.01克拉单颗钻石、一颗公主式切割钻石、一颗翡翠及一颗月亮石

表镜：水晶玻璃

表带：鳄鱼皮带配一个镶钻金表扣

NEW WATCHES

Text/Abby Ho Photo/Sarcar

Sarcar 幸福里程碑

Sarcar豪门世家的团队认为2013年将是一个充满爱和幸福的一年。因此今年的作品焦点环绕着这样的信念并且明显展现在大部份系列之中。



Le Solitaire Emerald Clover

代表幸福的翡翠红花草是品牌的代表作品，亦是尊显系列的进阶之作。系列窥探大自然的色彩和风俗，腕表最独特之处是，美轮美奂的翡翠四叶草一直绕着全钻石及翡翠表盘，利用自身的重力转动。直径28毫米的18K白金表壳，配以全镶嵌了钻石和翡翠的表盘，而表冠亦配置了一颗钻石。全表镶满了574颗共4.86克拉的闪烁钻石，57颗共0.33克拉的翡翠及一颗由4个心形翡翠组成的四叶草。腕表配以鳄鱼皮表带及一个镶钻金表扣。

港币\$875,000



Carrousel Tiger

Carrousel自动上链系列钻表又一力作Carrousel Tiger，腕表以老虎为图案，其独特之处是表面镶嵌一块木材，再绘上细致的动物图案配以三颗转动之圆钻，气派不凡。做法是先选择图案，然后把图案划在木材上以作基础，再将图案每个部份削出，再根据图案上该部份的颜色，找同样颜色的木材复制。当所有部份复制完成后，就跟随图案，用镶嵌的方法合成。全表镶嵌了约197颗共8.22克拉的钻石。

港币\$1,712,000



Carrousel Fenêtre sur London

Fenêtre sur London系列是从Carrousel发展而来，表面分为两个部分，中间的部分，在珍珠贝壳面上用油画方法画出背后的天空白云景色，而表面上有黄金伦敦大笨钟及国会大厦雕刻，再加上三颗0.5克拉或以上的钻石，全表镶嵌了约205颗共7.66克拉的钻石。而右边的部分，在搪瓷面上刻有黄金窗框，同系列也将推出以威尼斯和巴黎作背景的类型。

港币\$2,271,500



Unique Creativity for Sparkling Beauty

With its reputation for excellence, Sarcar has established itself as a pioneer in artistic ability. The Swiss brand celebrates 65 years of quality, tradition and craftsmanship while following in the footsteps of designer Carlo Sarzano. Choosing the most exquisitely precious materials including gold, natural mother-of-pearl and radiant gems, Sarcar's designs are inventive and original. Customers remain loyal and enjoy the feel of a personally-crafted watch on their wrist. A Sarcar timepiece is individually handcrafted by the watchmaker's artisans who meticulously perform and take care of the smallest of details. Using the latest technology, gems are cut, set and assembled, to the utmost exclusive standards. With extreme care, each timepiece is painstakingly polished by hand for a smooth and clean finish. Sarcar has cemented its status as an authentic creator of dreams.

SARCAR
GENEVE
Creator of dreams
豪門世家



The Solitaire

One of Sarcar's iconic collection, splendid and unique, this brilliant timepiece dazzles with its one-carat sparkler encased in either 18-carat white or rose gold. Hand-set, the dial, bezel and case are enhanced by the elegance of the crocodile leather strap.



Treasure Collection-Dragon

As the most amazing creature in Chinese mythology, the dragon enjoys a high status. The fireball – or diamond – runs around to escape from the gold dragon that embraces the dial.



Dragon and Horse

The Dragon and Horse collection feature in the Magic Moon collection, a portrayal of the lively spirit of the animals. Combined with Sarcar's graceful movement, the creations are impressive and stylish.



Carrousel Panda

Evolving from the original Carrousel model, this vivid timepiece features a specialized miniature oil painting techniques while retaining the rotating . Since its release in 2011, it captivated the attention of collectors, watch and art lovers alike.

Info: Sarcar

Tic Talk 2013



GLASHÜTTE ORIGINAL

Flying Dragons

German Manufacture Glashütte Original has prepared eight unique Senator Meissen Tourbillon Dragon timepieces, each featuring a Meissen porcelain dial with a hand-painted Chinese dragon. Exquisite works of art, the dragons that adorn the face of the watches are created in ceramic paint, utilising pure gold dust. The dragons are all depicted as if absorbed by a fascinating orb at the six o'clock position. These spheres are Glashütte's extraordinary complication, the Flying Tourbillon.

SARCAR

Enter the Dragon

Geneva-based Sarcar is somewhat of a unique proposition. Its relative novelty and small size makes it often overlooked in the horological world but it has proven its worth. "Large enough to be strong, small enough to be free," is how Carlos Sarzano, founder of the brand, describes it.

In a nod to the Chinese zodiac in 2012, Sarcar paid tribute to Chinese culture and its ancient legends with pieces like Le Solitaire Dragon, the Carrousel Imperial Dragon and the Enamel Dragon.



ULYSSE NARDIN

Lost Art

Ulysse Nardin's latest offering references the lost art of enamelling, while honouring that symbol of prosperity and wealth, the dragon. Bright orange and yellow, the watch's dragon is a vivid reminder of this elegant method – a refined decorative technique that requires the dedication of a master craftsman – and seems ready to leap from the enamel champlévé dial.

This limited-edition piece – only 30 have been produced – comes in 18k white and rose gold and its 40mm dial features not only the poised figure of the dragon on the face but also a sapphire crystal exhibition window in the case back, through which the self-winding UN-815 movement can be viewed.

VACHERON CONSTANTIN

Twisting and Turning

Vacheron Constantin's Métiers d'Art Les Dragons Collection, which celebrates the mythical beast's appearance in the lunar calendar, features a unique guilloché motif that is cleverly created using two alternating machines, one to engine-turn straight lines and another to create circles. The resultant patterns are entirely unique and a fittingly innovative technique to adorn these precious timepieces. The guilloché process is extremely complex and requires a craftsman with an inordinate amount of skill. This unique adaptation of the technique takes guilloché well beyond its traditional role as an abstract geometrical decoration to achieve the status of a figurative art in its own right.





Creator of dreams

MIDDLE EAST



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60

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THE NORTH STAR

White Gold 18 carats with 8,245 extra Princess-cut and Baguette-cut Diamonds

جميع ساعات المشاهير M
تتبع أحدث تقنيات الساعات الفاخرة
ساعات المشاهير M
سوق ولف

دوبي أند شالدنبراند

D
dubey & schaldenbrand



GRAND DIAM 800 CERAMIC STEEL

جميع ساعات المشاهير M
تتبع أحدث تقنيات الساعات الفاخرة
ساعات المشاهير M
سوق ولف

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العرض الأفضل لتمويل السيارات حتى 3-4%
 احسبها هنا
 لكل تمويل بقيمة 100,000 ريال
 *القسمة 1,000 ريال لمدة 99 شهر القطريين
 *القسمة 9,377 ريال لمدة 60 شهر القطريين

مركز التمويل الإسلامي

مركز الادارة المالية

العرب

الحقيقة عن كتب

عدد 9026 - الإصدار 17 فبراير 2013 - المجلد 17 ربيع الآخر 1434 هـ
 بوعبة سياسية مستقلة منذ سنة 1972
 موقعنا: المرند - قطر
 ALArab QA
 صفحة 64
 ريال 2

جميع ساعات المشاهير M
تتبع أحدث تقنيات الساعات الفاخرة
ساعات المشاهير M
سوق ولف

جميع ساعات المشاهير M
تتبع أحدث تقنيات الساعات الفاخرة
ساعات المشاهير M
سوق ولف



الرائية

معرض الدوحة للمجوهرات والساعات
DOHA JEWELLERY & WATCHES EXHIBITION

العدد 17 يوم النشر 1434 هـ - 2013 م (العدد 100) عدد النسخ 10000 عدد النسخ للعدد 10000 تاريخ من إعداد النماذج

اعداد الزائرين تتجه الى رقم قياسي

إقبال كبير على معرض الدوحة للمجوهرات والساعات



مناقبه: محمد عبد المجيد

شهد معرض الدوحة للمجوهرات والساعات خلال اليومين الماضيين إقبالا كبيرا من الزائرين وفقا لما لاحظناه من تدفق الزائرين منذ الساعات الأولى الأمر الذي يشير بالموسول إلى ارتفاع سعر سبوتيف، وهذا يرجع إلى البداية القوية التي أطلقتها سوق الدوحة المشرفة، حيث تم استقبال كافة أرجاء المعرض أثناء افتتاح حفل رئيس الوزراء وزير الخارجية له يوم الاثنين الماضي. وخلال اليومين الماضيين مع بدء فتح المعرض للمجمهور امتلأت أجنحة ومطرفات المعرض بالزائرين وأيضا شهد اليوم الثاني ازديادا ملحوظا وإقبالا لافتا من الزوار، فتمتعا بكون بداية قوية تلي نتائج ممتازة وعليه يمكن القول إن الدورة القادمة من معرض الدوحة قد نجحت منذ البداية الأولى تنظيميا وإعداديا وتحفيظيا وسفارة من الشركات

للساعات الفاخرة التي يحمل على العزجات كافة بحداثة واستحقاق ويستضاف إليها خلال الأيام المقبلة من عرض الموضة لتضمير استاذ مع مرتبة الشرف الأولى. إن نجاح معرض الدوحة للمجوهرات والساعات لم يأت صدفة إنما جاء نتيجة جهود الدولة والجهات المنظمة التي لم تسخر وسعا في الدعم والمساعدة والإعداد والتنظيم أيضا لتأكد أن ينظر كل تأكيد الزوار الذين يحرسون على مشاهدة أحدث وأرقى الماركات العالمية من الساعات والمجوهرات. كذلك قامت شركتنا المحلية دور العليسترو في جلب المعروضات التي تمتاز بحاصل التصميم والعودة في المواد المستخدمة في التصنيع. إن كافة عناصر النجاح توافرت لهذا المعرض فتمتاز بمحتوى متميز أمامه أصبح الأول في الشرق الأوسط والمستقبل منتج أمامه أروع نماذج أثر وأكثر خلال

من اجلس

EHEL

مجموعتنا الممتدة من الساعات
AL NUFIAN JEWELLERY

ساركار

SARCAR GENEVE

Creator of dreams

Carrousel

COLLECTION

FINEST HOURS

AL-MUFTAH JEWELLERY

A luxury connoisseur's dream

Founded in 1988, Almuftah Jewellery quickly earned a place in the hearts of Qatar's growing number of high-net-worth clients attracted to the most exclusive jewellery brands. Almuftah Jewellery has them all.

Since its establishment, it has developed bonds with thousands of customers who value the superior engineering and elegance of established jewellery and watch brands from Switzerland, Italy, Germany and other countries.

The same standards are required for their heritage and the exclusive craftsmanship of their products.

On top of that, Almuftah also has its own workshop where master artists work with state-of-the-art machinery and create custom-made pieces with expertise.

The extensive product portfolio covers jewellery and watches, all of which are customised according to the specifications of customers.

Almuftah Jewellery also has a service centre staffed by company's personnel who can provide essential after-sales support for customers.

All of its imported jewellery and watches are genuine articles which are used to be available for generations to come.



Interview

Almuftah Jewellery pavilion has always been an integral part of the Doha Jewellery and Watches Exhibition, showcasing the latest trends and designs from global brands. Below is an interview with Almuftah Jewellery's Operations Manager Nader Al Muftah.

Q: What is the foundation of success of Almuftah?

Ans: We are in the luxury business for the last 30 years and have earned a name for ourselves. Attracting the most renowned, well-known brands from different countries like Italy, Switzerland, Hong Kong and many others.

Q: What are the key features of your business that make it stand out from others?

Ans: Customer confidence in our products is key to our success. They are the basis of our business and their trust and satisfaction is the basis of any successful venture. As for our products, they range from traditional to high-end products and we make sure to adapt to changes and trends in the luxury industry over time.



Q: Which is your major market?

Ans: We can boast 99 per cent confidence of Qataris in our products. Also, we are very grateful for our association with good and well-known companies that plays a major role in our success.

Q: How do you rate Doha Jewellery and Watches Exhibition?

Ans: It remains one of the most established in the region and good in comparing with other regional exhibitions. However, it has been surpassed and it is worth a big success over the years.

من اجلسي
لنرى
الوقت
عندك
Ebel

EBEL

AL MUFTAH JEWELLERY **M** محجورات المصنوع
الشارع المسند - مبنى سنتر - رويال بلازا - لاجونا سون - سويق واقف

S
SARCAR
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THE NORTH STAR

White Gold 18 karats with a 2.15 carat Piaget set and Baguette set Diamond.

AL MUFTAH JEWELLERY **M** محجورات المصنوع
الشارع المسند - مبنى سنتر - رويال بلازا - لاجونا سون
سويق واقف

دي اند نايت

DAY & NIGHT

Watches & Jewellery Magazine

مجلة تُمنى بالساعات والمجوهرات

www.dayandnightmagazine.com
February 2013

«فان كليف آند أربلز»..
سيمفونيات إبداعية
ينتعش لها الوجدان

مع «رويال أوك ليو ميسي»..
«أوديمار بيخه» تحتفل
بأفضل لاعب في العالم



«ريتشارد ميل»..
ساعة لا غنى عنها على الطرقات

«شوبارد» تحتفي بـ«عام الأفعى»
وتبهر العشاق في عيدهم

«زينيث» تحلق بعيداً
في أفق ساعات الطيارين

«كارتيه».. أسطورة عالم الساعات
وأعجوبة دنيا المجوهرات

«غراهام كرونوفايتر أوفرسايز»..

للكشفة وعشاق السفاري



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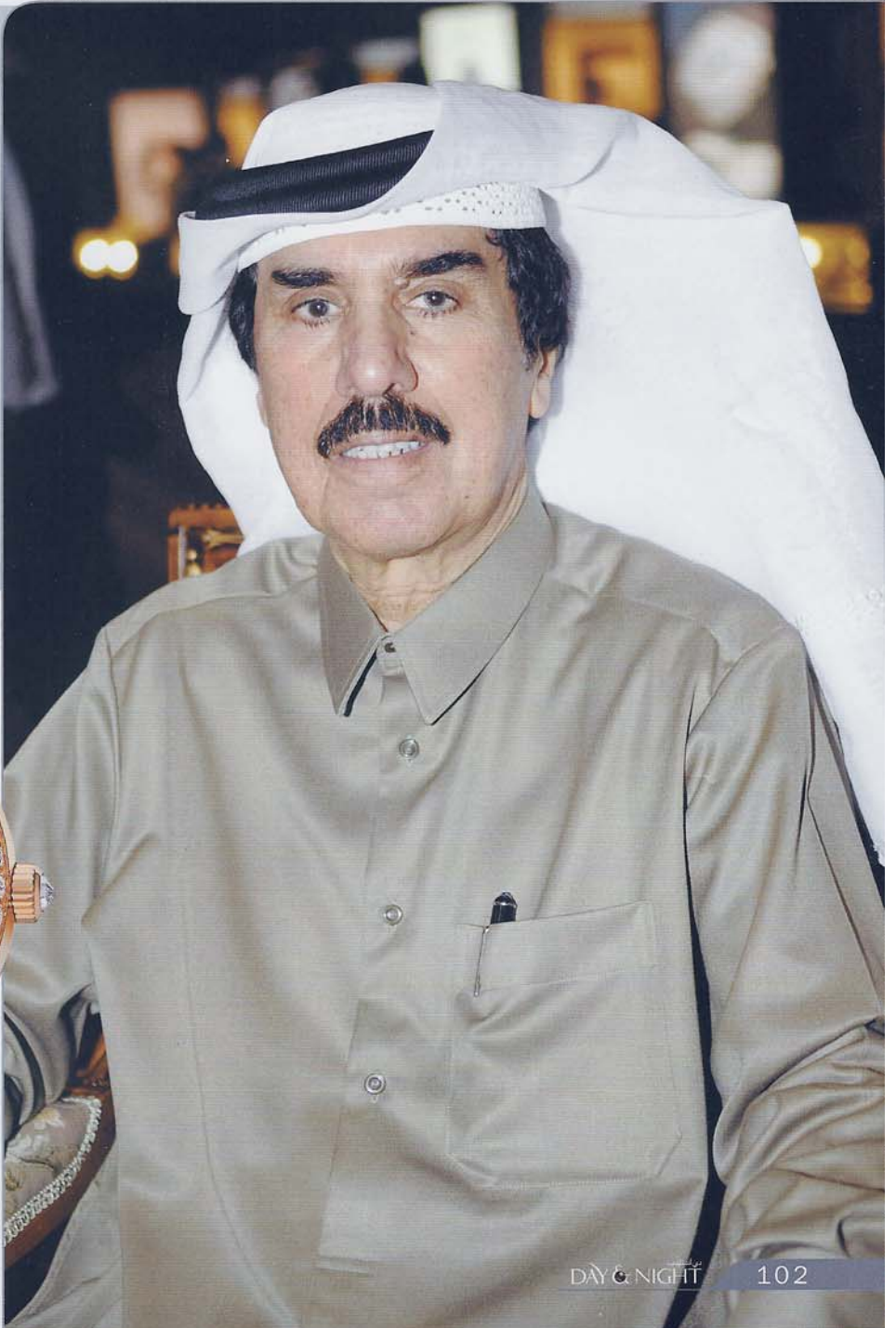
Solitaire

LE SOLITAIRE • Red Gold 18 carats with Diamonds

AL MUFTAH JEWELLERY  **مخبرهات المفتاح**
شارع السد * سيتي سنتر * رويال بلازا * لاجونا مول
* سوق واقف *

عبد الرحمن مفتاح المفتاح: نهتم بقيمة الوكالات وليس بأعدادها

بخطى سديدة، وعلى نهج مدروس بعناية، وفي ضوء فلسفة فريدة تثبت رجاحتها الأيام.. تمضي «مجوهرات المفتاح» نحو مستقبل يلوح في آفاقه الرخبة الكثير من فرص التقدم والنمو، متسلحة في ذلك بعلاقاتها الوثيقة مع الآلاف من أبناء دولة قطر والمقيمين على أرضها رجالاً ونساءً، والذين تحرص الشركة على مواكبة تطلعاتهم دوماً بعرض الأجدود والأثمن مما يحبون من منتجات أشهر الأسماء العالمية وأرقى القطع العصرية.



«ساركار».. مفهوم جديد في دنيا الساعات المجوهرية

تأسست دار الساعات السويسرية العريقة «ساركار» على يد المبدع كارلو سارزانو عام ١٩٤٨، بعدما استقى من نبع الخبرات العميقة وتربى على أرقى التقاليد في عالم الساعات خلال فترة عمله لدى أرفع وأرقى شركات الساعات السويسرية، وكان الشغل الشاغل لسارزانو هو ابتكار ساعات ثرية بالتقنيات العصرية ومغلّفة بتصاميم في قمة البراعة، وعلى مر تاريخها، ظلت «ساركار» متمسكة بفلسفتها التي تحث مبدعيها على مزج أحدث التقنيات المعروفة مع خبرات وإتقان جهايزة صنّاع الساعات، بهدف إنعاش المفاهيم التصميمية القديمة والحديثة التي تشكّلت وفقاً لمتطلبات سوق الرفاهية، حتى ينعم عالم الساعات بموديلات ثرية ذات أداء عالٍ، وابتكارات جديدة، وأناقة راقية.

بمرور الوقت، أصبح اسم «ساركار» مرادفاً للإتقان والذقة والشغف بعالم الساعات الاستثنائية، وهو الأمر الذي انعكس جلياً على موديلاتها المثيرة.

«نورث ستار»

تتباهى هذه الساعة بأحدث تقنيات الترصيع، حيث استعان مصممها بأسلوب الترصيع الخفي (الذي لا يكشف عن مشابك تثبيت الأحجار على الساعة). وصدرت الساعة بعلبة من الذهب عيار ١٨ قيراطاً تزداد إثارةً ببريق الماسات المرصعة على ميناؤها الساحر بأسلوب يعيد إلى الأذهان مجموعة نجوم «الدب الأصفر»، فيما تبرز على الميناء ماسة كبيرة زنة ١٥,٢ قيراط تعكس صور إتقان لا يُوصف، وتُعد من أكبر الماسات الدوّارة التي ظهرت على موائن الساعات، وجاءت مؤشرات أرباع الساعات مزدانة بأحجار الزمرد الأخضر، وتلف الساعة حول المعصم بحزام أسود مترف. وتتوفر الساعة في موديلين فريدين، أحدهما رجالي والآخر نسائي.



ساركار

أحدث تشكيلة

ومرصعة بأرقى وأفضل الماسات بأسلوب التصنيع «كرات الثلج»، لتكتمل روعة طلتها وتبدو في غاية الأناقة والجمال حجماً وشكلاً. ويتسلسل من شكلها النحني بطريقة غير عادية لإحساس شعري تعززه أناقة كلاسيكية تابعة من حزامها المصنوع من جلد التمساح.

«ذا تويست»

بلغت «ساركار» أعلى المراتب في عالم قياس الزمن وحلقت بجناحي الإبداع والابتكار بعيداً عن منافسيها بفضل ساعة «ذا تويست» التي سحرت الأعين بماساتها العائمة زنة قيراط في بحر الميناء المرصع بالماس البراق ضمن علبة من الذهب المرصوف بالماس أيضاً بطريقة متشابكة على نحو معقد.

وتقع تلك الماسة العائمة أسفل موضع الساعة ١٢، وتدور في كل الاتجاهات دون عائق كردة فعل لأقل حركة صادرة من المعصم، لتكشف بذلك عن فيض من الألوان الجذابة بفعل تألؤها البراق الذي يشع من سحر عارم وبهاء منقطع النظير.

علبة تفوح بدفء الذهب المرصع بالماسات المرصوفة والمصفوفة على الإطار والعوارض. فيما استعان مصممو «كاروسيل باندا» بأول مدرسة أوروبية في فن الرسم اليدوي المنمق التي تعود إلى القرن السابع عشر. وصدرت ساعات هذه المجموعة بموائى من عرق اللؤلؤ أو من الذهب.

احتفاءً بالثنين

تسلط «ساركار» في بعض روائعها الجديدة الضوء على الثقافة الصينية والأساطير القديمة التي تداولتها أولى الحضارات. وبالفعل لاقت بعض هذه الموديلات رواجاً باهراً ونجاحاً لافتاً، مثل مجموعات الأحلام: «سوليتير»، و«كاروسيل»، و«ديفاس». فهذه المجموعات بدت مثيرة ورائعة بموائنها المختلفة، والتي برزت عليها أشكال تنين بديع مصنوع من الذهب أو مرصع باللؤلؤ، أو ضمن علبة تحتضن تنيناً ذهبياً يقف حارساً لأكثر الأشياء أهمية: الوقت.

«لاريجينا»

ساعة مثيرة مصنوعة من الذهب عيار ١٨ قيراطاً

«كاروسيل»

تلبيةً لتطلعات الذين يقدرّون قيمة الوقت، طرحت «ساركار» مجموعة ساعاتها «كاروسيل» الحافلة بسمات الإبداع والتميز، والتي تستعرض الأفكار المميزة للدار في دنيا الساعات. وفي قلب كل ساعة بهذه المجموعة تنبض آلية ميكانيكية شهيرة بهدف تحقيق الدقة المثلى في قياس الزمن، وزودتها بأحزمة من جلد التمساح تنتهي بمشابك من الذهب المرصع بالماس. وسينعم كل من يحالفه الحظ باقتناء إحدى ساعات هذه المجموعة بإطلالة ساحرة بفضل منطقة منتصف الميناء المرصعة بالكامل بأفضل الماسات الوضّاءة، والتي تترك انطباعاً مؤثراً في نفوس مشاهديها. تستعرض تصاميم «كاروسيل» نمطين مختلفين في الزخرفة والرسم، أسهم في إبرازهما أعمال التطعيم والرسم اليدوي المنمق على الموائى التي اتخذت أشكال الحيوانات.

ففي ساعة «كاروسيل إيغل»، يظهر على الميناء طائر عقاب كبير يبدو حقيقياً بفضل تفاصيله المنقنة والدقيقة، ويحوم بين ثلاث ماسات سوليتير دوارة عند مواضع الساعات ٤ و ٥ و ٦ على التوالي، داخل





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عبدالرحمن المفتاح

خدماتنا وحرفيتنا والتزامنا تجاه عملائنا باختلافهم، واليوم، تُعد AL MUFTAH JEWELLERY واحدة من أكبر شركات التوريد والبيع بالتجزئة في مجال الساعات والمجوهرات، ونحن نملك العديد من صالات العرض في قطر يديرها أكثر من 100 موظف يعملون بكفاءة وحماس لتقديم منتجات عدة لعملائنا.

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- هنا، نود أن نقتنص الفرصة لنعبر عن امتناننا الكبير لعملائنا للثقة التي يضعونها فينا. فالقدرة على التواصل المباشر يمكن أن تحسن مفهومنا للمنتجات والخدمات ضمن المعايير الأخلاقية الأساسية. لقد أثبتنا قدرتنا وخبرتنا في مجال العلاقات العامة ونعتقد أن سنوات عملنا الطويلة ما هي إلا دليل على التأثير الإيجابي لنشاطاتنا. تفضلوا بزيارة موقعنا على الويب www.almuftah.com أو www.almuftahgroup.com <http://www.almuftah.com/> <http://www.almuftahgroup.com/>

AL MUFTAH JEWELLERY واحدة من الشركات الرائدة في دولة قطر. سجلت في العام 1984 واستهلت عملياتها في السلام بلازا بخمسة ملايين ريال قطري حيث عملت في مجال استيراد الساعات والمجوهرات الذهبية المرصعة بالماس والأحجار الكريمة وشبه الكريمة واللؤلؤ وبيعها بالتجزئة وبعد النجاح الذي حققته الشركة في الثلاث سنوات الأولى، تم نقل صالة عرضنا، بهدف إيصال خدماتنا لشرائح العملاء كافة، إلى شارع السد في الدوحة، مبنى مركز المفتاح، حيث تمركزت كل مكاتب مجموعة المفتاح. لقد بنينا، بفضل خبرتنا الممتدة على عدة سنوات في مجال الساعات والمجوهرات، سمعة ممتازة لإمكاناتنا التسويقية وجودة



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Issue no.8 June 2013 الإصدارات الخاصة **الرابية** ملحق خاص عن الساعات والمجوهرات

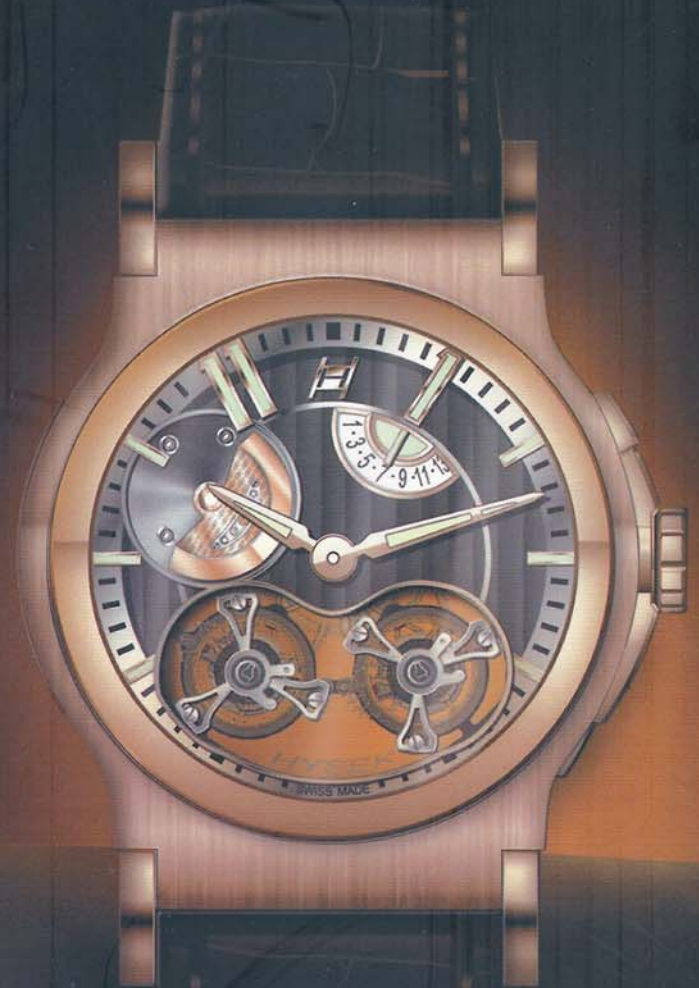
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الوكيل الحصري

سار كار ... ساعات عالية الجودة



وهذه إستراتيجية تتبعها الشركة منذ تأسيسها، تؤمن بأن هذه الإستراتيجية التي تتبعها، هي الإستراتيجية الصحيحة، وذلك لكي تحافظ على خصوصيتها ونضمن مستوى الجودة العالي الذي نقدمه لزبائننا، فمهمتنا هي تحويل الأحلام إلى حقيقة، وتلبية طلبات الزبائن بامتلاكهم لأرقى وأفضل أنواع الساعات في العالم وأكثرها فائدة وإتقاناً.

إن الأصالة الحقيقية والابتكار في ساعة Sarcar يكمن في أن كل فص ماسي يخفي خلفه ثلاثة فصوص أخرى، كما يستطيع المرء تسريع حركة الساعة من خلال حركة الرسغ، كما أن مصممو Sarcar قرروا أن يضيفوا شيئاً آخر من السحر إلى الساعة وذلك بإضافة حجر الياقوت الشفاف.

تأسست Sarcar عام 1948 في جنيف بهدف إنتاج نوعيات عالية الجودة من الساعات. وتحاول الشركة دوماً تحقيق الهدف الذي وضعه مؤسسها، وهي تحقق أفضل النتائج حيث تسير الشركة وفق خطة منهجية مدروسة، واتباع سياسة ثابتة من حيث الإبداع والمرونة في تنفيذ الخطط المناسبة لإنجاح الشركة، مع الالتزام بتحقيق شعار مؤسس الشركة الأول وهو "النمو كاف لأن يمنحك القوة، والدقة كافية لتمنحك الانطلاق".

وقد حافظت هذه السياسة على تقدمها وحصولها على ثقة العملاء وأصبح لها اسم معروف في عالم صناعة الساعات. ومن المعروف أن إنتاج Sarcar من الساعات محدود جداً خلال العام الواحد،



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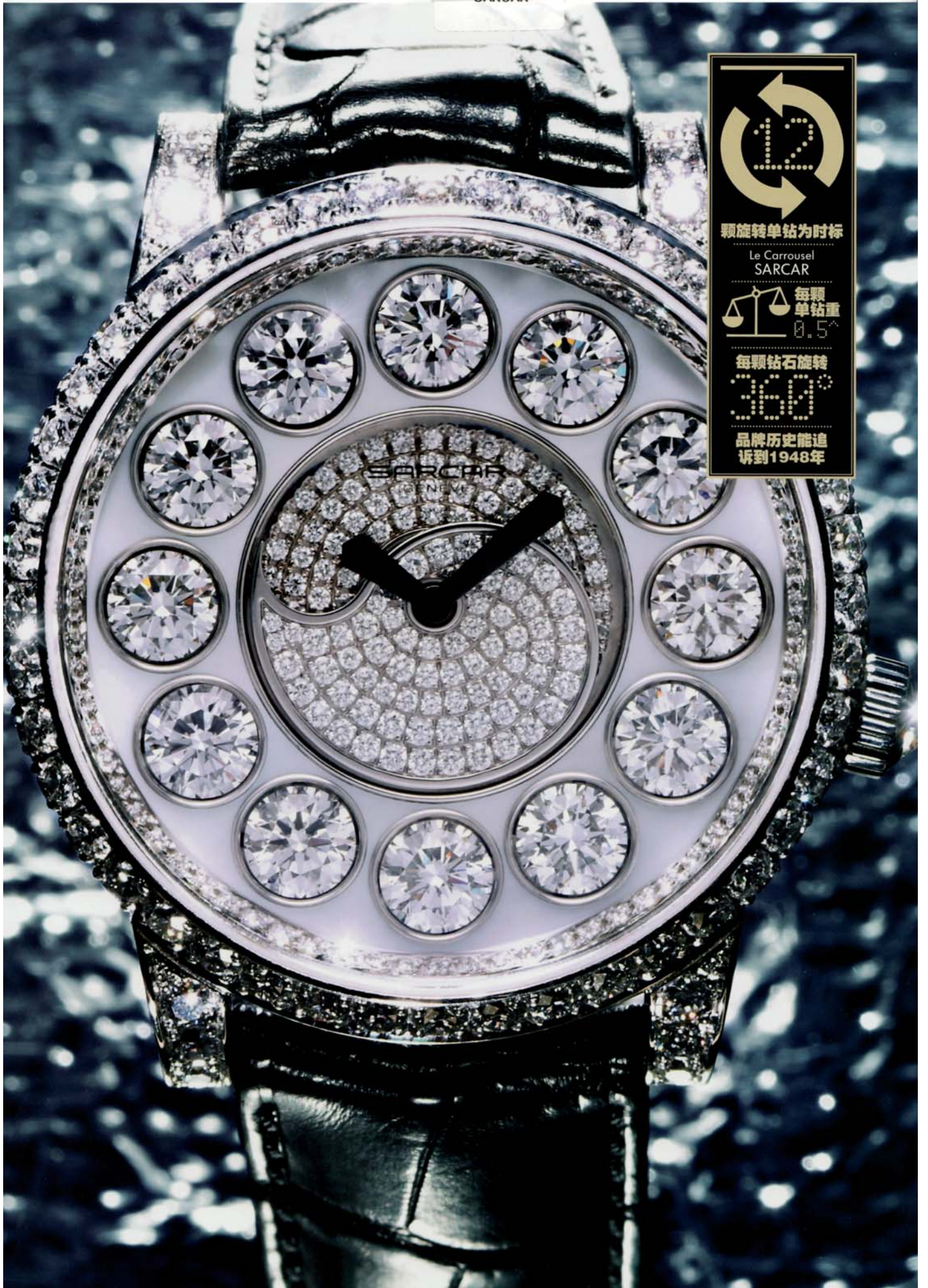
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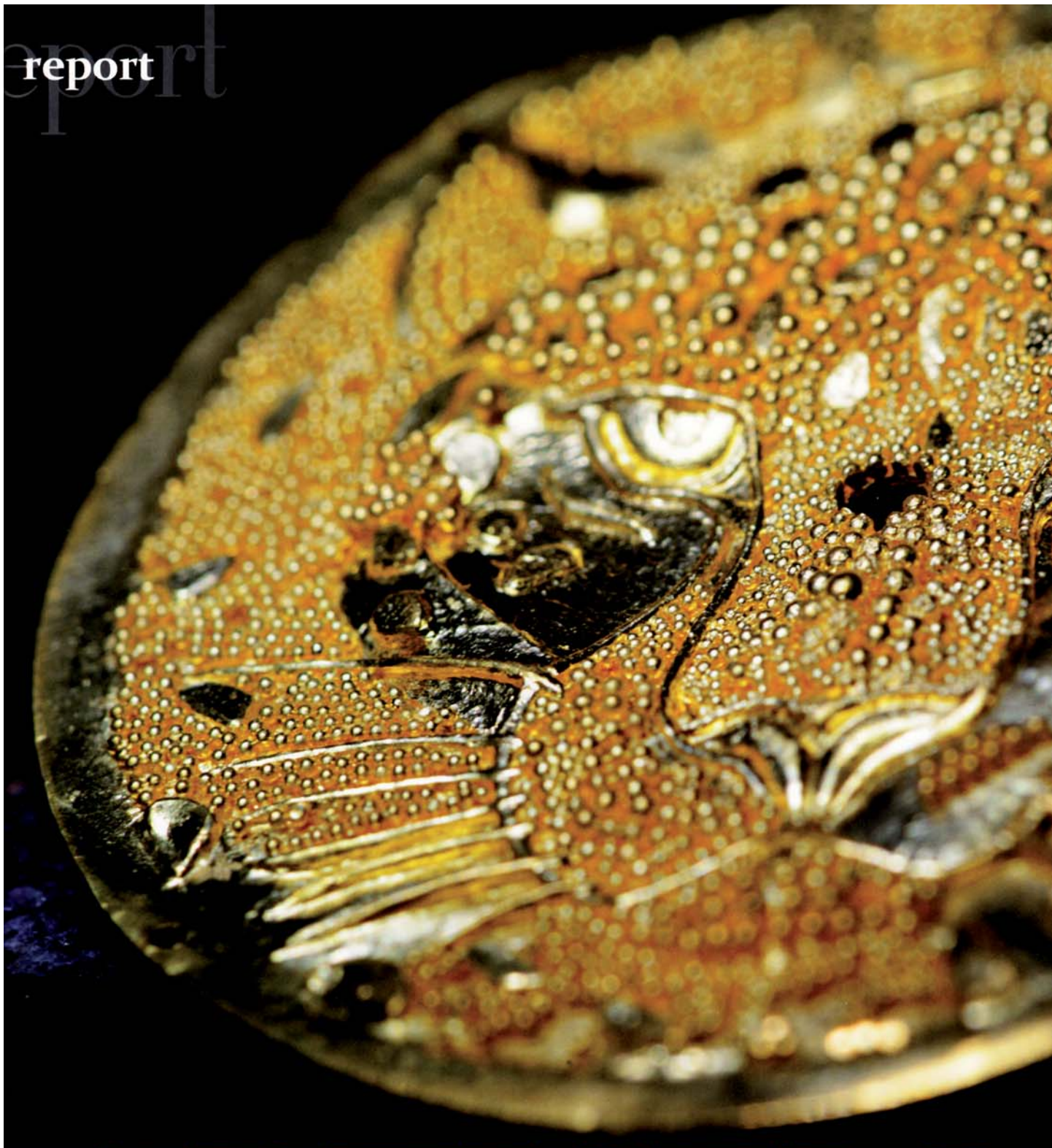
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report



ARTISTIC Inheritance



Wood Marquetry

Developed by Flemish master cabinet-makers during the early 16th century and adored by wealthy Florentine patrons of yore, wood marquetry is the process of cutting out and assembling veneers of different types or shades of wood to be pieced together on a flat surface for the purpose of creating an intricate decoration. For the first time, Parmigiani Fleurier takes on wood marquetry to honour rock and roll, and turns out an incredible result – the Tonda Tourbillon with two Gibson guitar motif dials, the Tonda Woodstock (the US version, left) and Tonda Woodrock (the British version). Each dial required 10 days' work and comprises more than 50 pieces of dyed wood. Jaeger-LeCoultre has also unveiled the fifth creation in its series of Atmos clocks created in tribute to Gustav Klimt, with this edition in wood marquetry (top) inspired by the master's frieze *The Waiting*. Produced in a limited 10-piece edition, the work faithfully renders the original marble and stone mosaic, and features 35 precious wood varieties.



Miniature Painting

Born in the 16th century, miniature painting is a very specialised field of fine arts, and is defined by a supreme mastery of very precise and laborious techniques, including the mixing of varnishes, the layering of colours, skilful paintbrush application and kiln firing. The *Il Giardino Tropicale di Bvlgari* (far left) isn't just the brand's first grand complication watch for women, the tourbillon-fitted piece also flaunts a most spellbinding ivory-lacquered gold dial decorated with enamelled nature motifs that are then hand-painted. One of the pieces in Chaumet's latest *Attrape-Moi... Si Tu M'Aimes Montres Précieuses* series showcases a surreal nocturnal scene (top), set against a mother-of-pearl moon in a lapis lazuli sky, of grasses, flowers and insects that are painted and sculpted from gems. Launching the art form into the stratosphere is Sarcar, with the micro-painted dial of its *Le Carrousel Panda* watch (bottom). The application of oil colours using a single sharpened human hair results in details so fine such that even the fur on the creature looks lifelike.



◀ Lapidary

The work of a lapidarist, an artisan specialised in the cutting and polishing of gem stones, is as old as human history. Certain forms of lapidary, such as carving a piece of precious and possibly fragile stone and turning it into sculpted art, are more demanding and require the hands of a tenured master. Bringing lapidary to life is Boucheron's *Épure d'Art* collection, which uses different styles to play on contrasts, textures and light. The scarab beetle on the *Khépri* watch (left), for example, is made of a blue sapphire cabochon head, slivers of opal as upper wings, and a gadroon-shaped quartz body, along with studded diamonds and yellow sapphires. Apart from showcasing interwoven golden threads to create volume, Boucheron's *Ajourée Héra* openworked watch (centre) also flaunts sculpted half-moon chalcedonies on the peacock's tail, accented with diamonds and blue sapphires. Fine engraving work is also exhibited on Sarcar's *Le Carrousel Snow Tiger* (right), which features a lifelike depiction of the roaring creature on a mother-of-pearl dial set with three rotating diamond solitaires.

▶ Cameo Carving

So rarely are cameos featured on watch dials that it deserves a separate mention, although the method is a specialised form of lapidary. It features a raised relief image against a background of a contrasting colour, and is achieved by carving a piece of stone with two colours meeting along a flat plane, such that the image is made of the top layer while the background is the bottom layer. Multi-levelled cameos may also be carved from multi-layered stone. Cameos have been worn as signet rings and earrings as far back as ancient times, and enjoyed revivals during the Renaissance and the 18th and 19th centuries. On the dial of the *Rotonde de Cartier* watch with cameo crocodile motif in natural agate, is a flying tourbillon topped by the age-old predator emerging from the sea in hues that span blue-tinged black to shimmering white.



▶ Gem Marquetry and Inlaying

Also a specialised form of lapidary, gem marquetry is the technique of piecing together thinly sliced, shaped and polished pieces of gemstone to create a motif with relief, depth and texture. Due to the varying hardness of different gems, the marquetry inlayer needs to be highly skilled and meticulous. Dior's latest collections of bejewelled watches is a masterclass in this art form, with dials and even oscillating weights featuring the marquetry of a plethora of precious stones. They range from mother-of-pearl to jade to sugilite, which is a relatively rare pink-purple gem, as seen on the pleat-patterned oscillating weight of the *Dior VIII Grand Bal Pièce Unique No. 2* (top).

Gem inlaying, or *intarsia*, is another time-honoured craft that has its roots in *pietra dura*, which is hardstone inlaying for architectural and furnishing purposes dating back to 16th century Italy. It differs from marquetry in that gemstone slivers are inserted into one solid base or matrix to form a motif. Pieces of agate, cornelian and smoky quartz are inlaid onto the black mother-of-pearl dial to create butterfly wings in this *Chauvet Montres Précieuses* watch (bottom).



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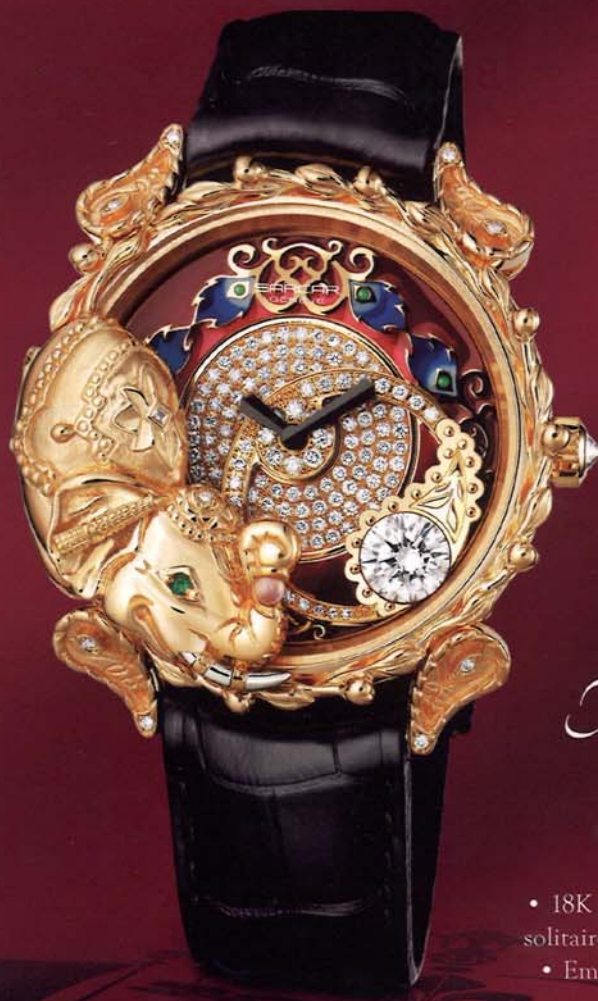
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THREE-MINUTE DIGEST

Aggressive BOJ easing takes markets by storm

THE Bank of Japan's Policy Board did all that was expected of it - and more - yesterday as its first meeting under new governor Haruhiko Kuroda, announcing sweeping new monetary easing measures that surprised and delighted financial markets.

Stocks steady ahead of tense M'sia poll

CONSUMERING production that Malaysia's 11th General Election will be the closest fought since independence, the stock market has been relatively steady since then. Except for the late-2013 election on Wednesday morning, investors do not seem overly worried.

Two SBA winners run businesses with a heart

IT ISN'T always the case that successful firms are those that focus on maximising profits. Two winners of the Singapore Business Awards 2013, awarded yesterday, show that running a sustainable business while having a heart can make for a top enterprise.

CDL puts 60 Sunshine Plaza units on market

CDL Development is said to have put all 60 units on offer at Sunshine Plaza in the Middle Road area on the market. BT understands it is looking to sell the units on an individual basis at above \$1,900 per square foot.

Indonesia hints at raising fuel prices this month

INDONESIA may still need to raise fuel prices to reduce the government's energy budget, suppressing plans to reduce the use of subsidised electricity as fuel, according to the country's fiscal chief.

Slowing services sector may dampen US economic growth

THERE are signs that indicate the services sector in the US might slow to 0.8% during the second quarter, according to analysts. The services sector is expected to be slower in March, as the slower pace in some months and companies added fewer workers than forecast, analysts indicate.

Ex-Goldman trader pleads guilty to defrauding bank

POHMEI Goldman Sachs Group trader Matthew M Taylor pleaded guilty on Wednesday to defrauding the Wall Street bank with an undisclosed US\$1.5 billion futures trade in 2007, saying he intended to use the profits to fund his family.

Asia-Pac airline passenger demand up 4.5% in Feb

ASIA-PACIFIC carriers recorded a 4.5 per cent growth in international passenger demand in February compared to the previous year, according to the International Air Transport Association.

SINGAPORE BUSINESS AWARDS

'People before profits' motto wins this year's SBA



Dr. Leo: For the Chairman of the Year 2013, he says his motto is 'people before profits'.

RMG and income chiefs show revenue at all costs is not the only way to success

BY FELDA CHAY (SINGAPORE) Dr Leo's 40th birthday was only three days away on his birthday party. Two winners of the Singapore Business Awards 2013 (SBA), awarded yesterday, at a gala dinner at Shangri-La hotel, show that running a sustainable business while having a heart can make for a top enterprise.

Lee Chiam Yeng, executive chairman of Raffles Medical Group (RMG), said to this. Dr Leo started RMG with technician Alfred Lim in 1976, with two clinics.

The practice grew rapidly, and in 1997 it became the first full-fledged health care service provider in Singapore to go for a public listing. Ask many doubted the group could balance the needs of providing quality patient care and meeting shareholders' demand for profits.

2008-09 year jump in net profit to \$16.8 million, revenue grew 14.2 per cent to \$111.6 million.

Yesterday, Dr Leo was named the Chairman of the Year for 2013. The accolade, he said at a press conference for the SBA, was a lot of a milestone.

"I'm a doctor, you know, but not a doctor for profit. The most important thing is how do we do things to looking after our patients properly. That's the most important thing about being a doctor, being a nurse, and being a health care manager."

Like Dr Leo, NTCU Income CEO Tan Seng Chieh is not one to give for profits at all costs. As head of the company, he said in 2007, Mr Tan decided that the way forward for Income would be to add "human resources" - where investors favour the intent of the agreement and not try to hedge payouts - and become the world's most ethical insurer.

Income has grown rapidly since then. The insurer's premium revenues have risen 61.0 per cent to \$2.1 billion in 2013, from \$1.3 billion in 2006. Total assets rose to \$10.8 billion last year from \$18.5 billion in 2006.

Complaints against Income have fallen to 71 each month from the 274 recorded in 2007.

"Our motto is people before profits," said Mr Tan. He was named Outstanding CEO of the Year 2013 last night.

"Two other awards were handed out as well. This

year we have to do - keeping our revenue open, having a flexible and stable labour market, investing in R&D, investing in infrastructure, deepening the capabilities of companies and economic, workers and so on. We will have to deploy a range of tools to do so."

Dr Leo's motto, said, success will ultimately depend on the mindset and culture of our business leaders and our people.

Some of the SBA winners are good examples of companies who have tried to deal with Singapore's manpower crunch and rising costs by embracing productivity and innovation and rethinking overheads, he said.

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"So that's how our re-organising our work processes, and reorganising our staff," explained Dr Leo.

Dr Leo, who has a strong focus on talent development - which he perhaps took inspiration from the global need for talent seen in the energy industry.

Said Mr Tan: "Growth is a very common theme across the world, and we look at every country, and when you have the talent, the opportunities want your talent."

"We grow the talent, we train it, and we progress with each other, but the industry is going through a talent war throughout every country we visit."

The SBA is organised by The Business Times and DHL Express Singapore.

Alan Tay, BT editor and chairman of the SBA organising committee, said this year's winners possess key attributes such as business vision and execution, as well as an entrepreneurial spirit.

"We congratulate all of them as we welcome them into the business hall of the Singapore Business Awards Gallery."

Said Herbert Yong, managing director of DHL Express which worked with BT to organise the event: "Each year, we honour business leaders who have made an impact and contributed to securing the vibrancy of Singapore's business environment. This year is no exception, where the most brilliant are recognised as the prestigious 2013 Singapore Business Awards."

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THREE-MINUTE DIGEST

Abenomics seems to work: Q1 GDP up 0.9%

THE so-called "Abenomics" propelled Japan's economy to its high-growth mode in the first quarter of this year, posting real gross domestic product up by a better-than-expected 0.9 per cent from the previous quarter. This translates into an annualised 1.5 per cent growth, the fastest in a year. **FRONT PAGE**

Govt likely to refine CDE categories A and B

THE CDE categories may be tweaked to ensure that Category A retains its original purpose of attracting investors of smaller budgets says TradePromote. Minister Lim Tuck Ewe yesterday said he was looking at different options for refining Category A and B and will consider new criteria. **FRONT PAGE**

It's official: China's trade data are not on the level

SUSPICION about the integrity of Chinese trade data has been running high, but never before has the suspicion been presented more clearly than in the form of an intervention from the central government. Official action came quietly in the form of a May 6 notice sent to Chinese banks through its foreign exchange authority. **TOP STORIES, PAGE 3**

Asian Pay Television to raise \$1.39b in S'pore IPO

ASIAN Pay Television Trust is set to raise around \$1.39 billion through its initial public offering, making it Singapore's second largest listing this year. **WORLD, PAGE 20**

year. Ujara will be joined at 97 cents each, APPT said in its prospectus which was registered yesterday. **TOP STORIES, PAGE 4**

SIA in the black for Q4, but operating loss widens

SINGAPORE AIRLINES celebrated turning 50 today. It reported a net profit of \$64.3 million for the fourth quarter ended March 31, 2013, against a net loss of \$28.2 million in the preceding financial year's quarter. However, on the operating front, its loss rose from \$5.8 million a year ago to \$44.2 million during the quarter. **COMPANY NEWS, PAGE 6**

US seen offering best returns

INTERNATIONAL investors are the most bullish they have been on the US and Japanese markets in more than three-and-a-half years as both countries' economies are seen as improving, according to the latest Bloomberg Global Poll. **ECONOMY WATCH, PAGE 18**

Traders expect AS to rebound after steep fall

AUSTRALIA'S growing economy will put a floor under the nation's currency, sparking a rebound from its steepest decline in a year, trading partners suggest. The Australian dollar's 4.8 per cent slide this month cut its 14-day relative strength index to 23, breaching the 30 threshold that signals a currency has fallen too far, too fast. The so-called Aussie also pushed through the lower limit of what traders call the Bullinger band, implying an imminent reversal. **WORLD, PAGE 20**

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It's official: China's trade data are not on the level

Many analysts suspect disguised hot money flows behind distortion

By SHU-CHING JEAN CHEN in Beijing

DOUBT about the integrity of Chinese trade data has been running high, but never before has the suspicion been presented more clearly than in the form of an intervention by the central government.

Official action came quietly in the form of a May 6 notice to Chinese banks through the State Administration of Foreign Exchange (SAFE). The banks were told that from June 1, companies involved in "abnormal" or "suspicious" transactions in the import and export of goods should be scrutinised, and that policies governing foreign exchange balances of transportation trade would be adjusted.

The notice on the back of the country's official trade figures in the first quarter—particularly those for March—has attracted widespread doubt.

The figures allowed critics to bilateral trade with Hong Kong, trading partner to those reported by the major trading partners and the overall picture of its economic performance.

Many analysts suspect that the figures are the result of hot money inflows, disguised as round trip trade that never took place. China has experienced a reversal push of capital flows, since December



Trade mystery: China's domestic demand is quite weak. Yet, imports (up 15.8 per cent last month) seem so

which has pushed up the value of the yuan. Its foreign exchange balance shot up by 24.5 per cent last month alone, adding to a month's \$94 billion gain (\$59.4 billion) that month.

Currency derivatives traders appear to have started taking serious notice of the official probe into the discrepancy in the trade figures happening at the same time as the hot money inflows. Traders reported Bloomberg yesterday have been scaling back their bets on the appreciation of the yuan, they are now selling to pay, at most in a month for cross-currency swaps to exchange payments denominated in China's legal tender for those in dollars.

The yuan has fallen 0.3 per cent to 6.188 per US dollar from a 19-year high a week ago.

The focus of the official probe will be on China's trade with Hong Kong, which has shown torrid monthly growth increases in the first four months of this year: 88.3 per cent, 25.6 per cent, 18.1 per cent and 57.2 per cent respectively.

China reported a strong 14.7 per cent year-on-year increase in its April exports. With the exception of Hong Kong, exports to its major markets last month all stayed in negative territory—down 0.7 per cent for the US, down 8.4 per cent for its largest trading partner, the EU, and down 1.2 per cent for Japan.

Experts in Asian countries came by 37.2 per cent, but the region does not account for a significant share of Chinese trade.

In general, China's domestic demand remains overrightly weak. Yet, its imports leapt 15.8 per cent last month.

Featuring a view expressed by many analysts, Nomura's China team said: "We believe exports to destinations like Hong Kong, a major financial hub, are likely being over-reported in an attempt to circumvent capital controls and bring foreign capital into China. This issue is supported by the recent sale announcement of capital flow controls, which eliminated trade in a potential channel for circumvented capital flows."



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JUNE 2013

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IT TAKES TWO

Wanting to steer away from the image of being everyone's "first mechanical watch", Tag Heuer has in recent years produced some astounding concepts, and the Carrera MikroPendulumS is the latest in the line-up. Though it resembles last year's MikroTourbillonS, the double tourbillons in this model are magnetic and don't use balance springs – a remarkable first. One tourbillon beats at 12Hz – 10Hz is the norm for high-frequency watches – for timekeeping, while the chronograph's tourbillon works at 50Hz and rotates 12 times a minute.



JOY DIVISION

Jewellery-watch specialist Sarcar pursues happiness this year. Its new Collection Of Happiness was created in honour of the Queen of Bhutan, the cheeriest country in the world. The pieces are suitably delightful, featuring motifs like elephants and four-leaf clovers festooned with diamonds and other precious stones. The Geneva-based artisans are especially proud of the Ladybird model, featuring vibrant colours within the micro painting.





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COMPANIES

OUE H-Trust IPO priced at lower end of range
PAGE 4

PROPERTY

Plum Chancery Hill site fetches \$41m
PAGE 24



OPINION

Economics: more religion than science
PAGE 22

WINE

Marque of choice champagne
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THE BUSINESS TIMES

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Asia's top banks could do more on governance

Boards too large, lack separation of chairman and CEO roles, says report

By MICHELLE QUAN

(SINGAPORE) Only 10 per cent of Asia's largest banks have an independent chairman on their boards; and, despite this, an even smaller proportion - 5 per cent - have a lead or senior independent director.

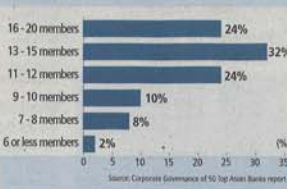
Most have very large boards, with the average size being 13 directors. Yet, less than 40 per cent undertake an annual board performance assessment, and only 16 per cent assess their directors individually every year.

These are just some of the findings from a report, "Corporate Governance of 50 Top Asian Banks", released yesterday. It is the first ever study of current corporate governance practices of large Asian banks.

The study covers 50 of Asia's largest publicly listed banks and bank holding companies by total assets that had up-to-date disclosures on key corporate governance practices. It was funded and conducted by corporate governance advocate and associate professor Mak Yuen Teen and BPA Australasia's Chris

Spotlight on directors

Board size of Asia's 50 largest banks



Bennett, who advises boards and executives on governance matters.

The smallest bank in the study had total assets of US\$60.9 billion and the largest, US\$2.57 trillion. The banks are from 10 markets - China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan and Thailand.

On the reason for the report, Prof Mak and Mr Bennett said: "Banks have been subjected to major corporate governance reforms globally, and there has

been a lot of attention on the corporate governance of banks in countries such as the United States and Europe. However, we realised that there has been no significant research on the corporate governance of Asian banks."

Based on their findings, the researchers said that banks should ensure that there is a separation of the roles of the chairman and CEO, to avoid an over-concentration of power in one individual and to provide better oversight of management. More than half of the banks had a chairman who is an executive, that is, an executive chairman, or CEO and chairman.

They also said that banks need to ensure that their boards are not too large, as large boards may result in inefficient decision-making.

The banks covered in

the study had a mean and median board size of 13 board members; almost a quarter had 16 or more board members, and only a fifth had 10 or fewer members.

"Bank boards should seek to improve their director assessment and selection processes to better identify desired attributes of directors and suitable directors who have multiple skills and experience, in order to manage board size and improve board composition," they said.

Forty per cent of the bank boards had a majority of independent directors, but 25 per cent had less than one-third - generally regarded as the minimum proportion of independent directors. Some 12 per cent had a majority of executive directors, and 10 per cent had between one-third and half of the board being executive directors.

Almost a quarter of the bank boards are all-male, and 40 per cent have only one female director. In all the banks, female directors made up less than one-third of the board.

"(Banks) should ensure that there is diversity of viewpoints, which can only be realised with directors who come from a diversity of backgrounds and social settings. Improving gender diversity can help to improve the diversity of viewpoints on boards," the researchers said.

Prof Mak and Mr Bennett also said that banks

need to improve the transparency of their director, executive and staff remuneration, while also ensuring that their directors are adequately remunerated for their expertise, responsibilities and time commitment.

Their study found that 28 banks disclosed the total remuneration of their CEO in exact amounts or in bands, as well as the dollar or percentage breakdown of different remuneration components, but only three banks disclosed the key performance indicators. Only 14 banks disclosed how they take into account risk in executive remuneration.

The median total CEO remuneration for the 28 banks is just over US\$900,000, with the top three highest-paid CEOs in the region coming from the three Singapore banks.

The mean remuneration for non-executive directors was just over US\$150,000, and the highest average remuneration was more than US\$800,000.

Prof Mak and Mr Bennett also said that banks need to put in place a robust whistleblowing programme. They found that only 24 banks have such a policy - and, of these, only 10 said that their policies allow for anonymous complaints.

The full report can be bought from BPA Australasia (contact: ts@bpa-australasia.com); proceeds are to go towards covering the costs of the study.

CFO to take over the helm at Keppel Corp

By LYNN KAN

(SINGAPORE) Keppel Corporation's incoming head honcho will not be a shipyard man.

Instead, the Singapore-headquartered conglomerate will next be led by its current chief financial officer Loh Chin Hua, who has picked up over 25 years of real estate investing and fund management experience.

Mr Loh will take over on Jan 1, 2014, from 65-year-old group chief executive officer Choo Chiau Beng, who began his 42-year career at Keppel as a ship repair management trainee at Keppel Shipyard.

Mr Choo, who has been CEO since 2009, announced the leadership renewal yesterday at the group's second-quarter financial results briefing.

Mr Choo also announced a leadership handover at Keppel Offshore & Marine, the group's core business of repairs and building rigs and specialised offshore vessels.

Chief executive officer of Keppel Offshore & Marine, Tong Chang Heong, 66, will be succeeded by Chow Yew Yuen, 58, who is the unit's current chief operating officer, on Feb 1, 2014.

Mr Chow has been with Keppel for 32 years. He was based in the United States for 18 years and was instrumental in cementing Keppel O&M's presence in the Americas.

"Both Chin Hua and YV Chow were identified and groomed, and I am glad that they have risen to the challenge," said Mr Choo.

Mr Loh, 52, rose through the ranks of Keppel Corp through its real estate fund management arm, Alpha Investment Partners, which he founded in 2003 and has subsequently grown to \$10.6 billion of assets under management today.

Mr Loh was appointed Keppel Corp CFO in January 2012 after running Alpha as managing director. Although he grew up in the real estate fund management business at the Government of Singapore Investment Corporation and later Alpha, he has been immersed in the realm of oil and gas as a director on the boards of Keppel O&M and also KrisEnergy, a newly



Mr Loh has over 25 years of real estate investing and fund management experience. LYN KAN

listed oil and gas exploration and production company.

Mr Choo revealed that Keppel Corp's succession plans have been in motion since he took over as CEO, as he was then turning 62.

Keppel Corp scoured the group internally and appointed an international consultant to scout for candidates outside of the company.

"We assessed the people we had and looked at their own areas. I say one to understand that Keppel is a unique business because we have different businesses that we have certain strengths... We also looked for people who understand the whole business of Keppel," said Mr Choo.

Mr Choo grew Keppel Corp to record revenues and bumper crop profits. Mr Choo, who is also Singapore's non-resident ambassador to Brazil, is stepping down as the company celebrates its 45th year of operations.

When asked about whether there would be a change in focus for Keppel Corp to property, Mr Loh said that the group would stick to its principles of sound capital allocation.

"At the end of the day, for a group like Keppel, it's very important to execute well, choose the right business to be in, but our capital allocation is very important. We have to look at the opportunities that are presented to us; and to continue to make the right decisions in terms of where we allocate our capital and earn the best risk-adjusted returns in terms of cost of capital," he said. "These are some of the things that

will guide us going forward - no different from what we have been doing for so many years."

Mr Choo said he does not expect a turnaround in focus in the group.

"The key point for Keppel all these years is that we know it's risky to be in one business; so that's why over the last 45 years, we've moved from purely a ship repairer, to an offshore builder, to a solutions provider for onshore and offshore, to property, to transport and warehousing and telecommunications."

"This has been a disciplined approach through capital allocation and resources - plus a focus on execution. We've focused on making sure each of our business is profitable and has profitable growth going forward," said Mr Choo.

Keppel's Q2 profit shrinks 33.4% to \$346.8m, Page 5

MARKETS DIGEST

- ▲ ST INDEX 3,218.20 (+9.87)
- ▲ ST INDEX FUTURES 3,212.00 (+10.00)
- ▲ SIMSCI 365.34 (+1.68)
- ▲ SIMSCI FUTURES 364.40 (+2.20)

MARKETS

	Thursday	Change
KL COMP	1,701.54	+2.88
INXQI 225	14,805.27	+192.82
HANG SENG	23,345.27	-28.63
SET INDEX	1,482.78	+1.21
JAKARTA COMP	4,200.44	+41.43
BANKEX COMP	6,628.35	+71.63
SEOUL COMP	1,879.48	-21.29
SHANGHAI B	773.54	0.88
MURKBAI BDO	20,128.41	+179.58
TOXON BDT	15,972.82	+102.38
DAUJSAQ	3,617.59	+7.59

PRIME RATES

SINGAPORE	5.38
MALAYSIA	6.55
HONG KONG	13.014
INDONESIA	6.00
TAIWAN	5.038
JAPAN	3.475
KOREA	8.33
BRITAIN	0.50
US	3.25
CANADA	3.00
SWITZERLAND	0.50
INDIA	14.45

Source: Bloomberg

FOREX

	US\$	S\$
US\$ (S\$ per US\$)	1.267	
€ (US\$ per €)	1.317	1.821
EURO (US\$ per €)	1.311	1.660

Foreign currency per US\$

YEN	100.20	79.10
RM	3.198	2.524
HK\$	7.758	6.125
BAHT	31.07	34.63
RUPIAH	10,000	7,543
RENMINBI	6.140	4.848
INDIAN RUPEE	59.63	47.08
AS	1.092	0.862
REZ	1.271	1.024

Leaps of faith
EXECUTIVE LIFESTYLE ■ PAGE 33

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IT'S ABOUT TIME

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ISSUE SIX 13/14

A107

**ANNIVERSARIES BLUE CHARITABLE DECORATIVE EVOLVING FLAMBOYANT GMT HERITAGE
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(Clockwise from top left) **JAQUET DROZ** Petite Heure Minute Relief Seasons Winter 41mm 18K grey gold case with diamonds, satin strap, and Jaquet Droz 2653 automatic movement. **SARCAR** Treasure Elephant 40mm 18K rose gold case with emeralds and diamonds, crocodile strap, and automatic movement. **CHAUMET** Montre Attrape-moi... Si Tu M'aimes 35mm rhodium-plated 18K white gold case with diamonds, satin strap, and automatic movement. **CARTIER** Frog 18K rhodium-plated white gold case with diamonds, detachable 18K rhodium-plated rose gold brooch with diamonds, moonstones and emeralds, leather strap, and quartz movement

Salvatore Lady and Vara.
WHAT'S HOT Minuetto, the brand's new ladies' quartz-driven collection, which is distinguished by a rotating Ferragamo logo on the dial.
RETAILS AT Salvatore Ferragamo boutiques at Ion Orchard, Marina Bay Sands, Paragon and Cortina Watch

SARCAR

WHO THEY ARE Founded by watchmaker Carlo Sarzano in Geneva, Switzerland, in 1948.

CLAIM TO FAME Specialises in solid-gold watches with iconic diamond-studded dials. Their star watch is the Royal Solitaire, with a one-carat brilliant-cut diamond that rotates around a diamond-studded dial, complete with a gold-and-diamond set strap.

WHAT'S HOT Unabashedly flamboyant bejewelled timepieces from the Treasure collection that depict elephants and phoenixes on the case, anchored by the brand's rotating solitaire diamond on the dial.

RETAILS AT Bezel, Leong Poh Kee, Heritage Luxury, Masterpiece Time & Jewels

SINN

WHO THEY ARE Founded in 1961 by legendary German pilot and flight instructor Helmut Sinn, whose aim was to produce watches for navigational purposes.

CLAIM TO FAME Pioneered new technologies, such as oil-filled watch chambers that can withstand extreme pressure, argon gas-filled watches that prevent moisture infiltration, impact-resistant gear suspensions and new micro-lubricating techniques.

WHAT'S HOT World-time watches like the UTC TESTAF, which boasts ultra-robustness with a scratch-resistant Tegiment-treated case and dehumidifying technology; and the Model 6060 Frankfurt World Time watch, which can display up to three time zones.

RETAILS AT The Hour Glass

TAG HEUER

WHO THEY ARE Founded in 1860 by watchmaker Edouard Heuer at Saint-Imier, Switzerland. Renowned for its sports watches and chronographs, it introduced its first wrist chronograph in 1914.

CLAIM TO FAME In 1916, it introduced the Micrograph, the first stopwatch to measure accurately to 1/100th of a second. With watches like the Auto-graph, which could compute the speed of automobiles and dashboard timers, Tag Heuer became popular among speed-sports enthusiasts.

WHAT'S HOT The first commercial run of the Mikropendulum, introduced as a concept watch a year ago. It features a regulating system that uses magnets instead of conventional hairsprings that allow it to measure time to an accuracy of 1/100th of a second.

RETAILS AT Tag Heuer boutiques at Wisma Atria, Ion Orchard, Marina Square, Luxury Fashion at Resorts World Sentosa, and All Watches, Dickson Watch & Jewellery, Cortina Watch, Eastern Watch, Gassan Watches, The Hour Glass, Mustafa Centre, Sincere Fine Watches, Vincent Watch, Watches of Switzerland

TISSOT

WHO THEY ARE Founded in 1853 by Swiss watchmaker Charles-Felicien Tissot to create high-quality, innovative timepieces at affordable prices.

CLAIM TO FAME Introduced the first pocket watch with two time zones in 1853, as well as the first anti-magnetic watch in 1929. It was also the first to make watches out of plastic, mother-of-pearl, wood and stone. In recent years, it has become known for its revolutionary T-touch (touch-driven) technology that offers eight functions – altimeter, chronograph, compass, alarm, thermometer, barometer, date and time.

WHAT'S HOT The T-touch Lady Solar Diamonds, which marries Tissot's signature touch-screen technology with feminine embellishments such as a mother-of-pearl dial and diamond hour markers.

RETAILS AT Tissot boutiques at Marina Bay Sands, Raffles City, Suntec City and Marina Square, Cortina Watch, All Watches, Moments by City Chain, Dickson Watch & Jewellery, Momentum, The Eastern Watch, Excellent Watch, Gassan Watches, International Watch, Lim Joo Chiang, Lin Kong Watch & Pen, May May, Mustafa Centre, Precious Time, Prestige Time, The Minute and Second, Time Club, Vincent Watch, Wear + When, Worldtime, Swiss Watch Gallery, Watches of Switzerland

TUDOR

WHO THEY ARE In 1946, Rolex founder Hans Wilsdorf set up the Tudor Watch Company, named after the English royal dynasty, reflected in its shield logo.

CLAIM TO FAME Tudor watches offer the same quality, reliability, precision and good looks as its parent's timepieces but at more modest prices. Its slogan is "Designed for Performance. Engineered for Elegance".

WHAT'S HOT The Tudor Heritage Chrono Blue, a spin-off of the hugely popular Heritage Chrono from 2010. The new version pays tribute to a 1970s model, the "Monte Carlo" Ref 7169, by faithfully replicating the colours and design of the original.

RETAILS AT Dickson Watch & Jewellery

ULYSSE NARDIN

(you-leez nar-dung)

WHO THEY ARE Founded in 1846, Ulysse Nardin was run by five generations of the Nardin family until its acquisition by watchmaker Rolf W Schnyder in 1983.

CLAIM TO FAME In 1985, its Astrolabium Galileo Galilei watch from the Trilogy of Time series became the first watch with a feature to reflect the position of the



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HIGHLIGHTS



1. Van Cleef & Arpels Charms Extraordinaire Muguet微雕刻面珍珠母贝表盘、玫瑰金表壳及鳄鱼皮表带腕表
2. Ebel Onde孔雀石表盘、绿金精钢表壳及鳄鱼皮表带腕表
3. Glashutte Original Pavonina珍珠母贝表盘、精钢表壳及墨绿色缎带表带腕表
4. Dior La D De Dior "Precieuse" 玉表盘、镶钻白金表壳及黑缎带表带腕表
5. Sarcar Divas Ladybird镶钻宝石绿MOP表盘、白金表壳及鳄鱼皮表带腕表
6. Hublot Big Bang Carbon Bezel Baguette Tsavorites黑色碳纤维表盘、表壳及橡胶鳄鱼皮表带腕表
7. Richard Mille RM59-01 Yohan Blake Tourbillon 纳米碳管合成物表壳及橡胶表带腕表
8. Louis Vuitton Tambour Bijou Secret孔雀石表盘、白金表壳及蜥蜴皮表带腕表

GREEN WITH ENVY

绿色在今年精表界特别精彩、多变。被“绿化”的，是表盘上的一片手绘叶子、表壳上的一颗颗宝石，或色泽动人的鳄鱼皮革表带。Daphnie推荐无论内外都绿得非凡的腕表。

浴火凤凰
SARCAR LA MAGIC
MOON PHOENIX
金凤凰以展翅旋转的姿态占据
表盘中央，翅膀与尾端的羽毛
镶嵌上18颗红宝石，代表着
燃烧的重生火焰。经过工匠师
精细雕琢，凤凰的脸部表情，
甚至是翅膀或尾巴的羽毛细节
都精致得令人惊叹。
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THEIR LIVES

AN INSIDE
LOOK AT
BASELWORLD'S
FABULOUS
NEW BOOTHS

WHAT TOP
INDUSTRY CEOS
REALLY THINK
ABOUT HOROLOGY

DEEP SPACE TIME

MAGICAL WATCHMAKING FROM FLOATING MYSTERY TOURBILLONS TO THE
REDISCOVERY OF LONG-LOST TRADITIONAL TECHNIQUES

S
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GENÈVE
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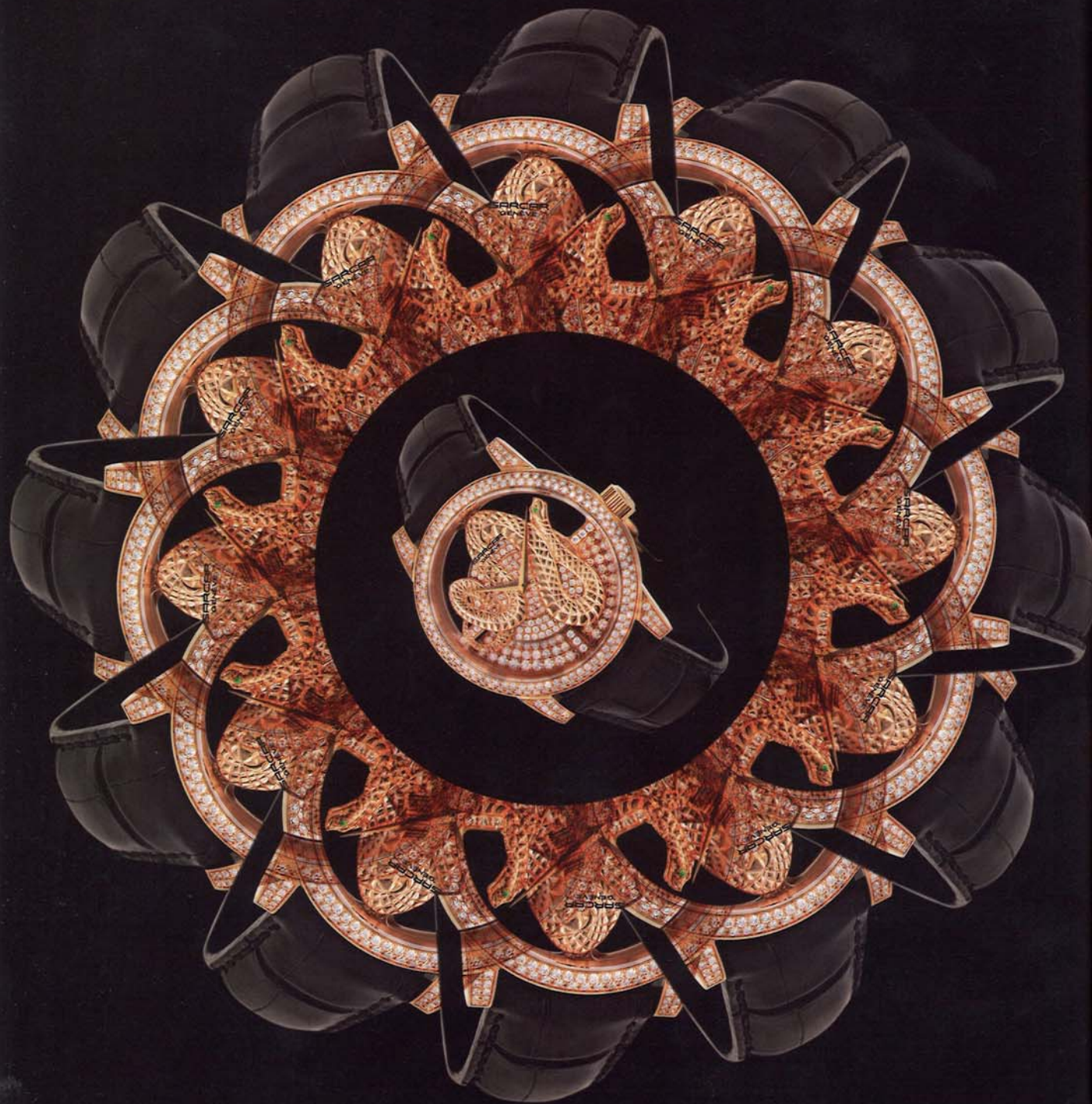
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Sarcar La Magic Moon Collection – the Snake in pink gold, set with diamonds and emerald eye.



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Friday, August 23, 2013

'Septaper' forecasts stay the course after Fed minutes

Asian markets, especially Malaysia, feel the pain amid fears of capital outflows from the region

By KENNETH LIM

kenlim@sp.com.sg

[SINGAPORE] Regional investors hammered a few more boards into the windows as analysts kept their forecasts for "Septaper", following a modest stay-the-course set of minutes from the latest US Federal Reserve policy meeting.

The minutes, which were released overnight, "only reaffirmed what the markets already knew and provided no new insights as to when the US Federal Reserve will start to slow its US\$85 billion monthly asset purchases," UOB Economic-Treasury Research wrote in a note, adding that it continues to believe the Fed will embark on "tapering" of its asset purchases following its September meeting.

Investors fearful of capital outflows punished markets such as Indonesia and India that are running current account deficits, and put pressure on Malaysia and Thailand, where domestic growth has been slowing.

Singapore was not spared, as the Straits Times Index declined by 0.6 per

cent to 3,089.4, but talk picked up about the country's strong balance sheet potentially drawing safe-haven money from the region.

"Most regional stock markets took the lead of US markets and ended the day lower, with Malaysia especially feeling the disappointment of its 4.3 per cent second-quarter gross domestic product growth and a sharp fall in its current account surplus."

The US dollar also strengthened against most regional currencies, with the Indian rupee touching the psychologically significant 65 level against the greenback during the day.

Part of the slowdown was a reflection of concerns about capital outflows from the region should growth rate, interest rates and currency in the United States continue to strengthen.

"If you have the 10-year Treasury cross 3 per cent, your carry is a totally different proposition," OCBC head of treasury research Selena Ling said.

Indonesia and India are seen as particularly vulnerable because they are running current-account defi-

cits, meaning that they are relying on foreign capital to support their spending.

"The question among investors is can they continue to finance these things without capital inflows?" said Nomura South-east Asian economist Euben Paracuelles.

But not all of Thursday's market movements were driven by the Fed announcement. After all, the idea of tapering by year-end is already mostly priced into the market.

What also matters is that while the US, Europe and Japan seem to be picking up steam, the party is starting to get old in developing Asia.

The domestic slowdown is roaring its head in countries such as Thailand and Malaysia, where economic

growth has been slowing, Mr Paracuelles said.

"The problem in Thailand is policy is very constrained," Mr Paracuelles explained. "The central bank doesn't have much room to cut interest rates further because households are already very leveraged, but fiscal policy is not able to deliver the infrastructure spending that is supposed to happen this year."

In Malaysia the growth story is also weakening, but it's not as bad as Thailand.

With all the economic growth downgrades in the region, Singapore stands out, having recently raised its growth forecast for the year.

While acknowledging that the STI benchmark has been one of the worst performers in South-east Asia

this year, Citi Research noted that investors are starting to view Singapore as a shelter.

"We sense that investors are now looking towards Singapore as a relative shelter from macro concerns that have impacted some of the other Asian markets," Citi wrote in a note.

Credit Suisse this week also noted that Singapore outperformed its neighbours during the Asian Financial Crisis, after September 11 and during the bird flu outbreak. But it was no better during the Global Financial Crisis, the recent euro crisis and during the Sars scare.

"Historical record does not establish a trend," Credit Suisse wrote.

Mr Lim reckoned that the STI's persistent decline

over the past few weeks raise doubts about the country's resilience to a capital drain from the region.

"Even for markets that have structurally sound economies, you are still dealing with globalised flows," he said.

OCBC's Ms Ling expects volatility to remain high, especially closer to the Fed's next meeting from Sept 17 to 18.

The next US labour report on the first Friday of September will be a key event and, following that, actual details of the pace of tapering, if it happens.

But tapering this year is almost a foregone conclusion for most analysts. Ms Ling noted that a good part of the discussion in the last Fed meeting, in July, concerned the mechanics of tapering, rather

Easy money come, easy money go

	EQUITIES		CURRENCIES	
	AUG 22 CLOSE	% CHANGE	AUG 22 CLOSE	% CHANGE
Singapore	STI		US\$S\$	
	3,089.4	-0.63	1.2841	0.03
HK	Hang Seng		US\$HKS	
	21,895.4	0.36	7.7556	0.01
Japan	Nikkei 225		US\$/YEN	
	13,365.17	-0.44	98.68	1.02
Australia	ASX 200		US\$/A\$	
	5,075.75	-0.48	0.8985	0.18
Malaysia	KLC Composite		US\$/RM	
	1,720.37	-1.4	3.3095	0.45
Thailand	SET Index		US\$/baht	
	1,351.81	-0.25	32.11	0.63
Indonesia	Jakarta Composite		US\$/Rupiah	
	4,171.41	-1.11	10,875	0.93
India	Sensex		US\$/Rupee	
	18,312.94	2.27	64.76	1.13

Compiled by BT

than whether or not to do it, leading her to also bet on action in September.

"It's no longer, 'Should we taper or not?', more in terms of how do they want to provide additional information surrounding the tapering," Ms Ling said. "It's moved to a different level."

It's anybody's guess on actual timing of Q3 easing, Page 4

The Business of Time
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Yuan holds firm, but some investors get fidgety

By SIOW LI SEN

lisen@sp.com.sg

[SINGAPORE] While other Asian currencies have been getting battered, the renminbi stands out for its robust performance. Those who kept their faith in it now stand to enjoy a small windfall.

The Chinese currency is the best performing Asian unit, up almost 4 per cent against the US dollar and 6.6 per cent against the Singapore unit from a year ago.

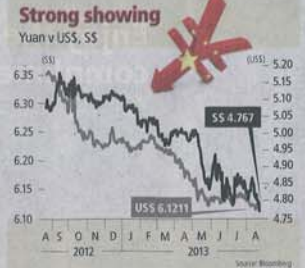
In contrast, the rupee and rupiah are tumbling, suffering double-digit falls as investors focus on the current account deficits of India and Indonesia.

But the response of investors to the yuan has been lukewarm.

RMB deposits in Hong Kong fell for the first time in nine months to 698 billion yuan in June, down 0.1 per cent from a month earlier, the Hang Kong Monetary Authority said.

Singapore had about 100 billion yuan deposits at the end of 2012.

This tepid interest could stem from limited upside to further gains, given the slowdown in the world's second-largest economy. DBS Bank said it has



over RMB 35 billion of deposits as at Q2-13, down from 40 billion in 2011 garnered across Singapore, Hong Kong and Taiwan.

"Exchange rate is just one factor at play," said Koh Keng Suen, DBS Private bank senior vice-president/head FX. The other key factor is interest rates, which have fallen from a year ago, he said.

Hence, it may be less attractive to hold CNH or offshore RMB deposits compared with a year ago and

clients may have diversified out of CNH fixed deposits to higher yielding products such as CNH bonds or unit trusts, said Mr Koh.

When banks in Singapore began offering RMB deposits in 2011, there was a rush for them among the investors who wanted some exposure to the China Story.

But the Singapore dollar then was also strong. In May 2011, the then chief executive of OCBC Bank David Conner said investors would be better off in Singapore dollars.

"If somebody comes in... says I'm a US dollar person, should I go into RMB, the answer is you might do well with RMB but I have a better bet for you, go to Sing," he said.

In the 12 months to May 2011, the Singapore dollar had risen 10 per cent against the US dollar and 5.9 per cent against the yuan. The yuan had risen 4.9 per cent against the greenback in the same 12-month period.

Bankers say China as a global economic force is intact, despite the current slowdown, in part engineered by the country's leaders to make growth more sustainable.

The country's intention to internationalise the currency is on track and many investors are keen to diversify into RMB products.

Amit Gupta, HSBC Private Bank chief executive of South-east Asia, said the renminbi is now an important global trading currency and is set to become a top-three global trading currency by 2015.

"As a result of the massive trend towards renminbi liberalisation, we are seeing many international private banking clients divers-

ifying their international cash holdings to renminbi and there is also a growing interest towards a range of renminbi-denominated investment products offered in the offshore markets," said Mr Gupta.

Will the yuan remain strong as investors flock to the dollar? It depends in part on the credibility of the People's Bank of China, said Wu Mingze, OANDA market specialist.

"Yuan has been appreciating mostly due to PBOC's guidance," he said. The central bank manages yuan by fixing a "central parity rate" against the US dollar on a daily basis, limiting movement to a maximum of one per cent on either side.

"On top of this, Governor Zhou has been very vocal about his preference for a stronger yuan, and this messaging has flowed into the market, resulting in (the) price hitting the one per cent limit often. This has prompted further speculation that PBOC would expand the band further this month, just 16 months after the previous extension from 0.5 per cent back in April 2012," said Mr Wu.

He added that PBOC favours a stronger yuan primarily because of inflation woes.

"There are many who believe that yuan is still undervalued despite the recent slowdown of China," said Mr Wu. "Without this manipulation it is unlikely that yuan would actually strengthen as much against USD," he added.

The PBOC cannot show any sign of weakness, said Mr Wu. "Any sign of weakness now from the central bank would result in a huge erosion of confidence, and we may see yuan moving in the same direction as rupee - a classic case where the central bank has lost all market confidence."

MARKETS DIGEST

▼ ST INDEX
3,089.40 (-19.59)

▼ ST INDEX FUTURES
3,085.00 (-20.00)

▼ SIMSCI
350.25 (-3.14)

▼ SIMSCI FUTURES
349.70 (-2.40)

FOREX

US\$	US\$	55
US\$ 55 per US\$		1.281
€ (US\$ per €)		1.560 1.999
€ (US\$/S\$)		1.335 1.711
Foreign currency per US\$	55	
YEN	98.20	78.60
HK\$	3.87	2.580
HKS	7.796	0.652
BAHT	33.04	24.99
RUPAH	10,813	8.438
RENMINBI	6.13	4.777
INDIAN RUPEE	54.82	50.58
A\$	1.110	0.866
NZ\$	1.274	0.994

MARKETS

THURSDAY CHANGE	
HI COMP	7.957 -34.48
NIKKEI 225	13,365.17 -58.16
HANG SENG	21,895.40 -77.87
SET INDEX	1,351.81 -3.33
JAKARTA COMP	4,171.41 -47.84
INDIA COMP	18,312.94 +40.75
SEUL COMP	1,949.92 -18.34
SUNSHEN B	81.52 -2.13
BUNDAI HD	18,732.34 +40.75
12month DJT Change	
DOW	14,947.16 +40.81
NASDAQ	3,183.94 +31.15

PRIME RATES

SINGAPORE	4.58
MALAYSIA	4.53
HONG KONG	5.02
INDONESIA	11.277
TAIWAN	1.475
KOREA	0.11
BRITAIN	0.52
USA	2.25
CANADA	3.02
SWITZERLAND	0.52
INDIA	14.45

Source: Bloomberg

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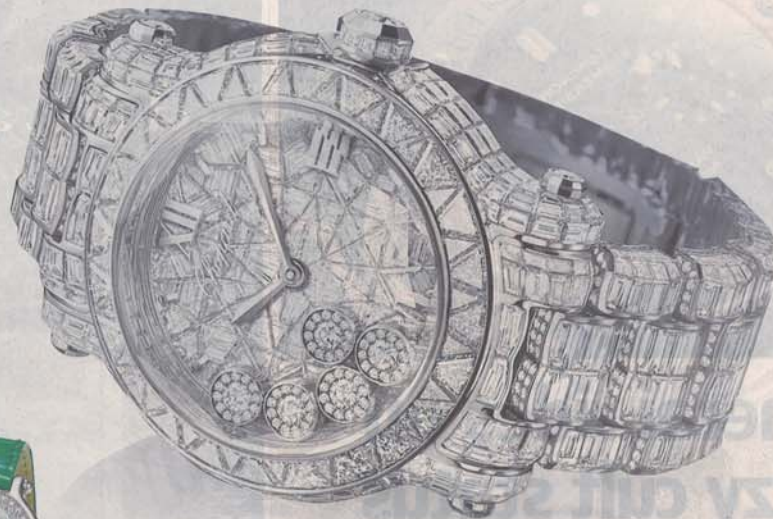
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Chopard's Happy Sports comes of age

Retailers have cause to celebrate this year as Chopard unveils its new mechanical Happy Sports watch to mark the collection's 20th year, reports **CHUANG PECK MING**



Pursuit of happiness: Chopard's Happy Sports series began in 1993 (the first Happy Sports watch, 1993, below), spanning some of the most eye-catching interpretations since with (anti-clockwise from above) Happy Sports Seahorse (2003), Happy Sports Canines (2005), Happy Sports Cloverleaf (2008) and Happy Beach Medium (2002).



Good sports: The latest Happy Sport Diamantissimo, above (main picture) A unique hand-crafted timepiece in white-gold case and studded with 65 carats of diamonds in total. It's driven by an in-house hand-winding movement. It takes pride of place with the recently released Happy Sport Medium Automatic (above) and My Happy Sport Bespoke Passion Option 2 (left).

IT'S a year of double happiness for Chopard. Happy Sports, a key line of timepieces for women that defines the brand, is 20 years old. And the Schwaefele family, who bought Chopard in 1963, have been its owners for half a century this year.

To celebrate Happy Sports' 20th anniversary, Chopard is launching the first self-winding mechanical watch in the collection which retailers are already predicting will be a big hit because more women are turning to mechanical timepieces.

Another gesture made to mark the occasion is to offer a chance to personalise the model, a service usually reserved only for the pricy jewellery timepieces.

There is still no word on the other anniversary celebration, which is likely to be a quiet, largely family affair.

Happy Sports' first self-winding model, the Happy Sports Medium Automatic, marries the moving diamonds, which the Happy Sports collection has been famous for, with a mechanical movement which can be admired through a sapphire crystal on the case back; it is adorned with a straight Cotes de Geneve motif that's also known as Geneva stripes.

A silver-tongued dial provides a perfect backdrop against which to highlight the seven mobile diamonds, both contained in a 36mm steel or rose case that's polished or set with diamonds. The watch, which is fitted with alligator straps or metal bracelets, is water-resistant to 30m.

As for the bespoke Happy Sports piece, customers can pick "pink or blue sapphires or tsavorites; a steel bracelet or a glossy leather strap; moving elements spinning between two sapphire crystals and shaped like fish, a poetic snowflake, clover or a lucky horseshoe, stars or butterflies."

Once the choices are made, the unique timepieces is crafted in Chopard's factory in Geneva by its in-house artisans. The bespoke watch, available only in Chopard boutiques, is priced from \$5,500 to "over \$60,000".

SARCAR's elephant stands tall

SITTING on the bezel of this timepiece's 40mm rose gold case which houses an automatic movement is "an intricately gold-sculptured elephant with an emerald-set eye in a ceremonial dress". This is topped by a dial with lacquered coloured designs to complement the elephant's ceremonial dress, displaying a fine and detailed craftsmanship.

This is the Elephant, SARCAR's latest offering in its Treasure Collection.

"A one-carat diamond solitaire, SARCAR's signature, revolves round the uniquely designed dial," the brand says in launching the new watch. "The legs are replaced by intricately crafted ear of the Elephant, a symbol of longevity. With a diamond-studded crown to further enhance its many special features, it is indeed no small wonder that such craftsmanship has to be limited to only nine."

SARCAR celebrates the Year of the Snake with the La Magic Moon Golden Snake. Crafted in gold, the creature sports an emerald-set eye. The animal-shaped rotors enliven the timepiece while powering the self-winding movement running below.

"With its concept of moveable dial elements, (the Golden Snake) conjures up horological illusions through a combination of superlative gem-setting and technical sophistication evoking its own mystique with spinning rotors that reveal artistic depictions of exotic animals," SARCAR says.

- By Chuang Peck Ming



Towering achievement: SARCAR's Elephant (above) is the latest offering in its Treasure Collection, which features a wealth of innovations in craftsmanship - hence only nine timepieces have been released.

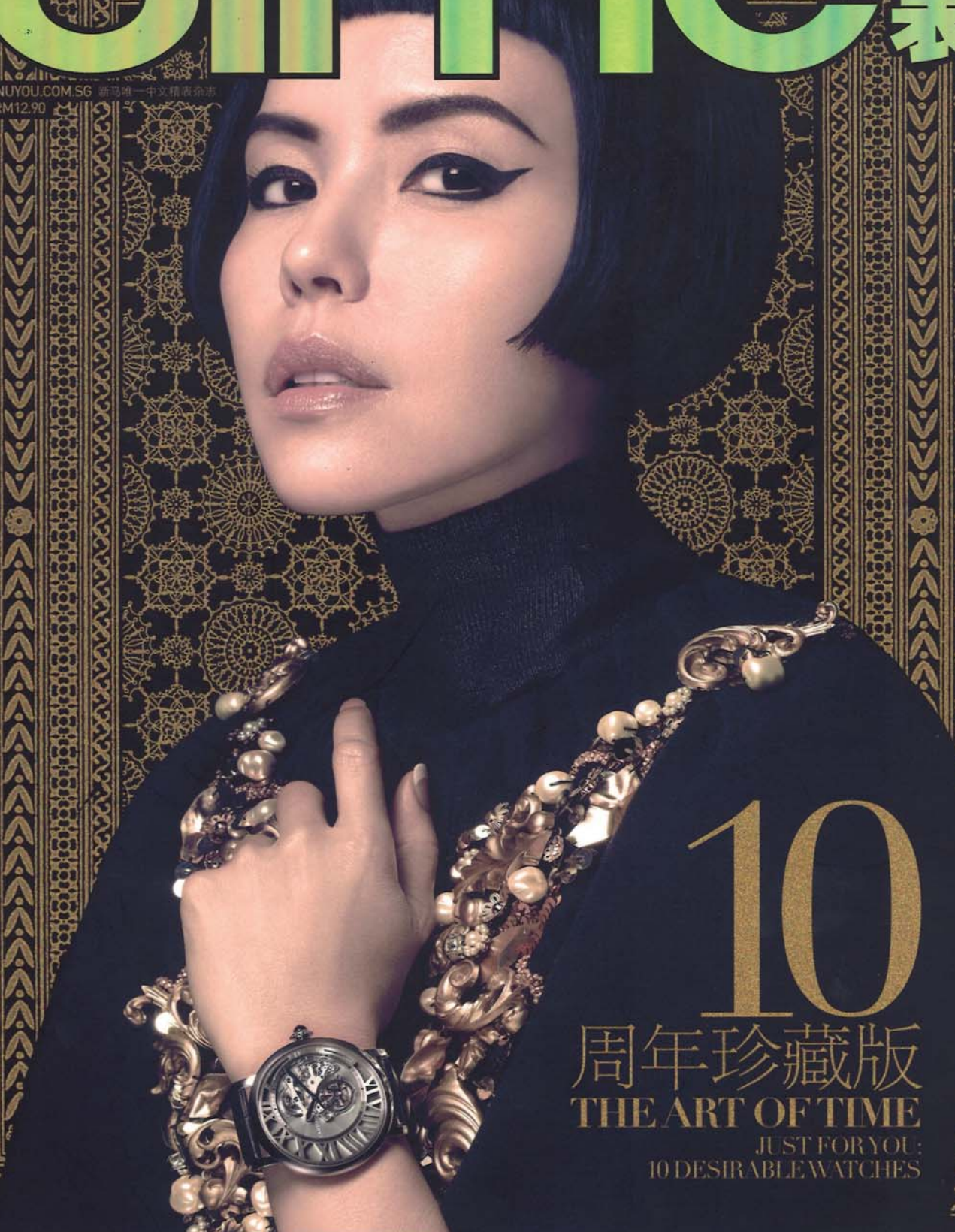


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THE ART OF TIME

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很创意地说时间

Sarcar对我而言是个非常特别的品牌，因为其品牌经理是新加坡人，而且这个虽然品牌推出的产品总给人“高不可攀”的感觉，但里面的每一位经理、助理、总监，永远都是那么友善、和蔼。如此充满人情味的品牌，实在难得！所以每年来到Sarcar展馆，仿佛都像“回家”一般亲切。Sarcar的精表总是非常梦幻，

正如他们的宗旨“materialising dreams”。

以“舞动钻石”闻名的Sarcar，今年推出了一款全新的North Star钻表。表盘上的一颗princess cut钻石，无论在任何动态情况之下，这颗约2.15克拉的单钻在表身停摆瞬间，都会“回归”12点钟位置。这个以北极星为灵感的设计，经过三年以上的研发。整只表总共镶有23克拉以上的钻石！

THE PEAK

SINGAPORE

The peakmagazine.com

SEPTEMBER 2013



JAMES LIM

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BANKER? SET UP YOUR OWN
FAMILY OFFICE

BOTSWANA RESORTS BECKON
WITH THEIR SUMPTUOUS
WILDERNESS

Rotating solitaire diamonds replace the hour markers on Sarcas's Carrousel 12 Pierres, and each half-carat gem comes with its own certificate. There are plenty of daintier ones adorning the 18K white-gold case, bringing the carat weight of the self-winding watch to 18. The black crocodile strap should add a modicum of modesty.

Wool jacket, poplin shirt and silk scarf, from Bottega Veneta.

Breguet's Reine de Naples Haute Joillerie Moonphase sports a case paved with 86 baguette diamonds, 6.88 carats each. An additional 67 brilliants, along with the moonphase and power-reserve indicators, decorate the mother-of-pearl and silver dial. Opting for the jewelled bracelet, which boasts over 800 diamonds and 11 sapphires, will mean your lucky lady will have a wrist sparkling with almost a thousand rocks.

Sequined dress and fox fur, from Marc Jacobs.



BANKING

OCBC opens 1b yuan China HQ in Shanghai

PAGE 4



COMPANIES

Bid to take Guthrie private succeeds

PAGE 5

EXEC LIFESTYLE

Something for everyone at F1

PAGE 30



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MCI (P) 085/08/2013

Friday, September 13, 2013

Chan Chun Sing up close

In The Raffles Conversation in tomorrow's BT Weekend



StarHub e-magazine store set for October launch

It'll offer 50 titles at first, to non-StarHub subscribers as well

By JOYCE HOOI

SINGAPORE StarHub is poised to be the latest telco to jump into the e-magazine fray with a service that is slated for launch early next month, *The Business Times* has learnt.

This e-magazine service, which currently has the working name of StarHub eMags, will have a website storefront and an app. It will be open to all consumers, including non-StarHub subscribers, according to a source.

The Android version of the app is expected to be launched first, followed by an iOS app for Apple devices later in the year. At least 50 titles are supposed to populate the store at launch-time.

"We believe digital publishing in Singapore has growth potential, given the high penetration of smart mobile devices among consumers here," said Stephen Lee, head of StarHub's P division, when contacted by BT yesterday. P is a relatively new division of the telco, set up to handle the group's digital doings.

"We launched Booktique earlier this year, and we continue to explore the use of other digital publishing platforms, including an e-magazine store, to distribute digital content in order to support different reading habits," Mr Lee added.

Booktique, an e-bookstore which launched with 400,000 titles in March, was StarHub's answer to skooib, which is backed by rival telco SingTel.

BT understands that StarHub's e-magazine service will be backed by a partnership between the telco and an external company that handles the technical and platform development. This could help StarHub sidestep the costly and ungainly endeavour of developing an unfamiliar product from scratch.

The e-magazine store will be fuelled by at least two revenue sources - a cut of magazine sales and ad revenue, according to a source that BT spoke to. On the magazine sales front, StarHub is likely to encounter the hefty commissions that app stores levy on in-app purchases.

Both the Apple app store and Google Play - which distributes the Android apps - take a 30 per cent cut from in-app sales. Such rates have been the bane of other e-magazine distributors whose margins have been hemmed in by app store commissions and revenue-sharing with magazine publishers.

dette, the e-magazine store launched by SingTel in late 2010, numbered among the casualties of the brutal economics of e-publishing. It folded last June after less than three years.

hobbled by lacklustre take-up, among various things.

StarHub, however, has the advantage of trailing its older and larger competitor onto the minefield that is e-publishing. One of the popular ways to avoid paying the app store commission is to build a mobile website through which readers can subscribe to publications.

This way, payments will be made through the site and the app will only be used to display the magazine. If StarHub goes down this route, the website that it plans to have for this service will come in handy. At the same time, StarHub will have the option of billing its own subscribers directly for e-magazines, which provides yet another avenue to avoid the app store tax.

Bankers say the poor state of the market is not specific to Singapore but is Asia-wide, as global investors retreat to the US ahead of a slowdown in bond purchases by the US Federal Reserve.

The tapering effect, which has led to renewed fears of interest rate risk, is just one factor contributing to the lower issuances volume in the SGD market, said Clifford Lee, DBS Bank's head of fixed income.

He said: "It is useful to note that the effect here has spread beyond the bond markets and has dampened enthusiasm in Asian equity markets as well."

He cited other factors resulting in lower issuance in the SGD bond market; the renewed activity in the USD bond markets, which has attracted more issuers there

Bank loans pip bond issues as debt choice

Lacklustre bond market Asia-wide trend with global investors retreating to US ahead of slowdown in Fed bond purchases; but bankers see upturn next year

By SIOU LI SEN

SINGAPORE It is turning out to be a pretty awful year for the local bond market, as what looks like a perfect storm is hitting the business.

Not only have investors nursing losses all but disappeared, companies are now finding bank loans cheaper than issuing debt as lending rivalry heats up.

Also, foreign companies which had borrowed from the local market previously in the face of tight US dollar liquidity are now once again accessing the highly vibrant US market.

Issuances last month amounted to \$440 million from five deals - roughly a fifth of July's \$2.1 billion from 14 deals, according to data from ThomsonReuters. Against the \$4.6 billion in August last year, it was less than 10 per cent.

Year to date, the \$11.6 billion in issuances amounted to less than half of what was raised in the same period last year.

2012 was a bumper year for local bonds, with record proceeds of \$29.3 billion.

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Singapore dollar bonds

YEAR	PROCEEDS AMOUNT - OVERALLOTMENT SOLD (\$m)	NUMBER OF ISSUES
2000	13,054.5	128
2001	14,962.8	106
2002	7,863.4	115
2003	7,940.8	93
2004	9,897.3	92
2005	9,882.4	119
2006	13,540.7	140
2007	13,927.3	170
2008	15,235.8	108
2009	11,572.3	111
2010	22,845.0	121
2011	19,483.3	106
2012	29,845.2	120
2013*	11,554.9	82

*Data till Sept 10

Graphics: Lending 90. Source: Thomson Reuters

there is a need for capital or senior funding, and where access to capital markets is available.

He said: "It is common for banks to have debt financing programmes and as Basel III takes effect, banks will look to capital markets for capital securities issuances."

And small deals are being done via private placements.

Said Andrew Stephen, Deutsche Bank's head of private placements and local currency issuance, Asia: "The deals are smaller in size and are more likely to be private placements than public bond syndication deals."

"So the market is under pressure, but it also shows that the 'real money' is still there for the right name and price, while the 'fast money' has dropped away, now that the market is less frothy."

It is also worth mentioning that in terms of issuance, there has been a broader geographical

range of issuers this year, he said.

1H2012 saw 83 per cent of issuance from Singapore-based issuers; for 1H2013, the figure fell to 67 per cent, with India at 14 per cent and Europe, 7 per cent. The two are large new entrants to the market, he noted.

He also said: "In terms of sophistication, appeal to a global audience is a key performance indicator. Sophisticated markets would prefer to see that issuer mix over sheer volume from local corporations and banks."

Looking ahead, bankers say next year will present refinancing needs.

Mr Tan said: "There will always be refinancing opportunities annually, either in the form of bonds or loans." He estimates that the total size of SGD bond maturities next year to be \$9 billion, with this potentially being a source of supply.

Mr Stephen, more gung ho, said he expects it to reach \$20-25 billion.

MARKETS DIGEST

▲ ST INDEX 3,121.08 (+12.89)

▲ ST INDEX FUTURES 3,120.00 (+13.00)

▲ SIMSCI 356.43 (+2.06)

▲ SIMSCI FUTURES 356.60 (+1.90)

FOREX

US\$ 55

EUR 1.580 2.004

GBP 1.330 1.687

Foreign currency per US\$ 55

YEN 99.60 78.50

HK\$ 3.281 2.589

HK\$ 7.754 6.113

BAHT 31.71 24.99

RUPIAH 11,513 9,076

RENMINBI 6.119 4.824

INDIAN RUPEE 63.52 50.07

AS 1.081 0.852

US\$ 1.229 0.969

MARKETS

Thursday Change

KL COMP 1,772.40 +3.92

HKEXI 225 14,387.77 -37.86

HANG SENG 22,953.72 -163.58

SET INDEX 1,997.96 -13.28

JAKARTA COMP 4,356.00 +7.19

MANILA COMP 6,195.61 -19.25

SEOUL COMP 2,064.06 -0.21

SHANGHAI 839.32 -0.43

TERESAHI 15,781.88 -215.57

12month EOT Change

DOW 15,330.59 -0.81

NASDAQ 3,721.26 -0.75

PRIME RATES

SINGAPORE 5.38

MALAYSIA 6.55

HONG KONG 5.00

INDONESIA 13.342

TAIWAN 5.036

JAPAN 1.475

KOREA 6.33

BRITAIN 0.50

USA 3.25

CANADA 3.00

SWITZERLAND 0.50

INDIA 14.45

Source: Bloomberg

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PAGES 20-25

BT INVEST

Rohit Gupta blogs about how youth is wasted on the young when it comes to investment. Read the full post at bit.ly/1YH5r1

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秋冬必备

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FRINGE
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睡眠杀手



限量的诱惑

真的没有什么比“限量”更来得吸引人！瑞士精表品牌Romain Jerome算是钟表名门望族里的“一朵奇葩”。它不按牌理出牌，从之前推出的Titanic-DNA Collection，用Titanic沉船金属来制表，到后来的Moon-DNA Collection在表盘上“撒”上Apollo号采集来的“moondust”。每次都是打上限量发行的“噱头”。这次又玩什么花样？Pac-Man Watch！小时候为之疯狂的Pac-Man，这次登上手表表盘，整只精表像极了为小孩子打造的“玩具”，却也是价格不菲的“玩具”！



RADO, 1957

经典不怕复刻

瑞士品牌Rado推出品牌1957年之先锋表款Golden Horse的复刻版，并限量发行1957只。虽说是推出复刻表，但Rado这次的举动仍引人侧目，因为从1957年至今，Rado表款已焕然一新，深具现代感的独特黑色表身已深入人心，Golden Horse和现有表款可谓“前事今生”。但不变的是Rado对创新材质的运用，这次的复刻版将不锈钢与创新材质Ceramios™巧妙融合，将耐用和舒适兼蓄并收。



奢华新店

珠宝腕表背后有“故事”，显得格外传奇。Sarcar瑞士精表今年的主打North Star，据说是启发自蒙古寓言。古老的寓言讲述着王子公主变为天上繁星的故事……其实没有寓言的衬托，这系列精表已炫得“夺目”，表壳由18克拉白金打造，表圈、表盘、表冠则由密密麻麻的钻石装饰，“真枪实弹”的奢华！格外吸睛的是表盘上四点方向的2.15克拉“悬浮”钻，是Sarcar品牌独家绝妙工艺的体现。Sarcar精表专卖店位于Marina Bay Sands。



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7



8



9



6. EPITOME OF ELEGANCE

Inspired by the beauty of vast oceans, diamond and gemstone drop earrings from **TIFFANY & CO.'S** latest 2013 collection feature sparkling aquamarines and tourmalines, which will elevate glamorous evening ensembles impeccably.

7. TIED-UP

Oozing masculinity and preppy chic with its ombre shades of lush green tones, the sleek silk tie from **GUCCI'S** autumn/winter 2013 collection is the perfect match to a gentleman's stylish wardrobe.

8. TIME TRAVELLER

Simplicity is key when it comes to **MULBERRY**. A classic and timeless way to stay organised, this sleek envelope wallet is accented with an emerald green ostrich leather – the ultimate luxury skin – for a soft feel and interesting depth of colour.

9. TALL ORDER

Turn heads with **CHRISTIAN LOUBOUTIN'S** Artifice heels – if the iconic red sole is not statement-making enough, its floral motifs and crystal embellishments are sure to add an extra oomph to any outfit.

10. POWER PLAY

Featuring a gold dragon motif, a mythical creature that represents astute confidence and strength, **SARCAR'S** Ocean Dragon watch from its Le Carrousel collection hints at its wearer's assertive and vibrant personality with a classy black leather strap and bright green mother-of-pearl dial adorned with a rotating 0.5-carat solitaire diamond.



10

IN COURT

MFA official charged with baking up claims

PAGE 2



PROPERTY

COV for HDB resale flats hits four-year low

PAGE 26

COMPANIES

Lian Beng Q1 earnings slump 30.9%

PAGE 6



WINE

In pursuit of Barolo perfection

PAGE 39

THE BUSINESS TIMES

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Contingency plans in focus after SingTel fire

IDA to conduct 'thorough study' of incident, even as telco sorts through the mess

By JOYCE HOOI
joyceh@sph.com.sg

[SINGAPORE] SingTel's engineers spent the day piecing together fibre optic strands by hand amid charred post-fire debris at the telco's Bukit Panjang facility yesterday.

Finding the cause of Wednesday's fire and the subsequent service disruptions, however, will preoccupy the firm during the coming weeks.

The fire, which had disrupted services for consumers and businesses over the past two days, had burnt 149 fibre optic cables in a chamber at the telco's Bukit Panjang exchange, 81 of which were OpenNet's. The other two chambers in the building were not affected.

Fibre cable repairs for corporate customers were completed last night, while the remaining services were on track for restoration by 7am today.

There is no preliminary estimate for the financial fallout of the fire or the service disruption, SingTel's CEO Consumer Singapore, Yuen Kuan Moon, told the media in a briefing at Centre yesterday.

In response to questions about what could have caused the fire and what role, if any, the facility's fire suppression system had played, Mr Yuen said, "We are currently investigating. Our priority is to first ensure that service is being restored."

In the coming weeks, the questions will begin in earnest. Within the telco, an inquiry will be convened to determine the cause of the fire and how its distribution network can be reinforced, Mr Yuen said.

SingTel also defended its business continuity plans yesterday, saying that it has physical location diversity - the Bukit Panjang building is one of nine such locations in Singapore - and electronic diversity, in which some switches are replicated.

"Unfortunately, in the case of the Bukit Panjang office, the damage caused by the fire is physical," the telco said.

The restoration task was made harder because the colour codes used to differentiate one kind of cable from another had been razed off by the fire. Engi-

neers had to either divert cables to an undamaged chamber or cut out burnt portions and splice together the undamaged fibres - each thinner than a human hair - by hand.

Each cable can carry 96, 192 or 288 fibre strands, each strand supporting up to 16 corporate customers or 24 residential ones.

SingTel will not be the only entity asking hard questions of itself. The industry regulator, the Information Development Authority of Singapore (IDA), will carry out a "thorough study" of the incident, said Minister for Communications and Information Yee Joo Koh yesterday.

"We have to wait for the police report... and then we will start our investigation," he said, speaking at SingTel's Bukit Panjang building yesterday.

An IDA investigation has the potential to result in mammoth fines. Just last week, M1 was fined a history-making \$1.5 million for the outage of its 2G and 3G

mobile phone services in January.

Dr Yaacob called what happened on Wednesday a "major incident that we are concerned about". Telephone exchanges are considered critical pieces of infrastructure, he noted.

Other quarters, too, will look askance at SingTel. DBS, which saw some of its branches and ATMs affected on Wednesday, told *The Business Times* that it has a "diverse network contingency plan that ensures minimal disruption to our businesses in the event of an incident such as the fire at SingTel's Bukit Panjang exchange".

DBS is "working with SingTel to understand why the network contingency plan was not effective for the small proportion of DBS/POSB branches that were impacted," the bank's spokeswoman added.

Two of UOB's branches and 11 of OCBC's ATMs were also affected by SingTel's fire on Wednesday. All three banks saw ser-

vices resume either that night itself or early yesterday morning before the start of business.

"Our branches were not impacted as our network was designed to be able to be supported by a secondary exchange if the primary one fails," an OCBC spokeswoman said.

BT understands that a bank's ATM might be able to shrug off a service disruption if it has a backup network line, as long as both the main and backup line are not connected to the same exchange.

Yesterday, Dr Yaacob said the IDA had always been concerned about the need for backup systems, even before the SingTel fire happened. "We've been looking at it closely. Every incident will be a learning point for us... clearly, there are things (that) we will begin to learn because the systems are becoming very complex," he said.

By yesterday, the collateral damage from the fire appeared to have been contained. By 6pm, OpenNet had restored service to 25 per cent of M1's 1,000 affected fibre broadband customers.

StarHub, which leases optical fibre capacity from SingTel, said that cable TV, cable broadband and digital voice services for affected customers were fully restored yesterday afternoon, while 36 per cent of its fibre broadband services had been restored by yesterday evening.



Mr Boehner: Told Republicans yesterday that he will give Mr Obama a conditional proposal extending the government's ability to borrow through Nov 22. PHOTO: AP

US may avert default as Boehner blinks

[WASHINGTON] US House of Representatives Speaker John Boehner told Republican lawmakers yesterday he will give President Barack Obama a proposal extending the government's ability to borrow through Nov 22.

Boehner said the plan was for the House to approve the Bill today.

International Monetary Fund chief Christine Lagarde warned a news conference yesterday that US failure to raise its debt ceiling because of a political impasse would do serious damage to both the American and global economies. Some Republicans have downplayed the harm a default would cause.

The US government risks its first ever default next Thursday if Congress doesn't approve a Bill increasing the government's borrowing authority.

Separately, a shutdown of the federal government entered its tenth day, as Congress has failed to pass a Bill to temporarily fund it. Both measures are normally routine, but have become entangled in Republican demands for delaying or altering Mr Obama's health care overhaul and reducing government spending.

Mr Obama has said he would sign a short-term debt limit extension, but not if it contained other language that he opposes, and wants Congress to send him a Bill unconditionally ending the partial government shutdown as well.

"It gets us down the road a little bit so they can continue to talk," Congressman Tim Griffin said after Mr Boehner presented the plan to a closed-door meeting of House Republicans.

Details of the plan were confirmed by Mr Griffin and described by aides who spoke only on condition of anonymity. Another con-

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MARKETS DIGEST

▲ ST INDEX	3,169.91 (+15.07)
▲ ST INDEX FUTURES	3,169.00 (+15.00)
▲ SIMSCI	362.72 (+1.57)
▲ SIMSCI FUTURES	362.50 (+1.40)

FOREX	
US\$	55
US\$ US per US\$	1.252
€ (US\$ per €)	1.583 1.995
EURO (US\$ per €)	1.350 1.690
Foreign currency per US\$	55
YEN	97.70 78.00
HK\$	3.786 2.553
INRS	7.755 6.194
BAHT	31.45 25.12
RUPIAH	11,530 9,209
REINHEIMER	6.119 4.887
INDIAN RUPEE	61.98 49.50
AS	1.061 0.847
NZ\$	1.213 0.969

MARKETS		Thursday Change	
KL COMP	1,775.52	+4.80	
Nikkei 225	14,196.71	+156.87	
HANG SENG	22,951.30	-82.87	
FTSE 100	6,601.91	+17.25	
JAKARTA COMP	4,486.68	+29.24	
MANILA COMP	4,325.97	+58.22	
SEOUL COMP	2,091.40	-1.36	
SHENZHEN B	845.37	+1.66	
MUMBAI IND	20,272.31	+21.65	
12month EOT Change			
DOY	15,025.08	+232.10	
NASDAQ	3,748.74	+70.87	

PRIME RATES	
SINGAPORE	5.38
MALAYSIA	6.55
HONG KONG	5.00
INDONESIA	14.00
TAIWAN	5.036
JAPAN	1.475
KOREA	0.33
INDIA	11.50
US	1.25
CANADA	1.50
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HK\$	14.55
Source: Bloomberg	

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PAGES 26-29

The business of Halloween ■ EXEC LIFESTYLE PAGE 35

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CEOS UNDER 35 ON HOW THEY MADE IT TO THE BIG LEAGUE

21ST-CENTURY SKILLS FOR MOTIVATING AND LEADING MILLENNIALS

4 MOVERS AND SHAKERS IN INDEPENDENT WATCHMAKING



WEE TENG WEN

HOW THIS 33-YEAR-OLD SCION OF AN INFLUENTIAL FAMILY BUILT A THRIVING F&B GROUP UNDER HIS OWN STEAM



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BANKING
RBS wants stronger link between its Asia, UK ops **PAGE 2**

NEW PAY SCHEME
SMRT revamps pay and career path for bus drivers **PAGE 2**



PHILANTHROPISTS FORUM
Keeping it in the family **PAGE 11**

COMPANIES
Keppel beats pack to land US\$1.1b job **PAGE 6**

THE BUSINESS TIMES

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Bondholders rattled as F&N plays tough

They feel it'll be willing to push ahead with FCL listing and enter technical default.

By KENNETH LIM
kenlim@sph.com.sg
SINGAPORE] Unhappy bondholders of Fraser and Neave (F&N) are fretting that the conglomerate could play hardball and accept default rather than pay more to obtain waivers for the listing of its property business.

But observers said that for F&N to do so would be highly unusual, mostly because such an extreme solution usually comes with very high costs.

F&N, a beverage and property conglomerate, is asking holders of about \$808.25 million of bonds to waive certain default terms on their notes and to allow the company to buy back bonds at par plus half interest.

But observers said that for F&N to do so would be highly unusual, mostly because such an extreme solution usually comes with very high costs.

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But some observers thought that the threat of a voluntary default could be more back than bite.

"It strikes me as pretty reckless if you were to do it," said Andrew Carey, a partner at Hogan Lovells who specialises in debt capital markets.

Mr Carey explained that while on the surface, a voluntary default seemed like a logical alternative for a company in F&N's shoes, in reality the costs would be much higher.

For example, triggering a default in the bonds could set off defaults on other obligations that F&N might have. The high cost of a voluntary default is why it is so rarely, if ever, seen.

"I have had it discussed as an academic exercise. It sounds like an endgame for a company in some sort of desperate space or maybe it's just a game of chicken," Mr Carey said.

Harry Elias head of corporate and financial services Claudia Teo also pointed out that choosing default would exact a cost on future capital raising.

"Is it usual? Definitely not, because you talk about investor relations, and you want to maintain your relations, especially if you want to go to those investors again."

But Mr Teo said that if F&N were to choose technical default, it would suggest that the value of listing FCL was more than the risk of angering bondholders. "They must have come to the con-

clusion that they can accept this risk."

Another lawyer, who declined to be named, also said that this was a high-stakes game with many opposing interests. What might be unattractive for bondholders could be a good deal for equity holders.

"They're playing hardball. But if it leads to savings on their part, the shareholders will thank them."

Following a takeover by Thai tycoon Charoen Sirivadhanabhakdi at the start of this year, F&N said in August that it plans to split its property business from the rest of its businesses.

FCL has received eligibility to list by way of introduction on Singapore Exchange, and F&N shareholders will meet on Nov 13 to vote on the split. A bondholder meeting will take place a day later.

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EXECUTIVE LIFESTYLE



In business for the busy

PAGE 34

Singapore, Taiwan sign economic agreement to boost exports

The Republic's investment into Taiwan reached \$5.9 billion in 2011 - making Singapore the territory's sixth-largest foreign investor.

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PAGES 24-27

MARKETS DIGEST	
ST INDEX	3,202.10 (-3.19)
ST INDEX FUTURES	3,202.00 (-3.00)
SIMSCI	369.46 (-0.31)
SIMSCI FUTURES	369.70 (unch)
FOREX	
US\$	5.38
HONG KONG	5.20
INDONESIA	14.04
TAIWAN	5.06
JAPAN	1.45
KOREA	8.33
BRITAIN	6.00
CANADA	3.00
SWITZERLAND	0.50
INDIA	14.75
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STYLE



A Studded Affair

1. EYE FOR EMBELLISHMENTS Monochromes dominate **CHANEL'S** autumn/winter 2013/14 haute couture collection, but are livened up with volume and texture – think sequins, monochrome crystals and metallic flowers, juxtaposed with tulle, leather, organza and tweed.

2. ROCK CHIC Inspired by iconic sportswear designer Bonnie Cashin's creations for **COACH** in the 1960s, the studded Legacy Flight wristlet is a tough beauty. Finished in velvety glove-tanned leather and embellished with polished hardware, it's just what stylish jet-setters need to hold their travel essentials.

3. WRIST CANDY Adopting a fun approach to jewellery is the Galuchat Cuff from **SARA TASEER FINE JEWELLERY**, available in five different colours. Adorned with gemstones such as rubies, sapphires or emeralds, these cuffs' vibrant hues make great conversation starters.

4. ROYAL CHARM A symbol of regal elegance, the elephant is the highlight of the Imperial Elephant watch from **SARCAR'S** Treasure Collection. Resting on the 18-karat rose gold case is the elaborate gold elephant, adorned with emerald-set eyes, while a dazzling one-karat solitaire diamond revolves around the mother-of-pearl dial.

5. NECK ACCENTS **LOUIS VUITTON** deftly displays its expertise in leatherwork with the Lock Me Nomade collar. Crafted in calf leather and accented with brass studs, it features an ingenious rear-fastening system, and is the perfect match to your favourite white shirt.

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OUTLINE THEIR CAUSES FROM
EX-CONS TO DROPOUTS

THE LATEST TRENDS
IN CORPORATE SOCIAL
RESPONSIBILITY PROGRAMMES

'VOLUNTOURISM' GOT CHAS:
HOW TO ENSURE YOU ARE NOT
DOING MORE HARM THAN GOOD



HSIEH FU HUA

AS PRESIDENT OF THE NATIONAL COUNCIL OF SOCIAL SERVICE BOARD,
HIS LATEST KPI IS TO GET CORPORATES TO TAKE UP VOLUNTEERISM



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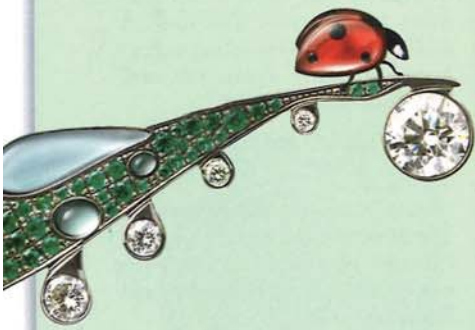
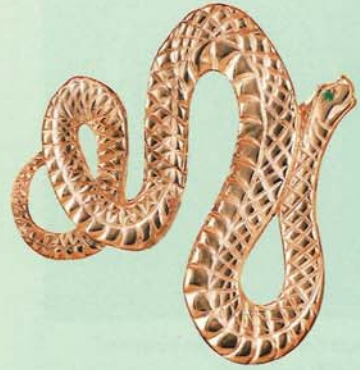
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เมื่อคิดว่าคนรุ่นใหม่จะลืมเลือนวัฒนธรรมและประเพณีที่สืบทอดมายาวนาน Sarcar (ซาร์การ์) แบรินด์เครื่องบอกเวลาที่รังสรรค์ผลงานด้วยความประณีต มีอัตลักษณ์โดดเด่นจากงานช่างประดับเพชรที่เป็นเลิศของเพชรคลัง เทคนิคที่ทำให้เพชรเม็ดสวยสันระริกเล่นแสงแวบวาวยิ่งกว่า เกิดความคิดที่จะเก็บรักษาวัฒนธรรมและประเพณีที่มีอยู่ให้หวนกลับและคืนสู่หัวใจของคนรุ่นใหม่ ดอกย้ำให้พวกเขารำลึกถึงคุณค่าของวัฒนธรรมและประเพณีที่สร้างเอกลักษณ์ให้กับชนชาติ โดยนักออกแบบเครื่องบอกเวลาของ Sarcar ได้นำแรงบันดาลใจจากความเชื่อของวัฒนธรรมทั้งทางตะวันตกและตะวันออก สื่อสะท้อนผ่านสัญลักษณ์ เครื่องหมายและสีเส้น มาสร้างเป็นผลงานชุดพิเศษใน 4 คอลเลกชันใหม่ในปี 2013 อันได้แก่ คอลเลกชัน Divas (ดีวาส), La Magic Moon (ลา เมจิก มูน) และ The Treasure (เดอะ เทรเชอร์)



Divas Collection - Ladybird

ตัวเรือนทองขาว 18K
USSR จักจี้ก้อคโคโนมิติ

คอลเลกชัน **Divas** งามเด่นด้วย **Ladybird** หรือ **Ladybug** ที่ชาวยุโรปเชื่อว่าเป็นสัญลักษณ์แห่งความโชคดี เชื่อกันว่าถ้าได้เจอแมลงเต่าทอง หรือมันบินเข้ามาในสวน จะพบความโชคดี อย่าขำมันเพราะอาจทำให้คุณโชคร้าย นอกจากนี้ยังมีความเชื่ออีกว่า ถ้าพบแมลงเต่าทองที่มีจุดดำบนปีกสีแดงน้อยกว่า 7 จุด พิษพันธุ์จะอุดมสมบูรณ์ และจุดบนปีกยังบอกถึงเดือนแห่งความโชคดีด้วย เช่น ถ้ามีจุดดำ 5 จุด คุณจะโชคดีในเดือนพฤษภาคม เป็นต้น โดยดีไซน์เนอร์ของ Sarcar ได้รังสรรค์แมลงเต่าทองขึ้นจากทับทิมสีแดง และใช้เทคนิคของการเพ้นท์ภาพจิ๋วระดับไมโคร แต่งแต้มจุดดำลงบนปีกทับทิมแสนสวย ประดับเพชร 4 เม็ดไล่ขนาดแทนหยดน้ำค้างยามเช้า โดยมีเม็ดใหญ่สุดในสไตล์เพชรหมุนที่เส้นระรัวขนาด 0.35 กะรัต อยู่ที่ปลายใบไม้ที่ตกแต่งด้วยมรกตสีเขียวสวย จัดวางบนพื้นหน้าปัดที่รังสรรค์จากเปลือกหอยมุกสีเขียว กับเปลือกหอยมุกสีขาวในดีไซน์ใบไม้ ขอบตัวเรือนทองขาว 18K ประดับด้วยเพชรน้ำงามที่ร้อยเรียงเป็นระเบียบ และเหนือเม็ดมะยมก็ยังมีเพชรแสนสวยอีก 1 เม็ด



La Magic Moon - Orchid ดอกกล้วยไม้ที่เกะสลับจากทองขาว ประดับด้วยเพชรนางงามและอเมทิสต์ อัญมณีสีม่วงสวย ที่สามารถแกว่งขึ้นลงได้เด่นในตัวเรือนทองขาว 18K ประดับด้วยเพชรนางงามบนขอบตัวเรือนและข้อต่อสาย ทำงานด้วยกลไกอัตโนมัติ



La Magic Moon - Phoenix กับความอลังการของนกฟีนิกซ์ สัญลักษณ์แห่งความอมตะและการฟื้นคืนชีพ งามเด่นด้วยงานช่างเชิงศิลป์ของประติมากรรมย่อยส่วนนกฟีนิกซ์ที่แกว่งขึ้นลงได้ ทำด้วยทองคำประดับด้วยทับทิมสีแดงสวย ตัวเรือนมีให้เลือกทั้งทองขาวหรือทองชมพู 18K ขนาด 38.0 มิลลิเมตร ขอบตัวเรือนประดับเพชรโดยรอบปวงถึงข้อต่อสาย น้ำหนักรวม 4.82 กระจัด ทำงานด้วยกลไกอัตโนมัติ เครื่อง Frédéric Piguet ประกอบสายหนังจระเข้สีดำ



La Magic Moon Collection - Golden Snake

งามล้ำในตัวเรือนทองคำ และเด่นด้วยประติมากรรมย่อยส่วนของงูสีที่ทำด้วยทองคำขัดตัวอย่างสวยงาม สามารถแกว่งตามจังหวะการเคลื่อนไหวเพื่อขึ้นลงเหมือนโรเตอร์ แต่เป็นโรเตอร์ที่งดงามยิ่งกว่า ดวงตาของงูสีประดับด้วยมรกตสีเขียว สะท้อนความลึกซึ้งของสัตว์ในความเชื่อได้เป็นอย่างดี

คอลเลกชัน **La Magic Moon** มีการนำสัญลักษณ์แห่งความโชคดีมารังสรรค์ความงามบนพื้นหน้าปัดด้วยงานศิลป์เชิงช่างสุดพิเศษ ทั้งเล็กสัญลักษณ์ประจำปี 2013 ตามปฏิทินจันทรคติของวัฒนธรรมตะวันออก สื่อผ่านงานแกะสลักผสมผสานกับประติมากรรมย่อยส่วนที่สามารถเคลื่อนไหวได้, เกือกม้า สัญลักษณ์แห่งความโชคดีตามความเชื่อของวัฒนธรรมตะวันตก, ดอกกล้วยไม้ สัญลักษณ์แห่งความมั่งคั่ง ความรักและความสว่างงามตามความเชื่อของชาวกรีกโบราณที่ยังคงสืบทอดมาจนถึงยุคปัจจุบัน และนกฟีนิกซ์ สัญลักษณ์แห่งความเป็นอมตะ ชีวิตที่ยืนยาว และความมั่นคง



✦ Treasure Collection - Phoenix งานเดินในต้อเรือนทองขาว 18K แกะลายขึ้นรูปเป็นนกฟีนิกซ์ในตำนาน ขนาดต้อเรือน 40.0 มิลลิเมตร ผลิตจำนวนจำกัดเพียง 9 เรือนทั่วโลก




Treasure Collection - Elephant

ผลิตจำนวนจำกัดเพียง 9 เรือนทั่วโลก ต้อเรือนทำด้วยทองชมพู 18K ขึ้นรูปลายช้างที่มาพร้อมเครื่องประดับตกแต่งในสไตล์ ตะวันออก ประดับเพชรน้ำงามรวม 272 เม็ด 3.28 กะรัต และอีก 1 เม็ดใหญ่ขนาด 1.01 กะรัต แกะขึ้นลาน ทำงานด้วยกลไกอัตโนมัติ

Sarcar ยังได้นำนักฟิสิกส์มารังสรรค์ต้อในคอลเล็กชั่น **Treasure** รุ่น **Phoenix** ที่มีความโดดเด่นในสไตล์ของงานแกะสลักบน ต้อเรือนในแบบ 3 มิติ ดอกย้ำความเชื่อที่ได้รับการส่งต่อจากรุ่นสู่รุ่นในวัฒนธรรมตะวันตก กับนักในเทพนิยายที่สืบทอดตำนานผ่านเรื่องเล่าตั้งแต่ ยุคโบราณ ว่ากันว่าเป็นนกที่อาศัยอยู่ในสรวงสวรรค์ กำเนิดจากดอกกุหลาบ เมื่อประกายไฟจากดาวเปลวไฟของทศวรรค์ตกไปถูกรังนกจน หลกใหม่ ไข่สีแดงก็ฟักออกมาเป็นนกฟิสิกส์ และกลายเป็นสัญลักษณ์แห่งอายุที่ยืนยาว เพราะนกฟิสิกส์มีอายุยาวนานถึง 500 ปี

ในคอลเล็กชั่นนี้ยังนำสัตว์ที่เป็นความเชื่อในซีกโลกตะวันออกอย่างช้าง สัญลักษณ์แห่งปัญญา ความยิ่งใหญ่ ความมั่นคง อริสโตเติล เคยกล่าวไว้ว่า ช้างเป็น "สัตว์ซึ่งเหนือกว่าสัตว์ทั้งปวงทั้งในด้านไหวพริบและจิตใจ" อนุমানจากลวดลายของเครื่องประดับบนตัวช้าง อาจเป็นได้ทั้ง ช้างไทยหรือช้างอินเดีย Treasure รุ่น Elephant ดีไซน์ยังคงเอกลักษณ์ของงานแกะสลักในแบบ 3 มิติ ของตัวช้างทองชมพูบนตัวเรือน ประดับ มรกตเขียวแทนดวงตา รอบเรือนแกะลายสลักเสลาสวยงาม ยังคงอัตลักษณ์ของแบรนด์กับดีไซน์ของโรเตอร์บนพื้นหน้าปัดในวงกลมประดับเพชร น้ำงาม 1 เม็ดขนาดใหญ่ และมีเพชรน้ำงามประดับกลางพื้นหน้าปัดที่งามด้วยงานศิลปะของการเคลือบสีลงยา



CENTRAL International WATCH FAIR

Salon Mondial de Haute Horlogerie 2013, Bangkok

27 August – 30 September 2013

Central

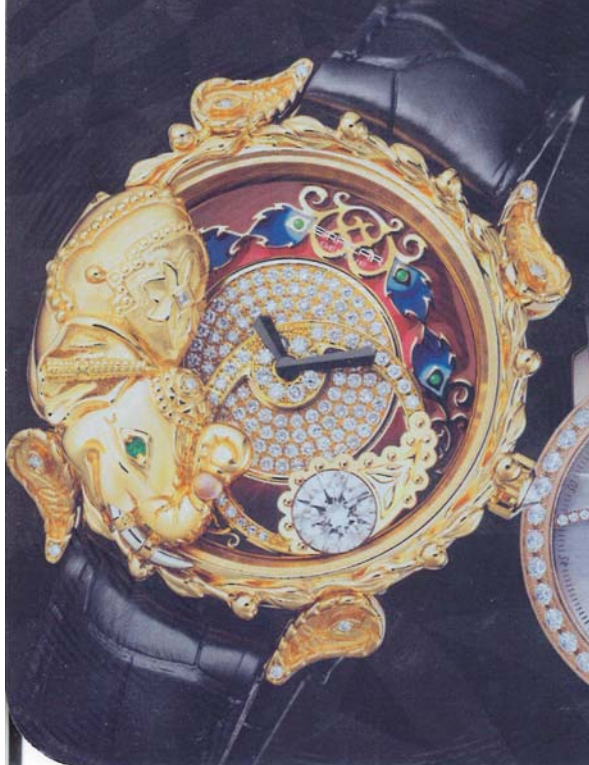
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The Treasure Collection – Imperial Elephant

SARCAR #The Treasure Collection – Imperial Elephant 14,160,000.-

Movement: Piaget self-winding

Case: 40 mm 18K rose gold carved elephant

Dial: Mother of pearl, 1 ct diamond solitaire

Strap: Crocodile leather

Function: Hours, minutes

Limited Edition Numbers: 9

กลไก Piaget ไขลานอัตโนมัติ ตัวเรือนทองคำแกะสลักรูปช้าง ดวงตาสีเขียวอมรกต และโคคเค้นด้วยเพชร 1 กะรัต หน้าปัดเปลือกหอยมุกธรรมชาติ เม็ดมะยมฝังเพชร สายหนังจระเข้ ผลิตจำนวนจำกัด 9 เรือน



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Mùa xuân với vạn vật đâm chồi, nảy lộc là nguồn cảm hứng sáng tạo cho các nhà thiết kế của mọi lĩnh vực thời trang. Có thể nhìn và cảm nhận thấy hơi thở mùa xuân từ những bông hoa, chiếc lá được sử dụng một cách khéo léo trên những chiếc đồng hồ tinh xảo, trong các bộ trang sức kim cương lộng lẫy. *Heritage Fashion* giới thiệu những phụ kiện thời trang với chủ đề hoa lá mùa xuân.

Hãy để cho cảm xúc của mùa xuân ngập tràn trong bộ sưu tập thời trang của bạn nhé. 🌸

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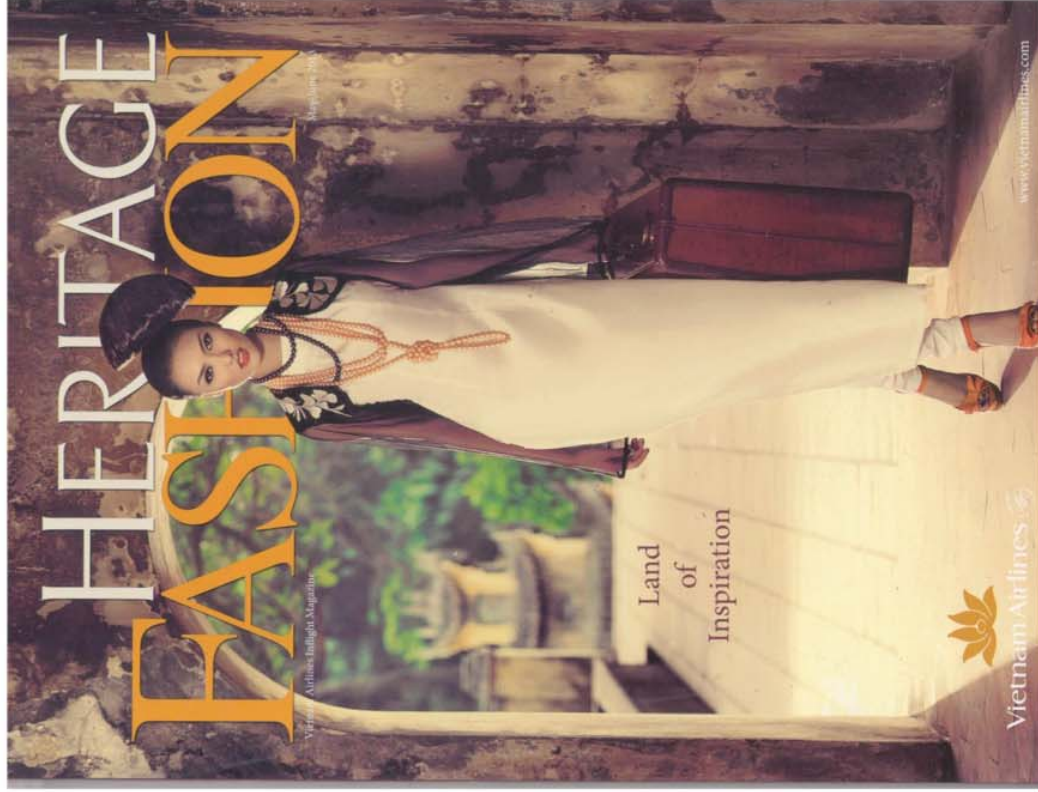
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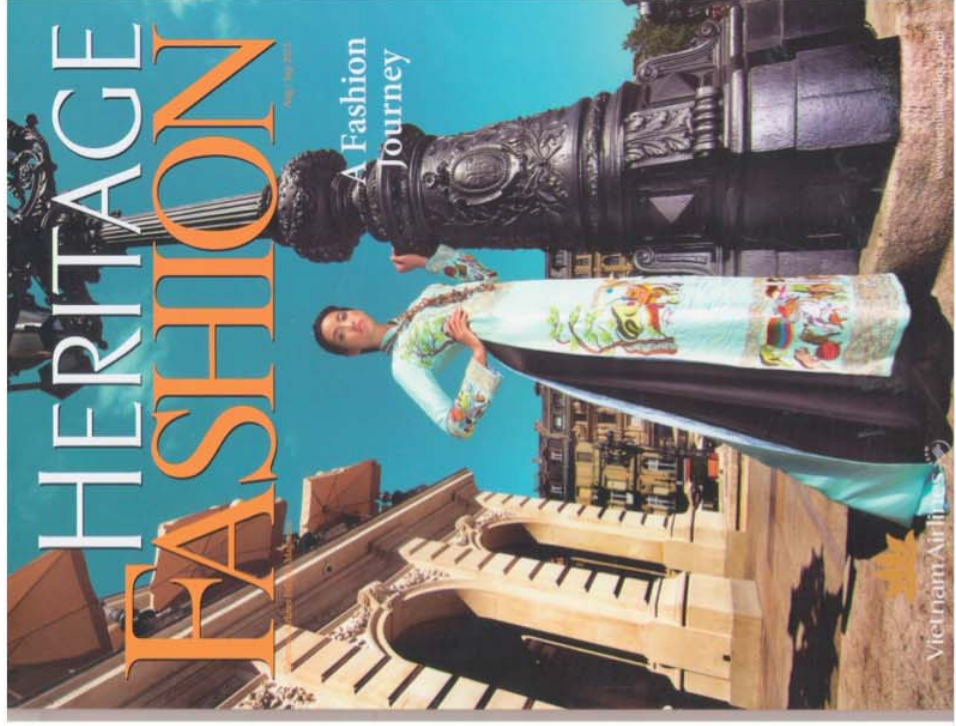
- May, 2013
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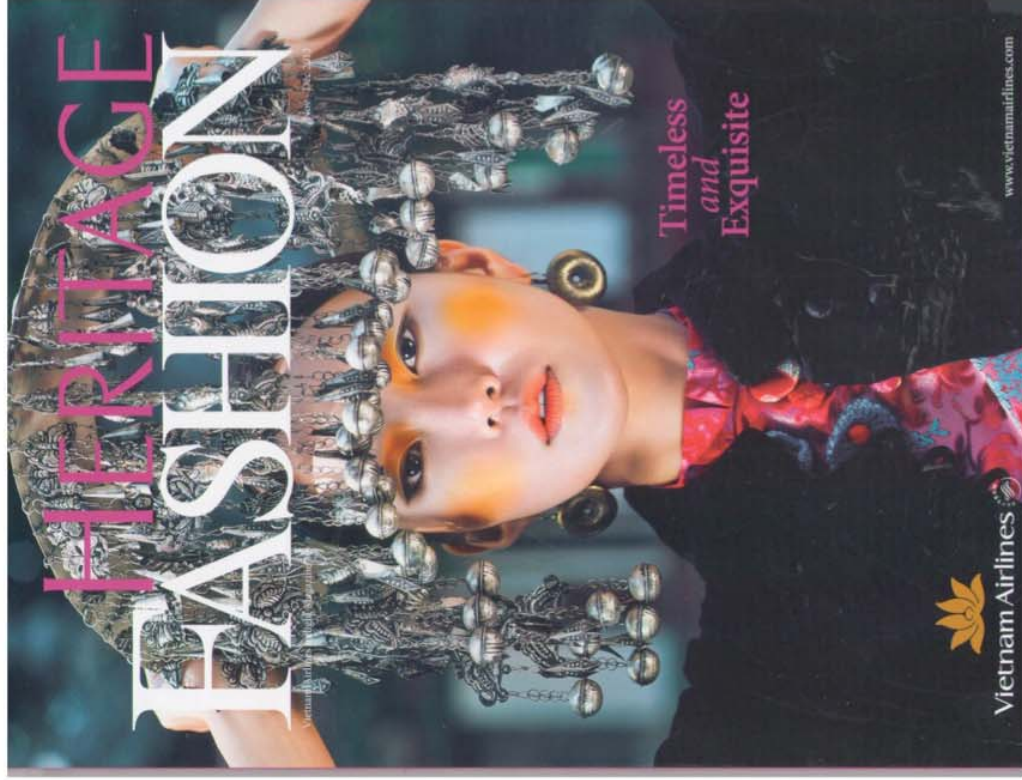
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NXB THANH NIÊN



1. Những khu vườn nhiệt đới luôn hấp dẫn nhà chế tác nữ trang & đồng hồ **BVLGARI**. Màu đồng hồ Giardino *Tropicale* mô tả sự sống động của khu vườn với đầy leo, hoa lá và chim qua nghệ thuật vẽ tiểu họa bậc thầy của hãng 2. Bộ sưu tập *Sugar* thật ngọt ngào như những viên đường nhỏ bé đầy màu sắc, là mẫu đồng hồ "nữ" nhất năm nay mà **DE GRISOGONO** giới thiệu nhân dịp kỷ niệm 200 năm thành lập của mình. Chiếc đồng hồ được nam 476 viên ngọc lục bảo trên mặt số và kim cương, những viên ngọc rơi lún tẩn, chuyển động như vài đóa trên cổ tay chủ nhân 3. Tuyệt tác *Lady Lacroix* nằm ở sự bí ẩn trên mặt số được đặc trưng hình lá có 8 cánh



2

biểu tượng sự phồn thịnh. Màu xanh lá cây trên mặt số về men bí ẩn chứa đựng bộ chuyển động Tourbillon CPV11 Calibre hoàn thiện công đầy đủ cả sắc công tầng, **CECIL PURNELL** 4. Định cho phụ nữ sành điệu, bộ sưu tập *Divas Collection* lãng mạn với mẫu *Ladybird* mang hình chữ cánh cam đầu trên ngọn cỏ tôn vinh nghệ thuật vẽ tiểu họa. Mặt số nam kim cương và ngọc lục bảo, **SARCAR** 5. Tuyệt tác của nghệ thuật vẽ men, mẫu *Square Dame Tourbillon Guardian* với một số vương viên 39 viên kim cương baguette đen, 224 viên kim cương tròn làm nền cho chủ bảo đến đồng trên bộ chuyển động tourbillon được nam 80 viên lông lily, **DE LANEAU**



6. Đối với **SARCAR**, năm 2013 tương trưng cho tình yêu & hạnh phúc. Do đó, các bộ sưu tập năm nay sẽ đầy màu sắc và chứa đựng nhiều thông điệp yêu thương. Bộ sưu tập cho bộ sưu tập "Solitaire" năm nay là mẫu **Emerald Clover** nam kim cương và ngọc lục bảo emerald cũng sự hiện hữu của biểu tượng có ba lá mang đến sự may mắn.

lãng mạn NHỊP THỜI GIAN

Phụ nữ luôn là nguồn cảm hứng của thi ca, các danh họa và cũng là năng thơ của các nhà chế tác đồng hồ. Khi kim cương cũng như những bộ chuyển động không đủ để họ miêu tả hết tâm tư và khơi nguồn ý tưởng, những viên ngọc quý như lục bảo, ruby, sapphire cùng các kỹ thuật vẽ men, nạm khảm bậc cao, dường như giúp các nhà chế tác chuyển tải tình yêu của mình dành cho phái đẹp.



3



5



4

Chú Voi UY QUYỀN

Với Sarcar, năm 2013 là năm của “Tình yêu và Hạnh phúc”. Vì thế, các bộ sưu tập được giới thiệu tại BaselWorld năm nay của nhà chế tác đã chuyển tải trọn vẹn thông điệp ngọt ngào này.

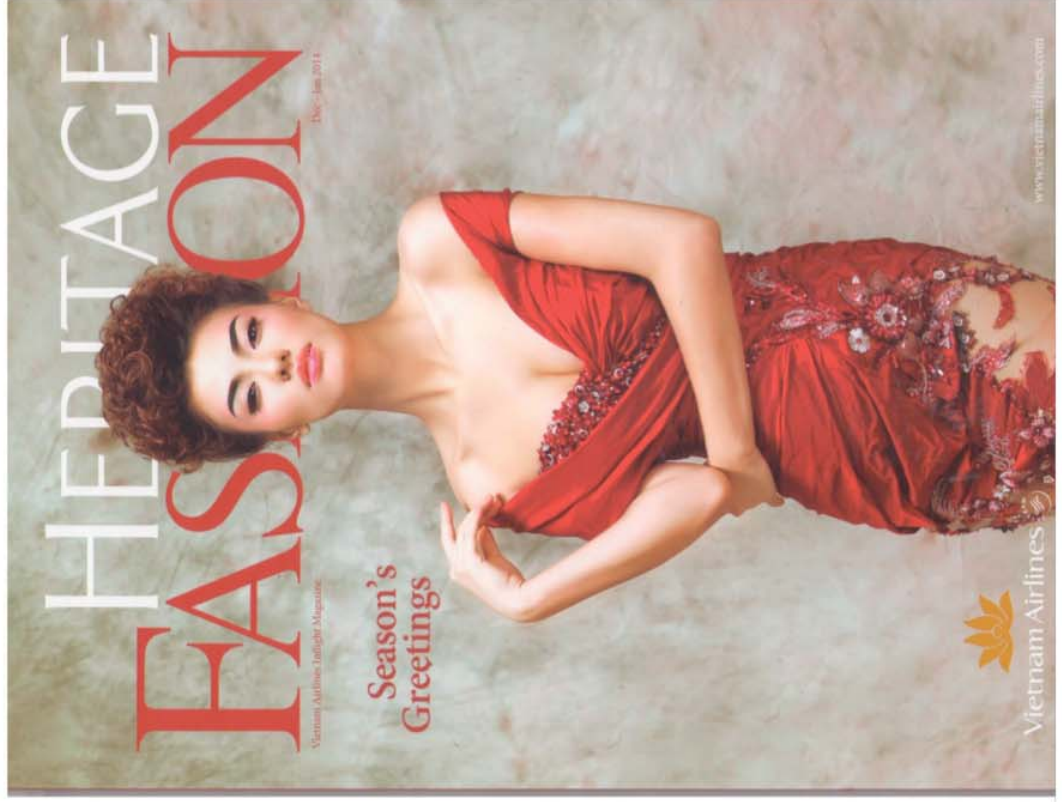
Can đảm theo đuổi con đường xa lạ mà hầu hết các nhà chế tác đồng hồ lảng tránh, đội ngũ thiết kế cùng nghệ nhân của Sarcar đã dẫn thân vào lĩnh vực bí ẩn của tín ngưỡng truyền thống và đức tin ở thế giới phương Đông và phương Tây, đào sâu vào các Dấu hiệu, Biểu tượng và Màu sắc thường được sử dụng trong các văn hóa truyền thống.

Voi, loài vật được nhiều nơi tôn kính như một biểu tượng cho sức mạnh và quyền lực, luôn là nguồn cảm hứng cho các nhà thiết kế cũng như thợ điêu khắc. Thế nên, không có gì lạ khi loài sinh vật đường bộ này xuất hiện sống động trong mẫu đồng hồ Imperial Elephant vừa được Sarcar trình làng tại BaselWorld 2013 vừa qua. Khoác lên bộ hoàng bào trang trọng, chú voi trong tư thế phủ phục trên gờ lấp kính của lớp vỏ bằng vàng hồng 18K, được điêu khắc tinh xảo bằng vàng, sở hữu cặp mắt nam ngọc lục bảo. Mặt số MOP cùng họa tiết được vẽ men enamel với những sắc màu rực rỡ như điểm tô thêm cho bộ lễ phục của chú voi. Duy trì sự sống của Imperial Elephant, bộ chuyển động Piguet tự lên dây là minh chứng cho tay nghề hoàn hảo và sự tinh xảo đến từng chi tiết của các nghệ nhân.

Vẻ đẹp hút hồn của Imperial Elephant còn tập trung ở viên kim cương Solitaire 1 carat đặc trưng của Sarcar, xoay quanh mặt số được thiết kế độc đáo. Các vấu được thiết kế tinh xảo như hòa quyện vào vẻ đẹp tổng thể của chiếc đồng hồ. Sở hữu núm vặn dây cốt nam kim cương, Imperial Elephant thực sự là một tuyệt phẩm, được sản xuất giới hạn chỉ với 9 chiếc.



Sarcar
 Heritage Fashion
 •Dec, 2013



This is a vertical advertisement for Sarcar watches. At the top, there is a color calibration strip. The Sarcar logo is prominently displayed, consisting of a stylized 'S' followed by the word 'SARCAR' and 'GENEVE' underneath, with the tagline 'Creator of dreams'. The central focus is a luxury watch with a black leather strap and a gold-toned case. The watch face is highly detailed, featuring a 'Moon' motif with intricate patterns and diamonds. To the right of the watch, the text reads 'LA MAGIC Moon COLLECTION'. Below this, it lists features: '• 18K Pink Gold With Diamonds', '• 100% Handmade Swiss "Swiss Made"', and '• 100% Swiss Made'. At the bottom, the 'Cititime' logo is visible. Further down, there is contact information for Cititime in Hanoi, Vietnam, including a phone number and address.

