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百达翡丽Ref.2584

机械不感兴趣。这些功能的添加不能简单地理解成在直径30出头的手表上换上机械机芯，加个计时模块那么简单。功能的添加势必导致直径增大，但直径的问题已做讨论，就不赘述了。女式手表功能追上男式手表的让这部分表独具特色，因为这些表可以说是从传统男式手表中分离出来的，因为现在女人们也开始关注运动、商务了。

所谓风水轮流转，当初手表出现就是由于女式手镯灵感所创，现在女式手表也要通过男式手表找灵感了。在男式手表中潜水表代表的不是潜水员，是对运动的热衷以及对海洋保护的关注。佩戴世界时功能的手表就可以看出佩戴者是位商旅达人，大部分时间都在空中。真力时手表当前就比较关注这类手表的制作，在其制作的女表中就有计时功能款式的出现，而E1 Primero：36'000 Vph 这只高振频手表中，38毫米直径（专门为女士制作的E1 Primero Original1969也是38毫米），蓝色表盘表带，男女佩戴在色彩上就不会有差池。

以上三条正是中性表走红的原因，对于中性表的选择也可以从中窥见一斑。

## TIPS

## 中性表推介

**第一种，往日男式表款女式戴。**今天大表径影响下，各家品牌都有意将手表做大。例如百达翡丽的 Ref.5235，为了适应其40.5毫米的直径，机芯31-260 Reg Qa从基本的31.74毫米增加到33毫米。这是现在的百达翡丽，但是之前的可并非如此，之前的男表直径仍旧停留在36毫米左右，所以一大批经典款式男表都可以作为女表焕发青春了。百达翡丽中的 Ref.1589 和 Ref.2584 就很值得女性朋友佩戴，36毫米作为当时的审美标准在今天看来也很适合女性佩戴。所以从传统经典款中淘男女表戴还是很有意思的，女士佩戴这类手表也是比较合适的。

**第二种，永远不会出错的珠宝表。**先援引莎士比亚老先生一句很著名的台词：“珠宝沉默不语，却比任何语言更能打动女人心。”在我看来“沉默不语”的珠宝不仅仅可以敲开女人的心扉，同样可以赚足男人的眼球。抛开珠宝生来的财富属性不说，珠宝之美是共通的，女表上可以满天星式的镶嵌宝石，男表同样可以。美永远是能在所有人面前得到认可，况且还是闪烁着各种光华的宝石，佩戴珠宝表无论男女佩戴都没有问题。“大至无敌，小至无拘”的豪门世家就是例子，众所周知它是珠宝表中的一流品牌，豪门世家的作品中的旋转钻石手表，祖母绿、红宝石、蓝宝石的各类手表都可以男女通戴，戴在女士腕上是奢华，戴在男式手上是魅力。像清新靓丽的瓢虫表、富丽堂皇又吉祥的金象表就更不用说了，虽然大直径，但是多样的色彩很适合女士佩戴。所以说珠宝表永远不会出错，这类表的佩戴可以说男式女式分得不那么清楚。

**第三种，避生之日就不分男女款式的艺术手表。**其实这类手表在今天看来比比皆是，卡地亚在2014年SIHH中推出的花卉细工镶嵌鸚鵡表，之前的金丝镶嵌豹子主题表，伯爵贝雕滴墨表。珐琅表在这其中也占了一大部分，最值得一提的就是百达翡丽在2012年推出的孔雀手表，这个系列孔雀都是以掐丝珐琅在不同的母贝上塑造的，其多样的色彩在百达翡丽艺术表款中不敢说绝后至少可以说是空前的。一经展出就得到了广大收藏家的追逐，前几日和某个朋友聊天，他谈及这只孔雀时以“风口浪尖”形容，的确如此，对于这样一只孔雀来说绝对不分男女款式。



百达翡丽 5077P 掐丝珐琅孔雀表。



万国大飞万年历小王子限量版，玫瑰金表壳直径46毫米，厚度为16毫米，虽然相较于马克17小王子限量版漂亮，但46毫米的直径让大多数女士望而却步。



豪门世家吉祥金象手表。



豪门世家红宝石瓢虫手表。

**第四种，适合你的手表。**这是最重要的一种，所有的手表都要适合个人的实际佩戴。例如去年万国推出的小王子系列，我身边有购买这个系列的女性朋友都没有选择万年历款，只有一个原因，相对于马克17来说万年历过于庞大了。真力时也推出了Type 20女飞行员手表，这只表将表圈镶钻，但是40毫米的直径让一些男式也可以尝试一把，可以感受一下别样的飞行器。还有就是硬朗风格手表，像绿水鬼，我的一位女同事对于绿水鬼一直按捺不住，色彩好看，简单敦实的劳力士依然有自己的女粉丝。





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### { 主题三 }

## 钻表吸睛术

如果觉得钻戒不够闪,那就用钻表闪瞎全场。

#### 1. Richard Mille 19-01 陀飞轮手表

也许被钛合金螺钉锁着的陀飞轮你不喜欢,但表圈、蜘蛛表盘上镶满的上百颗精美钻石,你总不会视而不见吧。

#### 2. 爱彼皇家橡树系列手表

这也许是最珠光宝气的运动手表了,除了三个小表圈,它浑身上下都被明亮的切割美钻覆盖着,共有966颗。

#### 3. 百达翡丽 7021R 手表

玫瑰金和精雕美钻的结合,让这款手表显得通透无杂,贵气之中也多了一分返璞归真的宁静美。

#### 4. 宝玑 Petite Fleur 高级珠宝手表黄金版

48颗方形美钻就像48个高低交错的花瓣,就如同一朵晶钻之花盛开在了黄金表盘上,惊艳绝伦。

#### 5. 伯爵 Blooming Rose 手表

伯爵做了一回大绅士,直接把表盘设计成了一朵花。镶满269颗圆钻后,这绝对是女人最好的朋友。

#### 6. 海瑞温斯顿 PREMIER GLACIER 珠宝手表

工匠们把不规则的天然钻并序排列,形成类似于冰川的流动感,仿佛可以带着时间无声流淌。

#### 7. 萧邦 Happy Sport 自动手表

这个璀璨夺目的钻表表盘里,有七颗可以自由活动的钻石,为流光溢彩的它多添一份灵动的魅力。

#### 8. 罗杰杜彼 Velvet 名伶系列手表

璀璨的方形钻石、上下两块阶梯切割的红宝石,还有精工布艺的腕带,它完全是在用硬件征服女性。

#### 9. 香奈儿 J12 月相手表

香奈儿的月相表完全是在用钻石说话:696颗、共42.5克拉,放到18K白金表盘上,它比月亮还璀璨。

#### 10. 豪门世家祖母绿四叶草手表

这个钻表上有一枚用祖母绿雕出的立体四叶草,健康、爱情、财富、名誉……它守护的都是你看重的。



5



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10

青

年

周

末

北京青年报  
BEIJING YOUTH DAILY

# AIRTIME

COVER STORY

足以陪伴一生的永恒之作  
万宝龙大班传承系列万年历腕表

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MONT  
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promotion

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# SARCAR 豪门世家 卓越书写璀璨风华

超越平庸的精彩创意、代代传承的精湛工艺，以及对珍稀宝石的精准解读，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，豪门世家不断将源自世界各地的异域文化融入创作，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的倾心。

编辑 | However 撰文 | Coco



今年全新推出的豪门世家 (Sarcar) 珍品系列 Royal Stallion 腕表设计大气，强烈的视觉感和层次感备受收藏者的青睐和热捧。

## 皇家眷顾，成就豪门本色

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瑞士制表的荣耀与坚持。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。其中，诸多身份显赫的贵宾亦令这一珠宝计时品牌实至名归。

翻阅豪门世家的历史，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尊贵客人，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泰王甚至将其

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“泰王”钻石切割法，并委托品牌打造登基60周年及80周年诞辰的特制表款。这些璀璨作品展现了豪门世家在不同时期领先于时代的创意设计，以及风格独具的个性魅力。

去年的巴塞尔国际钟表珠宝展上，不丹王太后——阿禧多杰·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。被誉为“神龙之国”的不丹已有百年历史，皇室成员难睹真容。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，也充分展现出了这家来自日内瓦的计时豪门让整个腕表行业为之瞩目的能力。

## 挥洒创意，打造专属梦想

豪门世家是为数不多的只以贵金属，比如黄金、铂金，制表的品牌。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、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，不仅每个系列腕表都饶富深意与趣味，每只腕表也都附有独立钻石保单，只用最顶级钻石打造的豪门世家腕表是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，比如珍珠木工镶嵌，再加上独特的限量制作方式，极力保持其独特与众不同。流连于豪门世家的珠宝腕表博物馆，精雕细琢的极致美学



与充满创意的艺术风格，无处不见：来源于银河的旋转创意，精细的表盘镶嵌工艺，将多种艺术形式与腕表装饰相结合的巧思……

豪门世家的理念，就是做独特及卓越的作品，让腕表成为一个人梦想的标志。这种无限制的创造理念，体现于豪门世家标志性的“旋转”设计之中，亦体现于豪门世家的每一款腕表的设计灵感之中。品牌聆听来自家族挚友、顾客的多项建议，并将其融入到腕表的设计主题中，打造出与众不同的个性设计。

正如豪门世家总裁Maya女士所说，“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，并且最终实现瞬间杰作。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，以最合适的材质、技术呈现出最完美的时计作品。因此，我们不仅仅是在制作腕表，而是将所有的热忱、梦想和祈愿融入到作品之中，实际上豪门世家的每一件璀璨腕表都堪称艺术臻品。”

### 艺术美感，源自文化底蕴

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，更要突出对高雅艺术的无尽展现……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。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



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

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。

2012年，为配合古老的东方文明中国龙年，豪门世家曾别具匠心，通过制表技师精湛的制表技艺，倾情奉献了4款“龙年”腕表系列，新颖别致的表盘设计以东方龙为创作元素，黄金与天然珍珠贝母材质的结合，凸显其尊贵典雅。

2013年，这个擅长将顶级美钻与无穷创意相结合的计时豪门，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。其中，憨态可掬的皇家金象腕表更成为了媒体瞩目的焦点。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，是富足的象征，更是皇家尊贵的代表。该款腕表表盘以珐琅绘制，传递出浓郁的尊贵气派。整款腕表在细节表现上尤为出

色，更充分印证了豪门世家在设计过程中对于精雕细琢的极致美感与充满创意的艺术风格的无限追求。

今年，正值中国的马年，豪门世家荣耀推出全新杰作，曼妙呈现出时间艺术之美。几千年来，马与人类有着密不可分的关系。在东西方文化历史中，无论是日常生活、体育赛事，还是重要的文化活动，到处都能看到马的雄壮身影。为了赞颂马对人类做出的无私奉献，豪门世家推出珍品系列Royal Stallion腕表，表圈立体雕刻的18K红金马，从马鞍到拴马的纽带，从马鞍到鞍扣，从线缝到方形钻石镶嵌，每一细节无不精雕细刻，精湛工艺赋予了腕表灵魂，栩栩如生地展现它的胜利姿态。该款腕表全球限量发行9只，在今年3月底结束的巴塞尔表展上，一经发布便被收藏家抢先预订了7只。

“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)金爪盘龙系列腕表，将神采奕奕的金龙盘绕于表壳之上，守护着我们生命中最宝贵的东西——时间。龙身飞舞，栩栩如生，精美至极！



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。



### 豪门世家与巴塞尔表展

作为世界最主要的钟表珠宝展会，每一届巴塞尔表展左右着钟表界未来一年的市场走势。它见证了全球钟表珠宝业的发展进程，也传递着世界经济的冷暖。每一年，全球钟表从业者与媒体齐聚这里，带着各自无尽的热情，体验着、同时也创造着现代计时王国的全新篇章。

豪门世家伴随于巴塞尔钟表珠宝展共同成长。品牌自首次参加表展之时，便进驻了顶级腕表品牌齐聚的Hall 1展馆位置，由此亦可看出，高级制表行业对于豪门世家在专业表现上的充分认可。去年，巴塞尔表展新馆揭幕，以前所未有的新面貌亮相于众人面前。虽外观焕然一新，但展馆内大部分品牌的展厅呈现却依然中规中矩。令人惊喜的是，豪门世家的全新展厅却为来宾带来了前所未有的参展感受。这里是Hall 1展馆中唯一能够感受到阳光的一个展厅。与来往行迹匆匆、商业气息浓郁的整个展馆相比，豪门世家展厅宛若世外桃源。今年的巴塞尔表展上，豪门世家展厅更是延续了其温馨、亲切的布置风格。倾洒而下的和煦阳光，舒适贴心的室内设计，迷你吧台上的精致糕点，随处可见的和善微笑……为每一位来宾缔造了“仿佛回家一般”的温暖感受，也让在这里的鉴赏时光变得愉悦、难忘。



# THE MILLENNARY

*The Watch Collector's Guide to Good Living*



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LA SERENA  
COLLECTION



# LINES IN SAND

*Sarcar's dazzling future is evidently written in stone.*

by **ANDRE FROIS**  
images by **GREY TAN & VINCENT ENG**



With the intricately choreographed sweeping of his hands, a sand artist illustrated a multitude of pictures depicting various aspects of time. High above the cityscape, *The Millenary's* special guests were treated to an exclusive soiree in a lofty ballroom of Swissôtel. After the thought-invoking sand art performance, the publisher of *The Millenary*, Jay-C Yeap, took the stage.

Jay-C addressed the VIP attendees of this hearty dinner held in collaboration with *The Millenary's* long-time friend, Sarcar, divulging his love for watches, as well as disclosing that he himself owns several Sarcar timepieces amongst his expansive collection.

Watch artistry like marquetry, engraving, diamond setting and other hand finishes were on brilliant display that evening, which enticed several dinner guests to purchase Sarcar timepieces that very evening. ♡





# FATALE ATTRACTION

*There has been no scientific basis for the famed idiom but perhaps we can draw light to one's attraction to Sarcar's Ladies timepieces: La Serena and Le Solitaire.*

by JONATHAN HO



For centuries, scientists have hypothesised on possible logical or rational explanations on why the good Lord might foist such an irrational behaviour upon one of his perfectly designed organisms. At first, they believed members of the order Lepidoptera used celestial bodies like the moon and stars as navigational beacons and when they encountered man's artificial light sources, they grew disoriented.

Then a professor of Biomedical Engineering at the University of North Carolina eventually discovered that it held no water so when the US Department of Agriculture

once opined that it was that incandescent flames emitted the same wavelengths as a female's luminescent calls for mating, it seemed possible and more importantly, apt as evidenced by human males and our propensity to fall prey to our heart's desires to our own detriment. Alas, while poetically fitting, it was a reason that was not to be, there was no reason to be for their heedless attraction nor is there one for ours when it comes to diamonds. Or is there?

Found in 4th century BC India, early civilisation valued diamonds for their brilliance and capacity for engraving



forged iron, it was considered a material of immense mysticism and wonder, serving as talismans and even medical aids for serious illnesses. When you consider its potent significance (imagined or otherwise), it makes sense that our first brush with a potential end of supply in 1725 has given birth to a paranoia which has never abated; even if the facts surrounding its supply today are in question, our love for the brilliant stone isn't; especially when they are paired in exquisite creation with precious metals as evidenced by our lust given voice in Sarcar's La Serena.

Even when one's eyes are first drawn to the magnificence of the myriad of stones caressing the surface of the bezel, it is the unique artistry of the two most prominent applied numerals which capture our attention. Drawn like a flame, the organic numbers 12 and 6 allude to her feminine sophistication and charms, mimicking her equally svelte and no less desirous gold case. While the numerals attach themselves to the splendiferous mother-of-pearl dial with no great challenge, the minute diamonds and their inlaid pink gold holders which serve as hour indices are a trial by fire. Each position requires

precision setting else which risk ruination of the delicate nacre. It is this subtle refinement and homage to artistic metier which sets 'La Serena' ahead of other timepieces in her class.

Her sister companion, Le Solitaire embodies a similar ethos in an aura of simplicity albeit one wrapped in the mesmerising sophistication of over a 0.5 carat brilliant-cut diamond on a skeleton rotor revolving around the central hour and minute hands, above a fully paved dial. A purpose driven or inadvertent flick of the wrist sends the gleaming rotor with star point revolving with speed and brilliance, as a comet across the night sky. In Ruby Heart and Emerald clover iterations, Le Solitaire takes on a different persona- a ruby red stone for passion and an emerald cut to symbolise the rotating Four leaf-clover symbol for the ultimate iconography – beautiful lady luck.

It's a longing which brooks no rational explanation save for the visual one- we want a Sarcar timepiece because it represents the immortal and immutable, like the flame to a moth, there is no resisting its dazzling magnetism.

TRENDSTIME

# 时尚时间



**COVER**  
香奈儿  
与时光嬉戏的  
365天

**TECHNOLOGY**  
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8\_June\_2014

**THE PERSON MOST LOVE ME**  
父爱如山 世上最爱你的那个人

有个人  
说你长大的时候  
也是你松开她手掌的时候  
你离开多久了?

有个人  
给了你人生中的第一块手表  
却没收一分货款  
你还记得吗?

有个人  
是童年里从不换电池的大号玩具  
你会陪他玩吗?

有个人  
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豪门世家瓢虫形象手表与今年最新自然主题的蜂鸟手表，二者确定了豪门世家清新的路线。



豪门世家魔幻世界系列手表，图中呈现的是红宝石窗口。



豪门世家北极星系列手表，钻石款式。

## 经典在于不改变

经典为何意？经典首先是大众审美，是能够获得大众认可的事物。所以从大的理念角度上来讲，越是经典越不改变。表中依旧如此，经典的蚝式表壳已经成为了劳力士坚固的象征，不会有太多改变了，改变了就不再是劳力士了。

在2014年巴塞尔表展上，看罢各家新表，在手表的艺术设计上的创新并不是很多，相反对于原有系列的推陈出新，各家做的都比较到位，豪门世家就让我们眼前一亮。去年豪门世家推出的绿色母贝盘面的瓢虫表一改豪门世家一贯的金碧辉煌的皇室风格，小清新路线走得很到位，我们一直以为这只是豪门世家当年的心血来潮之作而已，况且绿色母贝盘面并非大路货，但在2014年巴塞尔表展上仍旧让我们兴趣十足。这次的惊喜不亚于瓢虫手表，Divas Colibri蜂鸟手表可以说是瓢虫表的续作，可以说这只表让豪门世家确立了自然这一主题。

实际上最让人容易忽略也是最让人期待的是豪门世家手表中“旋转”系列手表。熟悉豪门世家的人，基本上会把“旋转”作为豪门世家的关键词。

此前，豪门世家创作的魔幻世界系列手表设计达到了珠宝表的新高度，从手表表圈到表盘，从表环甚至到转子，每一部分的表面都是用了不同大小形状的钻石覆盖。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。独具匠心的是表盘外圈缀的四个可旋转的方形装饰窗口，这个窗口中分别有四种宝石（蓝宝石、祖母绿宝石和红宝石）镶嵌而成。而这四块宝石并非简单的窗口中，会随着手腕随意转动，四色宝石会随着手腕的移动而进行变换。

而说到转动，不得不提及则是豪门世家北极星手表系列，在白金表盘上镶嵌了将近577颗的方钻，并且使用的镶嵌方式是隐秘镶嵌，钻石全重也达到了23.88克拉。在表盘上众星捧月般环绕着一颗2.15克拉的方形钻石，营造出浩瀚夜空中为路人指点方向的北极星。而这只表并非是大巧不工的，从其表耳、表底及表扣就可以见一斑，在这些细节上豪门世家毫不吝啬的使用了方钻装饰，在表针轴和表冠则镶嵌着圆钻，大有天圆地方之美。在小表盘中3、6、9、12点钟的刻度上使用了绿宝石镶嵌来凸显时间的清晰读时，好表却也是限量的，拥有另外的红宝石、蓝宝石两种款式，似乎蓝色款式更受到大家的喜欢，因为针对其北极星的手表名称，蓝色更适合体现夜空的色彩。



宝格丽 LVCEA 的手表表链细节图，可以清楚的看出宝格丽经典蛇形表表链对其的影响，但也可见其不同于蛇形表表链的圆润。宝格丽 LVCEA 拥有不锈钢、玫瑰金、间金以及玫瑰金镶钻款式。直径有 33 毫米和 28 毫米两种选择，其中 28 毫米款式使用的是石英机芯。

## 经典不是简单地拼合

经典创造之初就应该是很吸引人眼球的，而创造经典绝不是简单的拼接元素。在今年巴塞尔表展中宝格丽推出了自己的新一代女表 LVCEA，包括我的同事们，看过这只表的人精神都会为之一振，宝格丽女表要卷土重来了。

粗粗一瞥，宝格丽 LVCEA 的设计就很有质感，看壳型取自于宝格丽经典的 BVLGARI BVLGARI 系列，罗马圆柱切面圆形，表链看着是不是很熟悉呢？颇得宝格丽“蛇”表表链的神韵。但这只是简单的一瞥之下的第一感觉，细细看来明显并非那么简单。

按照宝格丽品牌的介绍来说，LVCEA 女表的设计灵感来自于光线。圆形表壳以及设计简洁的表壳底座代表的是日晷，日晷本身就是记录时间的工具，因此可以说这种设计代表着 LVCEA 本身就是时间和美感的结合。“LVCEA”的名字实际上也代表了意大利语中“lucé 光”和拉丁语中“lux（华丽）”的组合，因此 LVCEA 的设计之初就是为了展示一只漂亮的时间工具。

当然这是品牌的设计思路，从我们众多的女性购买者角度上来看，这只表美感十足，可称经典。首先，让我们先想到的并不是日晷那么古老的物件，打动我们的是 LVCEA 整个几何形状的设计感。圆形表壳的手表很多但是做大如此圆润而不留痕迹的不多，而 LVCEA 在圆形表壳上并非使用了一个完整的圆形，那样会同 BVLGARI BVLGARI 系列的罗马柱形表壳没有什么区别，相反它在表冠处留下了一个线条圆润的三角形模块，搭配宝石表冠，显得不突兀、不刻板，而很有变化。至于 LVCEA 的手表表链灵感获得处是经典的 SERPENTI 系列，缠绕式的鳞片结构肯定是不符合这



豪门世家 Solitaire Sapphire 蓝色宝石与红色宝石款式手表草图。

豪门世家 Solitaire Sapphire 蓝色宝石与红色宝石款式手表草图。

## 09 豪门世家 Divas 系列 Lipizzaner Stallion (利皮扎公马) 珠宝表

### 综合介绍:

豪门世家珠宝表的两大特色,一是在表盘上镶嵌带有 GIA (美国宝石学院,国际最具权威性珠宝鉴定机构) 鉴定证书的大颗粒钻石 (通常为 0.35 克拉或以上),二是采用独特的镶嵌结构,使钻石可以在表盘上自由转动甚至翻转。品牌几个最具代表性的系列,如 Solitaire、Le Carrousel 和 Divas 系列都是集这两大特色于一身。其中 Divas (直译为“歌剧女主角”)是豪门世家于 2012 年巴塞表展期间推出的全新系列,它的设计多取材自欧洲传统的艺术和音乐元素,用贵金属和天然宝石讲述浪漫的情节。

### 产品介绍:

Lipizzaner Stallion 利皮扎公马是欧洲的优良马种,性情温驯,同时又兼具勇敢的特性,常出现在各项顶级马术比赛的赛场上,配合着音乐做出优雅的舞步和腾跃动作。豪门世家的设计师们捕捉到利皮扎公马高贵迷人的气质,将稀有的天然金色母贝雕刻成惟妙惟肖的面部轮廓,又在母贝上微绘出马的五官和神态,最后用红宝石镶嵌出马的缰绳,绳结上有一颗 0.35 克拉可自由转动的钻石。手表直径 40 毫米,装配 FP 自动上弦机芯。

### 选择理由:

1. 本年度为数不多的符合生肖特征的高级珠宝表。
2. 题材与众不同,不落俗套,表盘采用多种手工工艺制成,表现到位。
3. 豪门世家独一无二可转动钻石,不只奢华,而且灵动。



## 10 GRAFF Butterfly Motif 高级珠宝表

### 综合介绍:

之前对 GRAFF 的珠宝和珠宝表一直保留的态度,因为它的作品堆惯了堆砌昂贵的材料,虽然贵气十足,但却抢夺了佩戴者自身的光彩,而且缺少儿能够令人产生遐想的设计感。今年推出的 Butterfly Motif 系列的全新款式,显然重新平衡了材料与设计、色彩与无瑕的钻石,以及珠宝与佩戴者之间的关系。

### 产品介绍:

三个设计分支,分别为:在钻石表盘上层点缀一只彩色蝴蝶、在钻石表盘和表带上镶满彩色蝴蝶,以及在彩色宝石表盘和表带上镶嵌钻石蝴蝶。所使用的所有宝石皆为名贵的钻石、彩色蓝宝石和祖母绿,装石英机芯,部分款式搭配有黑色和彩色缎面表带。这一套新作无疑是本年度钟表行业最雍容华贵的蝴蝶夫人。

### 选择理由:

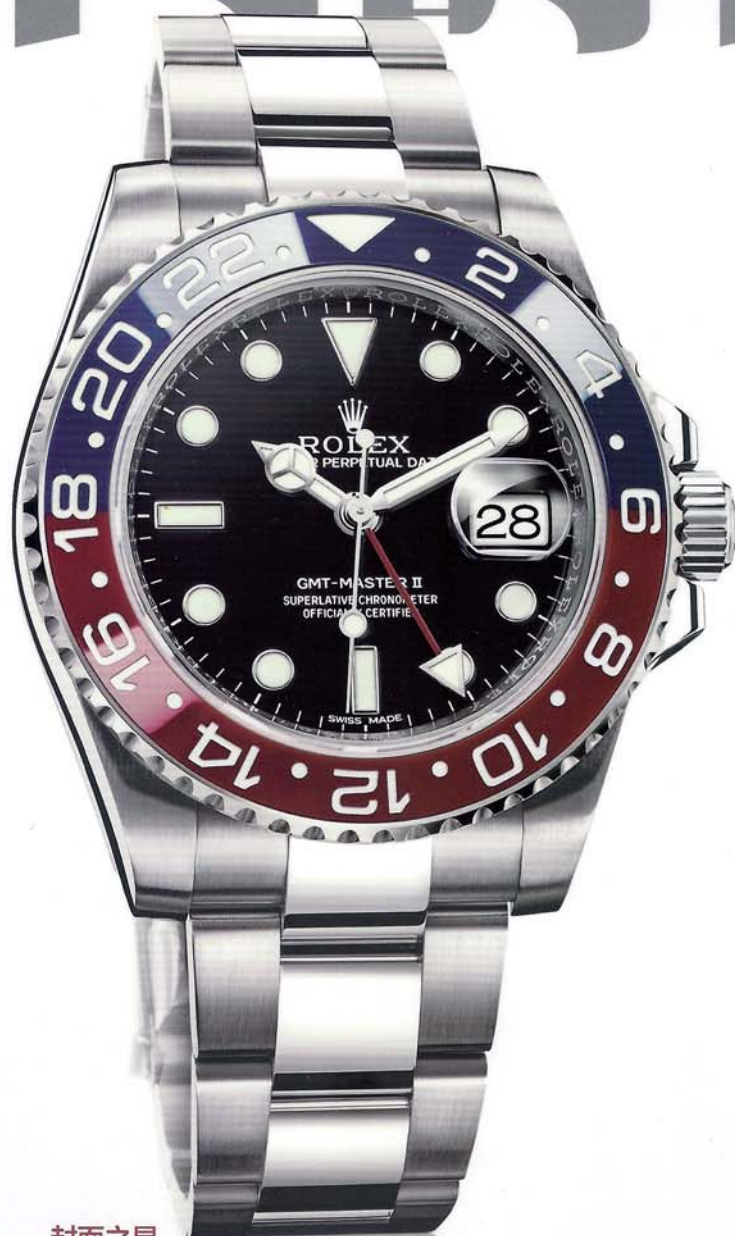
1. 奢华材质和设计感的完美结合。
2. 对名贵彩色宝石的严格挑选和运用,使这款作品无法被复制。
3. 相比于其他的宝级珠宝表系列,有更多不同价位的款式供选择。





TRENDSTIME

# 时尚时间



封面之星

劳力士 表圈上的新鲜事  
2014巴塞尔世界钟表珠宝博览会

# 探索大自然 豪门世家腕间的色彩世界

豪门世家 (Sarcar) 一直将大自然的奥秘充分融入手表的设计灵感中, 将神秘信仰与东西方传统文化巧妙结合, 大胆地将其演变成标志或符号, 从不同的角度凸显每个国家和人民的特点。随着时间的流逝, 依然不变的是腕上色彩斑斓的艺术世界。

豪门世家珍品系列 Royal Stallion 手表



1948 年创立的豪门世家珠宝手表品牌, 在其发展的 66 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。

2014 年, 豪门世家带您踏上探索大自然之旅, 去寻找野生植物、动物, 岩石等天然元素。大自然是不受人类控制, 但不论这种或那样的方式, 潜移默化地成为我们日常生活中不可或缺的一部分。豪门世家奇思妙想地将捕捉到的每个细节融入全新的手表设计中, 采用独特的珍稀材质, 延续豪门世家 DNA - “旋转”工艺, 为世人展现出款款独特的美丽瞬间。

几千年来, 马与人类有着密不可分的关系。不论是日常生活、体育赛事、还是重要的文化活动, 到处都能看到马的雄壮身影。2014 年, 正值中国的马年, 豪门世家 (Sarcar) 重力推出不同形态的“马”系列手表, 以赞颂马对人类做出的无私奉献。

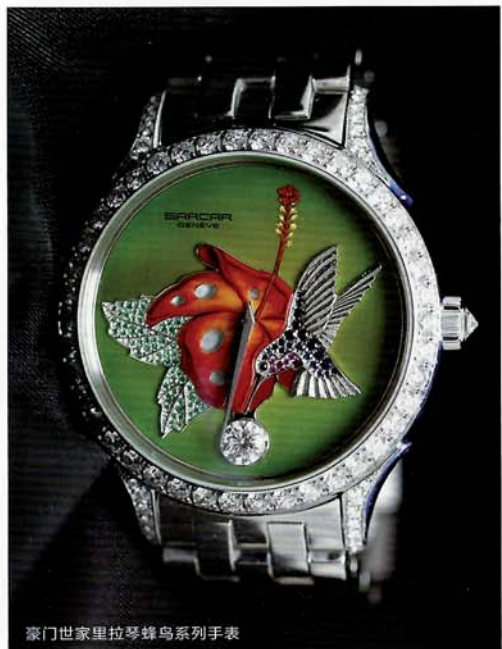
豪门世家珍品系列 Royal Stallion 手表: 表圈上是一匹 18K 红金马, 从马鬃到拴马的纽绳, 从马鞍到鞍扣, 从线缝到方形钻石镶嵌, 每一细节无不精雕细刻, 精湛工艺赋予了手表灵魂, 栩栩如生地展现它的胜利姿态。钻石表盘上镶嵌着 1 颗 1 克拉钻石围绕表盘旋转, 双面鳄鱼皮表带, 钻石镶嵌表扣。此系列设计大气, 强烈的视觉感和层次感备受收藏者的青睐和热捧, 全球限量发行 9 只。



豪门世家时光闪跃系列手表

2014年，在五行中是木马年。豪门世家隆重推出两款时光闪跃系列木马手表。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。在成百上千种木材中选取具有生命活力的稀有珍贵硬木作为木源。主题图案的每一部分都通过选择每种珍木的颜色与纹理拼接而成，珍木的内在质地为图像带来真正的天然光环，在世人眼前描绘出一幅四蹄生风的骏马奔腾在一望无际的原野上的景象。豪门世家时光闪跃系列的表盘按需排列并定位三颗旋转钻石，从而对制表工艺要求可见一斑。

豪门世家一直钟爱向世人诠释一种宁静的自然景象。蜂鸟是世界上最小的鸟类之一，被认为是地球上最神奇的生物。2014年豪门世家推出里拉琴蜂鸟系列，歌颂其为人类做出的贡献。极其珍稀的绿色贝母做表盘，一只白金雕刻的蜂鸟落在海蓝宝石装饰着的珐琅花瓣上，晶莹剔透的露珠赫然展现在眼前。密密镶嵌的绿宝石映衬着白金叶子，蓝宝石和红宝石分别镶嵌在鸟的头、背部及颈部，一颗0.35克拉旋转钻石成为整体设计的点睛之笔，一副青翠欲滴，迸发出勃勃生机的雨后景象。



豪门世家里拉琴蜂鸟系列手表

BASELWORLD 2014



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SARCAR  
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Creator of dreams

Creator of Dreams

# Sarcar 豪门世家 卓然技艺描绘骏马风姿



一颗0.35克拉品牌标志性的旋转单钻醒目镶嵌于豪门世家 (Sarcar) 盛装舞跃系列腕表表盘，配合整个表款精妙的布局，更为灵动地突出作品灵感之源——利皮扎马表演时轻盈腾跃的曼妙姿态。

半个世纪以来，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。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……2014年，豪门世家带您踏上探索大自然之旅，并重磅推出不同形态的“马”系列腕表，赞颂这一优雅生灵对人类做出的无私奉献，同时致敬中国传统农历马年的到来。

编辑 | However 撰文 | Coco

创立于1948年的豪门世家，半个世纪以来一直专精于顶级制表艺术，凭借着无穷创意、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。

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样风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、梦幻的灵兽蜕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。

豪门世家与最优秀的制表技师携手，打造精美的镶嵌表盘，以灵活彰显出动物的自然美态。纵观品牌历史中的款款杰作，凝聚传统工艺的时光闪烁猎豹腕表、皇家金象腕表，以及，前几年为呼应中国生肖主题而推出的金爪盘龙腕表、金蛇灵转腕表，无一不是令人惊叹的奢华艺术珍品，尽显出了品牌尊贵的文化传承与独特的创意风格。这也难怪钟表爱好者和收藏家们对这些富含艺术工艺的奢华珠宝腕表狂热追捧了。

### 优雅腾跃，雕琢高贵象征之美

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。2014年，豪门世家将目光驻留于“马”这一高尚潇洒的生灵之上，探寻马与文化交汇融合的痕迹，雕琢优雅高贵的象征之美，品牌的顶级设计师团队与技艺精湛的珠宝工匠们极尽巧思，创造出了完美而值得珍藏的新品杰作。

对于优雅而高贵的马术运动来说，盛装舞步可谓是最能表现出皇族传承与骑士精神的比赛项目。在皇家顶级马术赛场上，有着独特高贵血统的利皮扎马则是绝对的明星。利皮扎马兼具了勇敢和温驯的性格，可以配合着音乐做令人惊叹的优雅腾跃动作。豪门世家因利皮扎马流露出的美丽及高贵的气质而着迷。设计师们捕捉到利皮扎马散发出的非凡风采，推出了品牌历史上最不寻常的艺术作品——里拉琴音盛装舞步系列腕表。华丽的18K红金表盘之上，稀有的天然金贝母巧妙而又细致地雕刻出生动的一匹利皮扎马，描绘的眼睛、鼻子和嘴唇生动精致，传神的勾勒出了其优雅而自信的神态，以长方形红宝石弧形镶嵌的精美缰绳，成为了整个画面的点睛之笔，不着痕迹的让整个作品传递出英挺卓越的骑士精神主题。

定眼凝视这款豪门世家里拉琴音盛装舞步系列腕表时，不禁让人产生遐想，仿佛顷刻之间便置身于西班牙科尔多瓦皇家马场。冠军英姿飒爽的利皮

扎马在夺冠之后，微微羞涩的低下头接受骑手的赞允，观众席上闪烁而热切的目光宛若钻石璀璨的光芒……

豪门世家皇家雄马腕表则在华美的18K红金表圈上以立体雕刻的雄马马头造型装饰，无论是马耳、眼廓、鬃毛，甚至肌肉线条，每一处线条及细节打磨都充满了细腻情感。雄马的头饰、缰绳及缰绳扣设计简直可謂是神来之笔，让腕表外观在洋溢高贵风情之余，充满了现代美感。此款腕表设计经典传承了豪门世家独特的标志性工艺——一颗克拉旋转钻石附在旋转的圆环上，依附于满钻表盘之上，散发出令人炫目的闪耀光彩。

此外，为了呼应中国五行文化中的“木马年”说法，豪门世家隆重推出两款时光飞跃系列木马腕表。品牌特邀法国著名的木雕师和镶嵌师为其设计及制作表盘。在成百上千种木材中选取具有生命活力的稀有珍贵硬木作为木源。主题图案的每一部分都通过选择每种珍木的颜色与纹理拼接而成，在世人眼前描绘出一幅四蹄生风的骏马奔腾在一望无际的原野上的景象。

2014年正值中国农历马年，市场上以此为主题的腕表新品不胜枚举。然而，豪门世家诸多新品却以其独树一帜的工艺表现力，赋予了分秒艺术以荣耀灵魂。灵感上的独特创意，细节上的精妙雕琢，视觉上充盈的喜悦感，让这些珍品在今年巴塞尔表展上一经推出，便受到了众多钟表爱好者及巨贾名流的狂热追捧。



2014年，豪门世家(Sarcar)隆重推出两款时光飞跃系列腕表，珍木的内在质地为主图案带来真正的天然光泽。天马良驹系列腕表(左侧)与高贵驯马系列腕表(右侧)均延续豪门世家DNA——“旋转”工艺，表盘排列并定位三颗旋转钻石，则是品牌卓越制表工艺的完美体现，展现出独特的璀璨光彩。

“对于豪门世家来说，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。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。今年，正值中国的马年，豪门世家荣耀推出全新杰作，曼妙呈现出时间艺术之美。”



几千年来，人类文化历史上最高贵的征服就是驯化了这美丽而自由的生灵。豪门世家(Sarcar)御马奔腾系列腕表以其独树一帜的工艺表现呈现马与人类文化交汇融合的痕迹。表款设计华美大气，强烈的视觉感和层次感备受收藏者的青睐和追捧，全球限量发行9只。

### 分秒殿堂中的阳光会所 Baselworld 豪门世家展厅

作为世界最主要的钟表珠宝展会，每一届Baselworld左右着钟表界未来一年的市场走势。它见证了全球钟表珠宝业的发展进程，也传递着世界经济的冷暖。豪门世家伴随于Baselworld共同成长。品牌自首次参加表展之时，便进驻了顶级腕表品牌齐聚的Hall 1展馆位置，由此亦可看出，高级制表行业对于豪门世家在专业表现上的充分认可。去年，巴塞尔表展新馆揭幕，以前所未有的新面貌亮相于众人面前。虽外观焕然一新，但展馆内大部分品牌的展厅呈现却依然中规中矩。令人惊喜的是，豪门世家的全新展厅却为来宾带来了前所未有的参展感受。这里是Hall 1展馆中唯一能够感受到阳光的一个展厅。与来往行迹匆匆、商业气息浓郁的整个展馆相比，豪门世家展厅宛若世外桃源。今年的巴塞尔表展上，豪门世家展厅更是延续了其温馨、亲切的布置风格。为了迎合品牌全新推出的“马主题”腕表新品，在细节装饰上更是匠心独具。身处豪门世家的展厅，倾洒而下的和煦阳光，舒适贴心的室内设计，迷你吧台上的精致糕点，随处可见的善意微笑……为每一位来宾缔造了“仿佛回家一般”的温暖感受，也让在这里的鉴赏时光变得愉悦、难忘。







欧米茄碟飞典雅系列蝶舞腕表  
全新欧米茄 (OMEGA) 碟飞典雅系列蝶舞腕表将源于自然之美的灵感化为精致优雅的蝴蝶设计，成为典雅系列又一备受瞩目的魅力新品。表盘上精致的蝴蝶图案从中国传统文化中汲取灵感，象征着真爱永恒与幸福长寿。



豪门世家皇家金象腕表

翻阅豪门世家 (Sarcar) 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重。正因如此，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。



宇舶表Big Bang雪豹限量版腕表

为了向夺得奥运会冠军和两次世界冠军的品牌大使——滑雪女皇玛丽亚·里希致敬，宇舶表 (Hublot) 以濒临灭绝的“雪豹”为灵感，为地量身定做了全新的Big Bang雪豹限量版腕表——采用白色陶瓷，表盘镶嵌8颗黄钻。限量发行50枚。

## 百变风情野性与柔美并存

2014年，指针上的动物世界变得更加矛盾和纠结，柔美与野性并存，让时间国度因此呈现出一片丰饶景象。优雅的蝴蝶，轻灵的甲壳虫，呆萌的熊猫，敦厚的大象，惹人怜爱。而怒吼的狮子，敏捷的豹子、孤傲的独角兽，甚至是令人惊悚的鳄鱼，结合其夸张的造型，带来了热烈而旺盛的野性生命力。在艺术家们的打造之下，动物世界化为人类个性的缩影，不但可以用来表现爱情、生命、人的性格与命运，甚至还能传递出战争与和平更为宏大的命题。

在群兽争艳的腕表伊甸园中，以马为主题的腕表今年尤为令人惊艳。高级钟表圈齐心协力，向中国传统的马年致敬，在传承创新风格的同时，完美诠

释了美学、精致、卓越的品牌设计理念。时间艺术与“马”的融合不仅仅体现于具象的表盘设计之中，风行于贵族雅士的马类运动，也为时间呈现带来了全新灵感，纷纷吸引腕表品牌推出相关时计，从外形至实际功能，都保留了马上运动的典雅风范。在分秒之间展现优雅姿态，以灵动美感令人屏息折服。

佩戴动物腕表的确实考验搭配功力。此型腕表本身已具备明确的设计风格，造型时尤其需要做到个人气质、服装风格、腕表风格三者统一。此外，动物腕表往往在用色上丰富而醒目，因此需要注意服装和腕表主色调的协调呼应。总的来说，简洁风格的服装与之是最为搭配的。

## EVENT

# 上海当代艺术博物馆将举办 瞬息·永恒——卡地亚时间艺术展

日前，上海当代艺术博物馆正式宣布将于今年7月19日至10月12日举办“瞬息·永恒——卡地亚时间艺术展”。作为纪念中法建交50周年系列活动之一，此次展览将以钟表工艺为主题，邀请国际著名设计师吉冈德仁先生担任策展人，通过跨越一个多世纪的180余件珍贵时计杰作，为大众带来一场时间与艺术的盛宴，全方位呈现东西方文化艺术在时间领域对美的无尽追求。

“卡地亚时间艺术展”是对公众开放的规模最大的时计艺术品展之一。此次首度获邀来到中国，将通过卡地亚典藏作品、大师工艺、制表精粹、复杂机芯、创新技术，以及多媒体影像和制表师、工艺师的现场演示，从历史传承、风格演进、美学设计等多个角度，为广大观众提供难能可贵的机会，探索制表领域艺术与工艺的演进发展与文化影响。在将要展出的180余件珍贵时计中，包括了近150件来自卡地亚典藏的杰作，这也将是卡地亚典藏第28次受邀于全球知名文化艺术机构展出。

上海当代艺术博物馆副馆长李旭表示：“这将是一次难得的艺术文化交流，通过艺术的形式对时间进行解读与阐释。尤其是在中法建交50周年之际，这次展览将作为一场东西方艺术之间的对话，迸发跨文化之间思想碰撞的火花。”卡地亚形象、风格及传承总监皮埃尔·雷诺先生则说：“这场关于时间艺术的展览仿佛一段时光之旅，将呈现卡地亚一个多世纪来在制表领域的丰厚传承、设计哲学与美学造诣。希望所有有兴趣的观众都能亲临展览，感受时间艺术的独特魅力。”



### 展览信息

地点：上海当代艺术博物馆7层  
地址：上海市花园港路200号  
展期：2014年7月19日至10月12日  
开放时间：9:00-17:00 (16:00停止入场)，周一闭馆



雅典表镀金麒麟腕表

雅典表 (Ulysse Nardin) 特别呈献镀金麒麟腕表，腕表形象如无缰绳束缚的野马一样，仿佛体现出独立制表品牌所追求的自由与奔放的创新精神。表盘上的两匹骏马在广阔的平原和雄伟的山峦背景下自由奔驰，栩栩如生的神态，令人过目难忘。



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巴塞尔表展 2014 BASEL WATCH FAIR :

# Craft & Art

## 女表工艺

While some watch lovers collect complications, others build their collections around pieces of extraordinary craftsmanship and artistry. With these timepieces, anyone can see why

有些人以腕表的复杂功能定义收藏价值，有些人则以腕表的珠宝工艺和艺术性做为指标，后者的价值近年有越来越受重视的趋势。

TEXT NG KING KANG/ 吴庆康

### Sarcar 豪门世家

The brand that is synonymous with the creative display of top-notch gems has launched several designs at Baselworld that celebrate the Year of the Horse. They include pieces from the Carrousel Marquetry and Divas collections.

这个擅长将顶级美钻与无穷创意相结合的腕表品牌今年配合马年，在表展上推出几款表盘雕刻马匹的珠宝表，不论是宝石品质还是艺术性，都远比前几年的款式有看头。

#### Carrousel Marquetry Collection

For the Noble Horse and Galloping Horse models in this art series, Sarcar invited renowned marquetry masters and gem setters to design and create the watch dial featuring horses. Rare and hardy wood was chosen for the marquetry work, where the patterns are made up of tiny slivers of wood arranged meticulously according to shade and grain. The superb quality of the rare wood brings a natural glow to the dial on which a lifelike horse appears. The Noble Horse features a close-up of the head of a horse, while the Galloping Horse appears to be galloping on a broad expanse of grassland. The Sarcar Carrousel Marquetry collection is also distinguished by the three rotating diamonds found on its dial.

#### 木马腕表

在 Carrousel Marquetry 这个艺术系列中，豪门世家特邀法国著名木雕家和镶嵌师设计及制作“高贵驯马”和“天马良驹”的表盘，在众多木材中选取具有生命力的稀有珍贵硬木作为木源。主题图案的每一部分都通过珍珠的颜色与纹理拼接而成，珍珠的质地图像带来天然光环，呈现一幅四蹄生风的骏马在一望无际原野上奔腾的景象，表盘上还有三颗旋转钻石。

#### Divas Collection – Lipizzaner Stallion

Coming alive on the 18K red gold dial is a Lipizzaner stallion, crafted out of mother-of-pearl and precious natural-gold Atrina. The stallion radiates life in its eyes, nose and even lips, and a rein made of buff-top baguette rubies completes the picture. The bezel, lugs and crown are all crafted out of 18K red gold with diamond inlay, while the dial layered with mother-of-pearl is also topped with partially-set diamonds for added dazzle. As with all other Divas watches, this design features a single rotating solitaire on the dial that gives further life to the stallion illustrated on the dial.

#### 里拉琴音系列之 利皮扎马腕表

18K红金表盘上，稀有的天然金贝母雕刻出生动的一匹利皮扎公马，描绘的眼睛、鼻子和嘴唇生动精致，传神地勾勒出优雅自信的神态，以长方形红



Carrousel  
Marquetry  
Collection

Divas Collection –  
Lipizzaner Stallion

宝石弧形镶嵌的精美绳结，成为整个画面的点睛之笔。该款腕表表圈、表耳及表冠均使用18K红金配钻石，珍珠贝母表盘亦镶嵌着由近至远、大小不等的明亮钻石，环绕左右，散发璀璨光彩。里拉琴音系列腕表延续豪门世家标志性的旋转单钻设计，突显了利皮扎马表演时轻盈腾跃的曼妙姿态。

### Divas Collection – Colibri

Another spectacular offering by Sarcar is the Divas Collection – Colibri, featuring a delicate hummingbird engraved out of 18K white gold and set with blue sapphire. The bird sits on a flower in Atrina gold against a background of precious green mother-of-pearl. The attention to detail paid by the model's designers is clear: There are even dew drops on the bloom's petals. The leaves are laid in emeralds and white gold leaf, while sapphires and rubies can be found on the head, back and neck of the hummingbird. A single 0.35-carat rotating diamond completes the splendid snapshot of nature in action after a bout of rain.

### 里拉琴音系列之蜂鸟腕表

豪门世家的另一精彩杰作是里拉琴音系列的蜂鸟腕表，以珍稀绿色贝母做表盘，一只白金雕刻的蜂鸟落在海蓝宝石装饰的珐琅花瓣上，还有晶莹剔透的露珠。密密镶嵌的绿宝石映衬着白金叶子，蓝宝石和红宝石分别镶嵌在鸟的头、背部及颈部，一颗0.35克拉旋转钻石成为整体设计的点睛之笔，一幅青翠欲滴，迸发勃勃生机的雨后景象。

Divas Collection – Colibri



## Bulgari 宝格丽

### LVCEA

Bulgari's key ladies watch model for the year is named LVCEA, an amalgam of the Italian word for "light" ("luce") and the Latin for "luxury" ("lux") in homage to the brand's Italian and Greek roots. Each LVCEA timepiece comes with a flawless gem set into the crown together with an exquisite diamond, while the design of the watch band is inspired by Bulgari's iconic Serpenti collection. The LVCEA collection comprises 12 models with variations from stainless steel to rose gold with gemstone inlay. Other models pay homage to Bulgari's Roman blood with the Roman numerals XII and VI used.

### LVCEA

这是宝格丽今年最重要的女款表，LVCEA为意大利语“luce”（意为“光”）与拉丁语“lux”（意为“奢华”）的结合，每一件LVCEA作品的表冠上都嵌入一颗剔透宝石，表冠上还镶嵌一颗璀璨钻石，表链则从宝格丽经典的Serpenti系列获得灵感。LVCEA系列共有12种不同款式，从精钢款到密镶钻的玫瑰金款都不缺。另一些表款则饰有罗马数字XII和VI，展现宝格丽纯正血统中的古罗马元素。

## Chanel 香奈儿

### Mademoiselle Prive Coromandel Dial Set

Chanel's signature wristwatch line, the Premiere, has long been the house's preferred way of expressing its femininity and artistry. This year, Chanel's Mademoiselle Prive Coromandel dial set features a pair of Mademoiselle Prive watches in grand feu enamel. The 18K white gold cases are adorned with 639 snow-set diamonds (weighing around 3.88 carats in total) and 525 snow-set diamonds (around 4 carats) respectively.

The 18K yellow dial is decorated using the grand feu enamel technique, with clouds in sculpted mother-of-pearl fixed under the sapphire crystal.

### Mademoiselle Prive 珠宝腕表 Coromandel 珍藏组

香奈儿的标志性腕表系列Premiere一向是品牌展露女人味和艺术味最浓的系列，今年香奈儿的Mademoiselle Prive珠宝腕表Coromandel珍藏组，包含两组各一对Coromandel东方屏风大明火珐琅表盘的Mademoiselle Prive珠宝腕表，18K白金表壳分别镶嵌约3.88克拉639颗雪花式钻石和约4克拉525颗钻石，18K金表壳以日内瓦工艺烧制的大明火珐琅微绘图案装饰，蓝宝石水晶镜面下运用镂空珐琅工艺饰以云朵，艺术性极高。



Chanel's Mademoiselle Prive Coromandel dial set



青 年 周 末

北京青年报  
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# AIRTIME



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promotion

Creator of Dreams

# 月光倾泻 诉说古典诗篇 豪门世家优雅流转光阴故事

钟表记录时间，也因时间的有序行进而有了存在的意义，它低调而雅致，却自有一番深邃的底蕴，任世间风云变化，却仍旧淡淡的、按部就班地诉说着那些流年之中倾泻而出的往事……今年的中秋佳节，以独特创意与卓越工艺而闻名表坛的高级珠宝钟表大师——豪门世家 (Sarcar) 以四款优雅腕表，寄托人世间的思念情愫，见证您与钟爱之人的每一个缱绻月夜。

编辑 | However 撰文 | Coco



豪门世家 (Sarcar)  
经典全历腕表系列

豪门世家 (Sarcar)  
女王腕表系列

### 吟诵玫瑰金色的月光诗篇

时间和星象，是人类一直以来，最为沉迷的两个宇宙现象。月亮在浩瀚夜空中吸引了所有人的目光，而凝聚于手腕之上的玫瑰金色光芒，如月色般皎洁，更是令人迷醉……

在豪门世家众多复杂功能腕表中，雅致的经典全历腕表系列以精致脱俗的外观与功能设计，吟诵出了一阙充满人文意蕴的月光诗篇。该款腕表采用红金材质，表盘精细抛光，明亮的切割钻石闪烁其上，搭配双面鳄鱼皮表带，充满古典气质。表盘设计严格遵循制表传统，10点钟位置描绘有工作日和周末的星期指示框，秒针上的红色半月形指针用以显示该月日期。制表师们倾尽所有，将月亮的阴晴圆缺凝练于表盘6点钟位置之上，力求完美呈现苍穹之下最为极致的皎洁月光……仿佛在

手腕间挂满了思念。透过蓝宝石透明表底，我们便可一览无遗的欣赏到豪门世家经典全历腕表系列所搭载的具40小时动力储备的自动上链机芯的精美运作情况。

同样充满着古典主义设计风格，豪门世家女王腕表系列，专为现代女性设计，将精湛工艺与典雅华美的设计理念相结合，并以唯美的造型把优雅永恒定格于腕间，诗意诠释着梦的轮廓。豪门世家的钟表工艺大师将流畅的造型与精美细致的轮廓相融合，塑造出了这款堪称跨越时间之典藏之作：整体造型以时尚椭圆包含圆形表盘，新意顿生，突显现代风范。表盘外圈以18K玫瑰金搭配顶级钻石，双曲线设计，以流动感十足的渐变线条环绕梦幻计时，大气之中不乏巧思，令其成为众人瞩目的焦点。表盘外圈采用雪花镶嵌的独特技法，每颗美钻均独一无二，经工匠们的巧手，如点点繁星，温柔坠落于表盘之上，汇聚成宛若银河般流动曲线，盘绕腕间，环聚中心表盘，赋予整体设计无限浪漫诗意。



豪门世家 (Sarcar)  
北极星腕表系列



豪门世家 (Sarcar)  
Octavia腕表系列

“时间，是爱情最美丽的信物。比起圈在无名指上的戒指，以腕间時計铭刻爱情誓言，显然更为低调且富有诗意。在一起共度的分分秒秒，每时每刻，都是如此甜蜜美好。一枚精准优雅的腕表可以将这美好的时光记录和传承，也在这个人月团圆的世界，表达出了执子之手、相守一生的隽永涵义……”

#### 凝望夜空中那颗最亮的星

茫茫人海之中，总能够有二人，在缘分的牵拉之下寻觅到彼此，成为独一无二、专属于对方的“星星”。此后，十指相扣，心意相连，执手之间共同走过时光流年，而腕上灵动的時計则成为了记录下这剔透浪漫中幸福欢愉的最美誓言。珠宝计时大师豪门世家以品牌标志性的“旋转”设计，将对于爱情的期望和对珍视之人的祝福托付于腕间美钻之上——举手投足，手腕每一次轻摆，炫目钻石便会随着韵律旋转起舞，如星辰般恒久闪耀，动静之间，相互呼应，祈愿圆满之爱。

豪门世家北极星腕表系列，18K白金表盘隐形镶嵌着约577颗迷人公主切割方钻，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得到了GIA认证的2.15克拉精选方钻，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。

该款腕表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。腕表整体采用弧线形外观设计，飘逸大气附着简洁之中；精湛的切割工艺则将宝石的华美璀璨演绎得淋漓尽致，堪称纯粹、典雅之美的典范佳作。

造型别致的豪门世家Octavia腕表系列，则以12点位置之上的0.4克拉GIA认证璀璨圆钻描绘浪漫星辰之美。这颗明亮切割的美钻优雅旋转，无瑕美钻镶嵌于外圈，宛若指环上的永恒戒指，诉说着爱之永恒的浪漫誓言。此外，腕表18K白金表圈、时间刻度上亦都手工镶嵌了圆形切割的钻石，散发出灿烂的光辉，辉映在古典优雅的黑色鳄鱼皮表带上，效果更为增强，流光飞舞之间呈现出高贵曼妙的传情美态。

#### 创新书写卓越传奇

1972年，日内瓦钟表制造商豪门世家创始人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。除了使用最珍贵的材料之外（黄金、白金、玫瑰金、宝石、天然珍珠贝、钻石或镶饰表盘），豪门世家的新颖创意也是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。





# ZOBZ

艺术  
报·报志

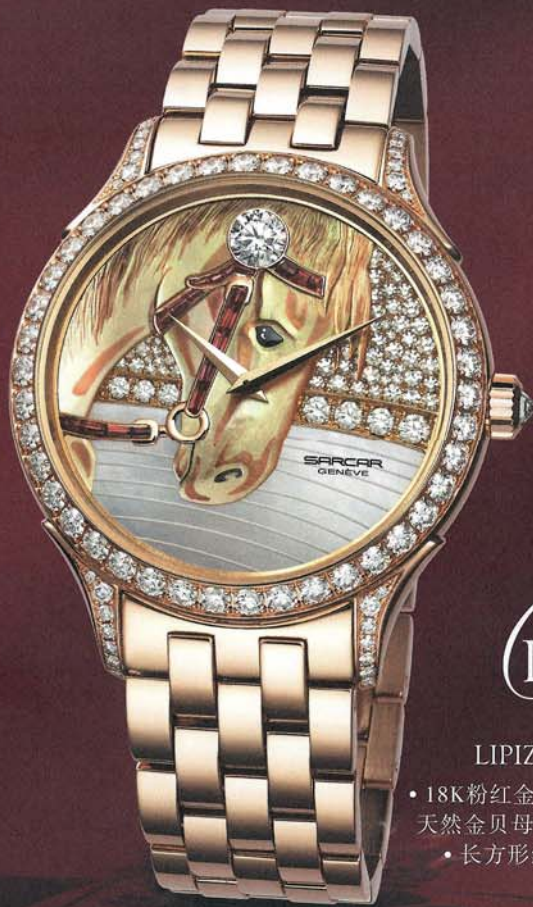
# art

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豪門世家



DIAS

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豪门世家 风入四蹄轻

## THE SPEED LIKE WIND 风入四蹄轻

在 2014 年豪门世家推出的一系列手表中，马年生肖表的制作不得不令人称奇。生肖表作为品牌制表的一大主题在今天越来越受到重视，尽管琳琅满目的生肖表前仆后继，能把握住这一主题，做得出彩的却没有几家，如果非要找一个标杆品牌，豪门世家以其别具匠心的手表材质以及精巧的设计独占鳌头。作为顶级珠宝表品牌，豪门世家手表中每一颗 0.3 克拉及以上的钻石都经过了 GIA 认证。三款马年生肖表中延续了豪门世家钻石旋转的品牌 DNA。时光闪跃系列之高贵驯马、天马良驹两款手表则使用了豪门世家擅长的珍珠细工镶嵌技艺。豪门世家手表辨识度很高，设计风格突出，既可以是金碧辉煌，又可以是清新亮丽。今年的蜂鸟延续的就是去年瓢虫表的风格，而马年生肖表的构思更让人喜欢不已，母贝金雕马头手表的刻画传神，手表盘面可以入画，高头纯种赛马颇有“风入四蹄轻”之神韵。



豪门世家里拉琴音盛装舞骠系列手表



1. 豪门世家时光飞跃系列之高贵驯马木工镶嵌主题手表  
2. 豪门世家时光飞跃系列之天马良驹珍木木工镶嵌主题手表

## 豪门世家的“木马”

没有人不喜欢马，没有人不喜欢豪门世家的马年手表。在豪门世家马年手表的市场情况来看也是如此，例如珍品系列御马奔腾手表限量9只，2014年巴塞尔钟表展过后就被收藏家订走7只，不得不说豪门世家的马年这几只四蹄轻灵的手表堪当顶级收藏家的选择。

豪门世家对于手表表盘的新材料使用可以说是别出心裁的，去年在瓢虫表表盘上使用了极为罕见的绿色母贝表盘就可见一斑。木材在豪门世家的表盘制作上是一个大主题，使用珍贵木材镶嵌技术也并非哪个品牌都可以随意而为的，豪门世家曾经推出的细木镶嵌猎豹手表就是一流之作，动物主题也是豪门世家表达镶嵌艺术的一大主题。时值中国马年，豪门世家自然忘不了为中国表迷推出马年限量表，其中时光飞跃系列之高贵驯马、天马良

驹两款手表展现的就是豪门世家拿手的细木镶嵌工艺，将两匹骏马活灵活现地在表盘上刻画出来，让人拍案惊奇。

细木镶嵌塑造动物形象的好处在于可以用比较细腻的层次来展现动物形象，因此达到的效果是不同于金雕、珐琅等工艺的。豪门世家在细木镶嵌的过程中注意把握动物灵动之态的一瞬间，将最美的那一时刻在表盘上呈现。细木镶嵌对于制作者的工艺水平要求很高。首先从选材上就是一大考验，选材其实是对于色彩组合的考验，在整个选材过程中，木雕师与镶嵌师要从成千上百的稀有硬木中选择最有活力的材质，如枫木、胡桃木、青龙木、伯尔灰、郁金香和杨树等。对于自己想要的每一部分都要有特定的颜色、纹理的木材来搭配，眼力马虎一点就不可能挑选出最好的色彩。在镶嵌过程中也很讲究，细木镶嵌这不同于钻石珠宝这种材质较硬的材料镶嵌，更多的是在铺陈。木质较软，切成镶嵌的木片后更不易拿捏，稍有不慎就可能引起变形等问题，同时小木片的拼接对于颜色组



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3. 豪门世家尊显系列红宝石心手表  
4. 豪门世家北极星手表系列手表  
5. 豪门世家旋转钻石原理图



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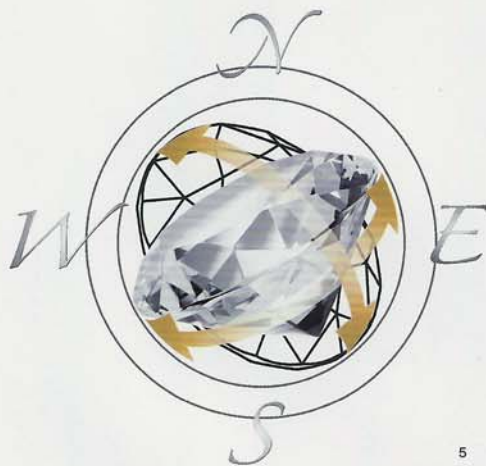
合来说更为困难，各种木材颜色的对比并不是很强烈，这就需要镶嵌师有超高的颜色辨识能力。在镶嵌过程中，要在高倍放大镜下将动物的五官刻画出来并非易事，为此豪门世家邀请了法国的著名木刻家和镶嵌师共同为这两匹骏马把关。每一个细节都做到了极致，利用木材特有的自然纹理将两匹骏马表现出来，神态凝重，似是在无边浩野奔腾。

最传神的是豪门世家不忘将其独有的钻石旋转工艺使用在表盘上，三颗由GIA认证的0.5克拉钻石镶嵌在表盘上，打破平静的盘面，在本有动意的盘面上赋予奔腾动感的现代艺术之美，旋转作为豪门世家品牌的DNA再次打破常规设计。

### 旋转似奔腾

豪门世家手表中“旋转”系列手表是其品牌的一大特色，马年生肖表自然不忘“旋转”这个豪门世家品牌的DNA，当旋转遇上马年生肖表，向我们表达的就是奔腾之力。

此前，豪门世家创作的魔幻世界系列手表设计可以说是珠宝表的新高度，它将豪门



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世家“旋转”二字表达到极致：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。表盘外圈缀的四个可旋转的方形装饰窗口，这个窗口中分别有四种宝石（钻石、蓝宝石、祖母绿宝石和红宝石）镶嵌而成。而这四块宝石并非简单的窗口中，会随着手腕随意转动，四色宝石会随着手腕的移动而进行变换。豪门世家北极星手表系列同样是旋转灵感的代表作，其得名就是因表盘上拥有一颗经过GIA认证的2.15克拉方钻，其转动轨迹如同浩瀚夜空中为路人指点方向的北极星。

今年的三款马年限量手表中都有旋转DNA的融入，豪门世家时光飞跃系列之高贵驯马、天马良驹两款手表，珍品系列御马奔腾手表以及里拉琴音盛装舞骠系列手表都装饰有旋转钻石。高贵驯马、天马良驹两款手表以及里拉琴音盛装舞骠系列手表装饰在手表盘面上，珍品系列御马奔腾手表则同Solitaire系列如出一辙，在表盘圆环上装饰有一颗旋转钻石。

旋转元素对于豪门世家来说是其独有技艺，使用在马年生肖表中也是得天独厚的优势，

静悄悄的手表盘面可以因此打破，将动感带入到手表当中。例如珍品系列御马奔腾手表使用的是立体金雕技术，与龙年推出的金爪盘龙手表使用的工艺相同，但骏马形象选取了最富有表现力的马头，在18K红金表圈上雕刻出骏马马头造型，无论是马耳、眼廓、鬃毛，甚至肌肉线条，每一处线条及细节打磨都很到位，对于骏马的头饰、缰绳及纽绳刻画得丝丝入扣。骏马本来就是属于奔腾的动物，加入盘面上旋转的钻石来表现动感很有味道，立体金雕御马很讨收藏家喜欢。

## 手表是在讲故事

豪门世家重力推出的“马”系列手表，在迎合中国马年之寓意上还有品牌对于马与人类默契精神的称颂。马术运动是人与马结合最紧密的运动，其中盛装舞步可以说是最能表现出皇族传承与骑士精神的比赛项目。其中血统高贵的骏马受到的关注不亚于一位伟大的骑手，在在皇家顶级马术赛场上，有着独特高贵血统的纯种利皮扎马则是绝对的明星。纯种利皮扎马兼具了勇敢和温驯的性格，可以配合着音乐做令人惊叹的优雅腾跃动作。豪门世家为之着迷，因此在制作马年限量手表过程中专门为利皮扎马设计了一款手表，就是里拉琴音盛装舞步系列手表。为此，豪门世家的设计师专门到赛场上捕捉利皮扎公马的优雅高贵风格，并以为之灵感创作出这一手表。

在材质选择上，制表师选择了18K红金表盘，同时又利用稀有的天然金母贝细致地雕刻出生动的一匹利皮扎公马，如果不加介绍，很多人都会将天然金母贝误认为黄金材质，实则比黄金价值有过之而无不及。其眼睛、鼻子和嘴唇使用微绘手法勾勒出来，饱满的线条成为了这只手表的一大亮点。如何的此马为赛马呢？且看盘面上以长方形红宝石弧形镶嵌的缰绳，这也是整个画面的点睛之笔，不着痕迹的让整个作品传递出高贵勇敢的骑士精神主题。如此巧妙的构思颇见豪门世家设计师的用心良苦。该款手表表圈、表耳及表冠均使用18K红金配以钻石镶嵌，在珍珠母贝表盘及上方亦镶嵌着由近至远、大小不等的钻石，构成的画面感极强。让人如同置身于西班牙科尔多瓦皇家马场，当利皮扎马夺冠后微微羞涩的低下头接受骑手的赞允，由近至远、大小不等的钻石如同观众席上闪耀而热切的目光，在构思上极富有故事性，原来手表是在讲故事。■



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6. 豪门世家珍品系列御马奔腾手表  
7. 豪门世家尊享系列金爪盘龙手表

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## 5. 路易威登Tambour Spin Time 女式银河时光飞旋手表

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## 6. 豪门世家Lipizzaner Stallion 系列手表

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## Editor's Notes

# 一个关于专注的小故事

在表友眼里，苹果公司9月份上市的第6代手机远远不如苹果手表更加热门，虽然这只手表要等到明年才会有正式的产品问世。有人问我会买吗？我回答说：为什么不呢？

在生活中，我们会经常花钱买东西，可是总是到了清理的时候才发现，其实真正值得保留下来的东西并不多。而事实上，值得保留也不足以构成买东西的充分理由。9月上旬，我去德国普福尔茨海姆参观了华洛芙工厂。这个品牌在欧洲的影响力不小，但由于进入国内的时间不长，知名度目前还不够高。这个由一个家族四代人依靠传承方式经营的品牌，产品只有一个：黄金首饰。我在采访第四代传人乔治先生时提了一个问题：究竟是一种什么力量，能够让华洛芙这样一个产品线如此单一的品牌，在经历了例如第一次和第二次世界大战以及无数次大大小小的国际经济危机之后，却始终屹立不倒并且不断地发展和壮大起来？乔治先生的回答只有两个字：专注。的确，他们的专注不仅让华洛芙家族在西方世界的上流社会中享有盛名，而且让无论多么光彩夺目的宝石都会变成成为黄金的配饰。回国之后，我买了一条朗格的18K金表链，原因只有一个：它是在华洛芙工厂内制作完成的。在此之前，我甚至觉得手表配金链很俗，而现在我却认为它很值。值的不仅是它千锤百炼的品质，而且还有其品牌价值中所蕴涵的精神和态度。

坦白地说，我们在本期中的内容做得并不像我们预先策划的那样令我满意。本来，我们要计划制作一个关于计时表的大型专题的，可是当我们在制作的过程中才意识到，关于计时表的话题实在太大了，大到不是一期杂志的专题所能承载的范围。于是，我最终决定取消专题计划，而把部分内容分散在相应的栏目中。由此我也得出来一个结论：涉及的范围过大，反而无法专注起来。

我第一次注意到计时表的时候是在20年前，我在一个“老外”的手腕上，看见了一个大表盘中还有三个小表盘的手表。我当时并不知道这些小表盘的功能和用途，只是觉得既新鲜又有趣。或许正是由于这个心结，让我在之后陆陆续续地买入了许多各种各样的计时表。买表其实比做杂志内容简单多了，有时只需要一个念头就够了。



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► 《时尚时间》9月刊及特别附赠艺术与设计的专刊。

上海 陈岩生

Q: 《时尚时间》编辑们大家好! 阅读贵刊已成为每天的习惯, 每个栏目的内容都很贴近表友, 不仅让我们这些钟表爱好者了解了最新的手表动态, 还学到了很多专业的知识。衷心祝愿《时尚时间》越来越好!

A: 特别感谢陈先生对《时尚时间》的长期支持, 您的支持对我们来说就是进步的动力。《时尚时间》致力于做名表文化的传播者, 作为中国专业钟表杂志我们会一如既往地为您呈现最新的钟表产品理念和行业动态, 做超乎用户预期的产品, 不断提升杂志质量, 将钟表文化带给更多的人。希望您继续支持《时尚时间》, 再次感谢您的来信。

北京 李浩

Q: 各位《时尚时间》的编辑们大家好! 我是一位钟表爱好者, 《时尚时间》我是期期必买, 特别喜欢今年的文章内容和版面风格, 希望《时尚时间》越办越好!

A: 您好, 李先生! 感谢对《时尚时间》的肯定和支持, 我们会坚持以读者和产品为中心, 做更好的杂志内容, 为钟表爱好者提供最全面、最前沿、最准确的手表行业信息和专业解读。再次感谢李先生的来信, 希望您继续关注和支持《时尚时间》。



► 迪奥 VIII GRAND BAL “PLISS SOLEIL” 手表  
玫瑰金表壳, 直径 36毫米, 珍珠母贝表盘, 使用 “Dior Inversé 11 1/2” 机芯, 动力存储至少 42小时, 防水 50米。

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# Creator of Dreams

## 豪门世家SARCAR

### 时光之舞 召唤幸福的降临

创立于1948年的豪门世家(Sarcar), 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。设计师们凭借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。在华美的时间国度, 分秒指针仿佛幻变为旋转的芭蕾舞者, 带着对于幸福的美好祝福与祈愿, 在腕间灵动飞舞, 成就璀璨而优雅的时光之舞……

编辑 | However 撰文 | Coco



#### 舞步轻旋, 如梦如幻

豪门世家尊显系列命运之星腕表

在层叠环绕的白钻簇拥之下, 表盘内圈的蓝宝石点缀尤为醒目。表盘之上, 钻石镶嵌的白金圆环中镶嵌着一颗精致的球形蓝宝石, 如梦如幻……它宛若翩然舞动的古典芭蕾精灵, 在腕间轻盈起舞, 曼妙施展出一个又一个唯美的皮鲁埃特旋转……这看似轻盈的舞步, 只用轴心承载所有力量, 每一个旋转, 每一次摆荡都是那样从容自然。

#### 浪漫随心, 承诺永恒

豪门世家尊显系列红宝心腕表

18K玫瑰金材质的表壳、表耳、表冠之上, 精美镶嵌着如漫天繁星般璀璨的瑰丽钻石, 呈现如梦如幻的极致魅力; 表盘中央由红宝石点缀而成的圆环, 钻石与贵金属的瞩目之下尤为亮眼; 精美表盘之上, 钻石点缀而成的玫瑰金圆环中央镶嵌着一枚心型切割红宝石, 鲜丽耀目, 充满着激情与梦幻交汇而成的浪漫魅力, 诠释出爱意绵延的腕间永恒承诺。

#### 独特创意 缔造梦想杰作

单单堆砌璀璨的钻石、精妙的元件, 即使再具奢华价值, 却不能让人与之共情。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。”她曾在接受本刊采访时充满热情的解释说, “对于豪门世家来说, 独特创意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 闪耀别致光彩

细数豪门世家的众多杰作，“旋转”无疑是最为核心的标志性设计元素。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。

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。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，更充分体现出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。在豪门世家荣耀推出的这些产品之中，“旋转”的概念一次又一次的被设计师们凝练为美轮美奂的腕间艺术，诠释出豪门世家无以伦比的独特创意。

“ 豪门世家的珠宝腕表大师们以品牌傲然于世的绝佳创意，诠释出充满着爱与祝福的浪漫时计作品。豪门世家尊显系列腕表，以不同的主题呈现出了瑞士顶级制表美丽而精致的灵魂。时间在雕琢之下幻化成为爱的诗歌，腕间流转，绵延永远…… ”

## 爱之祝愿 祝福岁月时光

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祝愿。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，追溯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，以轻盈设计祝愿新年宏图，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……无论是象征着浪漫爱情的红宝心腕表、寄托着四叶草传说的祖母绿四叶草腕表，还是今年全新推出的幽蓝色命运之星腕表，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……

红宝石、祖母绿、蓝宝石在设计师的巧思之下，化身为了翩然舞动的古典芭蕾精灵，在腕间轻盈起舞……豪门世家表将一系列代表着幸运与祝福的无瑕宝石化为创造素材，从而诠释了时间艺术的优雅真谛。这看似轻盈的舞步，只用轴心承载所有力量，每一个旋转，每一次摆荡都是那样从容优雅，闪耀着如天空般广袤的摄人光芒……举手投足之间，璀璨随腕曼妙灵转，带来对于未来的美好祝愿。



### 轻旋召唤，幸福降临

#### 豪门世家尊显系列祖母绿四叶草腕表

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缀而成的圆环，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，轻盈如雾……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。

### 流光璀璨，奢华尽现

#### 豪门世家皇家尊显系列珠宝腕表

这款珠宝腕表尽显晶莹、简约的个性，里面隐藏了一个完全独创的系统。在一颗1克拉明亮切割的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。表链、表圈和表耳也皆用方形切割的钻石手工镶嵌，光华无限，仿佛把我们带入了一个童话般的梦幻世界。



## 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，小至无物”。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。为了保证最终产品能完美体现珍贵和独特的品牌特质，豪门世家腕表的所有制作工序，包括由顶级制表师一丝不苟、异常认真的亲自完成。除了使用最珍贵的材料之外（黄金、白金、玫瑰金、宝石、天然珍珠贝、钻石或镶嵌表盘），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。



| 名表手边书系列 |

UN MUST-HAVE 2014-2015  
POUR LES AMATEURS DE BELLES MONTRES

# 顶级名表

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购买篇

刘兴力 著



  
SARCAR  
GENÈVE

创造梦想者！  
豪门世家

*Creator of Dreams*

豪门世家，“梦想缔造者”

 北京理工大学出版社  
BEIJING INSTITUTE OF TECHNOLOGY PRESS

| 名表手边书系列 |

UN MUST-HAVE  
POUR LES AMATEURS DE BELLES MONTRES

2014—2015

# 顶级名表

购买篇

名表收藏购买必读

刘兴力 著



北京理工大学出版社  
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Sarcar, a name synonymous with fine luxury timepieces of precious metals and gem-stones, was founded by Mr. Carlo Sarzano in year 1948. Renowned for its creative designs, fine craftsmanship and technical expertise, Sarcar's luxury timepieces are well-sought after by celebrities and the rich and famous.

Gaining from his marketing experience, Carlo had a vision to create exclusive timepieces to satisfy the needs of wealthy watch enthusiasts craving for unique designs that can be associated with their personal lifestyles. He went in search of a team of highly skilled and experienced craftsmen that can help his customers realize their dreams.

Carlo's principle in keeping his operation small but yet strong and independent has helped his creative team gaining accolades for many of their designs, especially their most well acclaimed "Solitaire," a unique timepiece with a one-carat rotating diamond that revolves around its watch dial.

I find my work most rewarding and the wealth of knowledge I gained from my working experiences with the company's team over the years has helped us to stay focused in our objectives to continue creating new unique designs so as to establish Sarcar as a global image for producing exclusive luxury timepieces.

Ms. Maya Konig,  
CEO of Sarcar Genève,



#### 豪门世家珍木细工镶嵌猎豹手表

豪门世家 (Sarcar) 猎豹手表特邀法国著名的木雕刻家和镶嵌师为其设计及制作表盘。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。

豪门世家 (Sarcar) 猎豹手表特邀法国著名的木雕刻家和镶嵌师为其设计及制作表盘。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。

爱马仕 2012 年度的主题是“时间之礼” (The Gift of Time)。2013 年，Anita Porchet 与爱马仕五度携手，

推出了切合年度主题、用稀有的金箔绘 (Paillonné) 的 Arceau Attelage Céleste 手表。Arceau Pocket Amazone (女骑士) 怀表，取材于爱马仕德高望重的设计师 Henri d'Origny 早年的一幅画作，珐琅大师运用其炉火纯青的日内瓦微绘 (Peinture miniaturielle selon la technique genevoise) 珐琅功底，将画面用极为细腻的笔触展现在表盘上，马儿的毛发、女骑士的裙裾褶皱丝丝



#### 爱马仕秸秆细工镶嵌手表

爱马仕的秸秆细工镶嵌比其他品牌的镶嵌要细腻得多。

## 5. 日内瓦珠宝钟表的荣耀与坚持

### ● 历史

#### 坚持本我，打造惊世手表

作为瑞士钟表文化的发源和核心之地，日内瓦的制表商们则将时间的高贵表现得更为淋漓尽致。豪门世家（Sarcar）的历史，就是美丽与精密的完美结合。

日内瓦的珠宝表是传统的精密手工诠释的华丽的艺术盛宴，珠宝工艺甚至比钟表工艺更悠久。1948年创立于日内瓦的豪门世家，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，奠定了卓越的品牌精神。

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手表。

品牌创始人 Carlo Sarzano 先生自立门户之前曾为多个在意大利和西班牙具有代表性的著名瑞士品牌工作过。在一直致力于积累制表专业知识的时候，他偶然发现一家成立于1919年的名为 Manufacture de Montres Niton 的工厂，Carlo Sarzano 先生收购了这家工厂，并成立了自己的公司，开发出



#### 豪门世家的创始人 Carlo Sarzano 先生

1974年，Carlo Sarzano 先生去世，他的妻子 Paulette Sarzano 女士接管了公司。她很快就面临一系列困难的抉择。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豪门世家曾经的制表理念格格不入。Paulette Sarzano 女士最终没有趋向主流，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。这或许是日内瓦制表人对于时间艺术最为执着的追求表现吧！正是同年，豪门世家推出了 GLORIUM 系列手表。这是一款令人叹为观止的超薄手表，厚度仅为 2.5 毫米，机芯完全集成在后盖上。该款手表成为品牌坚持本我，专注工艺的最直接证明。

他的首款系列。凭借已经建立的业务往来，他得以率先在全球市场上推出他的产品。“大至无敌，小至无拘”是 Carlo Sarzano 先生的处世理念，也是豪门世家至今仍一直秉承的行动指南。将珍贵奢华的宝石与异想天开的创意巧妙融合，并体现出超凡的制表和珠宝工艺，成就了诞生之初 Carlo Sarzano 先生对品牌最深的期许。

1981 年，豪门世家推出魔幻世界手表系列，首创“旋转手表”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手表的移动主题中，打造出与众不同的个性设计，永葆独特、珍贵和迷人气息。1985 年，豪门世家又以创始人 Carlo Sarzano 先生对神奇而美丽的群星、月亮与太阳的钟爱为灵感，创造出银河系列。追逆溯源于浩瀚宇宙的力量，让时间与艺术融成唯一，该款系列一经推出就大获成功。2003 年是豪门世家集团的历史转折点。新起点、新标识，但是理念始终如一。豪门世家提出了如今闻名于世的口号：“梦想缔造者。”并在随后的短短十年之间呈现出一款款令



### 豪门世家的诞生

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手表。

手表界为之瞩目的珠宝表。

半个世纪以来，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，创造出多款令人惊叹的尊贵手表系列。在豪门世家总裁 Maya 女士看来，“真正的乐适品（luxury）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。乐适，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 女士曾经在接受采访时说，“对豪门世家来说，这样的独特创意才是我们坚持与追求的品牌核心所在。”



### 旋转手表

1981年，豪门世家推出魔幻世界手表系列，首创“旋转手表”设计，在钟表界是一款创新的产品。

的确，珍贵奢华的宝石、传统精湛的工艺，以及新颖独特的创意，刚好契合了高端市场对创造精神的追求，亦成为豪门世家赢得收藏者们青睐的关键。

### 深受皇室青睐的手表

翻阅豪门世家的历史，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、不丹王旺楚克等贵客，其定制手表数量之多、设计细节之精密，令人咂舌。对豪门世家一向情有独钟的泰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“泰王”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



豪门世家展柜

泰国珠宝展上，泰王姐姐参观豪门世家展柜。





#### 不丹王太后亲临展台

2013年，不丹王太后亲临巴塞尔国际钟表珠宝展豪门世家展台，展馆顿时蓬荜生辉。

更具个性化的璀璨新品。

2013年的巴塞尔钟表珠宝展上，不丹王太后——阿禧多杰·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手表见长的珠宝手表世家更显光辉，也充分展现出了这家来自日内瓦的时计豪门让整个手表行业为之瞩目的能力。

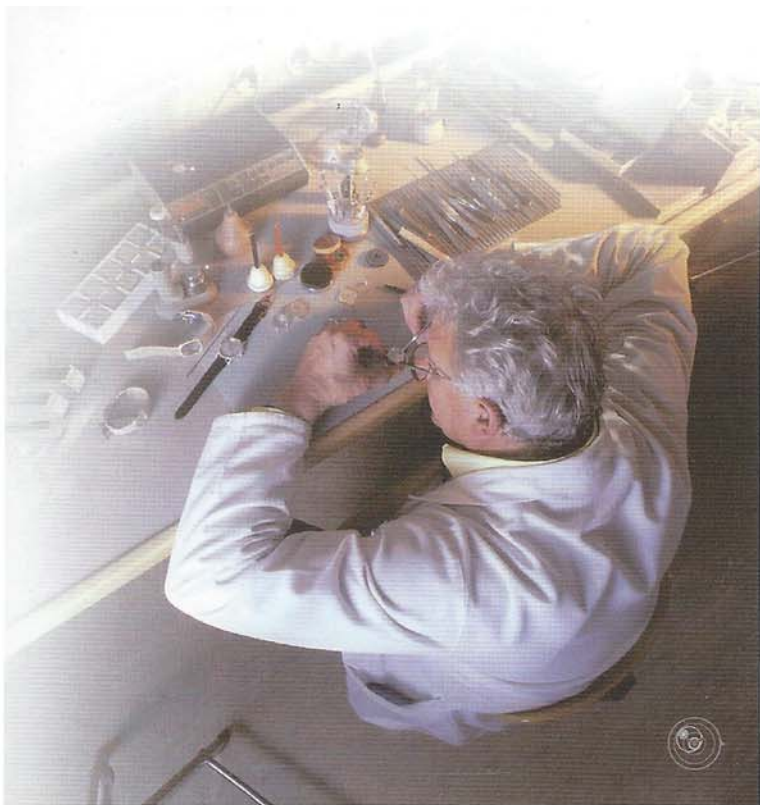


在豪门世家总裁 Maya 女士看来，豪门世家为消费者带来全新的激情与感受，把他们心目中梦寐以求的时间面貌带入现实之中。

#### ● 工艺

#### 缔造梦想杰作，以工艺见长

与纯粹追求精密技术的传统手表工艺理念不同，高级珠宝表更代表了对高雅艺术的无尽追求……流连于豪门世家的珠宝表博物馆，精雕细琢的极致美学与充满创意的艺术风格，无处不在：来源于银河的旋转创意，无限精细的表盘镶嵌工艺，将多种艺术形式与手表装饰相结合的巧思，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，让每一件璀璨手表都堪称艺术臻品。这个珠宝计时豪门在缔造梦想的同时，更以无限热忱诠释着华丽的时间美学。



### 精湛工艺

豪门世家始终坚持品牌理念，缔造出美感与工艺并重的艺术作品。

### 首创旋转设计

豪门世家于1981年首创“旋转手表”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，成为品牌的标志性设计。

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手表的移动主题中，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显手表系列，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，在钻石表盘上优雅地绕轴旋转。手腕轻轻一摆，

钻石的光芒便会照亮流逝的每一刻。

2005年，豪门世家推出杰作“皇家尊显”手表系列。设计师们试图打造一只无与伦比的手表，来再现头顶深邃苍茫的宇宙迷人的光辉。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。为了充分彰显这款熠熠生辉的“皇家尊显”手表的独特魅力，全球限量发行8只。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，更充分体现出了豪门世家这个日内瓦品牌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手表系列，还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至极致。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。

### 只用贵金属

日内瓦流派流传下来的重要遗产，就是把原本用在珠宝行业的金银细工，应用在手表制作上。豪门世家是为数不多的只以贵金属（比如黄金、铂金等）制表的品牌。为了保证最终产品能完美体现出珍贵和独特的品牌特质，豪门世家手表的所有制作工序，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、异常认真地亲自完成。擅长将顶级美钻与无穷创意相结合的豪门世家，不仅每个系列手表都饶富深意与趣味，每只手表也都附有独立钻石（0.3 及 0.3 克拉以上）保单，只用净度 VVS1 成色 F 顶级钻石打造的豪门世家（Sarcar）手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。

### 极尽艺术工艺，打造梦想标志

对于恪守艺术信条的时间追随者来说，珠宝手表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。

豪门世家的理念，就是做不一样的、独特的东西，让手表成为一个人梦想的标志。这种无限制的创造理念，体现于豪门世家的“旋转”设计之中，亦体现于豪门世家的每一款手表创意之中。品牌与最优秀的制表技师携手，打造精美的镶嵌表盘。比如，豪门世家时光闪跃世界之窗手表系列以珐琅表盘衬托手工金雕的各个城市著名的标志性景点建筑，如巴黎的埃菲尔铁塔、上海电视塔，三颗 0.5 克拉钻石在珍珠母贝的映衬下光彩夺目。传统式的金雕窗框更增添每一个景点的诗韵美感，独具艺术品位……而另一款豪门世家时光闪跃猎豹手表系列则采用了细木镶嵌这种古老工艺。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。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色泽。



**皇室尊显手表**

2005年的皇室尊显手表系列，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。



**时光闪跃世界之窗手表**

豪门世家时光闪跃世界之窗手表系列以珐琅表盘衬托手工金雕的各个城市著名的标志性景点建筑。



**时光闪跃巴黎之窗手表**

豪门世家时光闪跃巴黎之窗手表优雅古典，搭配手工金雕窗棂造型，烘托出蓝天白云下埃菲尔铁塔的精美景致。



SARCAR  
GENÈVE



#### 细木镶嵌工艺

2007年，时光闪跃手表系列采用细木镶嵌这种古老工艺，再一次赋予镶嵌细工于灵感，并创造出全新艺术魅力。



### 时光闪耀手表

2006年，豪门世家推出另一个卓越款型——时光闪耀手表系列。



### 闪烁舞动手表

2009年，豪门世家推出闪烁舞动手表系列，再次创造了世界第一。这款极致手表拥有一颗1克拉明亮切割的悬浮钻石。



## ● 产品

### 完美追求，诠释创意时计

长久以来，豪门世家始终如一，在艺术与创新之路上不懈前行。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设计师的雕琢下张扬出与众不同的个性主张。天空的星辰、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时计的多面魅力。

2012年，豪门世家曾以浩瀚星空和苍茫宇宙为灵感之源，倾情呈现了北极星系列，用极致特别的方式向品牌创始人表达敬意，诠释“对于纯粹、典雅之美的恒久追求”。此款手表在当时的巴塞尔钟表展上一经亮相，便博得一片赞叹。手表整体采用弧线形外观设计，飘逸大气附着简洁之中；精湛的切割工艺则将宝石的华美璀璨演绎得淋漓尽致，堪称纯粹、典雅之美的典范嘉作。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。

2013年，这个擅长将顶级美钻与无穷创意相结合的珠宝表豪门，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：品牌标志性的“旋转”概念再一次被设计师们凝练为腕间艺术，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华美金蛇灵转手表、充满异域风情的皇家金象手表，还是满溢夏日晨露气息的红宝瓢虫手表，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……

其中，憨态可掬的皇家金象手表更成为媒体瞩目的焦点。手表表盘以珐琅绘制，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，令整款手表在细节表现上尤为出色，更充分印证了豪门世家在设计过程中对于精雕细



### 皇家金象手表

豪门世家皇家金象手表表壳上立体浮雕一只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。

琢的极致美感与充满创意的艺术风格的无限追求。

正如豪门世家总裁Maya女士所说：“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

### 魔幻世界系列手表

豪门世家魔幻世界系列手表手腕随意转动之间，四色宝石会随着手腕的移动而进行变换，令人叹为观止。



### 北极星手表

豪门世家北极星手表系列用极致特别的方式向品牌创始人表达敬意。

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，以保证以最合适的材质、技术呈现出最完美的時計作品。因此，我们不仅仅是在制作手表，实际上豪门世家的每一件璀璨手表都堪称艺术臻品。”







#### 魔幻世界系列经典款

豪门世家魔幻世界系列手表超越经典，将顶级美钻与绝妙创意相结合，饶富深意。



#### 月色之金蛇灵转系列手表

与豪门世家魔幻月色之金蛇灵转系列手表同行，腕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。



#### 红宝瓢虫手表

豪门世家红宝瓢虫手表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。



#### 红宝心手表

豪门世家红宝心手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。

# UN MUST-HAVE POUR LES AMATEURS DE BELLES MONTRES

## 2014—2015

### 买表要品味，收藏有讲究

选购手表，无论是送礼还是己用，都应有长期的考虑。然而大多数手表如同宝马车一样，一离开商店就开始贬值，因此，“牌子好的手表收藏价值高”是一个不小的误区。怎样选择适合佩戴者气质又兼具收藏价值的手表，其中门道颇多。

本书带您站在一个全新的高度看待手表购买收藏，帮助您避开手表收藏的种种误区；学习判断手表收藏价值高低的各种讲究；教您买出小品牌的潜力股，大品牌的王者范儿。



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# A World Of Jewellery Watch

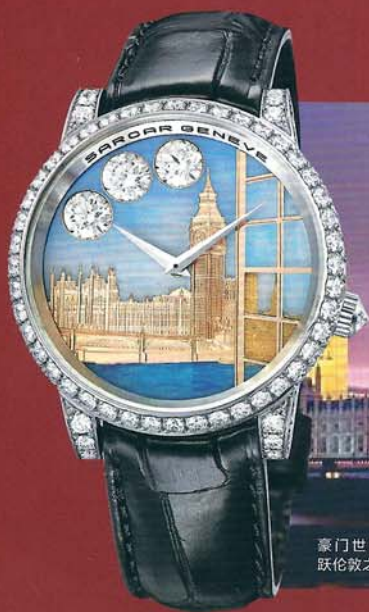
## 一表一世界

一枚值得购买的珠宝表要看两点：一是手表的整体设计，二是手表上宝石的切工和镶嵌工艺。一枚兼具这两点的手表才能够称得上珠宝表的成功之作，豪门世家时光闪跃系列更是珠宝表的典范。时光闪跃系列作为豪门世家的重要手表系列之一，其突出的图案构思是一般珠宝手表难以企及的。豪门世家以宝石的切割、镶嵌工艺著称，时光闪跃系列中将黄金、白金、玫瑰金、各类宝石融入其中，在手表创作中能够驾驭好多种材质的品牌并不多，豪门世家将珠宝表做到的高度是一般珠宝表不能达到的。豪门世家推出了时光闪跃世界之窗系列，用过宝石镶嵌和珐琅等传统工艺，传递给佩戴者这样一个感觉：一表皆是一世界。

### 世界之窗，世界之心

高级珠宝手表的设计是判断一枚珠宝表成功与否的重要标志。豪门世家时光闪跃系列囊括了风景到动物各类图案，这个系列的设计不仅仅是图案的精细华美，更为令其在珠宝表中占得一席之地正是豪门世家独到的设计，在每一枚时光闪跃系列手表的表盘上都镶嵌有三颗可以旋转的0.5克拉单钻，这也是豪门世家时光闪跃系列名字的由来。

豪门世家时光闪跃世界之窗系列中，使用金雕和珐琅工艺在表盘上呈现出世界著名城市之中的重要文化象征，有象征威尼斯城的里亚尔托桥夜景，有法国巴黎的文化象征埃菲尔铁塔，亦有英国伦敦标志性的钟大本钟。豪门世家想要通过闪跃世界之窗系列来展现各国文化情怀之美，表盘做画布，从全世界各具特色的代表性地表建筑中选择出水城威尼斯的里亚尔托桥、英国大本钟以及法国巴黎埃菲尔铁塔，用珐琅、宝石和金雕来填充表盘上的风景。



豪门世家时光闪跃伦敦之窗手表

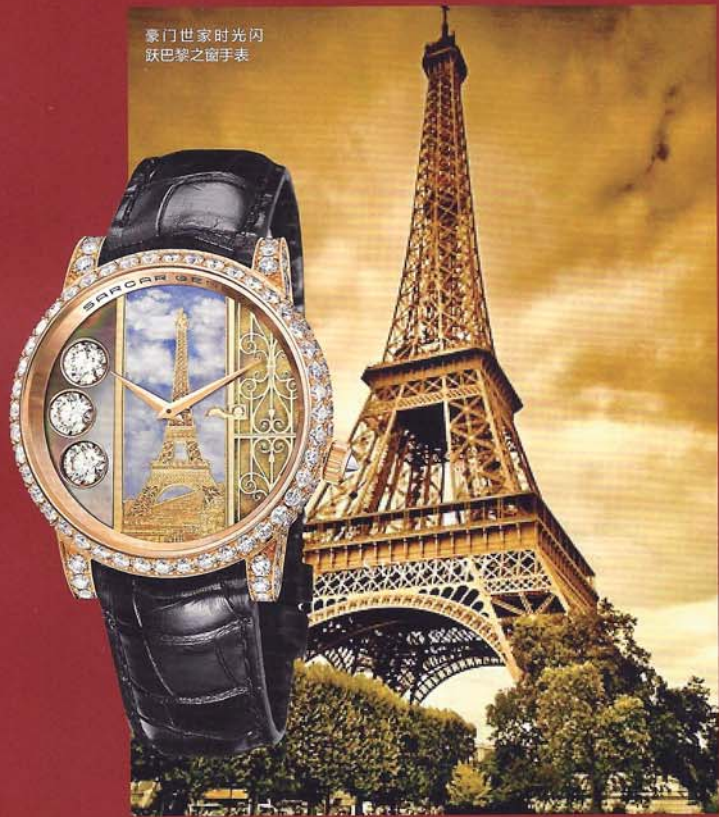
伦敦大本钟

在图案构思上，三幅图案的展示并非通过简单的全局刻画，而是通过了第一视角来凸显。我们仔细观察表盘这三幅图案的时候，可以很清楚的看见有推开的窗棱，很明显主视角是在这类景点的观景台或是楼上，推窗映入眼帘的正是城市中最具有标志的建筑，旅行中的地域风情渲染的淋漓尽致。

时光闪跃威尼斯之窗手表更像是托马斯·科尔笔下的杰作，以透视关系极为精妙的建筑布局打造出威尼斯城充满古典主义色彩的钟楼美景。时光闪跃巴黎之窗手表浪漫展现出了法国文化象征之一——展现出蓝天白云下的精密金雕而成的埃菲尔铁塔之美。时光闪跃伦敦大本钟之窗手表传神的表达了纯正的英伦气息。通过使用珐琅彩营造出淡蓝色的天空与湖蓝色的水波上下呼应的情景，使大本钟的端正肃然之气呈现在表盘之上。

豪门世家时光闪跃世界之窗手表系列以珐琅表盘衬托手工金雕，通过珐琅盘面表现城市风景底色，景点则由金雕大师雕刻而成。同时用黄金描绘出的传统式的窗棂形态，显得别有匠心，表盘上的3颗0.5克拉的标志性旋转单钻展示出豪门世家时光闪跃系列的独特所在。

豪门世家时光闪跃巴黎之窗手表



威尼斯城里亚尔托桥



豪门世家时光闪跃威尼斯之窗手表

# A World Of Jewellery Watch

## 大至无敌，小至无拘

1972年，日内瓦钟表制造商豪门世家创始人 Carlo Sarzano 先生立下了这样一个重要的理念：“大至无敌，小至无拘”，而这句话成为了如今豪门世家的灵魂所在。豪门世家坚持的这个原则，从豪门世家每一个系列中都能深刻理解这句话的含义。豪门世家在手表的用料上使用最珍贵的材料，黄金、白金、玫瑰金、各色宝石、稀有颜色的珍珠母贝都是豪门世家手表系列中的基本材质。同样的“大至无敌，小至无拘”更多得还体现在豪门世家珠宝表的工艺上，其宝石切割工艺、宝石镶嵌工艺都很独到，做工之精致细致将豪门世家独到的宝石工艺呈现给佩戴者。

在2013年巴塞尔表展上，豪门世家推出了绿色母贝盘面红宝石瓢虫表，这只表一改豪门世家一贯的金碧辉煌的皇室风格，使用的极为罕见的绿色母贝盘面，再以红宝石刻画瓢虫形象，使用绿宝石营造绿叶形象，钻石化为露水珠，构图巧妙极了。不同以往金碧辉煌的形象，这只表更多的是展现清新的图案效果，可以说做到了“小至无拘”。

豪门世家还有一个关键词，那就是“旋转”，北极星手表则是重要款式。在白金表盘上镶嵌了将近577颗的方钻，并且使用的镶嵌方式是隐秘镶嵌，钻石全重也达到了23.88克拉。在表盘上众星捧月般环绕着一颗2.15克拉的方形钻石，营造出浩瀚夜空中为路人指点方向的北极星。而这只表并非是大巧不工的，从其表耳、表底及表扣就可以见一斑，在这些细节上豪门世家毫不吝啬的使用了方钻装饰，在表针轴和表冠则镶嵌着圆钻，大有天圆地方之美。在小表盘中3、6、9、12点钟的刻度上使用了绿宝石镶嵌来凸显时间的清晰读时。

豪门世家四叶草手表使用祖母绿宝石营造出四叶草图案形象，18K白金材质的表壳、表耳、表冠镶嵌有钻石，表盘中心由57颗祖母绿宝石点缀而成的圆环，4颗祖母绿宝石镶嵌成一朵四叶草。豪门世家尊显系列命运之星手表以蓝宝石为创作题材，在表盘上钻石镶嵌的白金圆环中镶嵌着一颗球形蓝宝石。豪门世家红宝心手表使用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，表盘中央由约90颗红宝石点缀而成的圆环，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。

豪门世家祖母绿四叶草、红宝心和命运星展示了出了品牌在宝石切割方面的精湛技艺，三只表的色彩非一般珠



豪门世家红宝石瓢虫手表



豪门世家北极星手表系列



豪门世家祖母绿四叶草手表



豪门世家尊显系列命运之星手表

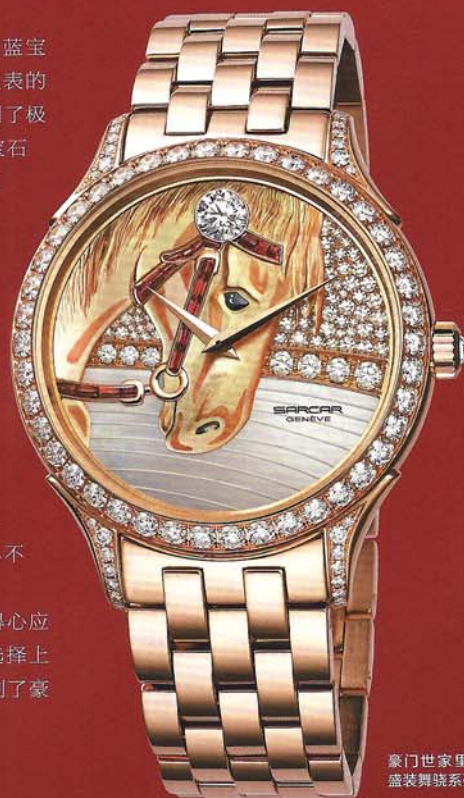


豪门世家红宝石心手表

宝表可以比拟。豪门世家愿意为自己的珠宝表系列中使用祖母绿宝石、蓝宝石以及红宝石等多种珍贵宝石，明亮式切割的钻石不仅仅镶嵌在了整只表的表盘上，在手表的表耳上同样镶嵌了明亮式切割钻石，细节可以说做到了极致。在红宝石、祖母绿宝石以及蓝宝石的造型上豪门世家颇下心思，红宝石被切割成了红心形状，4颗祖母绿宝石共同组成了一片四叶草形状，而蓝宝石为了表现命运星形象切割成了球形体。从这三种不同的宝石切割、镶嵌工艺当中，对于豪门世家掌握的宝石切割镶嵌工艺就可见一斑。

2014年巴塞尔钟表展上豪门世家重力推出的“马”系列手表，豪门世家里拉琴音盛装舞骠系列手表的推出让我们看到了豪门世家在骏马形象刻画上的精彩之作。在材质选择上，制表师选择了18K红金表盘，同时又利用稀有的天然金母贝细致地雕刻出生动的一匹利皮扎公马，天然金母贝属于稀有贝壳类别，同黄金材质很相像。盘面上以长方形红宝石弧形镶嵌的缰绳，在珍珠母贝表盘及上方亦镶嵌着由近至远、大小不等的钻石，构成的画面感极强。让人如同置身于西班牙科尔多瓦皇家马场，当利皮扎马夺冠后微微羞涩的低下头接受骑手的赞允，由近至远、大小不等的钻石如同观众席上闪耀而热切的目光。

诸多珍贵宝石、珍稀母贝在手表中的使用对于豪门世家来说正是得心应手，每只表都是“大至无敌，小至无拘”灵魂的体现。豪门世家在材质选择上的大气蓬勃，在珠宝表的创作过程中，各类宝石的切割、镶嵌让我们看到了豪门世家品牌之中的精湛技艺。



豪门世家里拉琴音盛装舞骠系列手表







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EUROPE



# BASELWORLD

## DAILY NEWS

BASELWORLD • THE WATCH AND JEWELLERY SHOW • BRILLIANCE MEETS • MARCH 27 – APRIL 3, 2014 • WWW.BASELWORLD.COM

### EDITORIAL



Dear Reader,

It might seem hard to believe but even after all the years of experience I've had with Baselworld I was nevertheless a bundle of nerves before the opening of this year's event. Now the moment has arrived, Baselworld 2014 is officially open, my heart beat has normalised and I'd like to warmly welcome you to what I am sure will be a fabulous show.

Those of you who regularly attend or exhibit at Baselworld are aware that the standard of this exceptional watch and jewellery show is raised year by year. And there's no summit in sight. This year, the brands present themselves once more in a fabulous light. What we see of the brands here in Basel goes way beyond professionalism, it's passion! Passion and precision in the execution of their wonderful watch and jewellery products and pure passion with which they present their most attractive and impressive sides at Baselworld. In my opinion, Baselworld has rightfully earned its place as the world's most important and most beautiful event for the watch and jewellery industry.

The tireless commitment to innovation and precision, combined with unbridled passion has given rise to a real city within our halls featuring the most beautiful and best products of the industry. Let us not forget, however, that it is the people who give this outstanding event its soul. It is you, dear attendees from all over the world. We thank you for your visit to Baselworld 2014.

I wish you an enjoyable stay and a successful show.

Sincerely,

SYLVIE RITTER  
MANAGING DIRECTOR BASELWORLD

### HEARD IN BASEL

*"We will have a watchmaker in front of our stand, who will assemble a Monaco V4."*

Stéphane Linder, CEO TAG Heuer



A great number of international journalists attended the opening press conference for Baselworld 2014.

## A REFLECTION OF THE MARKETS

BASELWORLD 2014 ATTRACTS 4,000 JOURNALISTS

BY AXEL HEISELDER

Baselworld got off to a good start yesterday morning with its opening press conference. Some 4,000 journalists from all over the world will be travelling to Basel this week – a reflection of the significance of this trade show as the most important media event in the industry. "The press are the link between exhibitors and consumers," says Sylvie Ritter, managing director of Baselworld. She continues: "The trade show is a microcosm of the industry and a reflection of the market. All of the leading players in the

watch and jewellery industry come together here. Visitors can find out about the latest changes, trends and innovations within the space of a week." René Kamm, CEO of MCH Switzerland, adds: "We created an exclusive setting last year with our new trade show design. The actual substance is formed by the exhibitors with their new products and innovations. In the future, we will be just as innovative as our exhibitors." Jacques Duchêne, president of the Exhibitors' Committee, made reference to two key themes for the industry: "First, the Swiss parliament

recognised 'Swissness' last summer in order to protect designations of origin. Second, the free trade agreement with China is in the bag."

With exports worth 22 billion Swiss francs, the watch industry forms the backbone of the Swiss economy. François Thiébaud, president of the Swiss Exhibitors' Committee, is optimistic about 2014: "During the first two months of the year, exports rose by 6.8 percent compared to the same period of last year." This is significantly higher than the growth of 1.9 percent in 2013. A good omen for the success of Baselworld 2014!

## ROLEX DEBUTS SOPHISTICATED OYSTER AND CELLINI WATCHES

CELLINI DUAL TIME IN EVEROSE GOLD IS OUTSTANDING

BY WILLIAM GEORGE SHUSTER

Rolex, one of the world's leading Swiss luxury watch brands, is unveiling several impressive timepieces at Baselworld 2014. They include new models in its emblematic Oyster collection, and an entirely new range of watches in its Cellini collection, offering a contemporary interpretation of the traditional dress watch, with Rolex's distinctive signature.

One standout among the twelve classically-inspired, automatic, 39-mm

models in the new Cellini collection is the elegant Cellini Dual Time in 18 ct Everose gold.

A notable feature is the gold-rimmed second time zone sub-dial, with day/night indicator, at '6' on the guilloché watch face (in silver or black). With a quick glance at the dial, the wearer immediately knows both the time locally and elsewhere. And, as day merges into night, and back again, the gradual passage is shown by a sun or moon sym-

bol transiting an aperture at '9' on the sub-dial. The watch's hour hand can be set independently by successive "jumps" to adjust to a new local time zone, without disturbing the functioning or chronometric precision of the watch.

All Cellini Dual Time watches have 18 ct white gold or pink gold hour markers and hands, a 48-hour power reserve, a domed sapphire crystal, double bezel, and are waterproof to 50 metres. **I.O. All**

THURSDAY, MARCH

# 27.

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Cellini Dual Time, Rolex.

THURSDAY, MARCH 27, 2014

## THE YEAR OF THE HORSE: WILD AND BEAUTIFUL

THE CHINESE HOROSCOPE INSPIRES ARTISANS TO CREATE MASTERFUL  
DIALS FOR THE NEWEST TIMEPIECES

BY IRIS WINNER-OLSBORT

**F**eisty, with flowing mane and drumming hooves: the most beautiful animals at Baselworld this year are horses, which combine aesthetic charisma and a uniquely special meaning. The New Year in the Chinese calendar begins on 31st January, and the current one is the Year of the Horse. According to the Chinese horoscope,

the high-spirited steed stands for energy, restlessness, the thirst for adventure and transformations. These equine traits are likely to favour self-confidence and initiative throughout the coming year. Furthermore, the horse is strong and masculine, and both these adjectives aptly describe the bold aura radiated by new watches dedicated to the Year of the Horse. Stamping and snort-

ing, this noble beast gallops across their dials and brings an astonishingly potent dose of magic to the comparatively small corral of a watch's face. Jaquet Droz integrates several different genres of craftsmanship: thanks to enamel painting, a pair of thoroughbred Arabian horses storms across a hilly landscape on the Petite Heure Minute 39 mm. The miniaturized off-centre dial frees sufficient space for these motifs. The same is true of other watches in the Petite Heure Minute collection that are likewise dedicated to the Year of the Horse. On one model, a mustang made of engraved red gold leaps from a black enamel background with his mane streaming proudly behind him. Another watch from Jaquet Droz has a mother-of-pearl dial on which a manually engraved and patinated horse rears mightily on his hind legs. Uniformly equipped with an automatic movement and a red gold case, each model is manufactured in a limited edition of 88 timepieces.

### THE ART OF ENAMEL

A mystical aura radiates from Ulysse Nardin's Classico Horse, where a black horse turns toward a white one atop a dark blue background. This dynamic motif is realized through the art of champlevé enamelling: with the tip of a burin, the enameller digs recesses into



*Carrousel Marquetry, Sarcas.*

*Pegasus, Vulcain.*

the dial, which are afterwards filled with enamel. Equipped with an automatic movement and a red gold case, Classico Horse is available in a limited edition of 88 watches.

According to the Chinese horoscope, 2014 corresponds both to the noble horse and to the element of wood. Sarcas unites both in the Carrousel models: the dynamic image of a horse is meticulously inlaid in various types of wood on each of these two dials. Assembled by a master marquetarian, the dial

is cradled by a gold case set with diamonds on its bezel and lugs. A mechanical movement from Frédéric Piguet ticks inside it.

Vulcain likewise uses enamelled dials to pay homage to the horse. In this instance, however, the mighty steed comes to the watch's face from the world of Greek mythology: Pegasus, the winged horse, spreads his wings and lifts off toward Olympian heights on two models with pink gold cases and self-winding manufactory movements.



*Jaquet Droz demonstrates the highest level of craftsmanship once again here at Baselworld.*

## RAPTURE OF THE DEEP

ORIS DEBUTS NEW AQUIS CHRONOGRAPH  
BY SABINE ZWETTLER

**T**he Swiss brand reaffirms its expertise in the discipline of professional diver's watches this year. Watertight to 500 metres, the Aquis Chronograph is equipped with an automatic movement based on the Sellita SW500. This model offers several special features, including a table on the case back for converting between feet and metres, a scratch-resistant ceramic bezel to pre-set the dive's intended duration, and special crown protection on flank of the 46-mm case. The sturdy rubber wristband is coloured to match the black dial.

I.O. 035



*Aquis Chronograph, Oris.*

## CERAMIC SPECIALIST

RADO UNDERScores ITS EXPERTISE IN  
HIGH-TECH MATERIALS  
BY SABINE ZWETTLER

**R**ado is globally renowned for its masterful use of innovative materials. This Swiss watch brand has been admired throughout the industry as a modern "alchemist" at least since 1962, when Rado debuted the DiaStar as the first scratch-resistant wristwatch. The hard metal case of the original DiaStar was extraordinarily resistant. A similarly scratch-resistant, robust and long-lived pane of sapphire crystal protected its dial. Rado continued its research in materials science in ensuing years. For example, the brand first put industrial ceramic on the wrist with the debut of the Integral Watch in 1986. Adapted from the automobile and aerospace industries, industrial ceramic became a preferred material for Rado's watches because it is kind to the skin, lightweight and extremely scratch-resistant. Rado, which belongs to the Swatch Group, now debuts a collection of watches with plasma high-tech ceramic cases in 2014. Simultaneously high-tech and stylish, this material has a brilliant metallic gleam and a warm grey hue, yet includes no metal at all. During the

manufacturing process, gases are activated by high temperature to alter the molecular structure of the ceramic in the monoblock case. The new HyperChrome Automatic Small Seconds beautifully exemplifies how excellently well plasma high-tech ceramic can be used for wristwatches. This timepiece has a viewing window on the case back, through which one can admire an ETA 2895-2 and its black rotor. Rado also offers a chronograph in this line.

I.O. 029B



*HyperChrome Automatic, Rado.*

## NEWS



**CHRONOSWISS** – The Sirius Artist models number among the highlights in the Sirius collection. Fabricated in very small series of just 20 to 30 timepieces, these watches feature artisanal elements such as enamel dials and guilloché embellishment that Chronoswiss crafts at its new headquarters in Lucerne. The newest model has a manually guilloché-adorned silver dial coated with transparent enamel in the centre and with blue enamel toward the periphery. A hand-wound movement ticks inside the 40-millimetre-diameter case, which is available in red gold or stainless steel. (sz)

I.I. 063



**SARCAR**  
GENÈVE

Creator of dreams

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

*Carrousel*



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## DAILY NEWS

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### EDITORIAL



On behalf of the Exhibitors' Committee I would like to warmly welcome you to Baselworld 2014!

Baselworld is an important date in the industry's calendar; each new edition of the World Watch and Jewellery Show is eagerly awaited by all professionals directly or indirectly connected with our industry. It is the ultimate meeting place for the industry in its entirety with all sectors being represented here: watchmaking, jewellery, stones and pearls, ancillary and supply industries. The products exhibited at Baselworld bring together all the values that are dear to us and embody our sector: precision, quality, luxury, design and technology. As you walk around the halls, you'll discover new creations, some of which will no doubt be flagship models in the coming years.

You will also be pleased to learn that the foundations for the future success of our industries are already being laid down with the training of apprentices. The same is true for those young people who receive full-time training at a vocational college. Innovation, the good health and dynamism of horological training and the willingness of emerging markets are some of the ingredients in the success of our industry, and when I take into account the figures recorded to date for this year and the economic data, I am quite confident about the prospects for 2014.

On that optimistic note, I encourage you to take full advantage of all the wonderful things Baselworld has to offer and wish you a successful and unforgettable show and stay in Basel.

JACQUES J. DUCHÊNE  
PRESIDENT OF THE EXHIBITORS'  
COMMITTEE

### HEARD IN BASEL

*"Baselworld, as the most important event in the watchmaking calendar, is the perfect platform for a valuable exchange of ideas and an amazing source of inspiration."*

Sascha Moeri, CEO of Carl F. Bucherer



Firing the starting shots for Baselworld 2014: (left to right) Guy Morin (president of the Basel governing council), Sylvie Ritter (managing director of Baselworld), Jacques J. Duchêne (president of the Exhibitors' Committee), Ueli Maurer (Swiss Federal Councillor), René Kamm (CEO of MCH Switzerland) and Christoph Brutschin (councillor of Basel-Stadt).

## THE GATEWAY TO THE WORLD

FEDERAL COUNCILLOR UELI MAURER DECLARES BASELWORLD 2014 OPEN

BY AXEL HENSELDER

The starting shots for Baselworld 2014 have been fired! Yesterday, the traditional ribbon cutting ceremony was held and attended by Swiss Federal Councillor Ueli Maurer, councillor of Basel-Stadt Christoph Brutschin, managing director of Baselworld Sylvie Ritter, CEO of MCH Switzerland René Kamm and president of the Exhibitors' Committee Jacques Duchêne. "This is the top event of the year for the watch and jewellery industry. The presence of representatives from the world of politics empha-

sises the significance of the industry and trade show for our country," said René Kamm at the official opening which was attended by over 400 invited guests from the worlds of finance and politics. The event was accompanied by a drumroll from the Stickstoff group. The 1,400 exhibitors, including some of the world's most prestigious brands in the industry, certainly attract attention with their luxury and often spectacular presentations. Federal Councillor Maurer praised the watch sector. "What we are doing here is cultivating a top-quality image for our country. Through Baselworld,

Basel is able to confirm its position as a gateway to Switzerland and a gateway to the world." Councillor of Basel Christoph Brutschin added: "Basel without Baselworld is a scenario I could never imagine." The show dates back decades and has developed to become a fixed part of Basel. Sylvie Ritter added: "We have a fantastic product here with some of the world's key brands brought together under one roof." Jacques J. Duchêne concluded, "Essentially we are well-positioned as an industry and our sights are clearly focused on the markets of the future."

FRIDAY, MARCH

# 28.

### HIGHLIGHTS

- 02 FAIRMINED GOLD**  
Chopard's Karl-Friedrich Scheufele announces a world premiere.
- 04 READY, SET, GO!**  
Chronographs remain in the spotlight for watch aficionados.
- 08 THE ART OF MANUFACTURE**  
Zenith continues its success story with El Primero, as CEO Jean-Frédéric Dufour explains.
- 10 TIMELESS TWISTS**  
No end in sight for the tourbillon mania: new whirlwinds in 2014.
- 17 PURE SWISS WATCHMAKING**  
Maurice Lacroix delights with amazing watches: CEO Marc Gläser shares insights.
- 28 SATELLITE TIME**  
Innovation drives Citizen, says president Ryota Aoyagi in an interview with BWDN.
- 39 CREATIVITY AND CRAFTSMANSHIP**  
Max Büsser introduces extraordinary timepieces at a new stand in the Palace.

## TRANSPARENCY AND CANDID COMMUNICATION

THIERRY STERN DESCRIBES THE ARCHITECTURAL IDEA BEHIND THE NEW EXHIBITION SPACE

INTERVIEW BY IRIS WIMMER-OLBORT

Patek Philippe is sparking even more curiosity with new stainless steel watches and a collection of rare handcrafted timepieces. The manufacture celebrates its 175th anniversary this autumn.

**BWDN: Everything's new at Patek Philippe – the manufacture has a brand-new stand at Baselworld in 2014. Why this year?**

Thierry Stern: 2014 as we enter our 175th anniversary year, we chose to mark our presence at Baselworld with a new stand. The architectural idea was to showcase the company spirit of transparency and open communication. The pavilion's concept combines innovation, tradition and functionality

in its aesthetic design. We created a huge transparent glass shield that would place to the forefront the intricate beauty of our watches as well as our movements, which are displayed toward the outside so that all visitors can see our collections. This was a key element for us.

**Because of your anniversary, collectors and connoisseurs are looking forward to exciting new items. What will you unveil?**

The new Basel stand is a preview celebration. We are presenting our regular new collection at Baselworld, as we do every year, as well as a collection of Rare Handcrafts timepieces. So 2014 is a double year for new collections, the first



Thierry Stern, president of Patek Philippe.

in Basel and the second collection of commemorative watches will be unveiled later this year in autumn.

**And which new timepieces are in focus this year at Baselworld?**

One of the focal points is in the segment of men's steel complications. Steel and complications are a rare combination in Patek Philippe's collections, so this is raising a lot of interest. We introduce a new steel Nautilus complicated model combining the chronograph and two-time zones Travel Time indication, a new type of complication for Patek Philippe. We are also launching a first version of the Annual Calendar chronograph in steel on a steel bracelet.

I.O. D.I.I.



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# BASELWORLD

## DAILY NEWS

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### EDITORIAL



Welcome to Baselworld!

At last the moment has come for the Swiss Exhibitors to reveal the result of their diligence, excellence and passion. Guardians of centuries-old expertise, they keep this tradition alive by continuing to innovate, thus creating the new legends that will define tomorrow's time measurement.

As a showcase for this remarkable creativity, Baselworld will confirm this extraordinary talent and skill. The Swiss watchmakers and jewellers are waiting to show you the countless world-firsts which, in a few months' time, will adorn the wrists of men and women all over the world.

Don't miss this opportunity to also visit exhibitors from the related branches, in Halls 3 and 4, and discover the sometimes little-known world of these men and women whose invaluable contributions help transform a dream into reality.

I wish you all an enjoyable and enriching time at Baselworld.

FRANÇOIS THIÉBAUD  
PRESIDENT OF THE SWISS EXHIBITORS  
COMMITTEE

### HEARD IN BASEL

*"It's an exciting new era for Movado Group. We are extremely proud to announce the opening of our new exhibition space. The consolidation of all our brands into one unified area provides our customers and the press with the ultimate Movado Group experience."*

Efraim Grinberg, chairman and CEO, Movado Group.

## "WATCHES ARE ALSO ART"

THESE LUXURY BRANDS MIX INNOVATION WITH CREATIVITY

BY WILLIAM GEORGE SCHUSTER

**M**arc A. Hayek, CEO of Breguet, Blancpain and Jaquet Droz, talks to BWDN about their 2014 creations' technical innovations and artistry.

**BWDN: Mr. Hayek, how are the three brands doing?**

Marc A. Hayek: I'm very satisfied with them. Their sales increased well in 2013, and 2014 had an auspicious start. We always aim higher and for even more important growth rates. In the US, Europe, Russia and China, we haven't yet reached full potential. There are also positive outlooks for countries like Mexico, Canada or India.

**Breguet's Classique Chronométrique 7727 recently won top honours from leading US, European and Japanese watch magazines. What does that mean?**

These prizes are important, since they demonstrate how revolutionary the Classique Chronométrique is. Its magnetic pivot is a real breakthrough in watchmaking; its impact won't be fully assessed for years. This timepiece shows Breguet has the same spirit as its founder, Abraham-Louis Breguet. He invented the tourbillon to improve the precision of the watches of his day by overcoming gravity's negative effects. Today Breguet tackles the same problems with new, avant-garde technologies.

**What is Breguet's technical innovation for 2014?**

The extra-thin Tourbillon 5377 is without doubt Breguet's masterpiece this year. With a three millimeter movement in a seven millimeter case, it's the world's thinnest tourbillon. Breguet's engineers



Marc A. Hayek, CEO of Breguet, Blancpain and Jaquet Droz.

surpassed themselves. They designed a platinum oscillating weight on the calibre's outskirts, which rotates in both directions to make the watch as thin as possible. It also has a frequency of 4 Hz without sacrificing its power reserve.

**In the past six years, Blancpain has launched 18 calibres. Is there a new one for 2014?**

Yes, we have two new calibres – a tourbillon and a chronograph – and three new adaptations. Innovation is a driving force at Blancpain, and its research and development department is the nerve centre.

**What does Jaquet Droz's new 'Art of Astonishment' ad campaign say about the brand?**

With this campaign, Jaquet Droz pays homage to the craftsmanship of its artisans who excel in their respective disciplines. They create highly technical and poetic timepieces with miniature paintings, engravings, sculptures and most impressively – Jaquet Droz's hallmark – miniature automatons. For its Charming Bird, for example, the brand's team created a singing automaton by developing a piston-driven bellows system and miniaturizing techniques inherited from the 18th century. They turn each creation into a veritable artwork.

**What is one big debut of each at Baselworld?**

Each year, the three aim to surprise watch lovers with unique timepieces. Blancpain's big introduction is its Tourbillon with a totally new calibre with 12 days power-reserve and one barrel. Jaquet Droz's is the Charming Bird, an authentic piece of art with its tiny automaton bird that sings and dances. For Breguet, it's the before mentioned extra-thin Tourbillon.

**Smart watches, tablets and similar devices display time. So, why are watches like these still in demand?**

Complicated watches have a great fascination. They aren't simple products. They are veritable artworks rendered unique by artisans' hands, and endowed with genuine soul. Each creation by Breguet, Blancpain, or Jaquet Droz has individuality in a world of standardized products. So the three brands' watches convey emotions. Like beautiful paintings or sculptures, watches are also pieces of art.

SATURDAY, MARCH

# 29.

### HIGHLIGHTS

- 02 **POWER AND PRECISION**  
TAG Heuer's new CEO Stéphane Linder introduces an extra-thin calibre with 80 h power reserve.
- 04 **TRUE WATCH-MAKING VALUES**  
New manufacture movements on display at Baselworld.
- 08 **TRADITIONALLY ELEGANT**  
Walter von Känel leads one of the most prestigious Swiss brands. Here he gives an insight into the world of Longines.
- 10 **BOARDING TIME**  
New pilot watches on the runway at Baselworld that take you to the skies.
- 14 **AVANT-GARDE AND SOPHISTICATION**  
La Montre Hermès delights with extraordinary Haute Horlogerie timepieces, introduced here by CEO Luc Perramond.
- 22 **ON THE COURSE FOR GROWTH**  
With many exciting watches in 2014, Vulcain's new CEO Renato A. Vanotti feels well prepared for the future.

## CHANEL'S J12 FLYING TOURBILLON ADDS A NEW STAR

THE MOTIF IS POETRY IN MOTION

BY WILLIAM GEORGE SCHUSTER

**A**n exquisite complication with a poetic touch is the newest haute horlogerie creation from Chanel – the J12 Flying Tourbillon collection. It exquisitely combines luxury watchmaking expertise with the stunning beauty of fine jewellery. What captures the eye, however, is the rotating star-shaped bridge – the 'Comète' – set with 49 brilliant-cut diamonds, atop the carriage of the tourbillon. Chanel didn't want simply to produce a technically complex complication, but to incorporate a poetic motif onto it, says Chanel spokesperson Julia Van Herpen. The star symbol, she adds, is "important in the universe of Gabriel Chanel, the French fashion

designer and founder of the brand." The Chanel timepiece is the third since 2012 to use a rotating symbol on its flying tourbillon calibre, which was developed exclusively for Chanel. There are four hand-wound models, all limited editions and in white gold with diamonds, in the 2014 collection. They include the most expensive timepiece Chanel has ever made, in white gold and completely set with diamonds (five pieces). Another version features a white high-tech scratch-resistant ceramic case and bracelet, set with brilliant-cut diamonds, and a mother-of-pearl dial, set with 336 brilliant-cut diamonds (twelve pieces). Also available is an 18k

white gold and ceramic case with a diamond set flange and dial, on a white alligator or strap (50 pieces), and one with an 18k white gold and black high-tech ceramic case with a black onyx dial and flange set with 301 brilliant-cut diamonds in the centre. This model is limited to 50 pieces. All four watches have a diameter of 38 mm, feature white gold hands and an 18k white gold crown set with one brilliant-cut diamond.



J12 Flying Tourbillon, Chanel.





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### EDITORIAL



Welcome dear reader to Baselworld 2014.

In my capacity as CEO of MCH Group, I like to make the rounds of Baselworld, and even after so many years, I never cease to be amazed and impressed by the exceptionally high standards of presentations and pavilions set every year by our exhibitors. This year's event has definitely once again set the bar at a new high level.

Baselworld is truly unique in its ability to attract such international interest with every notable global name in the business present. Observing exhibitors, buyers, visitors and media discussing, evaluating, making notes in such a wide variety of languages, I have the impression that people from every corner of the earth are represented here – and most importantly, they all seem to be enjoying themselves.

For us at MCH Group, this internationality is crucial as with our group shows Baselworld and Art Basel in Basel, Miami Beach and Hongkong we definitely count among the global players in the show scene. And with that comes an obligation to continue to develop and innovate as do our exhibitors.

Thank you for being with us here at Baselworld this year, we wish you a most successful show and a memorable time in Basel.

RENÉ KAMM  
CEO MCH GROUP

### HEARD IN BASEL

*“Baselworld is the most important venue for the industry. All different brand levels, prices and technologies are here. The show is a turning point for each brand. It is the second year of our coming back and we showcase our work and technology.”*

Michele Sofisti,  
CEO of Girard-Perregaux

## A NEW CROWN JEWEL

HARRY WINSTON ENRICHES THE SWATCH GROUP WITH A LUXURY JEWELLERY BRAND

INTERVIEW BY AXEL FRIEDLÉDER

Last year, the Swatch Group acquired the US brand Harry Winston for 750 million dollars. The takeover has already made its mark on the group's balance sheet: the Swatch Group's gross turnover increased by 8.3 percent last year to a new record of 8.82 billion Swiss francs. Turnover in the watch and jewellery sector even increased by ten percent. Harry Winston and its 600-plus employees are now fully integrated into the group.

The BWDN spoke to Nayla Hayek, CEO of Harry Winston.

**BWDN: What potential does the acquisition of Harry Winston offer the Swatch group?**

Nayla Hayek: Substantial potential, otherwise we would not have bought the brand. The Harry Winston brand is the ideal addition to the group's prestige sector.

**Are there any synergies involved in the production and sales?**

Yes, there are synergies – both with the sale and manufacturing of watches.

**Can you also guarantee more exclusive access to jewellery diamonds through the acquisition?**

Even before the acquisition, the Swatch Group was one of the biggest diamond buyers for our various brands. Our Breget brand was also producing diamond jewellery before the acquisition.

**How would you describe the profile of the Harry Winston brand?**

The Harry Winston brand has a fantastic past and a fantastic future. It has always stood for exceptional diamonds. Many of the world's most sought-after stones



Nayla Hayek, CEO of Harry Winston and chair of the Board of Directors of Swatch Group.

started out in the hands of Mr. Winston himself, who had them cut and polished from raw diamonds.

**Harry Winston is renowned for its exquisite jewellery and watch creations. Where will its focus lie in the future?**

The focus will be where it has always been – on jewellery.

**Has the acquisition of Harry Winston already paid for itself at the Swatch**

**Group? The figures reveal an above-average growth last year.**

You have already answered your own question there.

**Why is Baselworld the ideal platform for Harry Winston?**

Baselworld is a platform where we can present our latest watch creations and this also applies to all of the brands in the Swatch Group.

1.0, C28

SUNDAY, MARCH

# 30.

### HIGHLIGHTS

- 02 CHARISMATIC CHRONOMAT  
Breitling celebrates 30th anniversary of this iconic aviation timepiece. Jean-Paul Girardin roasts this landmark achievement.
- 04 INSPIRED BY TRADITION  
New amazing Tudor watches unveiled at the show.
- 08 EXTRAORDINARY WATCHMAKING  
Girard-Perregaux demonstrates haute horlogerie at its best, as CEO Michele Sofisti shares with Baselworld Daily News.
- 10 HIGHLIGHT ON CERAMIC  
Rado is leading its way with innovative ceramic touch technology. CEO Matthias Breschan has details.
- 14 STRONG PROSPECTS  
Seiko's Shinji Hattori talks about the newest Astron, Grand Seiko and Prospex debuts.
- 32 ELEGANCE AND SAVOIR-FAIRE  
Emporio Armani introduces its Swiss Made watches.

## PRESERVE EACH BRAND'S IDENTITY AND LET IT GO ITS OWN WAY

LVMH'S JEAN-CLAUDE BIVER TALKS ABOUT HIS NEW TASKS AT HUBLOT, ZENITH AND TAG HEUER

INTERVIEW BY IHS WÄNGBER-OLBERT

One of the watch industry's most outstanding personalities, Jean-Claude Biver led Hublot to unanticipated success. Now he is also responsible for other brands in the LVMH Group. Along with Hublot, he also heads TAG Heuer and Zenith.

**BWDN: Congratulations on your new post. Specifically, what are your tasks?**

Jean-Claude Biver Biver: Like an orchestra's conductor, I make sure that all the different instruments play in harmony. I'm not directly responsible for the operating business, but I also collabo-

rate with each brand's head to define long-term goals, ideas and strategies. I need to motivate people so we all progress in the same direction, take the right decisions and launch the right products. I get along splendidly with my three colleagues, so all this works very well. When I think about my new job, I feel nothing but joy and curiosity.

**Do you plan to change the brands?**

No! Why change something that's right and that runs well already? I'll ensure that each brand preserves its own identity and goes its own way. My influence

will only become measurable and tangible in the long term.

**How would you describe each brand's identity?**

Hublot, Zenith and TAG Heuer are totally different from one another, not only with regard to each brand's price category. Hublot stands for fusion and combines tradition with innovation. Zenith is a very traditional brand: It embodies the values and virtues of a manufacture and it appeals conservative customers who prefer understatement. By contrast, TAG Heuer is a young,



Jean-Claude Biver,  
Head of the watch division at LVMH.

dynamic brand that stands for design, technology and avant-gardism. You can see this in the new watches that Hublot, Zenith and TAG Heuer are presenting here at Baselworld.

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### EDITORIAL



## EXPANDING OPPORTUNITIES

OMEGA UNVEILS NEW ANTI-MAGNETIC WATCHES  
INTERVIEW BY WILLIAM GEORGE SHUSTER

**S**tephen Urquhart, president of Omega, talks to Baselworld Daily News about its antimagnetic movements, 2014's opportunities and mechanical watchmaking.

**Mr. Urquhart, in 2014, how is Omega using its innovative antimagnetic movement, unveiled in 2013?**

Stephen Urquhart: At Baselworld 2014, we're introducing our Master Co-Axial watches with antimagnetic movements. Initially, they're in a range of Seamaster Aqua Terra watches and the new Seamaster 300 line. We introduce antimagnetic technology into all our collections, and have given the name Master Co-Axial to watches with the anti-magnetic Co-Axial movement. These can resist magnetic fields greater than 15,000 gauss and have a new certificate by The Swiss Office of Metrology, which confirms their extraordinary resistance to magnetism, shock, humidity and other factors that affect performance.

**Omega notably used ceramics on its Seamaster Planet Ocean (2011) and Speedmaster Dark Side of the Moon (2013). How is it using ceramics in the debuts of 2014?**

Following the enormous growth in recent years, 2013 was unable to match that pace, and growth in the industry last year was weaker than in previous years. However, the Swiss watch industry did record a small increase in 2013 with exports up 1.9 percent compared to 2012, at nearly 22 billion francs.

That said, I am pleased to report that 2014 has begun very positively with exports in January and February touching 3.3 billion francs, up already 6.8 percent compared to the same period last year. I also note the increase of 4.2 percent by volume. This gives up a lot of hope and optimism for developments throughout the rest of the year.

Some Asian countries, including China, are struggling to maintain growth, and this also has an effect on the watch market. The trend we saw in 2012 that showed an upturn in Swiss watch exports to Europe continued in 2013. This was also true for the US and the rest of the world.

This situation again demonstrates how necessary it is for a brand to diversify its markets in order to offset sporadic downturns and ensure balance over the long term. No doubt exhibitors at Baselworld are well aware of this or will take measures to reach this purpose of diversification. This contributes to the on-going success of the Swiss watch industry.

For our new Seamaster Planet Ocean Platinum (January 2014), we set diamonds in ceramic and in the sapphire case back with platinum-based Liquidmetal for bonding – a world premiere. We also added our Seamaster Planet Ocean watch with orange ceramic bezel, another world premiere. So, 2014 is already a great year for new ceramic uses by Omega.

**In 2014, Omega is re-introducing the classic Speedmaster Mark II. How does it differ from the original?**

The new Speedmaster Mark II aesthetically recalls the 1969 model but some features are different. It is powered by



Stephen Urquhart, president of Omega.

the Co-Axial calibre 3330 with an Si 14 silicon balance spring, instead of the original's calibre 861. There's also a transparent tachymetric scale on the sapphire crystal, illuminated from below by an aluminium ring filled with Super-Luminova. It's an eye-catching watch.

**What are some other big Omega debuts here at the show?**

I mentioned the Seamaster 300 Master Co-Axial watch, inspired by the original Seamaster (1957), and the Seamaster Aqua Terra Master Co-Axial timepiece. With their antimagnetic calibres and independent certification, they're the biggest technological stories. Some design standouts are the Constellation Pluma and the De Ville Prestige Butterfly. We're also launching the De Ville Trésor, a classic watch named after past Omega gold watches.

**Where are Omega's big opportunities in 2014?**

In products, our Master Co-Axial watches are sure to create a buzz. Markets where we have traditionally been strong,

remain solid for us. We expect to keep leadership where we already have it and increase the market share elsewhere. Additionally, we see opportunities to expand, especially in the US and smaller cities in China. Our customer base has broadened, and we find consumers in their mid- to late-twenties interested in the brand. It's gratifying these digital natives are drawn to fine mechanical watches.

**Are mechanical watches still relevant in this era of smart watches and iPhones?**

Enthusiasm for fine mechanical watches has grown even with the advent of digital communications technology. In fact, we're in a golden age of mechanical watchmaking. When someone buys a great watch, they invest in a relationship that can last a lifetime, but even the most innovative smartphone will be a relic soon. A watch not only tells time. It's a bold style statement about the one wearing it. It's a useful tool and fashionable accessory, ensuring its popularity well into the future.

MONDAY, MARCH

# 31.

### HIGHLIGHTS

- PERPETUAL BEAUTY**  
Staying true to its roots, Hublot introduces an innovative new material. CEO Ricardo Guadalupe has the details.
- SUCCESSFUL WITH REFINED WATCHES**  
Glashütte Original's president and CEO Yann Gamard shares company and product news of this fine German manufacture.
- 110 YEARS WATCH-MAKING EXPERTISE**  
Oris' CEO Ulrich W. Herzog talks about the new manufacture movement honouring the brand.
- TIME TO CELEBRATE**  
Frédérique Constant commemorates ten years of Heart Beat Manufacture movement with a new calibre, says founder and CEO Peter Stas.
- STRICTLY LIMITED**  
Manuel Emch, RJ-Romain Jerome's CEO, tells BWDN about the newest collections here on display at Baselworld.
- ACCURATE TIMEKEEPING**  
Adrian Bosshard, president and CEO of Certina, tells Baselworld Daily News about the new Precidrive technology.

JEAN-DANIEL PASCHE,  
PRESIDENT OF THE FEDERATION OF THE  
SWISS WATCH INDUSTRY FH

### HEARD IN BASEL

*"Rado is presenting new products this year that demonstrate our pioneering strength and ability with technology, high-tech materials and innovative twists on conventional watchmaking practices."*

Matthias Breschan, president of Rado.

## ALL THE ADMIRATION OF AFICIONADOS

IT MAY BE THE FIRST TIME THAT BRITISH GRAFF DIAMONDS EXHIBITS AT BASELWORLD, BUT THE COMPANY DELIVERS ON ALL HOROLOGICAL POINTS  
BY NINA HALD



Diamond MasterGraff Ultra Flat Tourbillon.

**T**he first watch of Graff Diamonds' literally went around the world in a day; the Hallucination, set with some 110 carats of multi-coloured diamonds – an expertise at the very core of Graff Diamonds. In addition to this, the company has presented a smattering of feminine jewellery watches, inspired by such motifs as swans and butterflies – and finally the company has dazzled with masculine mechanics, enough to send any aficionado to his knees in admiration of the complications presented.

The MasterGraff Ultra Flat Tourbillon timepieces for men now also feature the Graff Diamonds patented diamond bezel. Comprising 288 diamonds and featuring the record-breaking Graff Calibre 4 movement, the 43-mm Diamond MasterGraff Ultra Flat Tourbillon is a complex achievement in watchmaking excellence combined with Graff's signature mosaic set diamonds. Beneath the dial, the Graff Calibre 4 incorporates a complex minute ball bearing system which enables the tourbillon to operate under a minimal thickness of just 3.5 mm. CEO Francois

Graff says: "We have been excited to unveil a world premiere here; the MasterGraff Grand Date Dual Time Tourbillon, incorporating three magnificent complications for the first time, a flying tourbillon with dual time function and a grand date." The movement of the Graff Calibre 5 took an expert team over 2,000 hours to develop, and in addition to its horologically advanced functionality which includes an instantaneous date change at midnight and unique design aesthetic, the watch has a total thickness of just 9.50 mm.

L. I. DBI



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### EDITORIAL



Dear Ladies and Gentlemen,

Change is everything. In order to grow, one has to rethink old ideas and develop new ones, constantly. And that is exactly what Baselworld has been doing successfully for decades. Which is one of the reasons why the trade show has become the world's most prestigious watch and jewellery show over the years.

In 2013, the new hall complex by world famous architects Herzog & de Meuron was opened and the new building turned out not only to be beautiful, but also to be a perfect place for exhibitors and visitors alike. Nevertheless, Baselworld is not resting on its laurels and has taken further steps to ensure that the success story of the trade show remains an ongoing one. Among other things, you will be able to enjoy new brands, new products and a more exciting collection of jewellery and watches than ever before. Understandably, all of this makes us very proud to be the home of Baselworld and an enormous pleasure to welcome you all to this year's trade show.

While you are in Basel make sure that you find time not only to visit the exhibition grounds, but also the city itself. Basel has a lot to offer. From museums to wonderful shopping opportunities and, last but not least, cafes and restaurants. There are delights for everyone and every taste.

I am confident your trip to Baselworld 2014 will turn out to be a memorable one. And I'm already looking forward to welcoming you back in the coming year.

DR. GUY MORIN,  
PRESIDENT OF THE EXECUTIVE  
COUNCIL OF BASEL CITY

### HEARD IN BASEL

*"Baselworld is not only the window for high-end watch-makers but is increasingly the showcase for the design of luxury watches: a perfect place to be."*

Paolo Marai, President and CEO of  
Times Group Swiss Luxury Division.

## HAPPINESS IS TRUMPS

CHOPARD'S AIRILY-LIGHT HAPPY DIAMONDS ENCHANT LUXURY LOVERS  
BY CHRISTEL TRIMBORN

This spring Chopard is focusing on graceful lightness with the new Happy Diamonds Butterflies collection. As has always been the case since the launch of the first Happy Diamonds collection in 1976, the mobile diamonds, trademark of the collection, also play a key role in the butterfly jewellery. With their well-balanced proportions, airily-light lines and magical symbolism, this feminine jewellery is already one of the major classics at Chopard. The pendants, bracelets, rings, earrings and long chains are made from shiny 18 karat pink and white gold and are partially set with diamonds and pastel-coloured or pink-coloured sapphires. Diamonds flap as free as butterflies in the wind on their graceful wings. On the ladies' watch of the collection it even seems as if a whole swarm of butterflies has landed. Two of them decorate the case, lavishly strewn with sapphires and brown diamonds. The arch of the case and dial, upon which seven mobile diamonds flutter, are also set with diamonds.

HAUTE JOAILLERIE MEETS  
HAUTE HORLOGERIE  
With the launch of an opulent new watch Chopard provides impressive evidence of its prowess in jewellery artistry. Right on time for Baselworld 2014 the Swiss brand presents the Happy Sport



Caroline Scheufele with Livia and Colin Firth at the Chopard press conference.



The Happy Sport Tourbillon Joaillerie combines haute joaillerie with haute horlogerie.

Earrings from the Happy Diamonds Butterflies collection.

'Tourbillon Joaillerie ladies' watch. This sporty Chopard watch is presented here in its most ornate and technically-refined version – it is set all over with diamonds, as well as being equipped with a precious tourbillon L.U.C. movement. "The combination of the playful freedom of Happy Diamonds and the modernity of the Happy Sport model unites beauty and precision within this piece," says Caroline Scheufele, Co-President of Chopard. Naturally, the flying diamonds are also present here: the bezel of the Happy Sport Tourbillon Joaillerie is set with 36 trapezoid diamonds.

TUESDAY, APRIL

# 01.

### HIGHLIGHTS

- 02 **DISCOVERY AND ADVENTURE**  
Jeanrichard's Managing Director Bruno Grande shares the brand's values and talks about the newest watch debuts.
- 04 **A LOOK INTO THE CRYSTAL BALL**  
Watches sure to become tomorrow's classics are on display today.
- 08 **EVERYTHING FROM A SINGLE SOURCE**  
Ulysse Nardin continues its way to independence, building its own movements and components, as Patrik P. Hoffmann explains.
- 17 **PATH TO GROWTH**  
Robert Dreyfuss of the Dreyfuss Group talks about its global success in 2013 and targets for 2014.
- 21 **BUILT TO LAST**  
The newest tough watches debuting at Baselworld 2014.
- 22 **A STRONG IDENTITY**  
U-Boat's Italo Fontana presents notable timepieces which wed grandezza with craftsmanship.

## TISSOT SHINES WITH NEW T-TOUCH EXPERT SOLAR WATCH

TIMEPIECE IS FIRST-EVER TACTILE WATCH POWERED BY LIGHT  
BY WILLIAM GEORGE SHUSTER

Tissot, the Swiss watch brand known for its innovative T-Touch watches with tactile screen technology, is introducing another advance in the series: The T-Touch Expert Solar, the first-ever tactile watch powered by solar energy.

Rays of light on the dial not only power and recharge the watch, but also let the SuperLuminova indices and hands glow in the dark.

The timepiece offers a number of essential functions for everyday use, including a perpetual calendar which also indicates the day and week number for busy schedules; two alarms, one for the week, the other for the weekend; two time zones for holiday trips; weather forecasts with relative pressure, altimeter with difference meter;

chronograph lap and split with logbook; compass; timer; regatta function and backlight. The watch's design is both contemporary and dynamic, with strong lines. Its push buttons are ergonomic, milling provides a great grip on the bezel. However, the timepiece still has classic T-Touch features, such as triangular-shaped lugs.

The Swiss-made watch is driven by a solar-powered quartz movement, with accumulator charge indicator and features a tactile scratch-resistant sapphire crystal, with anti-reflective coating. It debuts in an anti-magnetic titanium case with black PVD coating which is water-resistant to 100 metres.

The new T-Touch Expert Solar comes with a rubber or titanium strap or a leather band.



T-Touch Expert Solar, Tissot.

  
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# BASELWORLD

## DAILY NEWS

BASELWORLD • THE WATCH AND JEWELLERY SHOW • BRILLIANCE MEETS • MARCH 27 – APRIL 3, 2014 • WWW.BASELWORLD.COM

### EDITORIAL



How time flies, and before we even realise it, Baselworld is nearly over. I do hope that you were able to make the most of your time here, do all the business you wanted to do, meet all the people you wanted to meet, been inspired by the passion, precision and perfection on display and also enjoyed a bit of the wonderful weather we had and the city of Basel.

And what a memorable week it has been. From the impressions I gained in the course of the show, everyone seems to have appreciated Baselworld's diversity, its representation of all sectors of the industry and its modernity. The massive media presence and coverage is another factor that has considerably contributed to the overall satisfaction. With the world's financial press, the major national dailies, all the lifestyle publications, all the trade press, the world's biggest TV channels, and the key players in the field of social media regularly disseminating news from Baselworld to every corner of the earth, our show can proudly claim its position as the most important event for the watch and jewellery industry.

And so, as we put the closing touches to Baselworld 2014, we are already applying ourselves to our mission of maintaining a perfect harmony between tradition and present day requirements so that Baselworld will continue to fully reflect the reality of the industry and its players next year and beyond.

Enjoy the rest of your stay and save the date for 2015 as I very much hope to welcome you to Baselworld next year.

**SYLVIE RITTER**  
MANAGING DIRECTOR BASELWORLD

### HEARD IN BASEL

*"Marking our 110th anniversary and 110 years of movement manufacturing, we introduce a 10-day power reserve movement with a non-linear power reserve indication here at Baselworld."*

Ulrich W. Herzog, CEO of Oris



Full House in Hall 1: The Baselworld 2014 edition again attracts buyers from all over the world.

## THE SUNNY SIDE OF BUSINESS

BASELWORLD 2014 CONFIRMS ITS POLE POSITION  
BY AXEL HENSELDER

Baselworld has yet again confirmed its position as the most important event in the luxury sector. But this was not just due to the important watch and jewellery brands present. Top jewellers from all over the world also celebrated coming together in the beautiful sunshine here in Basel. The atmosphere among the exhibitors and buyers was good and the key sales markets revealed a positive development. According to Sowind CEO Michele Sofisti, "Baselworld has been very strong for us both in terms of image and product pres-

entation as well as sales. We had double the appointments of last year and a clear increase in all our numbers for both the Girard-Perregaux and Jeanrichard brands." "Thanks to Baselworld, we are confident that 2014 will be a good year for Mido," says Franz Linder, President of Mido. "Baselworld 2014 has been an exceptional year for us. We are pleased that both retailers and the press have welcomed our new watches and jewellery collection very positively," added Laura Burdese, President of Calvin Klein watches & jewelry. Walter von Känel, President of Longines, says: "We

are very satisfied with Baselworld this year, it has again been a great success." The jewellery sector has also benefitted from a good business environment. Pasquale Bruni said, "We are experiencing very good traffic during the show. In particular, the American and Arabian markets are experiencing strong growth and are of great importance to us." His daughter Eugenia Bruni added: "Baselworld is the most important show of the year for us. We have felt great energy and have a very positive vision for the future." It is a good indication of a successful year of business to come in 2014.

## THE POWER OF SWISS PRODUCTS

BASELWORLD IS A GLOBAL STAGE FOR SWISS GOODS  
BY WILLIAM GEORGE SHUSTER

François Thiébaud, President of the Swiss Exhibitors Committee, tells BWDN about the global trade show's benefits for them.

**BWDN: Mr. Thiébaud, why is Baselworld so important to its Swiss exhibitors, especially the smaller ones?**  
François Thiébaud: A lot of eyes, not only here, but worldwide, look at Baselworld for trends and new products, thanks to 21st century technology like the Internet, blogs or e-commerce. Swiss brands are all together here, not only to sell but to be seen and, especially for smaller ones, to be discovered, to share and be inspired.

**Digital devices like smart phones or tablets also display time. Can Swiss watches compete?**

Actually, the two are different and don't compete. Swiss watches are like fine wine, something special. Today, consumers are rediscovering the beauty and emotionality of traditional timepieces, especially mechanical ones. They value the fine craftsmanship and traditions of Swiss watchmakers, known for precision and timing.

**The increase in Asian visitors and media at Baselworld is apparent. What does that mean for Swiss exhibitors?**



Half of the world's people live in Asia, which has many emerging markets. That means people have more money to spend on more things of value. They pay attention to Swiss products, espe-

WEDNESDAY, APRIL

# 02.

### HIGHLIGHTS

- 02 FOCUS ON ICONIC PRODUCTS**  
Corum's new timepieces honor its creative past.
- 04 THE HARMONY OF WATCHMAKING**  
Music is the muse of luxury watchmaker Raymond Weil.
- 08 AMBITIOUS PLANS**  
Chronoswiss owner Oliver Ebstein talks about the brand's 2014 vision.
- 10 COMING UP ROSES**  
Baselworld is a-bloom with original floral watches.
- 17 THE GREAT GERMAN COMEBACK**  
German watch brands offer exciting styles and technologies.
- 27 DESIRABLE AND FASHIONABLE**  
Swarovski's new watches glitter with its crystals' unique sparkle.
- 32 KEEPING IT IN-HOUSE**  
Ambré Group's three brands all use their own in-house automatic movements.

cially watches, because they appreciate Swiss traditions, craftsmanship and customer service, and know they get high-quality products and real value for their money.





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QC

QUANTIÈME CLASSIQUE

Pink Gold 18 carats,  
Quantième red half-moon  
central hand indicating  
the date of the month,  
Self-winding movement  
with 42 hours  
of power reserve.

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& LE GOTHA JEWELLERY**

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12 Grande Rue - 1204 Geneva*

*Joined presentation of talented New-Yorker artist **BILL CLAPS**  
Solo exhibition «Enduring Conundrum»  
The celebrated London jewellery designer **STEPHEN WEBSTER**,  
And the prestigious watch manufacture **SARCAR Genève***

*The highlight of the event is the presence  
of the Princess Françoise Sturdza,  
President, "Heart for India Foundation"*

*RSVP*

**EVARTSPACE**  
GALLERY

**STEPHEN WEBSTER**  


**SARCAR**  
GENÈVE

**Heart for India**  
FOUNDATION

**S**  
**SARCAR**  
GENÈVE

**EVART SPACE GALLERY GENEVA**  
**Tuesday 27th May 2014**











# 24 Zone VIP

Tribune de Genève | Vendredi 30 mai 2014

## Le 5 juin, la chasse à la rose sera ouverte!

### Piaget Rose Day

Les Genevois sont invités à retrouver les bouquets de roses dissimulés dans les rues de la ville

Le temps d'une journée, autour de la planète, on prend parfois la peine de célébrer la femme, le bonheur, la mer, le chocolat ou l'absence de tabac... Depuis un an, Piaget a décidé d'ajouter une date à cette longue liste: le Rose Day. Invitant le quidam, dans chacune des villes où se trouve l'une de ses boutiques, à fêter la beauté de la rose. Cette fleur qui tient une place si particulière dans le cœur de l'horloger.

Cette année, le Rose Day aura lieu le jeudi 5 juin. A Genève, Piaget décorera le lobby de l'Hôtel Président-Wilson avec sa fleur fétiche et invitera surtout les Genevois à chasser la rose dans la cité: guidés par des indices postés sur les réseaux sociaux, ils devront retrouver l'un des bouquets dissimulés au centre-ville, immortaliser la scène par l'incontournable *selfie* et débouler à la boutique de la rue du Rhône pour raconter leur expérience. Surprises à la clé! En partageant images et messages sur Twitter, avec le hashtag #PiagetRoseDay, ils auront aussi la possibilité de gagner un bracelet en or rose par tirage au sort. Tous à vos smartphones! **J.D.S.**

## Evartspace Du talent, des icônes et du morse!

Il y avait du talent, beaucoup de talent, dans la galerie Evartspace d'Elena Vyschnevsckaya (à droite), à la Grand-Rue. Entre Stephen Webster, créateur anglais qui rend la joaillerie rock'n'roll, et l'horloger genevois Sarcar, qui les invités en ont pris plein les yeux. Ils ont aussi pu découvrir les toiles de l'artiste new-yorkais Bill Claps, qui s'est amusé à habiller quelques icônes (le dalaï-lama, La Joconde, Jésus ou Jackie Kennedy) de l'indémoudable code morse. Des points et des traits qui symbolisent «le premier langage universel de l'âge digital». Présidente de la Fondation Heart For India, la princesse Françoise Sturdza a visiblement reçu le message cinq sur cinq.

PHOTO LAURENT GUIRAUD





# DRIVE

QUINTESSENCECAR Magazine

中国版本

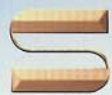


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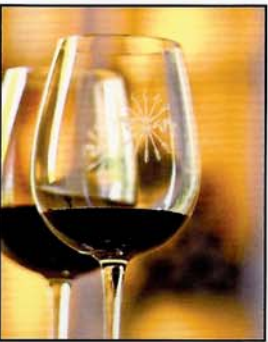


*le Solitaire*

Red Gold 18 carats  
with Diamonds.

# A M R & CHÂTEAUX

A selection of Van Gogh's paintings



Swiss edition 39 CHF



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*Le Solitaire*

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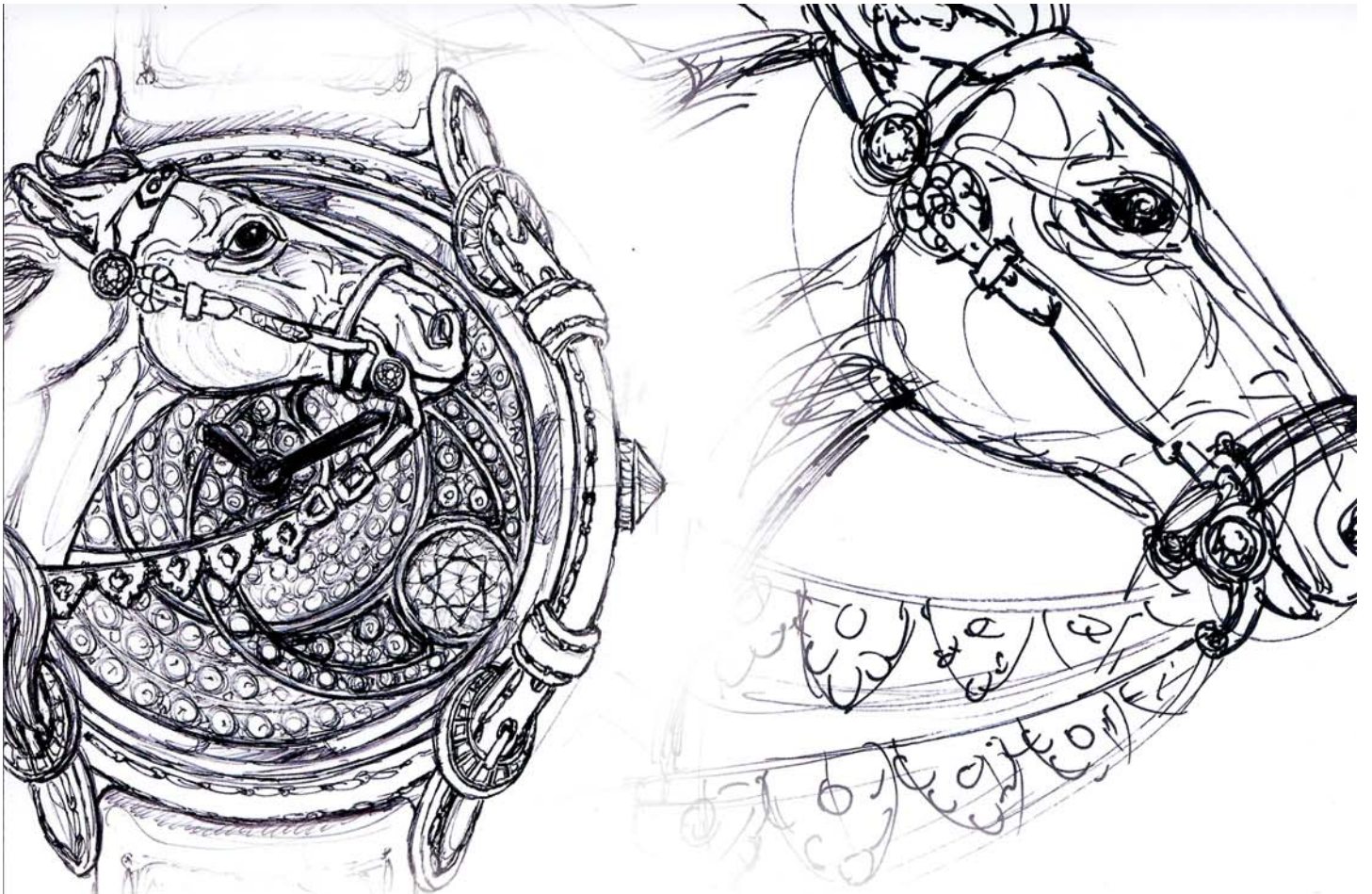
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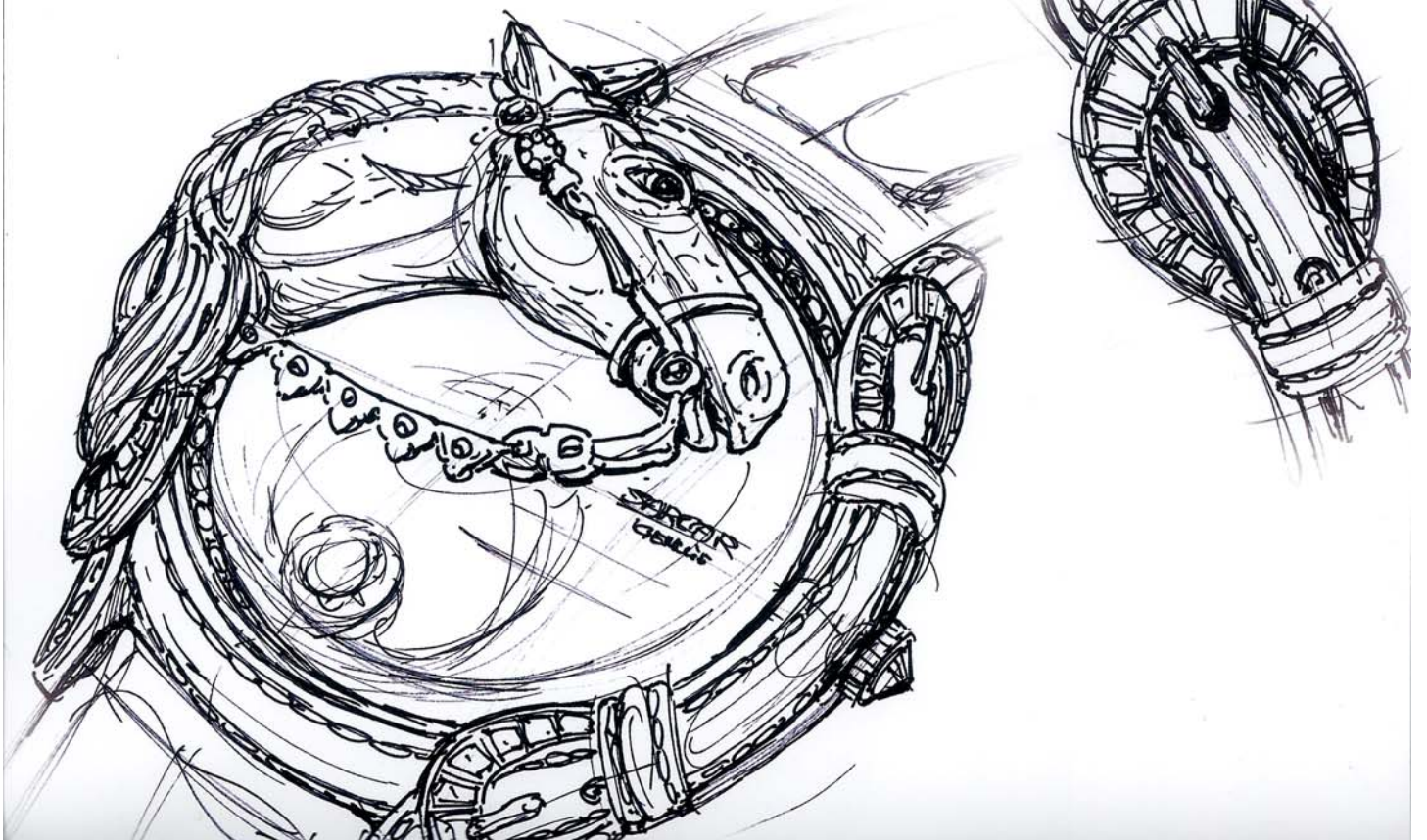
*The Treasure*

ROYAL STALLION

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Puissance et beauté pour l'année 2014.  
Dans la collection THE TREASURE, la prestigieuse maison SARCAR signe  
avec sa ROYAL STALLION  
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créatures de la nature.





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DIAS

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HONG KONG



# Baselworld Collection 2014

## 堅持創造夢想 SARCAR 奢華腕表名品

Carlo Sarzano 是一個鐘表愛好者和收藏家，他有一個夢想，致力成為一個頂級鐘表製造商。由他創辦的鐘表品牌 SARCAR 專門世家，專注生產貴金屬的奢華腕表，得到上流社會精英的認可，成為驚艷世界的獨特豪華手表面品。在今年巴塞爾鐘表展上，SARCAR 推出多款奢華腕表系列，把美鑽巧妙地鑲嵌在鑲滿鑽石的表盤上優雅旋轉，魅惑無窮。

### Carrousel Marquetry 旋轉木馬系列

旋轉木馬系列的兩個新產品「真族馬」或「奔馬」，分別以英俊漆黑的駿馬馬頭和自由奔放的策馬奔騰配上紅金表殼，從兩者之間作出鮮明對比，設計匠心獨運。表盤上躍動的三顆大鑽石，設於 7、8 和 9 點鐘位置。整個作品尤如馬術美展的鑲嵌細節，展現由無動轉動的木材組成，是種綜複複雜又精巧的美妙安排，以藝術方式表達現實的美感。

- 型號：A63009\_000G of R · 機芯：6'3/4 Piguet 615 自動上鍊機芯 · 表殼材料：白金或玫瑰金 18K · 表殼 R 寸：40 毫米
- 表盤：鑲嵌描繪木盤，設有 3 顆旋轉單粒鑽石 · 表冠：18K 白金或玫瑰金材質鑲嵌單顆鑽石 · 表鏡：水晶玻璃
- 表帶：鱷魚皮帶配鑲鑽鑲金表扣 · R 寸 19/16



## Divas Collection-Lipizzaner Stallion 駿馬系列

常在高級馬術和最高級的馬術比賽中出現的古老駿馬 Lipizzaner，SARCAR 工匠以其優雅姿態為靈感，制作出 Lipizzaner 的系列。在 18K 紅金表殼上，由層次分明的珍珠母貝和罕見的自然金鑲嵌而成，展現與眾不同的鑽石鑲嵌工藝與完美的姿態。設計又加入品牌獨特的旋轉美鑽，以紅金的鑲嵌表面和表耳包裹，更能突顯奢華藝術感。

- 機芯：自動上弦
- 表殼：18K 紅金配鑲鑽表圈和表耳
- 表冠：鑲鑽
- 表殼尺寸：40 毫米
- 表鏡：18K 紅金珍珠母貝及金鑲鑽刻表盤，局部鑲有鑽石和 SARCAR 獨特旋轉美鑽。
- 表帶：紅金，尺寸 19/16



## 帝王龍限量版系列

帝王龍限量版系列以表圈上栩栩如生的金龍為主角，一顆 1 卡明亮切割的美鑽在旋轉石裝飾表殼上優雅地繞軸轉動，以此襯托出帝王龍所應有的霸氣和威嚴，盡現皇者風範，是鐘表愛好者和收藏家的不二之選。

- 機芯：Frederic Piguet
- 表殼：黃金 2N
- 表殼尺寸：40 毫米
- 表鏡：金 18K，全鑲鑽石表盤，加上一顆 1 卡多旋轉單鑽及 2 顆紅寶石（龍眼睛）
- 表冠：鑲鑽
- 玻璃：藍寶石水晶
- 表帶：鱷魚皮及鑲鑽金折疊扣



## The Treasure Elephant

選用自行上鍊 Frederic Piguet 機芯的 The Treasure Elephant 系列，表圈上鑲刻了一隻身穿華美服飾的金象，以點綴作點睛，並於珍珠母貝表盤上鑲合紅、藍綠色，再配合 1.01 克拉單顆美鑽石和 272 顆閃鑲鑽石，與月亮互相輝映，盡展精巧細膩的製表工藝。

- 系列：The Treasure Elephant
- 機芯：Frederic Piguet
- 表殼：粉紅金 5N
- 表殼尺寸：40 毫米
- 表鏡：藍色、綠色及紅色高漆
- 表冠：配置一顆鑽石
- 鑽石：272 顆閃鑲鑽石，3.28 卡及一顆 1.01 克拉單顆鑽石，一顆公主式切割鑽石，一顆碧翠，一顆月亮亮石
- 表鏡：水晶玻璃
- 表帶：鱷魚皮帶配鑲鑽金表扣，尺寸 19/16



## La Magic Moon Golden Snake 魔幻月色系列之金蛇

La Magic Moon Golden Snake 系列以水晶玻璃製成表鏡，讓表盤上精雕細琢的金蛇一目了然。蛇眼位置鑲嵌一顆高貴典雅的翡翠，完美地體現超水準的巧手造工。每隻腕表均鑲有 565 顆閃鑽鑽石，合共 4.9 克拉，完美突顯其奢華瑰麗的氣質。

- 系列：La Magic Moon Golden Snake 魔幻月色系列之金蛇
- 機芯：Frederic Piguet
- 表殼：白金 18K 或粉紅金 5N
- 表殼尺寸：38 毫米
- 表盤：全石鑲鑽，一條旋轉式雕刻金蛇
- 表冠：白金 18K 或粉紅金 5N
- 表鏡：水晶玻璃
- 表帶：鱷魚皮帶配鑲鑽金表扣，尺寸 19/16

## Carrousel Panda 自動上鍊系列

SARCAR 與俄羅斯著名微縮彩繪家合作，推出源自 Carrousel 腕表款式的 Carrousel Panda，採用油畫方式把中國國寶熊貓繪畫在表盤上，形象維肖維妙。腕表由鑲滿鑽石的玫瑰金表圈所包圍，配搭 3 顆 0.50 卡的旋轉單鑽，設計與中國傳統文化完美結合。

- 系列：Carrousel Panda
- 機芯：自動上鍊機芯
- 材料：18K 白金或玫瑰金
- 表盤：油畫繪製而成
- 表冠：配置一顆鑽石
- 鑽石：207 顆鑽石，7.66 卡（包括表盤上面 3 顆 0.50 卡的旋轉單鑽）
- 表鏡：藍寶石水晶



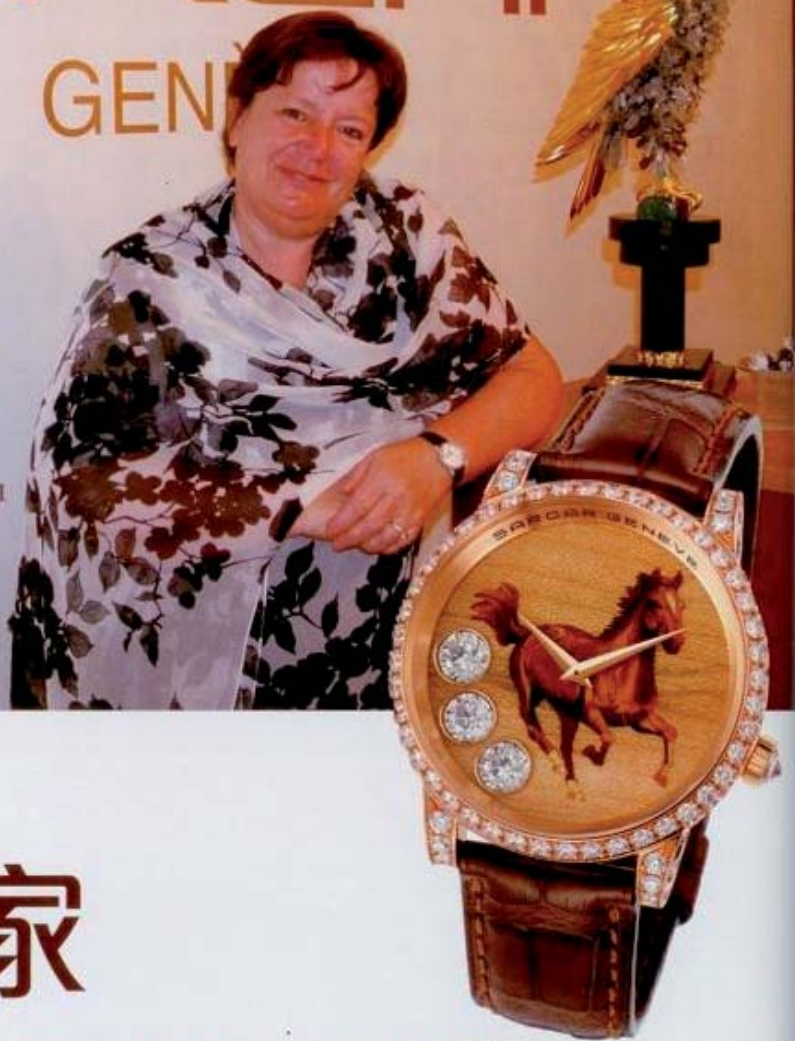


# SARCCAR

## GENEVE

01

- 01. 豪门世家行政总裁 Mrs Mayo Koenig
- 02. Divas 系列 Colibri 手表
- 03. Le Carrousel 系列 Fancy Hours Lady 手表
- 04. Le Carrousel 系列 Marquetry Horses 手表  
Gallopig Horse 及 Noble Horse 表款
- 05. The Treasure 系列 Royal Stallion 手表及 Show Horse 手表



# 豪门世家 宝马金雕 采钻生辉

为庆祝马年来临，今年豪门世家推出了一系列艺术珠宝表，数款不同姿态的骏马包括木片拼镶工艺表盘、彩绘珠宝表盘、宝马金雕旋转钻石款。全都邀请专门的独立工艺师跨刀参与制作，因此每一款来自豪门世家的设计都尽善尽美，不论是呈现豪华气派、艺术气质，骏马的神态亦栩栩如生。



02



03



04



05

Mrs Koenig 介绍今年新作非常注重细节上的展现，例如 Show Horse 彩绘珠宝手表，一方面以细致的微绘呈现金黄色的马首，一方面镶嵌多颗红宝石，装饰成红色小绳。宝石的切割打磨因应绳结的纹理，采用凸圆弧面切割，按绳结垂落的自然弧度拼成，调低闪烁度后有晶莹的效果，也更富真实质感，整个表盘相当优雅。

这亦是豪门世家的制作宗旨，希望为客人订制附合他们心中奢华标准的专业手表，陪伴左右。由于手表的制作期需要配合各位专门艺术家的工作周期，每个表款都会视乎所涉及的工序复杂程度，订出不同的订制期。每年的生产数量也由此所限，总量约为 4,000 至 5,000 块手表，独特而珍贵。除了本案设计的款式之外，与不同的独立工艺师合作亦能为品牌带来新的启发和创作，新意源源不绝。

当然，在豪门世家签名式的旋转钻石技术设计上，品牌会着力研发别树一帜的款式。例如单颗旋转卡钻（每颗重逾一克拉）、三颗式弧形旋钻排列、挂环式圆形旋转钻石，还有新制的转盘式罗马数字镶钻时标等等。款款都以别出心裁的方法显出钻石最闪亮迷人的光采，使人心情活泼起来，这也是 Mrs Koenig 热爱这个品牌的原因之一。

豪门世家去年在澳门开设了专卖店，提升了在亚太区的知名度和销售额，而品牌在销售点以外，亦为 VIP 客户及收藏家安排小型的鉴赏家聚会，或个人化表款订制服务，从大众认知和直接销售两方面推广品牌。今年在巴塞爾展会上的销情不错，许多设计都得客户及零售商的喜爱，其中 Royal Stallion 宝马金雕表款仅制作 9 块，数天内已售出 6 块，令品牌大为鼓舞。



# Carrousel Marquetry 旋转的木马



马，在原野，极富吸引力地、强而有力的呼叫……是一种崇高又富活力的生物。豪门世家将马描绘在各种各样的木材表盘之上，再由镶嵌大师的艺术家组装，设计出旋转木马系列腕表。

旋转木马系列共有两个新产品：贵族马或奔马，提供了一个红金表壳和英俊漆黑的骏马马头或是自由奔放的策马在欢天喜地奔腾作出鲜明对比，而招牌式的三颗大钻石则设置于7、8和9点钟上跃动。腕表采用18K白金或玫瑰金制作，配以40毫米直径，配搭鳄鱼皮带缀一个镶钻金表扣，品位出众。

要完成这个马术美景的镶嵌细节，需由无数种类的木材组成，是经过错综复杂又精巧的安排，令人几乎以为可以随时为它套上马鞍，时刻与你伴随。 IWJ

01. Carrousel Marquetry 旋转木马白金腕表  
02. Carrousel Marquetry 旋转木马玫瑰金腕表



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Salvatore Ferragamo  
F-80腕表

表壳：精雕钛合金，钛陶瓷顶圈，直径44mm，防水100米  
表盘：黑色，网格图案，2时位1/10秒计时盘，4时位1/5秒计时盘，6时位小秒盘，10时位分钟盘  
机芯：石英机芯  
功能：时、分、秒、日历显示，计时功能  
表带：黑色橡胶带



Salvatore Ferragamo  
Ferragamo 1898腕表

表壳：不锈钢，黑色钛金属及PVD玫瑰金旋转表圈，直径43mm，防水200米  
表盘：白色，3时位日历视窗  
机芯：石英机芯  
功能：时、分、秒、日历显示  
表带：黑色橡胶带



Salvatore Ferragamo  
Gancino Déco腕表

表壳：不锈钢，蓝宝石水晶表镜，直径39mm，防水30米  
表盘：中央白色珍珠贝母，白色外圈  
机芯：石英机芯  
功能：时、分显示  
表带：红色漆皮带



豪门世家Sarcar  
Divas Colibri系列腕表

表壳：18K白金，表圈镶嵌钻石，蓝宝石水晶表镜，直径40mm  
表盘：绿色珍珠贝母，白金、蓝宝石及红宝石组成蜂鸟图案，蓝宝石珐琅花及绿宝石白金树叶图案，6时位镶嵌1颗旋转钻石  
机芯：自动上链机芯  
功能：时显示  
表带：白金链带



豪门世家Sarcar  
Royal Stallion腕表

表壳：玫瑰金，表圈雕刻一匹红金马并镶嵌钻石，蓝宝石水晶表镜，直径40mm  
表盘：金色，红金雕刻装饰并镶嵌钻石，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  
限量：9枚



豪门世家Sarcar  
Marquetry Galloping Horse腕表

表壳：玫瑰金，表圈镶嵌钻石，蓝宝石水晶表镜，直径40mm  
表盘：珍贵木材组成骏马奔腾图案，镶嵌3颗旋转钻石  
机芯：自动上链机芯  
功能：时、分显示  
表带：棕色鳄鱼皮带，搭配玫瑰金折叠扣



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## ريادة مشبعة بعبق الأصالة وأريج الإبداع

# ساركار

## أحدث تشكيلة



من الساعات الراقية والjoyهورات الفاخرة.

من بين الساعات التي كشفت عنها «ساركار» مجموعة «غراندي رويدو» التي تتميز بهيكل وصفاً عبر مينائها الأبيض الذي يعكس مدى براعة مبدعي الدار في طريقة رسم معالته ومؤشرات ساعاتها النقية بأسلوب أصيل، وتتوفر إصدارات هذه المجموعة من الذهب الوردي وأخرى مرصعة بالماسات البراقة. وأحدث «ساركار» من إثارة شغوفي joyهورات بساعتها المذهلة بشكل جنوني «ماجيك وورد» التي تتدل على أميرتها بحنان ورقة لا مثيل لها مصدرها joyهورات النفيسة تلاعب ببريقها المتنوع العين وتسحرها بدرجة تحيطها تحلق دون أن ترمش بفضل جمالها الأسر.

واستكمالاً لهذه القصيدة الشعرية التي تتغنى بأبهى عناصر الوقت، جاءت مجموعة «كاروسيل» التي تحفل بساعات الإبداع والتميز، والتي تترك انطباعاً مؤثراً في نفوس مشاهديها بفعل موديلاتها التي لا يستطيع عاشق للساعات الراقية أن يقاومها. وتتباهى ساعة «نورث ستار» بأحدث تقنيات في طريقة ترصيع joyهوراتها، وتبرز على مينائها ماسة كبيرة زنة ٢.١٥ قيراط تعكس صور إنسان لا يُوصف، وهي تتوفر للرجال والنساء. أما ساعة «ذا تويست» فقد بلغت «ساركار» فيها أعلى الترتيب في عالم قياس الزمن، وهي تشتمل على ماسة عائمة زنة قيراط في مينائها المرصع بالماس البراق ضمن علية من الذهب الرصوف بالماس أيضاً بطريقة متشابهة على نحو معقد، وتتحرك هذه الماسة بأقل حركة صادرة عن العصم في جميع الاتجاهات.

واحتفاءً بالثقافة الصينية والأساطير القديمة، سلطت «ساركار» الضوء على التنين في تشكيلاتها «ديفاس» و«تريجر إمبريال مراغون» التي تبدو رائعة بكل ما تعنيه الكلمة من معني، وتلبية لنتفحات الأنبيات الحائات بإحلالات بهية، جاءت تشكيلة «لاريجينا» بأحجارها النفيسة لتحيط صاحبيتها بهالة من الأناقة والجمال، إذ يسئل من تصميمها إحساس شعري موهف.

وتجدر الإشارة إلى أن هذه الساعات الاستثنائية الصادرة عن «ساركار» تتوفر في بوتيكات «joyهورات الفتح» بجانب عدد من أفخم وأبهى موديلات الساعات الصادرة عن الماركات الرموقة الأخرى في دنيا قياس الزمن.

## «مجوهرات المفتاح» تستعرض أحدث إبداعات «ساركار» المغلّفة بسحر آسر لا يقاوم

على نهج الفخامة والأصالة، شقّت الشركة السويسرية العريقة «ساركار» طريقها في عالم الساعات الراقية منذ أكثر من ستين عاماً، متمسكة بعزيمة وشغف متقد يدفعانها دائماً إلى أعلى قمم التميز. وقد أرسى فيها مؤسسها العبقري كارلو سارزانو فلسفة فريدة من نوعها تنطوي على ابتكار ساعات ثرية تستعين بأحدث التقنيات دوماً ضمن تصاميم تأسر العقول، وعلى مدار تاريخها الممتد، ظلت «ساركار» متمسكة هذه الفلسفة الفريدة، حرصاً على تجديد المفاهيم التصميمية القديمة والحديثة التي تشكّلت وفقاً لمتطلبات سوق الرفاهية، حتى ينعم شغوفى الساعات بموديلات ثرية عالية الأداء، وابتكارات جديدة، وأناقة راقية.

حينما يُذكر اسم «ساركار» تتبادر فوراً إلى العقول أرقى القيم التي تتخلل في الدقة والشغف، وهو الأمر الذي انعكس جلياً على موديلاتها الثيرة التي تلمح تطغات شغف هؤلاء الجمع الذين يسعون دائماً إلى اقتناء كل ما هو ثمين وقيم وتندر في عالم الساعات الراقية. ويستعرض وكيل التوزيع الرائد «مجوهرات المفتاح» في صناعة الفخامة أحدث ما أنتجت عنه «ساركار»، إذ تجمع بوتيكات «مجوهرات المفتاح» بين كل ما هو فريد ومميز ومذهل في عالم الفخامة والرفاهية





# معرض الدوحة للمجوهرات والساعات



مدير مركز المعارض حمد العبدان في تصريح خاص لـ «الشراة»:

## الشركات الإقليمية والعالمية المشاركة تخطط للدخول في السوق القطري

### هيئة السياحة تدعم «صنع في قطر» من خلال معرض المجوهرات والساعات



«صنع في قطر»

أكد مدير مركز المعارض حمد العبدان مدير مركز المعارض في تصريح خاص لـ «الشراة» أن معرض المجوهرات والساعات الذي سيعقد في الدوحة من 17 إلى 21 من الشهر الجاري هو فرصة مهمة للشركات العالمية والإقليمية للمشاركة في السوق القطري. وأضاف العبدان أن المعرض سيعرض أحدث تصاميم الساعات والمجوهرات من مختلف العلامات التجارية، مما يتيح للمستهلكين في قطر التعرف على هذه المنتجات العالمية. كما أشار إلى أن المعرض سيعمل على تعزيز الصلة بين المصنعيين والمستهلكين في السوق القطري، مما يساهم في دعم الاقتصاد المحلي وخلق فرص عمل جديدة.

من جانبه، أكد مدير هيئة السياحة أن المعرض سيعمل على تعزيز السياحة التجارية في قطر، مما يساهم في دعم الاقتصاد المحلي وخلق فرص عمل جديدة. وأضاف أن الهيئة ستعمل على توفير كافة الخدمات اللازمة للمشاركين في المعرض، مما يساهم في جعله تجربة مثمرة للجميع.

ويذكر أن المعرض سيعرض أحدث تصاميم الساعات والمجوهرات من مختلف العلامات التجارية، مما يتيح للمستهلكين في قطر التعرف على هذه المنتجات العالمية. كما أشار إلى أن المعرض سيعمل على تعزيز الصلة بين المصنعيين والمستهلكين في السوق القطري، مما يساهم في دعم الاقتصاد المحلي وخلق فرص عمل جديدة.

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# SARCAR

GENEVE

ساركار

Creator of dreams



QC  
 QUANTIEME CLASSIQUE

Pink gold 18 carats  
 Quantieme real full moon  
 central hand indicating  
 the date of the month  
 highlighting movements  
 with 41 hours  
 of power reserve

AL MUTTAH JEWELLERY M  
 مجوهرات المشايخ M  
 شارع أحمد عيسى بنابر 187 - 101 - الرياض - صناديق البريد 1111 - 101





عبد الله المفتاح

# الدوحة تزدهر بمعرضها للمجوهرات والساعات في دورته الحادية عشرة

## مجوهرات المفتاح تواصل نموها والشاهرا وتطويرها في السوق القطري



خلال السنة الماضية ساهم سوق الجوهرة للمجوهرات والساعات في دعم نموها الاقتصادي من خلال استيعابها لعدد كبير من الشركات المحلية والعالمية المتخصصة في تصنيع وتصدير الجواهر والساعات الفاخرة. وقد ساهم هذا المعرض في تعزيز العلاقات التجارية بين القطاعين المحلي والعالمي، كما وفر منصة للترويج للمنتجات القطرية في الأسواق الخارجية. وتعد هذه الدورة الحادية عشرة من سلسلة معارض الجوهرة للمجوهرات والساعات التي تنظمها مؤسسة الجوهرة للمجوهرات والساعات، وهي من مبادرات المؤسسة التي تهدف إلى دعم الاقتصاد الوطني وتعزيز الصادرات القطرية. وتحتضن الدورة الحادية عشرة من معرض الجوهرة للمجوهرات والساعات في الدوحة، قطر، في الفترة من 21 فبراير إلى 21 مارس 2014. وتعد هذه الدورة الحادية عشرة من سلسلة معارض الجوهرة للمجوهرات والساعات التي تنظمها مؤسسة الجوهرة للمجوهرات والساعات، وهي من مبادرات المؤسسة التي تهدف إلى دعم الاقتصاد الوطني وتعزيز الصادرات القطرية. وتحتضن الدورة الحادية عشرة من معرض الجوهرة للمجوهرات والساعات في الدوحة، قطر، في الفترة من 21 فبراير إلى 21 مارس 2014.

أولاً كإحدى الشركات التي تدعم الاقتصاد الوطني، وتحتضن الدورة الحادية عشرة من معرض الجوهرة للمجوهرات والساعات في الدوحة، قطر، في الفترة من 21 فبراير إلى 21 مارس 2014. وتعد هذه الدورة الحادية عشرة من سلسلة معارض الجوهرة للمجوهرات والساعات التي تنظمها مؤسسة الجوهرة للمجوهرات والساعات، وهي من مبادرات المؤسسة التي تهدف إلى دعم الاقتصاد الوطني وتعزيز الصادرات القطرية. وتحتضن الدورة الحادية عشرة من معرض الجوهرة للمجوهرات والساعات في الدوحة، قطر، في الفترة من 21 فبراير إلى 21 مارس 2014.

ناصر المفتاح

# ركزنا هذا العام على القطع النادرة والنفيسة والتمينة

معرض طاقم مجوهرات بقيمة 3.230 مليون ريال

## جناح المفتاح في معرض الدوحة للمجوهرات والساعات يزخر بالقطع النادرة والفريدة

معرض الدوحة للمجوهرات والساعات في مجوهرات المفتاح وما يحظى به من ثقة الشركات الكبرى المتمثلة وهذا العام يستعدنا ان معرضنا سيمتد على مساحة 6 ملايين ريال قطري وهي من المساحات ذات الخصوصية في مكوناتها فتمتاز بوجودها 4.88 فترات من الأمان من الدرجة الأولى الممتازة وتتميز أيضاً 8 أمتار زمرى به الفخامة كالمعتاد يوجد بها كنشك حصر بالقياس على شكل مربع تحتضنه القيمة المضافة التي 3.35 فترات من الأمان من الدرجة الممتازة على سطح القيمة فضلا عن كونها صناعة يدوية بالكامل وأصناف المصنوع فإذلا ان هذه الصناعة المصنوع بالمعنى من الفنون الرفيعة هي صناعة الساعات التي تضم مواصفات بدقة فائقة وعالية الجودة في كل شيء.



معرض الدوحة للمجوهرات والساعات في مجوهرات المفتاح وما يحظى به من ثقة الشركات الكبرى المتمثلة وهذا العام يستعدنا ان معرضنا سيمتد على مساحة 6 ملايين ريال قطري وهي من المساحات ذات الخصوصية في مكوناتها فتمتاز بوجودها 4.88 فترات من الأمان من الدرجة الأولى الممتازة وتتميز أيضاً 8 أمتار زمرى به الفخامة كالمعتاد يوجد بها كنشك حصر بالقياس على شكل مربع تحتضنه القيمة المضافة التي 3.35 فترات من الأمان من الدرجة الممتازة على سطح القيمة فضلا عن كونها صناعة يدوية بالكامل وأصناف المصنوع فإذلا ان هذه الصناعة المصنوع بالمعنى من الفنون الرفيعة هي صناعة الساعات التي تضم مواصفات بدقة فائقة وعالية الجودة في كل شيء.



مناجفة محمد السيد محمد

قال السيد ناصر المفتاح مدير مجوهرات المفتاح ان مجوهرات المفتاح تعرض كل الحرف على ان تأتي بعدة من القطع النادرة والتمينة لمرسها بمعرض الدوحة للمجوهرات والساعات أيضاً كان للدورة الحالية من المعرض حبيب وقيل من القطع النادرة والتمينة التي تقوم بمعرضها ومن ضمن ذلك القطع تعرض مجوهرات المفتاح قطع مجوهرات بقيمة 3.230 مليون ريال قطري صناعة لثانية مكوناً من حلق وأسورة وحلق وحاتم يتكون من حوالي 225 فترات من الأمان ذات الصقل الجيد والشفافية في أس وان والأمان يتراوح بين الأناصير والبريكيت والكرات الأمان على درجة جي وأضاف المفتاح أنه بعد صناعة هذا الطقم يتم أولاً اختيار الأمان ليكون متجانساً من ناحية النوعية والشاؤف والشكل والظافة ليتناسب مع التصميم المعتمد بعد ذلك تتم عملية تصنيع الطقم يدوياً وهذا أول أن الأول أن الطقم الذي نحن بصدده استغرق العمل فيه حوالي خمسة أشهر.



**In brief**

**QATAR: Thai**  
**Senegal leader arrives in Doha**  
 Senegal's President Macky Sall arrived in Doha on Wednesday for an official visit to Qatar. The president and his entourage were greeted upon arrival at Doha International Airport by the minister of Culture, Arts and Heritage. Qatar's ambassador to Senegal will be the first to be appointed since the inauguration of Senegal's new administration in 2012.

**AMERICA: Facebook ends its e-mail service**  
 Facebook will discontinue its e-mail service to get its users on its own social network. The company said it will stop sending e-mails to its users in 2014. The company said it will continue to use its e-mail service for its internal communications.

**FINANCE: Russia wins final confidence vote**  
 Russia's Prime Minister Vladimir Putin won a confidence vote in the State Duma on Wednesday. The vote was 323-0 in favour of the government.

**FINANCE: Turkey's issue of Gulf Times includes dining out**  
 The Gulf Times magazine for February 2014 includes a special feature on dining out in the Gulf region. The feature includes a list of the best restaurants in the region.

**FINANCE: Qatar**  
 Qatar's economy is expected to grow by 3.5% in 2014, according to the International Monetary Fund. The IMF said that Qatar's strong fiscal position and growing private sector are key factors in its growth.

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**Qatar honour for Thai envoy**



The Thai ambassador, Surin Pitsuwan, is seen at a press conference in Doha on Wednesday.

**Doha Festival City to have 'largest' cinema complex in Qatar**

Doha Festival City is set to house the largest cinema complex in Qatar. The complex will include 10 state-of-the-art movie theatres from VOX Cinemas, the region's leading cinema operator. The VOX MAX stadium cinema will be the largest in the world, featuring a 10m digital wide-screen and equipped with the latest 3D technology. Theatres incorporating the highly-advanced 4DX technology will connect individuals with any movie, by engaging all their senses through motion-based seating, synchronous with 20 different special effects. VOX Cinemas holds the exclusive rights to this concept in the Middle East.

The VOX GOLD concept will introduce to Qatar the first in-theatre butler service, through which movie goers can order their favourite drinks and snacks from a wide choice of menu options. "VOX Cinemas will set a new standard of premium entertainment and offer the Qatar market the latest technologies in being them a highly-competitive, world-class, movie-going experience unmatched by any cinema operator in this market," said Ramez CEO Kareem M Shamoun.

Doha Festival City is owned and developed by Boreas, a joint venture of Dubai-based Al-Futtaim Real Estate Services, Qatar Islamic Bank, Aqu Real Estate Investment Company and a private Qatar investor. "This is one of many components that will establish Doha Festival City as the country's leading retail and entertainment hub," he claimed. VOX Cinemas is part of a rapidly growing list of regional and international brands that Doha Festival City is introducing to Qatar for the first time. In total, the retail mall will host over 150 outlets, including 45 dine-in and fast-food restaurants.

A number of the leading regional retail groups, including Audea, Landmark, Alshaya and Apparel, have already committed to bringing their fashion and dining outlets to Doha Festival City Mall. "VOX Cinemas is now the Middle East's largest cinema exhibitor and entering the Qatar market has been a long ambition for VOX Cinemas," said VOX Cinemas CEO Cameron Mitchell. Doha Festival City is described as the largest mixed-use development currently under construction in the Middle East. Doha Festival City will also be home to automotive showrooms and a hotel and convention centre, all located on a total site area of over 430,000sq m that will also include 9,900 parking spaces with an efficient vehicle management system.

The current phase of the development broke ground on April 23, 2013 on the 413,847sq m site that is home to the first IKEA store in Qatar and is strategically positioned in the north of Doha on the main arterial Al-Shamal Road, between Doha International Airport and the north of Qatar.

**Doha Metro tunnel boring machines ready for delivery**

Each tunnel boring machine, with a cutting wheel power of 1,200 kW, can bore about 12 to 13 metres a day. The machines are expected to be delivered to Qatar by the end of 2014.

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At least two of the 11 tunnel boring machines (TBMs) which will be used for the Doha Metro project are expected to be brought to Qatar by the end of 2014. The TBMs are in Qatar, it will take about three months to assemble them, underpinnings," said Markus Demmel, chief of the Doha Metro project. The TBMs are expected to be delivered to Qatar by the end of 2014.

The joint venture QDVC-GS Engineering & Construction is responsible for the construction of the Red Line South. The Green Line follows Al Rayyan Road connecting Education City with the heart of Doha. It also links to Umm Salal and the Industrial Area South. The machines will be assembled in Doha for the underground boring work. Qatar Rail expects all the 15 machines for the Phase 1 to be shipped to Qatar within the year. Each has a diameter of 7.050m.



Five of the 15 tunnel boring machines for the Doha Metro being unveiled at Heerenkoopt part in Schwanau, Germany.

**Qataris lead in Dubai real estate investment**

Qatar has the highest per capita investment in Dubai real estate in 2013 worth \$86.71m, a new study has shown. Qatar is followed by Oman (\$67.71m), the UAE (\$54.45m), Saudi Arabia (\$40.71m), Germany (\$20.71m), India (\$12.22m) and the UK (\$12.22m). These figures were released in connection with the International Property Show (IPS) which will be held in Dubai from April 8 - 10 and supported by the Dubai Land Department (DLD).

According to the DLD report, international real estate transactions during 2013 exceeded Dh1.4bn. "The fact that the highest per capita investment in Dubai's real estate comes from QATAR, confirms that the DLD investors remain a key driver in the Emirate's property sector, encouraged by new investor-friendly legislations, proximity and a rising confidence in a lucrative return on their investments," said the organisers of the conference. Dubai Land Department director general Sultan Binti bin Majeen said: "The figures once again reinforce Dubai's status as a top-notch real estate investment hub in the Gulf and beyond. I foresee even stronger regional demand in 2014 and this is where specialised events like IPS will help

in maximising per capita investment from neighbouring regions and the world." Other foreign countries which figured in high per capita real estate transactions include France (Dh2.044m), Russia (Dh1.011m), Canada (Dh1.98m) and the US (Dh1.81m). Dawood al-Shazawi, CEO of Strategic Marketing & Exhibitions, conference organisers, said: "Overseas investments were key contributors to the turnaround of the UAE economy, driven by a maturing market, transparent legislations and regulations and a growing appetite for property investment. Our major focus in this year's show is to expand the number of exhibitors and investors." "We will also be highlighting the role of regulation in driving transparency, market confidence and facilitating sustainable investment in emerging markets in conjunction with the IPS' Official Knowledge Partner, RICS International," al-Shazawi said. "We invite investors, developers, financiers, architects and consultants in property investment, development and construction to visit IPS and keep abreast of the latest market trends as well as meet with decision makers from the real-estate industry," al-Shazawi added.

# 'Priceless' Noudar collections a big draw at expo

By Ramesh Mathew Staff Reporter

Young Qataris are flocking to the exhibition, which is an annual event for the jewelry industry in the Middle East. The exhibition, which is held in the city of Doha, is one of the largest of its kind in the region. It attracts thousands of visitors from all over the world, who come to see the latest designs and collections of jewelry. The exhibition is held in a grand venue, and the displays are truly spectacular. The jewelry is of the highest quality, and the designs are truly unique. The exhibition is a must-see for anyone who is interested in jewelry.



PICTURES: Iwan Datta



PICTURES: Iwan Datta

## Rare pink diamond necklace on display

By Joseph Varghese Staff Reporter

A necklace set of two pink diamonds, one of which is a rare pink diamond, is on display at the exhibition. The necklace is made of gold and features two large pink diamonds. One of the diamonds is a rare pink diamond, which is a color that is extremely rare in nature. The necklace is a beautiful piece of jewelry and is sure to attract the attention of all who see it.



PICTURES: Iwan Datta

The necklace set of two pink diamonds, one of which is a rare pink diamond, is a beautiful piece of jewelry. The diamonds are of the highest quality and are set in a gold chain. The necklace is a true work of art and is sure to be a prized possession for anyone who owns it.



PICTURES: Iwan Datta

## Sarcar showcases 'unique' creation

By Joseph Varghese Staff Reporter

Sarcar showcases a unique creation, a watch that is made of diamonds. The watch is a masterpiece of craftsmanship and is truly one of a kind. It is a beautiful piece of jewelry and is sure to be a prized possession for anyone who owns it.

The watch is made of diamonds and is a true work of art. It is a beautiful piece of jewelry and is sure to be a prized possession for anyone who owns it. The watch is a masterpiece of craftsmanship and is truly one of a kind.



PICTURES: Iwan Datta

## Cappella's white olive tree captivates visitors

By Ramesh Mathew Staff Reporter

The 3.5-kilo-plus white olive tree, created by Italian designer Agostino Cappella, is a beautiful piece of art. The tree is made of diamonds and is a true work of art. It is a beautiful piece of jewelry and is sure to be a prized possession for anyone who owns it.

The tree is a masterpiece of craftsmanship and is truly one of a kind. It is a beautiful piece of jewelry and is sure to be a prized possession for anyone who owns it. The tree is a masterpiece of craftsmanship and is truly one of a kind.

The tree is a beautiful piece of art and is sure to be a prized possession for anyone who owns it. It is a masterpiece of craftsmanship and is truly one of a kind.



PICTURES: Iwan Datta

# Chopard, a preferred choice for discerning buyers

By Ramesh Mathew Staff Reporter

A 100-year-old brand of luxury watches and jewelry, Chopard, has a long and illustrious history. The brand is known for its exceptional craftsmanship and attention to detail. Chopard watches are a preferred choice for discerning buyers who appreciate the art of watchmaking.

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# ساعات 2014 ومجوهرات

اصحاب الجواهر والوقت يتكلمون مع الزوار

## تحدث مع العارضين الذين صنوا زيارته وأشادوا بدعم الدولة رئيس مجلس الوزراء تفقد أجنحة معرض قطر للساعات والمجوهرات



مجلس الوزراء

وقد أهدى صاحب السمو الشيخ تميم بن حمد آل ثاني أمير دولة قطر رئيس مجلس الوزراء تفقد أجنحة معرض قطر للساعات والمجوهرات، وذلك في إطار دعم الدولة لهذا المعرض الذي يعد من أهم الفعاليات الثقافية والفنية التي تنظمها دولة قطر. وقد حضره عدد من المسؤولين القطريين والدولة، حيث التقى سموه مع القائمين على المعرض، واطلع على الأجنحة المخصصة للساعات والمجوهرات، التي تتميز بتصاميمها الفريدة والقيمة العالية. كما أشاد سموه بالدعم الحكومي لهذا المعرض، الذي يساهم في تعزيز الثقافة والفن في دولة قطر.



مجلس الوزراء

ومن جانبه، أعرب السيد سمير عبد الله المرزوق، مدير معرض قطر للساعات والمجوهرات، عن شكره لسمو رئيس مجلس الوزراء على دعمه لهذا المعرض، الذي يعد من أهم الفعاليات الثقافية والفنية التي تنظمها دولة قطر. وقد أشاد المرزوق بتصاميم الأجنحة المخصصة للساعات والمجوهرات، التي تتميز بالفن والحرفية العالية. كما أكد على أهمية هذا المعرض في تعزيز الثقافة والفن في دولة قطر، وذلك بدعم الدولة.

### قطر للوقت والتجميل

شهدت الدولة احتفالية مميزة من معرض قطر للساعات والمجوهرات، وذلك في إطار دعم الدولة لهذا المعرض الذي يعد من أهم الفعاليات الثقافية والفنية التي تنظمها دولة قطر. وقد حضره عدد من المسؤولين القطريين والدولة، حيث التقى سموه مع القائمين على المعرض، واطلع على الأجنحة المخصصة للساعات والمجوهرات، التي تتميز بتصاميمها الفريدة والقيمة العالية. كما أشاد سموه بالدعم الحكومي لهذا المعرض، الذي يساهم في تعزيز الثقافة والفن في دولة قطر.



TRANCE JEWELS

AL MUSTAFI JEWELLERY M

مخبرات المشايخ

ساركار

SARCAR

Creator of Dreams

Le Solitaire

White Gold 18 carats with Diamonds and Emeralds

AL MUSTAFI JEWELLERY M

مخبرات المشايخ

Korloff

PARIS

BLUE SALON

مخبرات المشايخ

CLERC

HYDROSCAPH

CLERC

HYDROSCAPH

SWISS MADE

BLUE SALON

مخبرات المشايخ

# Creating Dreams

**S**arzano, a watch enthusiast and collector had a vision to be a top watch maker. He started his career in sales, marketing renowned Swiss brand watches. His job gave him the advantage to meet watch enthusiasts like him, enabling him to better understand their needs and preferences. The Evolution in the Swiss watch industry spurred Carlo to realise his dream. Roping in very experienced craftsmen and designers to share his passion, he restructured his operation in Geneva to focus in producing luxury timepieces of precious metals and diamonds for a very niche market, his brand, SARCAR was soon creating much excitement amongst the circle of Royals, the Rich and Famous and the Well-heeled. His team had since stayed on the path of creating dreams

for this unique group of high society elites who are always yearning for something that they can perceive to be beyond all others.

Utilising its patented rotating element and working only with precious metals and diamonds, SARCAR's craftsmen is stunning the world with creations of uniquely-design luxurious timepieces. Its creation of the "Solitaire" series with a one-carat rotating diamond solitaire revolving round a pave dial and which was launched in Basel, was an immediate success, followed later by its artistically-inspired series of "Marquetry", "Micro-painting" and the like. Meeting demands is always a trying task as production demands experiences in craftsmanship and delicate technological know-how, which is why annual production is limited to only slightly over 4,000 pieces. Till today, SARCAR still has a difficult climbing task to much surpass this figure in its production.

# SARCAR

## LA CARROUSEL MARQUETRY HORSES

The two new versions of the Carrousel: 'Noble Horse' and 'Gallopig Horse' (featured here) models offer a striking contrast between a red gold case and the handsome jet-black head of a proud horse or a free horse galloping joyfully, appearing on a dial enlivened by three solitaire diamonds positioned at 7, 8 and 9 o'clock. The marquetry-worked details of this equestrian beauty, composed of numerous types of wood, are intricately and exquisitely arranged.



## LE SOLITAIRE EMERALD CLOVER

The Le Solitaire Emerald Clover is an extension of the brand's signature Solitaire's series. A peep into nature's colours and traditions, this unique design has a rotating four leaf-clover symbol in beautiful Emerald that revolves round a pave dial of Diamonds and Emeralds. Encased in a 18K White Gold case, the clover symbolises four important expectations in life: Health, Love, Wealth and Fame. Revered for its vigorous Emerald green hue, the Emerald, as it rotates and revolves, exudes nature's colour in scintillating rays of beauty.







Creator of dreams

SINGAPORE



# THE BUSINESS TIMES

OUTLOOK 2015  
Energy volatility in oil prices won't derail Singapore's LNG ambition  
Commodities: Singapore-based players laying out against global buyers  
CONSUMER & SERVICES / 10

THE BOTTOM LINE  
Broadening up of  
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a potential  
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Threat  
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A New Year  
perspective  
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CARLINE CORNER  
Good news for  
Singapore  
of Singapore  
every Friday  
Singapore / 10

## DAILY DIRECT

**China's factory activity**  
China's factory activity (measured as GDP's contribution) is expected to grow after 18 months of contraction, according to a survey by the country's manufacturing sector. It is expected to rise from 1.1% in the third quarter to 1.5% in the fourth quarter.

**Green team effort**  
Singapore's green team effort is expected to grow after 18 months of contraction, according to a survey by the country's manufacturing sector. It is expected to rise from 1.1% in the third quarter to 1.5% in the fourth quarter.

**Power of output in Malaysia**  
Power of output in Malaysia is expected to grow after 18 months of contraction, according to a survey by the country's manufacturing sector. It is expected to rise from 1.1% in the third quarter to 1.5% in the fourth quarter.

**Energy & commodities**  
Energy & commodities is expected to grow after 18 months of contraction, according to a survey by the country's manufacturing sector. It is expected to rise from 1.1% in the third quarter to 1.5% in the fourth quarter.

**Technology**  
Technology is expected to grow after 18 months of contraction, according to a survey by the country's manufacturing sector. It is expected to rise from 1.1% in the third quarter to 1.5% in the fourth quarter.

**Government & economy**  
Government & economy is expected to grow after 18 months of contraction, according to a survey by the country's manufacturing sector. It is expected to rise from 1.1% in the third quarter to 1.5% in the fourth quarter.

**Real estate**  
Real estate is expected to grow after 18 months of contraction, according to a survey by the country's manufacturing sector. It is expected to rise from 1.1% in the third quarter to 1.5% in the fourth quarter.

## EMs' Dec capital outflows hit 18-month high of US\$11.5b

But Asian EMs still see net inflows despite slump in global oil prices and rubble crisis

By Anthony Tan  
Singapore / 10

EMs' Dec capital outflows hit 18-month high of US\$11.5 billion, according to a report by Citigroup. The report says that capital outflows from emerging markets in December were the highest since the start of the year. This was due to a combination of factors, including a sharp decline in emerging market stock prices and a rise in emerging market bond yields. However, the report also notes that Asian emerging markets still saw net inflows of US\$1.5 billion in December, despite the global oil price slump and the rubble crisis in Greece.

## OUTLOOK 2015: SME FUNDING

### Alternative financing options open up for SMEs, startups

As crowdfunding changes the terms of financing, a crowd-financing platform makes a splash in Singapore

By Wendy Tan  
Singapore / 10

Alternative financing options are opening up for SMEs and startups in Singapore. Crowdfunding platforms like Seed&ampSpark and GoFundMe are providing new ways for businesses to raise capital. Seed&ampSpark, a Singapore-based crowdfunding platform, has recently raised US\$1.5 million for a startup. GoFundMe, a global crowdfunding platform, has also raised significant amounts for various startups. These platforms are changing the terms of financing by allowing businesses to raise capital from a large number of small investors. This is particularly beneficial for SMEs and startups that may not have access to traditional bank financing.



Celebrating 50 years of Singapore arts and entertainment  
BY LIFESTYLE / PAGES 22-24



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Creator of Dreams



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# THE RING MASTER

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THIS YEAR'S MOST  
STELLAR  
ASTRONOMY MODELS

WOMEN'S TIMEPIECES  
OFFER MORE THAN  
JUST PRETTY FACES

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WORKINGS OF  
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## A FINE GALLOP

Equine inspiration races in.

Certainly, the most obvious reason for the stable of equine-emblazoned watches in 2014 is that it is the Chinese Year of the Horse. That said, the regal and handsome animal lends itself well to being rendered as an artistic motif that's both timeless and moving. Created using traditional arts ranging from enamelling to marquetry, these beautiful pieces are the top of the crop.

### 1. LONGINES

#### EQUESTRIAN LEPINE

Taking its inspiration from a 1927 pocket watch, this 49.5mm rose-gold pocket watch by Longines features a back cover decorated with a horse leaping over a jump. Aside from being a way for the brand to mark the Year of the Horse, it is also a tribute to Longines' historical involvement in equestrian sports, which today includes endurance competitions, show jumping and flat racing. The white lacquered dial features painted Arabic numerals and a small seconds subdial – creating a clean appearance with plenty of character.

### 2. ULYSSE NARDIN

#### CLASSICO HORSE

Wild horses, one black and one white, roam against a backdrop of mountains and plains in this 40mm timepiece by Ulysse Nardin. The champlevé method of enamelling was used to create the tableau. Cells are carved on the dial and filled with enamel – the colour palette created using different metallic oxides – then fired and polished by master artisans. This dynamic piece is powered by the brand's automatic UN-815 movement.

### 3. VACHERON CONSTANTIN

#### YEAR OF THE HORSE

Vacheron Constantin lets its horses take centre stage in the latest additions to its Chinese zodiac series, quite literally. The handless watch tells the time through four apertures arranged around a horse, engraved in either platinum or pink gold. Delicately carved bamboo stalks form part of the backdrop and give the watch a greater sense of depth. Grand Feu enamelling, which requires the successive layering and firing of applied enamel, completes the creation of these timepieces and gives them vibrant colour that will outlast many zodiac cycles.

### 4. SARCAR MARQUETRY

#### NOBLE HORSE

Sarcar offers a very intriguing mix of materials in its horse-themed timepieces. On the one hand, there is the earthy, wild feel of its animal motifs, rendered using the art of wood marquetry, which involves the selection, shaping and arrangement of hundreds of minute wood pieces. This rustic vibe, however, is offset by the generous sprinkling of diamonds on its lug and bezel, as well as three 0.5-carat solitaires set in the side of the dial.

### 5. VULCAIN 50

#### PRESIDENTS' PEGASUS

Started in 1858 and best known for its Cricket mechanical alarm watches, Vulcain gets its name from the Roman god of fire Vulcan. So it is perhaps no surprise that the brand looked to Greek mythology when creating its equestrian watches – Grand Feu cloisonné enamel timepieces depict the winged divine stallion Pegasus. More than just pretty faces, these watches are equipped with Vulcain's automatic Cricket V-20 calibre, which has an alarm that rings almost as loudly as an alarm clock.



03

WHAT DO YOU  
LOOK FOR IN  
A WATCH?



ANGELO BONATI, CEO, PANERAI

*Authenticity, uniqueness – and the power to make me feel emotions.*



MAYA KONIG, CEO, SARCAR

A WATCH IS A VERY PERSONAL THING. BUT FOR ME, WHETHER IT IS A SIMPLE OR AN EXCEPTIONAL LUXURY WATCH, THE PIECE MUST BE SWISS-MADE, AND BE OF HIGH QUALITY, TECHNICALLY AND IN TERMS OF DESIGN.

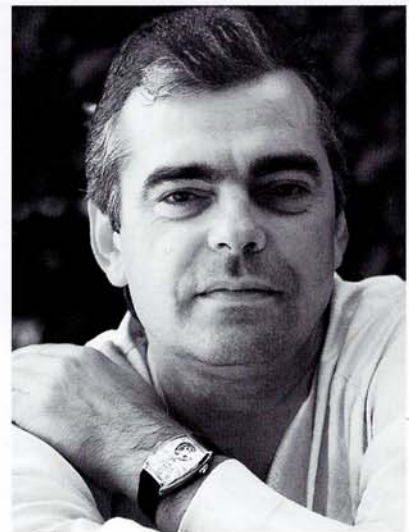


PATRIK HOFFMANN, CEO, ULYSSE NARDIN

HERITAGE ISN'T EVERYTHING, BUT IT'S PART OF THE VALUE OF A WATCH. AT ULYSSE NARDIN, WHAT WE HAVE IS BUILT ON HERITAGE. BUT INNOVATION AND BEING DIFFERENT IS ALSO IMPORTANT.

FRANCK MULLER, CO-  
FOUNDER, FRANCK  
MULLER


**A timepiece conveys know-how as well as a story. Looking at my wrist, I think of the man who made my watch, all the time he spent on it and the love he gave to achieve the perfect product. I also think of the family who created the brand, its history and its values.**





A reinterpretation of a watch from 1977, the Corum Vintage Ingot houses an actual 15g ingot of 24K gold, along with an automatic movement. The white-gold Sarcar Rondo auto-calendar features a minimalist design, with a mix of Roman numerals and stick indexes, and a date display.



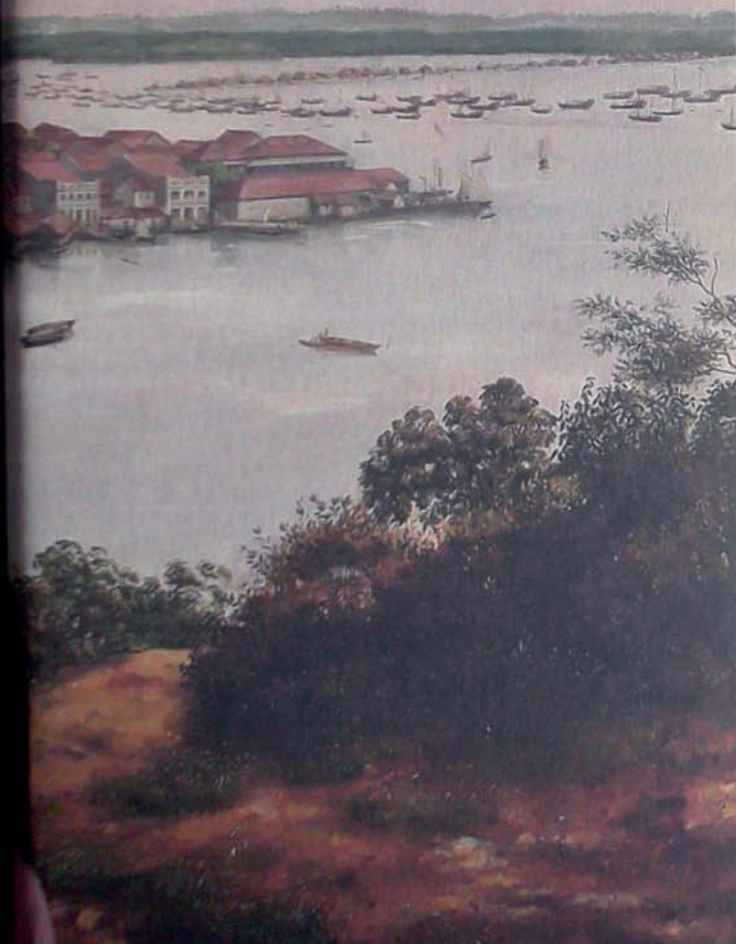


# The SWISS in SINGAPORE

Andreas Zangger



**D**r Andreas Zangger, originally from Switzerland, is a freelance historian living in Amsterdam. In 2006 he joined the University of Zurich's Research Priority Program on Asia and Europe: Exchanges and Encounters. He received his PhD in 2010. His thesis, which was published in 2011 as *Koloniale Schweiz*, examined the relationships between Switzerland, Singapore and Sumatra in the late colonial era.



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Sarcar Genève is proud to be a sponsor of this book  
*The Swiss in Singapore*

I wish to thank Dr. Andreas Zangger for his effort and time spent researching this book to make it entertaining, memorable and factual.

It gives the reader an insight into the role that the Swiss community played during the time when Singapore was pushing aggressively to develop itself into what it is today, a country that has among the highest GDPs and living standards in the world.

I am confident that the current close relationship between our two countries will continue to develop further and that our Swiss community here in Singapore will continue to participate in Singapore's economic progress.

I am sure readers will find this book interesting and enjoyable.

With best wishes,  
Ms. Maya Konig  
CEO



Two of Sarcar's delicately crafted timepieces. The Solitaire (top) and the Twist (bottom).

At least as exquisite and perhaps even more refined are the timepieces created by Sarcar. The company's ingenuity lies in both its sophisticated technology and its fine craftsmanship. Each of its luxurious timepieces is delicately handcrafted and worked to the finest detail. The Solitaire, its signature model crafted from white or pink gold, encompasses a one-carat solitaire diamond that both rotates and revolves around the watch's dial. The Solitaire is still receiving accolades even though it was launched approximately 10 years ago.

The Twist, which Sarcar researched for more than three years, encases a free-floating solitaire and is renowned for its creativity and design, as well as its use of marquetry and micro-painting. The Twist impresses not only with its technical excellence but also with its expertise and finesse in gem setting.

Recognised as one of the renowned watchmakers in Switzerland, Sarcar is among the very few companies that specialise in customised designs, a challenge that requires both great passion and understanding as well as the ability to visualise and conceptualise the dreams of their customer.

Sarcar's excellent distribution network for the Asian region is managed by Chong Seng Enterprises, a subsidiary of the Leong Poh Kee Group. Leong Poh Kee, the uncle of Leong Lou Teck, started the company in a shophouse in Chinatown in 1931 and its original area of business was watch repair. Leong Lou Teck came to Singapore from Guangdong to assist in his uncle's business and took over the company in 1937 extending its business into watch distribution. Leong's business is now managed by his children, with his son, William, fully involved in Sarcar's distribution.

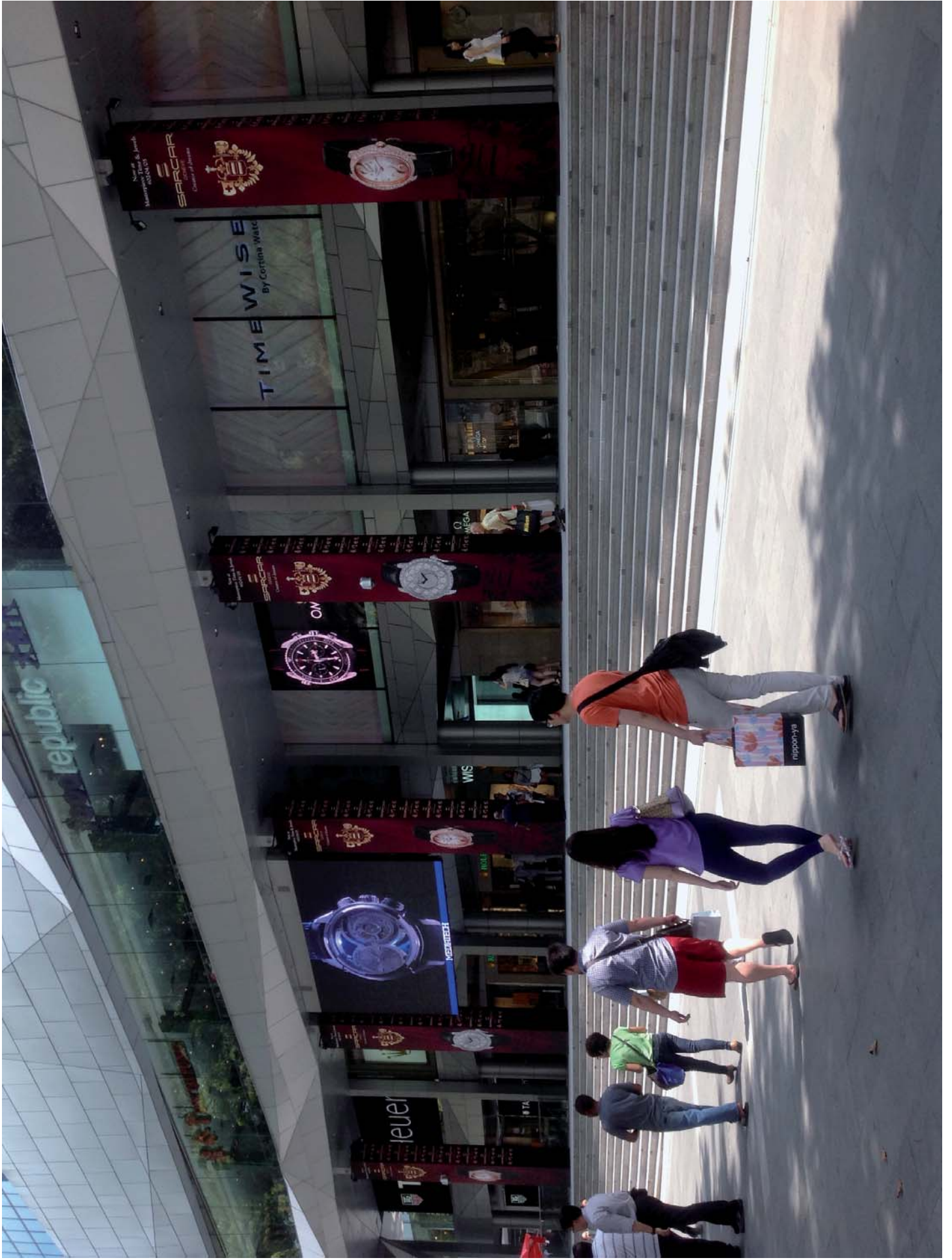
Apart from its main business in distribution, Sarcar has been involved in many charity projects, one of which is its support of the Chaipattana Foundation under the care of King Bhumibol of Thailand and it is through this project that Sarcar received the King's approval to endorse His Majesty's personal seal, the 'Por Por Ror' on its watches for this special charity project.

Sarcar is also involved in charity projects in Bhutan – the Country of Happiness.

## MEDIUM-SIZED INDUSTRIES

Many companies choose to use Singapore as a regional base from which they can serve the Southeast Asian market and even, in some cases, the entire Asia-Pacific region. Singapore's strong transport links are a key factor in this choice. From Singapore one can easily reach Jakarta, Kuala Lumpur, Bangkok, Manila, Ho Chi Minh City and other cities, within one or two hours. These companies do not usually place many staff in Singapore and the main share of value creation does not even stay in the country. The Singapore government encourages these regional footholds on the assumption that, in time, many of them will grow into more substantial businesses. In fact, all the Swiss firms that have gone on to manufacture here started out with just a sales office.

Singapore does not attract only large companies. Many small and medium-sized enterprises (SME) also have their regional headquarters here. Typical



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BLANCPAIN

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# SINGAPORE TATLER

The Spirit of High So

April 2014



*Fashion  
Hall of Fame 2014*

*Grace Chng, Tan Min-Li and Paige Parker*

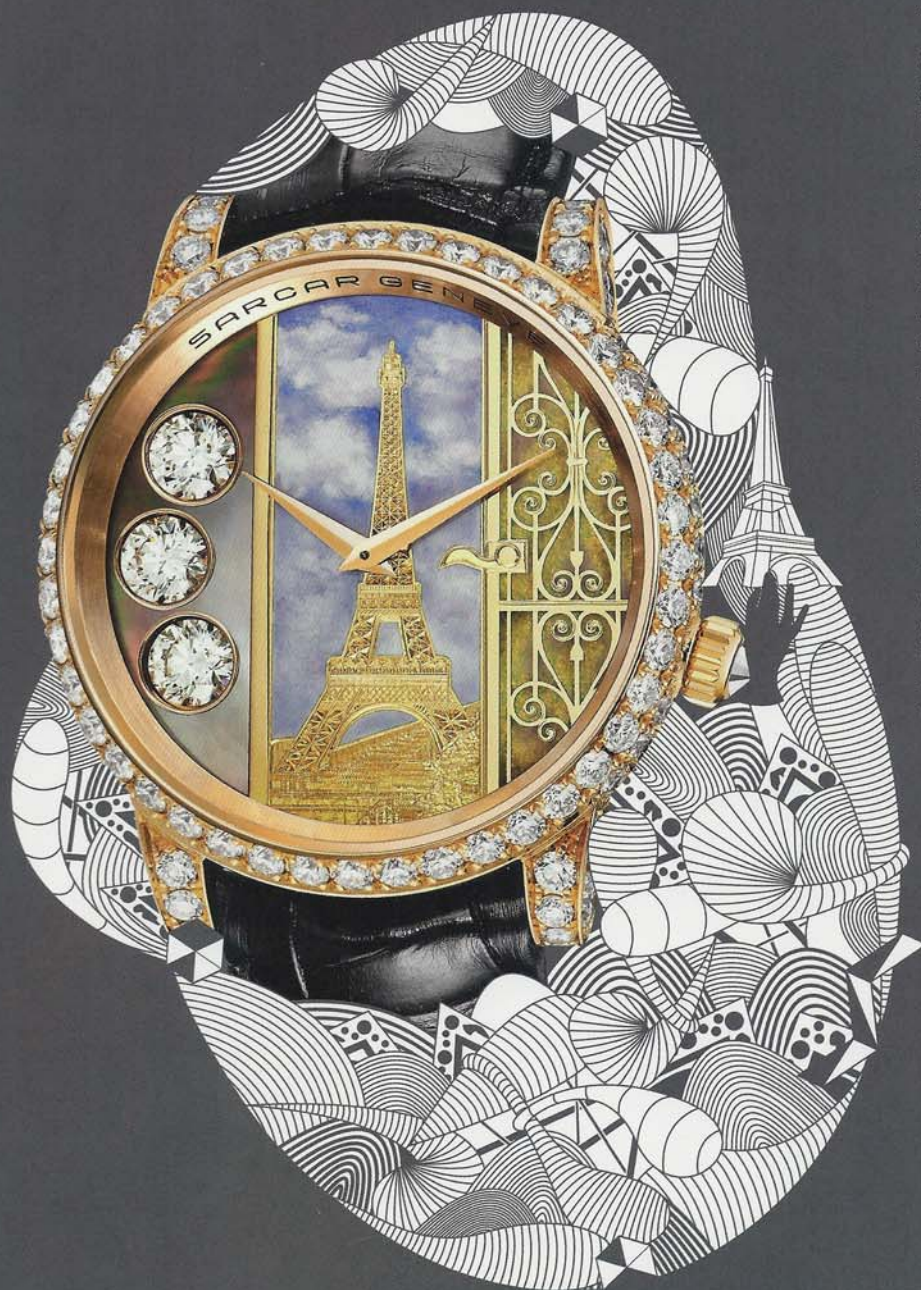


WATCHES



# D DECORATIVE DIALS

Enamelling techniques are mastered by few, and the transformation of the small landscape of watch dials into beautiful canvases for craftsmen's artistic visions calls for a closer look



## TRAVEL IN TIME

Sarcar specialises in gem-setting techniques, traditional artistic crafts and weaving dreams with its whimsical renditions. With its Carrousel Fenêtre Sur collection, it adds yet another feather to its cap with an enameled painting of iconic landmarks on a mother-of-pearl dial. This traditional technique, which dates back to the 15th century, requires repeated firing, glazing and polishing to create the golden Eiffel Tower and the carved door that opens up to the city. Three rotating solitaires—a Sarcar signature—and the bejewelled bezel and lugs add opulence to the timepiece.

**GENDER QUOTA**  
India Inc picks women  
relatives to meet  
boardroom quotas **PAGE 10**

**PROPERTY**  
Are shorter industrial  
leases a problem? **PAGE 3**

**WORLD CUP**  
From champs to  
chumps, Spain looks  
to rebound **PAGE 1**

**WEALTH**  
What the rich want, Asia's  
millionaires set to overtake  
N. America's **PAGE 8**

# THE BUSINESS TIMES

## More firms align CEO pay with shareholder interest

But compliance remains a slow process, according to Freshwater Advisers pay review

By **SHIM CHIA**

**CEO COMPENSATION** has become a hot topic for Singaporean firms, with the idea of aligning their interests with shareholders.

But compliance remains a slow process, according to Freshwater Advisers pay review.

The review found that only 10% of firms have aligned CEO pay with shareholder interest.

However, the number of firms aligning CEO pay with shareholder interest is expected to increase in the coming years.

The review also found that the average CEO pay for Singaporean firms is \$4.5 million.

Overall, the review highlights the need for firms to align CEO pay with shareholder interest to ensure long-term growth.

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### Power earners

Top 10 executives and their remuneration

RANK	COMPANY NAME	EXECUTIVE	REMUNERATION	TOTAL (\$M)
1	DBS Group	Piyush Gupta CEO	10,088,249	10.1
2	UOB	Woo Ee Cheong Deputy Managing & CEO	8,172,000	8.2
3	Charter	Charles Phipps Executive Director	5,172,000	5.2
4	Singapore Press Holdings	Lim Kok Thay Executive Chairman	5,172,000	5.2
5	OCBC	Lamuel Tseong CEO	4,818,000	4.8
6	Singtel	Choo Sook Namng CEO	3,793,999	3.8
7	Keppel Corp	Choo Chiew Beng CEO	2,625,971	2.6
8	Keppel Group	Koh Wei Meng Executive Chairman and CEO	1,795,000	1.8
9	Apax Corp	Koh Wei Meng CEO	1,625,000	1.6
10	HSBC Ltd	Chuan Tian Pak Chairman and CEO	1,375,000	1.4

Remuneration is based on the 2012 financial year. Figures are in Singapore dollars.

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Overall, the review highlights the need for firms to align CEO pay with shareholder interest to ensure long-term growth.

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## Singapore oil product prices up 3-5% on 'fear premium'

Traders also staying long on market after flare-up in Iraq

By **KENNETH LIM**

**MARKETS** Following a spike in global crude prices, Singapore oil product prices rose 3-5% on Tuesday.

The rise was driven by a "fear premium" as traders stayed long on the market after a flare-up in Iraq.

Overall, the review highlights the need for firms to align CEO pay with shareholder interest to ensure long-term growth.

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## Record 4 Singapore films at Cannes

By **SHIM CHIA** **PAGE 25**



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### MARKETS DIGEST

▼ **ST INDEX** 3,269.02 (-7.78)  
▼ **SI INDEX FUTURE** 3,249.00 (-8.00)  
▼ **SIMSCI** 371.56 (-0.72)  
▼ **SIMSCI FUTURES** 371.28 (-1.96)

FOREX	USD	EUR
USD HKD per 100	7.7530	1.0000
USD SGD per 100	1.3400	1.0000
USD JPY per 100	100.0000	1.0000
EUR USD per 100	1.2500	1.0000
GBP USD per 100	1.5000	1.0000
HKD USD per 100	7.7530	1.0000
SGD USD per 100	1.3400	1.0000
JPY USD per 100	100.0000	1.0000
USD per 100	1.0000	1.0000
EUR per 100	1.2500	1.0000
GBP per 100	1.5000	1.0000
HKD per 100	7.7530	1.0000
SGD per 100	1.3400	1.0000
JPY per 100	100.0000	1.0000

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# WOW

# JEWELLERY

SINGAPORE'S  
PREMIER  
WATCH  
PERIODICAL



## *Bohemian Splendour*

MONTBLANC BOHÈME PERPETUAL CALENDAR

### SYMBOLS OF LUXURY

Bulgari's Roman coin, Chanel's Lion, Piaget's Rose, Cartier's Panther, Fabergé's Egg, Louis Vuitton's Quatrefoil, and more

### MÉTIERS D'ARTS REVIVAL

Understand the handcraftsmanship

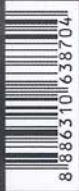
### BIENNALE DES ANTIQUAIRES

Haut de gamme pieces from top jewellers

### +PLUS

- High jewellery meets resort chic
- Complicated watches to wear every day
- Latest trends in watches and jewellery 2014

\$10 #33 JEWELLERY 2014



Chanel  
Mademoiselle  
Privé Camélia  
Maki-E



## MAKI-E LACQUERING

This ancient lacquering technique was developed in Japan in the Heian Period between 794 and 1185, and flourished during the glorious Edo Period from 1603 to 1868. It involves applying gold or silver powder, or decorative materials like mother-of-pearl pailons and quail eggshells onto wet lacquer using a makizutsu or kebo brush. It was first used to adorn household objects, and eventually came under the patronage of nobles and royal families.

The two new Chanel Mademoiselle Privé Camélia Maki-E watches boast this intricate art form: One features a black lacquer dial with the camellia motif in yellow gold pailons on the background and three camellias in quail eggshells on the foreground; the other is a simpler yellow gold pailons on black lacquer.

## MINIATURE PAINTING

Born in the 16<sup>th</sup> century, miniature painting is a very specialised field of fine arts with only a handful of practitioners in the world today. It is defined by a superb mastery of highly delicate and laborious techniques, including the mixing of varnishes, the layering of colours, skilful paintbrush application, and kiln firing.

One model in Chaumet's Attrape-Moi... Si Tu M'Aimes Montres Précieuses series of seven timepieces features pretty miniature-painted dragonflies and ribbons on top of a piece of ivory back-painted sapphire glass on the dial. Another fine example of the art is Sarcar's Le Carrousel Panda watch, whose dial was oil-painted using a single sharpened human hair, rendering details so fine such that even the fur on the creature looks lifelike.

Chaumet  
Attrape-Moi...  
Si Tu M'Aimes  
Montres  
Précieuses



Sarcar  
Le Carrousel  
Panda





EXEC LIFESTYLE Beautiful minds PAGES 27 & 28

HOCK LOCK SIEW Will markets make that vital switch after QE? PAGE 9

COMMENTARY Dackling US without starting Iraq War II PAGE 19



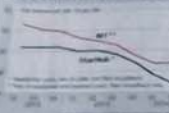
PROPERTY IT Property Classified PAGE 30 & 31

# THE BUSINESS TIMES

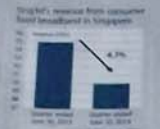
Volume 42 Issue 35 Singapore, Friday, September 11, 2014

## Broadband's broad slide

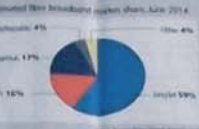
StarHub and M1's average broadband speeds



## StarHub's revenue from Singapore fixed broadband in Singapore



## Estimated fibre broadband market share, June 2014



## Inflation target will be met by any means, says BOJ

By ANTHONY ROWLEY in Tokyo

Bank of Japan (BOJ) will do whatever it takes to meet its inflation target, including a 2 per cent inflation target, said Governor Haruhiko Kuroda yesterday. Kuroda stressed that the BOJ will do whatever it takes to meet its inflation target, including a 2 per cent inflation target, said Governor Haruhiko Kuroda yesterday. Kuroda stressed that the BOJ will do whatever it takes to meet its inflation target, including a 2 per cent inflation target, said Governor Haruhiko Kuroda yesterday.



Mr Kuroda: Continued low inflation is seen as a result of further BOJ easing

## Telcos wage bruising fibre broadband war

M1 slashes IGbps plan monthly rate to lowest yet in market; ARPUs seen falling more

By JEFFREY WONG in Singapore  
Singapore's telcos are waging a bitter war over fibre broadband. M1 has slashed its 10Gbps plan monthly rate to the lowest yet in the market, while Singtel has also cut its rates. This move is seen as a sign of the intense competition between the telcos for fibre broadband subscribers.

StarHub, with a generous offer to downgrade 10Gbps service to 5Gbps, is also waging a price war. M1's 10Gbps plan price, which is a 30 per cent discount to its previous price, is the lowest in the market. Singtel's 10Gbps plan price is also competitive, but M1's offer is seen as a key move to attract subscribers.

Analysts expect M1's move to trigger a price war among the telcos. They also expect M1's average revenue per user (ARPU) to fall as a result of the price cut. The move is also seen as a sign of the telcos' focus on fibre broadband as a key growth driver.

## Weakening

Yield per 100 Yen



## MARKETS DIGEST

Table with market indices: ST INDEX (1,847.28), ST INDEX FUTURES (1,848.50), SENSEX (377.74), SENSEX FUTURES (378.30).

## PRIME RATES

Table with prime rates for various banks and currencies, including Singapore, Hong Kong, and US.

## Read Boardroom Matters

A series of articles from the Singapore Institute of Directors on issues relevant to listed companies and corporate governance. BT Invest every Friday. [bit.ly/IGIMatters](http://bit.ly/IGIMatters)

Table with exchange rates for various currencies including USD, EUR, GBP, HKD, etc.

Table with commodity prices for various goods like oil, gold, and other metals.

Advertisement for BT INVEST featuring the text 'SID BOARDROOM MATTERS' and 'BT INVEST'.

Large advertisement for SARCAR watches. Text includes 'SARCAR GEMME Creator of dreams', 'RC QUANTUM CLASSIC', and 'EXCLUSIVELY AVAILABLE AT SARCAR FAYILLON in Raffles City Shopping Centre'. It features a detailed image of a watch with a moon phase sub-dial.



# The Millenary Post

The Watch Collector's Guide to Good Living

www.themillenary.com



## THE MODEL ANSWER

Fabrics, trends, resistance and of one thing is often in fashion: Singapore's finest. Available. Perhaps, you'll eventually reward and get to play the Right Watch Game.

Page 11



## WHAT'S IT LIKE TO OWN YOUR OWN ISLAND?

It's true, other islands just in comparison to this ultimate destination.

Page 11



## THE RULES OF HAVING NO RULES

We gathered the fashion week's best-dressed and in the (almost) eternal art of survival weather.

Page 11

Issue 1.2

ASIA EDITION

S\$3.50

## THE COMEBACK KID

LET'S CELEBRATE THE RETURN TO A MORE CIVILISED AGE.

By Jonathan Ho Don't get me wrong, in the collector's watchworld, there should always be room for a Hublot or fantastical contraptions like a Ulysse Nardin Freak or any one of the six Mink! Horological Machines - they're a reminder of how far we've come in mastery of the mechanical arts. That said, following Omega's win of the Revival Prize at the recent GPHG, our path forward in haute horlogerie is steeped in the best traditions: built upon the backs of centuries-old, storied watchmen names and traditions.

For all our love and passion for mechanical watchmaking, there's often a hard wake-up call when economic or technical conditions remind us that fantastic heritage isn't necessarily the best defence against the vagaries of corporate interests. Companies are bankrupted and folded, senior executives lose their nerve and order inventory in acquisition (blindly) in market downturns and conditions in the name of survival - quartz. That was a bad idea for many brands. But I don't blame them. Captain Horology is an inflexible optimist and I don't envy decision makers who live and die with an inability to pick winners or back failures to their doom. So where does that leave us? The best way to predict the future is to invent it. OR an even better way is to revisit archives of fading glories.

For brands like Omega, Montres Constantin and Patek Philippe, long histories serve as a significant bulwark against the constant unpredictable changes of consumer demand and desire. First, a rich archive of beloved timepieces is like the ability to produce a greatest hits' album. Each year, brands produce a new collection of timepieces of which only one and if their designers happen to be prodigious that year, a maximum of two watches will be runaway best-sellers and like many pop albums - the rest of the produce are simply fillers, badges of love designed to capture infrequent demand. Second, rare is the critic who might accuse a Maison of design fatigue or laziness, the reason is a simple one - it's a trip down memory lane filled with old desires and other watch catalogs. Finally, we now have the purchasing power to own a vintage re-issue or classic piece that we never previously had the chance to. Best of all, these timepieces never grow old or out of demand, they're the kind of safe investments we can make because decades of rapaciousness from other collectors before us have already proven the immortal worth of a time-honoured watch.



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LA SERENA  
COLLECTION



# THE BUSINESS TIMES

**BUNGALOW SALES**  
Take up 2 cities for OCBC and Sertima Cove bungalow.

**BY CLASSIFIEDS**  
Road return, vehicles, theatre / 19 / 21

**ONLINE ONLY**  
Road return, vehicles, a works of art from the Singaporean Institute of Directors, on ETWOM every Friday.

**MARKETS**

STI	6,200.00	↑ 100.00
FTSE 100	6,200.00	↑ 100.00
Nikkei 225	21,000.00	↑ 200.00
DAX	12,000.00	↑ 100.00
Hong Kong	23,000.00	↑ 200.00
Shanghai	30,000.00	↑ 300.00
London	7,000.00	↑ 100.00
Paris	3,000.00	↑ 50.00
Frankfurt	12,000.00	↑ 100.00
Madrid	10,000.00	↑ 100.00
Bombay	15,000.00	↑ 100.00
Calcutta	10,000.00	↑ 100.00
Delhi	12,000.00	↑ 100.00
Chennai	10,000.00	↑ 100.00
Bangkok	15,000.00	↑ 100.00
Manila	10,000.00	↑ 100.00
Seoul	15,000.00	↑ 100.00
Taipei	10,000.00	↑ 100.00
Hong Kong	23,000.00	↑ 200.00
Shanghai	30,000.00	↑ 300.00
London	7,000.00	↑ 100.00
Paris	3,000.00	↑ 50.00
Frankfurt	12,000.00	↑ 100.00
Madrid	10,000.00	↑ 100.00
Bombay	15,000.00	↑ 100.00
Calcutta	10,000.00	↑ 100.00
Delhi	12,000.00	↑ 100.00
Chennai	10,000.00	↑ 100.00
Bangkok	15,000.00	↑ 100.00
Manila	10,000.00	↑ 100.00
Seoul	15,000.00	↑ 100.00
Taipei	10,000.00	↑ 100.00

**DAILY DIGEST**

**Singapore Airlines' annual report** shows profit of S\$100 million, up from S\$80 million in 2011. The airline also reported a 10% increase in passenger traffic.

**Construction** continues to pick up, with the value of work done in the first quarter of 2012 reaching S\$1.5 billion, up from S\$1.4 billion in 2011.

**Car-sharing** service Car2Go has raised S\$100 million in a Series B funding round, led by Temasek Holdings.

**Singapore's GDP** grew 1.2% in the first quarter of 2012, down from 1.5% in 2011.

**Commodities** and markets: Oil prices fell, while gold prices rose.

**Insurance** industry: Singapore's life insurance industry reported a 10% increase in premium income.

**Commodities & Markets**: A summary of market movements.

**Singapore's life insurance industry** reported a 10% increase in premium income.

**Multiple ownership** in Singapore is growing, with 10 per cent of the adult population holding shares in companies.

**Security shareholders of Malaysian Airlines** announced to the shareholders of the airline.

**European Central Bank** members are expected to take more dovish action if necessary.

**GDP & Economy**: A summary of economic indicators.

## STATS ChipPAC attracts US\$780m bid from China firm

JCEC's S\$0.432 per share offer compares against S'pore chipmaker's last traded price of S\$0.58, a discount of 26%

By James Lee  
Singapore Business Times



Given the ongoing restructuring process at STATS ChipPAC's Fabulous units, the sale transaction will not include the two units at this point, which have a book value of US\$2.5 million, in December 2012.

Singapore's semiconductor industry is looking towards the end of January for the results of STATS ChipPAC's tender, according to industry sources. The tender is expected to be completed by the end of the month.

But the industry, already under stress, could be further hit if the tender is successful. The tender is expected to be completed by the end of the month.

Given the ongoing restructuring process at STATS ChipPAC's Fabulous units, the sale transaction will not include the two units at this point, which have a book value of US\$2.5 million, in December 2012.

The offer stands at S\$0.432 per share, a 26% discount to the company's last traded price of S\$0.58.

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JCEC will also have to adjust various regulatory approvals from Chinese authorities, and has pledged to pay S\$2.5 million to STATS ChipPAC if it doesn't receive the approval of the Chinese authorities by a year to be disclosed later.

STATS ChipPAC is a 100% subsidiary of STATS Group, a Chinese semiconductor manufacturer.

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## Reported fraud at S'pore unit leaves OW facing bankruptcy

By Muralidharan Singh  
Singapore Business Times

Singapore's Overseas Working (OW) group is facing a crisis as a result of a reported fraud at its subsidiary unit in Denmark.

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## RESURRECTION

BT Lifestyle speaks to three groups who have taken it upon themselves to revive the new life into unlikely old spaces.

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## 2015 THE STARS ISSUE

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MAXIMILIAN BUSSE | KINGSTON CHU | ALEXANDRE PERALDI | 童冰玉 | 李靖 | 林安娜 | 姚雯珊 | BOBBY TONELLI |  
LEXIS DE LAPORTE | ANDREAS BOESCH | ELISE GONNET-PON | EDUARDO TARTALO | JASON LAI | JANICE WONG |  
炎庆 | 李伟崧 | 陈子谦 | 林灵芝 | IRENE ANG | TRACY PHILLIPS | KEITH PNG | BEATRICE CHIA-RICHMOND |  
EN HONG | 杜蕙粤 | 丽仪 | 杨君伟 | 江竖文 | JASMINNE CHENG | NG TJENG JAW



## GALLOP FORWARD

Champlevé内填珐琅、Marquetry微雕珍珠木……精彩的复杂工艺，皆旨在巧妙展现马的姿态。文尽要你在腕上感受奔腾的“骏马”。

- 1 Hermes Arceau Lift Chevaux en camouflage H1923S手动上链陀飞轮机芯，珐琅表盘，白金表壳及鳄鱼皮表带腕表
- 2 Sarcar Carrousel Marquetry Noble Horse Frédéric Piguet自动上链机芯，镶钻微雕木质表盘，镶钻白金表壳及鳄鱼皮表带腕表
- 3 Piaget Altiplano Mythical Journey 430P手动上链机芯，珐琅表盘，镶钻玫瑰金表壳及鳄鱼皮表带腕表
- 4 Chopard L.U.C XP Urushi L.U.C Calibre 96.17-L自动上链机芯，漆绘表盘、玫瑰金表壳及鳄鱼皮表带腕表
- 5 Ulysse Nardin Classico Horse UN-815自动上链机芯，珐琅表盘，玫瑰金表壳及皮革表带腕表
- 6 Jaquet Droz Petite Heure Minute Horse Relief Mustang 2653自动上链机芯、镶玫瑰金雕塑装饰珐琅表盘，玫瑰金表壳及鳄鱼皮表带腕表

# THE BUSINESS TIMES

**GOVERNMENT LAND SALES**  
Holland Road Woodlands sites take spotlight in first half Q4 sale

**MOVIE SCENE ROCKS**  
Alternative bands in Singapore have managed to cultivate a following through their passion

**GRAB TAXI ONLY**  
Read Boardman's feature, a series of articles from the Singapore Institute of Directors, on 8 November

**CLASSIFIEDS**  
Real estate, vehicles, property

**MARKETS**  
SSE 3000: 11,442.00  
Nikkei 225: 17,847.00  
Hang Seng: 19,713.00  
ASX 200: 4,232.00

## DAILY DIGEST

**The Surprising Trade Balance**  
Newsweek will be a long time for Singapore's trade deficit to narrow...  
**China's GDP Growth**  
China's GDP growth in the third quarter was 7.4%...  
**Indonesia's New President**  
Indonesia's new president will be Joko Widodo...  
**US Trade Deficit**  
The US trade deficit with China widened in the third quarter...

## GrabTaxi books US\$250m in benchmark funding

Industry observers, however, warn of longer-term sustainability challenges for the Malaysia-based firm

**By Josephine Choo**  
Singaporean taxi-hailing app GrabTaxi has raised US\$250 million in its latest round of financing, marking the largest fourth-stage financing for a startup in Southeast Asia. The round, led by a consortium of international investors, includes the return of SoftBank Vision Fund, which had invested in GrabTaxi's first round of financing in 2014. The round also includes participation from new investors such as Tiger Global, Coatue, and Vista Equity Partners. The funding will help GrabTaxi expand its operations across Southeast Asia and other emerging markets. However, industry observers warn that the high valuation and heavy reliance on venture capital funding could pose sustainability challenges for the company in the long term.

### How big is GrabTaxi?

Investment	Amount	Lead Investor	Date
Series A	US\$10 million	SoftBank Vision Fund	2014
Series B	US\$100 million	Tiger Global, Coatue, Vista Equity Partners	2015
Series C	US\$100 million	Tiger Global, Coatue, Vista Equity Partners	2016
Series D	US\$250 million	SoftBank Vision Fund, Tiger Global, Coatue, Vista Equity Partners	2016

**Locations**  
Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Cambodia, Laos, Myanmar, Australia, New Zealand, South Africa, Brazil, Mexico, Colombia, Peru, Chile, Argentina, Uruguay, Paraguay, Uruguay, Paraguay, Uruguay, Paraguay.

**Usage volume**  
GrabTaxi reported 1.5 billion rides in 2015, up from 1 billion in 2014. The company also reported 1.5 billion rides in 2016, up from 1.5 billion in 2015.

GrabTaxi's success has attracted significant attention from investors and industry observers. The company's valuation is estimated to be over US\$1 billion. However, some analysts are concerned about the company's high burn rate and the sustainability of its business model. They argue that the company's heavy reliance on venture capital funding could lead to a sharp decline in its stock price if it fails to achieve profitability in the near future.

## Micron to inject US\$4b into expansion of Woodlands fabrication plant

It will be one of the largest investments in the Republic's semiconductor industry in a decade

**By Joyce Ho**  
micron.com.sg  
micron.com.sg

MICRON Technology (MTEC) is set to inject an additional US\$4 billion to expand its fabrication plant here — one of the largest investments in Singapore's semiconductor industry in a decade. The company's expansion plans were revealed in its 4-K filing with the United States Securities and Exchange Commission earlier this week. It will add about 733,000 square feet of

clean room space to its fabrication facility here. According to MTEC's 4-K filing, this expansion will help with the "efficient implementation" of the production of 3D NAND — an advanced type of flash memory. Construction of the additional space is expected to begin in MTEC's fiscal year of 2017. The firm's 2014 fiscal year ended on Aug 31, 2014. The company's expansion plans are expected to be completed by the end of 2017. The expansion is expected to increase MTEC's production capacity by approximately 100% and is expected to be completed by the end of 2017. The expansion is expected to increase MTEC's production capacity by approximately 100% and is expected to be completed by the end of 2017.

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**THE BUSINESS TIMES**

**SARCAR**  
CREATOR OF DREAMS

**DIAS**  
LIPZZANER STALLION

- Self-winding • 18K pink gold with diamonds
- Mass-forging and engraved gold stone / MR • Half-egg bracelet, rubber and metal

AVAILABLE AT COLLIERIE, SARCAR BOUTIQUE

SARCAR BOUTIQUE at Raffles City Shopping Centre, 252-254, 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1108, 1109, 1110, 1111, 1112, 1113, 1114, 1115, 1116, 1117, 1118, 1119, 1120, 1121, 1122, 1123, 1124, 1125, 1126, 1127, 1128, 1129, 1130, 1131, 1132, 1133, 1134, 1135, 1136, 1137, 1138, 1139, 1140, 1141, 1142, 1143, 1144, 1145, 1146, 1147, 1148, 1149, 1150, 1151, 1152, 1153, 1154, 1155, 1156, 1157, 1158, 1159, 1160, 1161, 1162, 1163, 1164, 1165, 1166, 1167, 1168, 1169, 1170, 1171, 1172, 1173, 1174, 1175, 1176, 1177, 1178, 1179, 1180, 1181, 1182, 1183, 1184, 1185, 1186, 1187, 1188, 1189, 1190, 1191, 1192, 1193, 1194, 1195, 1196, 1197, 1198, 1199, 1200



THE PEAK

30

30

THE GAME  
CHANGERS

30 YEARS  
OF  
TUDOR

# I N T R O D U C T I O N

A

vision. The start of something new, something unprecedented. A genesis. Throughout the annals of history, the greatest human achievements all humbly began with a vision. It is in this spirit that we wrote this book, *30/30 - The Game Changers*. Playing on the term "20/20 vision" for visual acuity - combined with the fact that

we're celebrating our 30th birthday - this tome pays tribute to 30 men and women who have flown in the face of the status quo; people who are known to be outstanding in whichever area they operate in. The mavericks and the wise; the thinkers and the doers.

It is a continuation of the success stories that we have chronicled since our inception three decades ago. The entrepreneurs and CEOs who have graced our cover, always at the top of their game and in the news of the moment.

And some 360 elites later - more, if you include those published by our Hong Kong, Malaysia and Indonesia editions - what better way to celebrate our anniversary than to interview the creme de la creme for this quinquennial coffee-table book.

After all, our own success story couldn't have been written without the successes of these illustrious people.

*The Peak Team*

## *SARCAR*

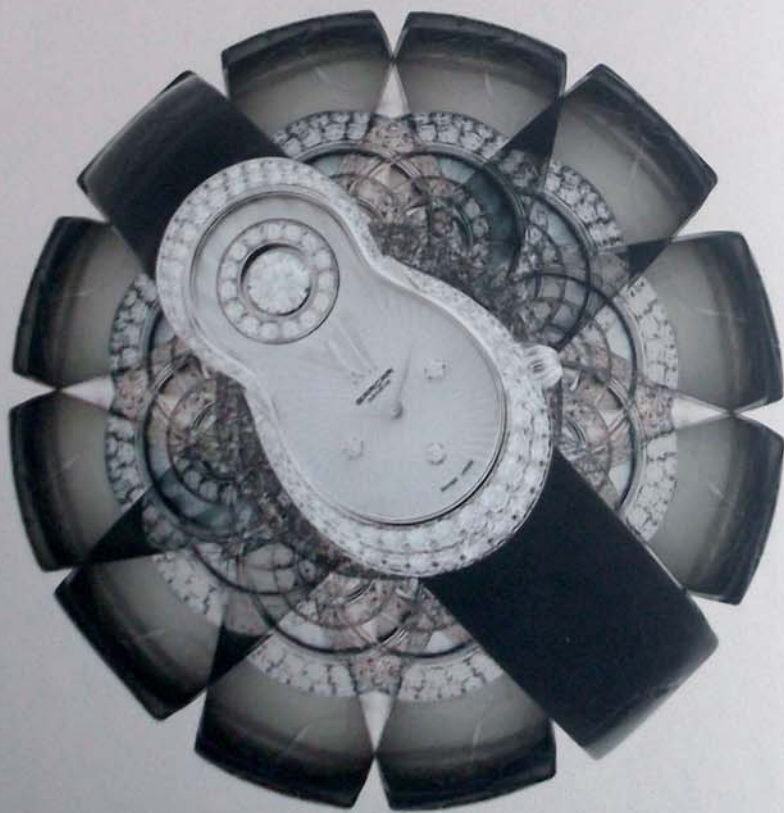
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COMBINING TRADITIONAL KNOW-HOW  
WITH AVANT-GARDE TECHNOLOGY,  
THIS GENEVA-BASED MANUFACTURE  
PRODUCES SMALL QUANTITIES OF  
WATCHES USING ONLY PRECIOUS  
METALS AND HIGH-GRADE STONES.

SARCAR



Le Solitaire is Sarcar's flagship model. Its highlight is a one-carat-plus diamond that spins gracefully above a pave dial.



Three other pieces typify Sarcar's savoir faire: Le Carrousel (top), Octavia (left) and La Serena (opposite page).

Europe, the late 1940s. The continent was emerging from the shadows of WWII and a sense of optimism had begun to sweep across the land. In 1947, Parisian couturier Christian Dior unveiled his ultra-feminine, opulent New Look, sending a strong signal to his wealthy clients and, indeed, the world at large, that it was time to embrace the future. In 1948, London hosted the first Summer Olympics in 12 years. The Swiss ski resort of St Moritz, too, welcomed the return of the Winter Olympics that same year.

Watch enthusiast and entrepreneur Carlos Sarzano was not immune to the buoyant mood around him. Sarzano worked for a number of reputable Swiss brands, representing them in Spain and Italy. But he had long yearned to launch his own brand to produce customised timepieces for the well-heeled set. During the course of his work, he chanced upon a watchmaking factory in Geneva, the Manufacture de Montres Niton, that was founded in 1919 but was being put up for sale. He promptly acquired the facility.

In 1948, Sarzano decided it was time to act on his dreams; it was now or never. He called his brand "Sarcar", a combination of the first three letters of his family and given names. Creative autonomy was the company's byword; Sarzano maintained that the firm must always be "large enough to be strong, yet small enough to be free". As the factory hummed away, piece by piece, the first collection came together. Sarzano initially presented his creations to clients he was well-acquainted with, while simultaneously courting the global market through networks established since his early days in the industry.

The exuberance of the 1950s ensured a steady stream of customers. By 1963, business was so good that the company needed to expand. And so it did, moving to a charming villa just outside Geneva, where it remains to this day. Sadly, Sarzano did not live to see his company prosper. After his death in 1974, his wife, Paulette, took over the reins. It was a tumultuous era for the Swiss watch industry, a time of mergers and consolidation. The environment favoured production on an industrial scale and the use of non-traditional materials, which flew in the face of Sarcar's philosophy. Sarzano's wife made the decision to stay independent, produce small quantities, and use only noble metals and top-grade gems.

Her rigour was to have significant effect. It has stood the company in good stead throughout the decades since, allowing creativity to flourish and flexibility to underpin the organisation's ventures. The goal - which has remained virtually unchanged since 1948 - was, and is, to breathe life to new and original concepts that combine state-of-the-art technology with traditional watchmaking know-how.

Models such as *Le Solitaire*, *Le Carrousel*, *La Serena* and *Octavia* exemplify this credo.

Sarcar's flagship model, *Le Solitaire*, is of particular note, encompassing both character and ingenuity. Its brilliant-cut solitaire diamond is set within a free-spinning mechanism that whirls above a pave dial at the slightest turn of the wrist. The diamond-set bezel and lugs lend this scintillating timepiece even more sparkle. *Le Carrousel*, too, is a mark of technical and artistic flair, with a lustrous mother-of-pearl dial hosting 12 solitaire rotating hour markers (0.5 carats each) powered by an automatic movement.

Meanwhile, *La Serena* is the epitome of feminine grace, with an oval case, subtly curved sapphire-crystal, mother-of-pearl dial and Arabic numerals "12" and "6" recalling swan-like elegance. It also boasts a mechanical heartbeat. No less beguiling is the *Octavia*, shaped like the figure "8" and powered by a quartz movement. Flaunting an engraved mother-of-pearl dial, it bears Sarcar's signature rotating solitaire diamond (0.4 carats) that is further encircled by diamonds.

In the spirit of the brand's founder, Sarcar continues to produce its watches in small, numbered series. Annual production is limited to 4,000 pieces, which goes towards ensuring a certain level of exclusivity that the brand prides itself on. In an era that champions individual expression, these exquisitely handcrafted timepieces are dedicated to a discerning clientele looking for unique, luxurious items to reflect their own personalities.

