

Creator of dreams

### PRESS BOOK

2015



Creator of dreams

## **CHINA**

TRENDSTIME



封面之星

豪门世家,斑斓变奏曲 艺术与设计专刊

## 豪门世家,斑斓变奏曲 The Gorgeous Variation

撰文、编辑/孟令尧



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

Lady Solitaire Ruby Heart 尊显系列系列红宝心手表,与豪门世家传统的尊显系列极其相似,只是由红宝石打造的赤心代替了克拉钻,围绕在铺满手工镶嵌圆形切割钻的表盘上转动,而表盘中央也出现了两圈红宝石碎石。直径 40 毫米的表壳为 18K 白金、搭配镶钻表圈以及尊显系列独有的表冠,配上酒红皮革表带,都是大气别致的而级宝钻艺水作品。









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

#### 造意境,大珠小珠落玉盘

去了2013年巴塞尔表展,有了历年的表展对比,才发现所谓"新时代"就是一场梳理加颠覆的棋局。单就场馆格局而言,1.0 馆骤然升级成"钟表行业的香榭丽舍大道",参展商数量少了六成,门槛也提升了不少,余下的都是业内拥有国际影响力的全球品牌,而作为以珠宝表见长的豪门世家,赫然列在"1.0 大名单"中。欣喜之余,豪门世家在表展上奉上这款 Diva 系列红宝瓢虫手表,令一抹夏日清鸣、晨露欲滴的小品美景,纵然跃上心头。尤其那奇趣的昆虫换上了璀璨的珠宝霓裳,以截然不同的姿态展示出了如油画般的诗意魅力,教人不觉升腾一种除却巫山的爱慕。

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

除了罕世的材质选择外,品牌最具特色的旋转钻石镶嵌工艺自然是少不了的,并且也是这款表最为精妙的点睛之笔。叶脉之下,4颗盈亮美钻宛若清晨的露珠,晶莹灵动,挂坠欲滴,而叶络的末端,豪门世家标志性的旋转钻石系挂于此,这颗 0.35 克拉的顶级钻石同红宝瓢虫一上一下,交相呼应。镶钻白金表壳及表圈则仿佛一个绝美的画框,将这幅夏日小品凝聚腕间,呈现出极似"大珠小珠落玉盘"的自然美色。

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



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



#### 玲珑局,多彩寓福大家范

豪门世家的设计师,每年都会推出象征权力与尊贵为主题的腕表系列,以表达他们对于生活的深刻理解与祈愿。而在借助文明遗存来表现文化传统特征的基础上,具有深邃意味的图腾与符号依旧符合他们的设计诉求,能够唤起钟表收藏家与爱好者更直观的亲近感。其实,这些设计师们就像是熟读你我心灵的技师,在计时的世界中,以惟妙惟肖的技艺展现着与各种文化的相辅相成,并以此形成独特的艺术价值,款款时计犹如唯美画作,缓缓轻诉着岁月的细语。

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

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

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







Solitaire 尊显系列龙表, 玫瑰金或纯金表壳, 直径均为 40 毫米, FP 机芯, 鳄鱼皮表带





#### 巧缜思,暗镂灵动显含蓄

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

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

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

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

#### 幸运心, 旋转幸福华尔兹

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

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

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

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

Lady Solitaire Clover 尊享系列祖母绿四叶草手表, 18K 白金表亮, 直径 40 毫米, 镶钻表圈, 表 盘内嵌翡翠, 钻石, FP 机芯, 翡翠绿皮革表带



RENDSTIME





2015年3月



**COVER** 

**FEATURE** 2015年第25届 日内瓦钟表展

**SPECIAL** 印钞机下的瑞士钟表

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### 大至无敌,小至无拘 走进钟表名店 探寻"明星踪迹"聆听购表故事

编辑: 天一



豪门世家首家专卖店坐落于北京王府井商圈地标性建筑的澳门中心一层。店内的设计风格呼应了豪门世家品牌精神和设计理念,自然流露出现代的简约风格。豪门世家盾牌大门低调不失庄重,将大家带领走人一个豪门世家构造的钟表世界。为了与铺满钻石的表盘相互辉映,专卖店中晶莹剔透的水晶墙面特别找专家设计,豪门世家的本色红玻璃面板,与黑色星系石和米色石巧妙搭配,别有一番格调。在店中的贵宾休息区,着重设计的氛围是让贵宾感受到宾至如归,是让贵宾在挑选手表的同时可以感受到像家一样的舒适。



#### 本期名店推荐:

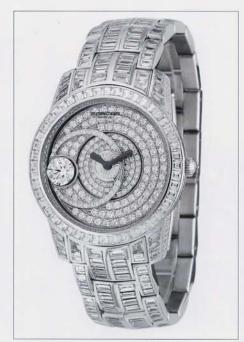
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#### 明星表款推荐: 皇家尊显系列手表

品牌创始人Carlo Sarzano 先生着迷于银河系的美,正是这种对于星辰、月亮和太阳神秘美感的热爱激发了他创作银河系列(GALAXY系列)。店中的明星手表当属"尊显系列"。豪门世家于1981年首创"旋转"设计,经过数月的专注和辛劳,他们终于取得了成功,这就是"尊显"系列的前身。为了追求完美,豪门世家富有经验的制表技师不畏挑战,制作出一款带有一颗1克拉明亮切割的旋转钻石的时计产品。豪门世家女表系列中,女王系列的双曲线设计,整体造型以时尚椭圆包含圆形表盘,征服了众多女性粉丝。盘外圈以18K 玫瑰金搭配顶级钻石,以流动感十足的渐变线条环绕梦幻设计。表盘外圈采用雪花镶嵌的独特技法,每颗美钻都独一无二如点点繁星,温柔坠落于表盘之上,汇聚成宛若银河般流动曲线。简约指针在盘上上徐徐转动,更增添迷人的华贵风情。豪门世家女王系列一经推出,成为女性首选和热捧的手表。出席各种场合,都能让佩戴者展现与众不同的气场。



#### TIPS:

半个世纪以来,豪门世家在珠宝表的制作上堪称业内一流。其 设计的独特之处在于: 其一、珍贵的材料。奢华宝石, 奇异的天 然珍珠母贝及黄金、白金和红金等材料与无穷创意的巧妙融合 其二、"旋转"工艺。1981年,豪门世家首创的"旋转"设计, 成为品牌的DNA 标志并延续到今后的每款手表设计中。"旋 转"工艺体现了豪门世家新颖独特的创意,同时也融入了亚洲 文化,带来时来运转的寓意。豪门世家在设计新款手表时,设 计师们通过与客户的不断交流满足他们的构想,并且最终实现 腕间杰作。当然,在这个过程之中,豪门世家不断探索着最新工 艺,将源自世界各地的文化及艺术风情融入创作,以保证以最适 合的材质、技术呈现出最完美的手表作品。例如红宝瓢虫系列 手表采用了极其珍稀的绿色贝母做表盘, 绿意郁郁映衬着打磨 制成的可爱的小瓢虫,灵动轻盈,它翩然爬行于由35颗绿宝石 约0.16 克拉和三颗海蓝宝石镶嵌而成的叶络上,在白色贝母雕 刻而成的花瓣的簇拥下,构建成了一幅如诗如画的美景。而钻 石,则成为了豪门世家红宝瓢虫手表最为精妙的点睛之笔,叶 脉之下,4颗盈亮美钻宛若清晨的露珠,晶莹灵动,挂坠欲滴; 在叶络末端,豪门世家标志性的旋转钻石系挂于此,这颗0.35 克拉独钻和红宝瓢虫一下一上相互呼应。镶钻白金表壳及表圈 则仿佛一个绝美的画框,将这幅夏日景象凝聚于腕间,呈现出 充满视觉冲击力的自然之美。此款手表以绝妙的构思、精湛的 工艺,以及优美的美学表现,诠释出豪门世家无以伦比的独特 创意才华。在设计师的雕琢下, 奇趣的昆虫换上了璀璨的宝石 霓裳,一截然不同的姿态展现出了如油画般的诗意魅力。



#### 豪门世家给购表者的建议:

买手表不同于买其它物件,因为手表的价格相对于其他比较贵重。对于一般消费者来说,对于选购手表不是很了解。手表不仅仅是身上的一个配饰,而是通过佩戴的它可以显示出你的年龄、职业,个人性格等。购表时,首先要考虑是手表的机芯最为重要,它是手表的核心;然后根据自己的职业,出席的场合选择手表的功能,是否需要体现自己的个性化或与众不同;手表材质要根据个人的喜好去挑选钢的,钛金属或金表;最后,价格是最为重要的因素,你是否可以承担,或者购买的手表是否有升值空间。



# 佩戴北极星系列手表的陈宝国先生 与豪门世家总裁 Maya Koenig 女士

#### 皇家钟表商

1948 年豪门世家诞生于日内瓦。"大至无敌,小至无拘"是品牌创始人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。同时,豪门世家还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钟表界为之瞩目的珠宝表。豪门世家做工精细,彰显自我的设计,吸引了众多收藏家的热捧,其中不乏皇室的青睐,还将他们的私人徽章,或皇家拥有的钻石切割法授权豪门世家使用。这里我想同大家分享一个最难忘的购表故事,这个特殊的购表者是泰国国王H.M. Bhumibol Adulyadej。豪门世家为了庆贺泰国国王在位60周年,同时也是其80周岁的庆典,特别为他设计制作了一款皇家尊显系列手表。豪门世家的制表团队受皇室委托,制作国王H.M. Bhumibol Adulyadej 带有"Por. Por. Ror"字样御用徽章的定制手表。皇家尊显系列手表,一颗重达1克拉的国王切割钻石镶嵌在表盘上方优雅地转动,最引人瞩目的莫过于在表盘12点位置雕刻着带有"Por. Por. Ror"字样的御用徽章,国王的名字雕刻在蓝宝石镜面对应其徽章上方的位置。表壳上印有泰国皇帝的名字以示纪念这个重要的日子。■



#### TIPS:

中国消费者越来越理性,不盲目的 追求,对奢侈品的品质和设计也越 来越有要求,他们在国际市场上扮 演着非常重要的角色,每个品牌都 很重视他们。豪门世家是"梦想缔 造者",它会把自己的消费者作为 每一个到"家"拜访的朋友。也许 你现在还不是豪门世家的消费者, 没有关系,你可以先加入我们,成 为"家"的一分子先去了解它的魅 力。在你需要时,豪门世家会成为 你的梦想缔造者。



采访、编辑 / 三才

我做手表销售的时间不长不短,由于要订购的一些原因,我经常要去欧洲的表厂以及世界各地的表店去寻找为中国人喜欢的手表。我刚刚人行的时候,有人指导的原因,弯路子走得不多。手表销售走了弯路子,就是订错了手表,这种错是对于中国手表市场和中国手表消费者的不了解。手表是好手表,但放在中国的手表市场就不那么合适。尽管如今世界经济一体化在不断加深,但文化永远不可能出现一体化现象,这就是为什么有些手表中国消费者不感兴趣而外国人却分外喜欢,用一句俗语说就是"东方不亮西方亮"。



柜中放多久。我曾有幸参观过一位中东某国王子旗 下的手表贸易集团,品牌之高,数量之大让我吃惊 不已,当然这就不只是一般的黄金款式了。

东南亚手表市场比之中国大陆市场最大的不同则在于对于珠宝表的认可程度。东南亚手表市场很大,拥有的收藏名家很多,很大程度是源自于新加坡手表市场在世界手表市场中的地位。在东南亚手表市场中,刨除收藏为目的的手表购买例子外,珠宝表的认可程度极高。相对于中国大陆的手表市场来说,两者是有相同点的。首先,东方对于宝石的认可度要比西方高,西方对于宝石的追求由最早的限于钻石一种,到今天的彩色宝石、半宝石多种宝石的大发展。尽管如此,对于宝石的喜欢程度,西方手表市场仍旧不及东方手表市场。此外,东南亚盛产宝石,普通东南亚人群对于宝石相对于中国大陆拥有天然的高追求程度。珠宝表在东南亚的流行程度是显而易见的,他们往往不在乎宝石的纯净程度、切工、镶

嵌工艺等等,对于钻石的克拉数、种类却很挑剔,因此一些拥有珠宝品牌的手表往往受到他们这部分人群的喜欢。卡地亚、梵克雅宝、伯爵、豪门世家等等在他们之中吸引力很大,尤其是其中造型夸张,宝石镶嵌颗大量多的手表。我曾经同一位马来西亚籍专门做珠宝表生意的手表商聊起过他的生意,他跟我讲珠宝表是东南亚手表市场的一大支柱,在东南亚手表消费者眼中珠宝表和黄金一样,是真正的硬通货。

北美手表市场消费更有特色。不同于欧洲手表市场的是,美国无论是高端手表市场还是平民手表市场,对于手表的实用性能追求很看重,这种实用不是说对于手表功能化的追求,而是对于手表的基本稳固品质的看重。除了全球通爱的劳力士以外,万国、欧米茄、百年灵,乃至浪琴、汉密尔顿等等都受到了美国人的喜爱。一般的美国民众在消费手表产品的时候,耐用和美观同样重要。一些品牌也确实

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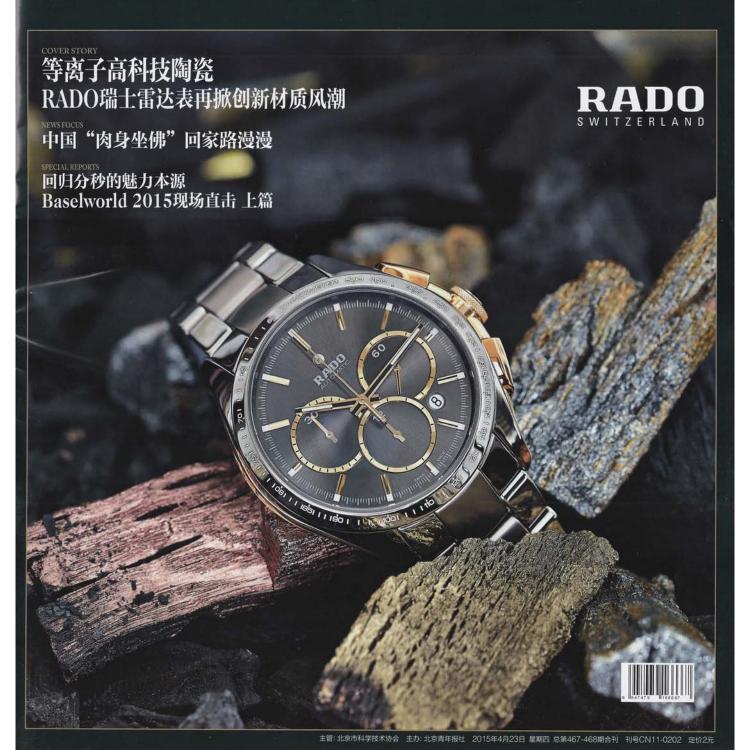
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## 稳步前行

## 从容应对无常

2015年的Baselworld,在参观人数上来讲,与去年基本持平。虽然在全球经济不景气的大环境之下,包括受到亚洲市场经济情况的影响,行业增长趋势减缓。但是巴塞尔作为全球最大的钟表珠宝展,依然有着独树一帜的行业地位。从产业复兴到文化复兴,Baselworld作为瑞士制表业风向标,始终浓缩着钟表行业的坚毅之姿与积极之态,从容应对无常。

编辑|However 撰文|卢硕





海军上将杯系列自1960年面世, 一直以活力动感及刚阳优雅并重 的风格演绎着昆仑夷(Corum) 的精髓及个性,2015年度的全 新表款,让八十年代的经典三角 彩色航海旗设计大举回归。

GP芝柏表重演奇迹百宝箱的传 统风华,以最早源自文艺复兴时 期欧洲各项珍宝为启发,完美展 现奇迹宝盒系列腕表,引领表迷 步入充满着美好宝物之地。



对于不做金融或炒外汇的人来说, 欧洲货币的涨跌并没什么影响。但当实 际置身巴塞尔,你能清晰感觉到瑞士支 柱行业对经济波动所显现出的敏感性。

本届Baselworld期间,很多品牌都对外公布出全新的价格策略。比如,行业巨头百达翡丽就谨慎宣布:自3月15日起,中国大陆官方定价全面调低18%。原来定价为近18万的入门男表最新价格已调整为16万,本次巴塞尔发布的新款人民币定价也已全部为最新调价后的价位。百达翡丽此次实行价格调整的策略,确实是国际性品牌的对应方式——不回避、不将就、不等待。泰格豪雅则在瑞士全面降价5-35%。一般降5-7%,个别表款达到35%的幅度。希望通过价格调整,回到年轻时尚人群既认可喜欢又可承受消费的价格。

借由调价,品牌希望达到两个目的:首先,可以应对近期汇率调整带来

的不同地区价格差异;此外,适应全球 同价趋势,应对当前经济情况下奢侈品 腕表需要调整价格的市场要求。

除了价格上的全球化,亲民化也是 各个品牌努力的方向。从部分品牌的新 品信息来看,5万元以下高性价比手表 像雨后春笋一样涌出。作为瑞士钟表的 重要市场,近年中国大陆市场持续低迷, 基础款式手表竞争更加激烈,各大品牌 都要在基础款式市场中分得一杯羹。

在高端高价品牌销售乏力之时,中端市场却充满着机遇。今年,很多中端品牌显然都明确认识到了自己的发展潜力,表现尤为抢眼。如RADO瑞士雷达表、NOMOS、浪琴、天梭等等,诸多品牌都在今年巴塞尔表展上借机发力,让业界为之惊叹不已。这些品牌在不断美化、精炼腕表作品的同时,更加注重强调技术上的革新,纷纷为传统技术注入现代风格,不仅巧妙结合过去和现在,更以此杰出理念展望未来,创造历史。



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BASELWORLDZ

2015年巴塞尔钟表珠宝展特刊



里拉琴音系列之猎鹰

猎鹰——是一种能够高速飞行,拥有特殊视觉能 力的猛禽。在旧时代,皇室和贵族用其狩猎,他们 使用一种魔猎技术训练猎鹰。猎鹰很难被人驯服, 但是一旦被人驯服, 便会绝对效忠主人。猎鹰在一 些阿拉伯国家(尤其是阿联酋)被视为权力、财富 和地位的象征。为了纪念这种标志性的鸟类,豪门 世家的工匠大师们特别为2015巴塞尔钟表展隆重 推出里拉琴音系列之猎鹰腕表。在Atrina 贝母表 盘上衬托着一只威武的猎鹰,它的喙上衔着一颗 0.35克拉旋转钻石。满钻表圈,镶嵌一颗独钻的 表冠,都散发出令人炫目的力量光芒。18K玫瑰金 雕刻的猎鹰喙和眼眶, 一颗大溪地至臻珍珠装饰 着猎鹰深邃的眼眸, 配以棕色贝母和白色贝母立 体雕刻的层次感羽毛,一只栩栩如生的猎鹰展现在我们眼前。独具匠心设计,鬼斧神工工艺,豪门 世家自豪地呈现出这枚完美的巅峰作品。

于地球最寒冷偏僻之处,虽然曾有考察队踏足, 有人类在此居住。这件精心打造的"科学"工具, 一首枚帝舵制造的机芯。这机芯是现代探 卑丰富的历史当中开启了新纪元。

分明, 打磨精细, 全磨砂, 以达到哑光面效果, 营 方面,精妙的细节又令腕表刚中带柔。帝舵表 些不苟。腕表使用全新机芯帝舵MT5621机芯, 配 共强劲的动力储备,高达约70小时。除了时针、分 钟位置设有瞬跳日历窗,9点钟位置则设有动力 跳动频率为每小时28,800次或4赫兹,由配备了 两侧由横夹板固定,以提升其抗震力。此机芯是 测试中心(COSC)认证产品。

AILA DAY腕表

Aila Day以品牌畅销的Aila手表为蓝本,别具时尚典 雅的风范,更有多种款式和色彩可供挑选。单圈表 带时尚别致,与日常装扮堪称绝配,而双圈表带则适 合搭配各式手镯, 营造潮流感十足的叠載造型。此 外, 不锈钢表圈密镶52颗仿水晶, 真皮表带配以清 爽的白色车线,为整体设计增添耀眼的点缀,以及 现代格调, 能与不同风格的装扮完美配衬。



#### Rainbow幻彩系列腕表

Rainbow幻彩系列腕表,设计来自德国色彩大师—Paul Heimbach, 他是全球闻名的色彩艺术家, 德国海德堡印 刷集团的首席色彩顾问。从上世纪80年代就开始研究色 彩在钟表上的应用,Rainbow就是这种应用的完美体现。 根据CMYK色彩变化转换原理利用颜色发光特点和彩色 图案组合来表达情感,传递时间意义。100%原装德国进 口幻彩海德堡印刷晶片, 高超技艺, 卓越品质, 顶尖设计 无从挑剔。



## Zeniti

#### ELITE 6150腕表

真力时倾情呈献新款Elite 6150超薄腕表, 搭载全新自产 机芯Elite 6150。这款全新自动上链机械机芯以现代方 式,对上世纪90年代初问世的Elite基础机芯进行了新颖 诠释。1994年,这款超薄机芯在巴塞尔国际钟表展上一 经亮相,便斩获"年度最佳机芯"的殊荣。为了因应当代 的技术需求, 真力时的工程师与设计师对机芯的性能进 行了全面改良。机芯的动力储存被延长至不少于100小 时,直径也增至30毫米,并配置一枚中置秒针。同时,制 表艺匠继续保持了机芯3.92毫米的纤薄厚度。Elite 6150 超薄腕表在全新Elite 6150机芯的驱动下, 继续展现其经 典隽永、优雅低调的本真品质。





TRENDSTIME



封面之星

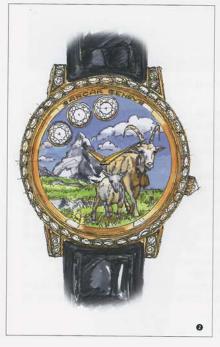
劳力士: 超越, 从"芯"开始 2015巴塞尔世界钟表珠宝博览会

## SARCAR 豪门世家

豪门世家在2015年巴塞尔钟表展中将"大至无拘,小至无敌"发挥到了新高 度。豪门世家在2015年巴塞尔钟表展上主推4个系列,分别是铂金超薄限量款式, 铂金表可,直径在42毫米,而厚度达到了6.7毫米。La Magic Moon Goat 是为中 国市场专门定制的款式,迎合中国羊年的到来,豪门世家将山羊的形象搬到了手表 上,使用了前置自动陀,并在金质自动陀上特别雕刻了祖母绿眼山羊图案,其细节时 分突出在山羊形象脚下,金雕大师特别雕刻了山石以突出山羊形象。不仅如此,The Carrousel Goat 将山羊形象以另一种艺术手法创作出来, 其盘面使用的是微绘技 术,生动刻画出茵茵草场中的山羊形象。Divas 系列中展示的是猎鹰形象,在老鹰的 利喙中含有一颗0.35ct 的旋转钻石,这也是豪门世家最具特色的宝石技术。

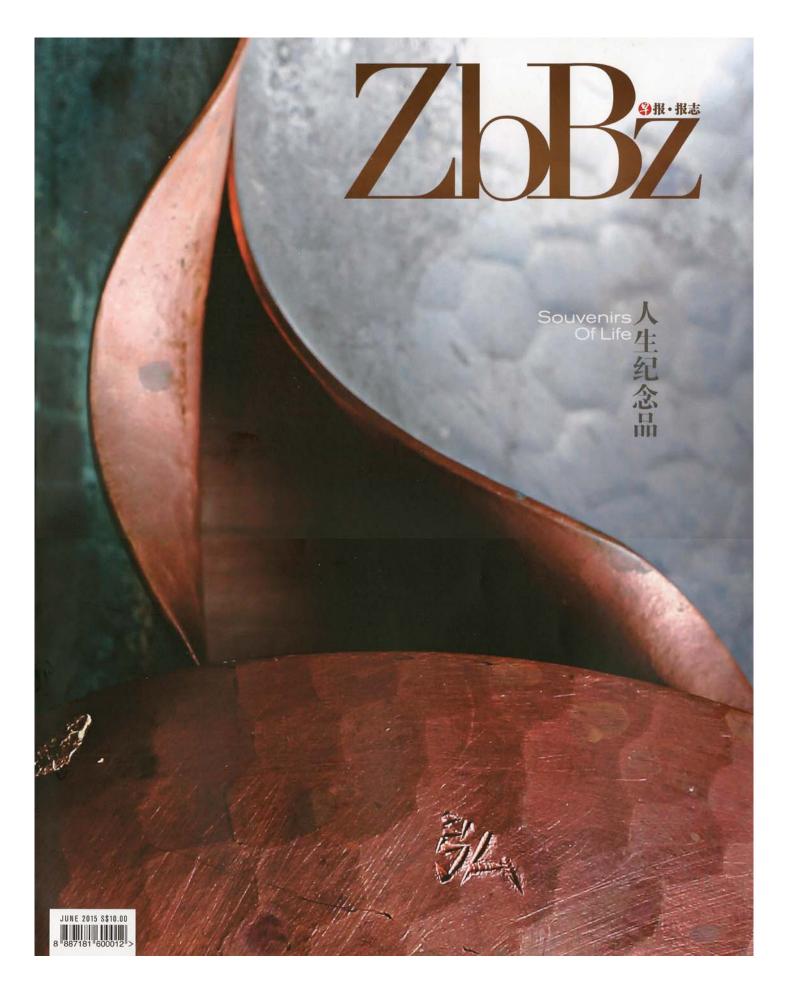


- 铂金超薄限量手表, 铂金表壳, 直径 42 毫米, 厚度为 6.7 毫米,
- 1. 铂金超薄限量手表, 铂金表壳, 直径 42 毫米, 厚度为 6.7 毫米, Vaucher 超薄自动机芯。
  2. La Magic Moon 山羊手表,18k 红金或粉红金表壳,直径 38 毫米, Frédéric Piguet 自动上弦机芯, 前置自动陀, 金雕山羊形象。
  3. Carrousel 微绘山羊手表, Frédéric Piguet 自动上弦机芯, 18K 红金表壳,直径 40 毫米, 盘面为微绘图案。
  4. Divas 系列猎鹰手表, Frédéric Piguet 自动上弦机芯, 18K 红金表壳,直径 40 毫米, 猎鹰形象, 盘面上包含了一颗 0.35ct 旋转钻石。











豪門世家



(Di)/AS

里拉琴音系列之猎鹰

自动上链 , 綠色母贝表盘, 18K玫瑰金雕刻猎鹰,配以棕色母贝和 白色母贝立体雕刻羽毛,

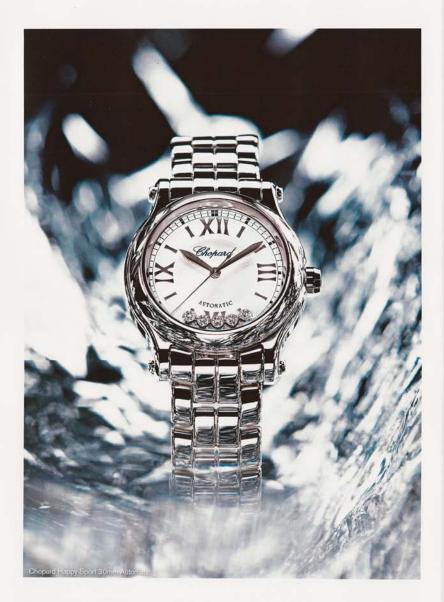
一颗大溪地珍珠装饰着猎鹰的眼眸, 猎鹰喙上街着一颗0.35克拉的旋转钻石。

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diamonds, comes with a mother-of-pearl dial.

#### Happy Sport 30毫米自动腕表

1993年,萧邦联合总裁和艺术总监卡罗琳舍费尔基于精钢和钻石这种新颖奇特的材质组合,设计出一款运动腕表Happy Sport。表内钻石沿承Happy Diamonds的精神,无任何镶托固定,在两层蓝宝石玻璃间自由旋舞。全新Happy Sport 30毫米自动腕表配备银色表盘,中央饰以玑镂雕纹,点缀五颗旋动钻石。

#### Highlight 亮点

#### Sarcar's Fearsome Falcon 豪门猎鹰

The falcon is a stunning bird of prey, for its sharpness of vision, lightning speed and grace in flight.

As the fastest creature on earth – it flies faster than a cheetah can sprint – it swallows up distances and changes course effortlessly, making it a subject of both fear and admiration.

Unlike other birds of prey like the hawk or eagle, which use their feet to kill, the falcon kills with one bite of its "killer tooth", which refers to a notch on its beak. So adept is it at hunting that the royals and nobles of old developed a sport called falconry for training falcons to aid in their hunting activities.

In tribute to this majestic bird, Sarcar's master craftsmen created the Diva-Falcon for Basel 2015.

On the shimmering atrina dial is a sharp-eyed falcon bearing a rotating 0.35 carat diamond solitaire in its beak. Crafted in gold, with white and brown mother-of-pearl set with diamonds, the feather-like effect and the Tahitian brown pearl eye lend the bird a life-like feel. Complete with a diamond-set bezel and a solitaire-set crown, the watch exudes an aura of scintillating power and strength.

豪门世家一向以用料考究著称,这款黄金打造、针对中东市场的猎鹰主题珠宝腕表,以栩栩如生的猎鹰造型刻画了俯冲时速达320公里的猎鹰神态,再次展现品牌在材质和工艺方面的卓越性。猎鹰嘴部的钻石重0.35克拉,可以旋转。表冠镶满钻石,猎鹰眼睛则以大溪地珍珠模拟,炯炯有神。



青 年

周

末



coverstorv 腕表的价值永不褪色 专访豪门世家总裁Maya Koenig女士

NEWS FOCUS 奢侈品牌竞相向售假电商宣战

时光之美 只为取悦自我 Baselworld 2015现场直击 下篇





**東門世家** 



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为指针镶嵌华丽火彩

行走在指针上的瑞士时装周

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coverstory

# Preator of Linehalds

# 专访豪门世家总裁Maya Koenig女士 ### A PROPERTY AND THE PROPERTY A

瑞士人喜欢按照自己的节奏过自己的日子,所以他们把时间做到极致,把腕表做到精致。作为瑞士钟表文化的最核心之地,日内瓦的制表商们则将高贵的 分秒世界诠释得更为淋漓尽致。豪门世家(Sarcar)的历史,就是美丽与精密完美结合的历史。本期,《青年周末》AIRTIME有幸采访到豪门世家总裁Maya Koenig女士,与她共同游历这个拥有着华丽时间美学的珠宝计时豪门的梦想缔造之旅。

撰文|杨晓 编辑|However



#### Q:豪门世家拥有着很多重量级顾客,根据客人需求定制"梦想"一直是品牌优势所在。能为我们介绍一下这方面的情况么?

A:真正奢侈品意味着它拥有激情与梦想。豪门世家与皇室的关系紧密而深厚,更不乏诸如泰王蒲眉蓬、不丹王旺楚克等浓墨重彩的贵客。我还记得在1981年,我刚工作的时候,一位中东的皇室成员来日内瓦度假。他带了一箱子皇室珠宝到我们店里,希望用这些宝石制作腕表……涉及皇室成员或世界名人的故事很多,由于涉及隐私,我无法向你透露名字。但我想说,他们都是非常谦卑又举止高贵的人。

满足这些VVIP客户的需求恰恰也是一个实现梦想的过程。毫无疑问,他们有能力 得到想要的一切,同时也收藏着很多名贵的腕表作品。但当这些客人来到豪门世家,他 们希望拥有的是与众不同、能够代表自我风格的"梦想"腕表。因此,他们会向豪门世家 的制表大师提出一些想法和希望,我们的团队则在这些要求的基础上定制、创造出独特 的腕表作品。对于豪门世家来说,这样的独特创意才是我们坚持与追求的品牌核心所在。

#### Q:精湛的工艺为豪门世家腕表的艺术性提供了技术保证。能简单介绍一下品牌工坊的相关情况吗?另外,豪门世家腕表每年的产量是多少?

A: 众所周知,日内瓦是腕表工业的世界中心。我们的品牌工坊就在日内瓦,由创始人 Carlo Sarzano于1948年创立。对此,我们倍感骄傲。豪门世家是服务于小众的高 级制表品牌,年产量大约在4000块左右。现在,很多品牌选择通过规模化生产的方式 增加利润。对豪门世家来说,更愿意将精力投入于作品的不断创新之中。

#### Q: 计时功能已经淡化, 腕表存在的意义是什么呢?

A:iPhone已经第六代了,过几个月还会升级。想知道时间,它完全可以满足你。但这和腕表是不同的。和很多人一样,我也在使用iPhone,但它只是一个工具,我们之前没有任何情感上的联系。腕表的意义则完全不一样。每当出门,我不会忘记戴上腕表,它陪伴我开始新的一天,带给我愉悦的心情和前行的力量,甚至已经成为了我的一部分……这种感受对于男士来说可能会更加强烈。腕表甚至可以说是男士最看重的珠宝配饰,是他们展示个性和风格的地方。除此以外,腕表的价值还在于传承。因此,它所存在的意义永不褪色。

#### Q:作为"梦想的缔造者",豪门世家一直不乏诸多华美、璀璨的艺术腕表作品。今年, 品牌则重点推出了一系列简约、优雅的腕表作品,能与我们分享一下,豪门世家对于 简洁风格嘛表的设计理念吗?

A:在今年的巴塞尔表展上,包括经典款式,我们共推出了4-5个系列作品。与往年一样,这些作品在设计、选材和科技运用方面充满着创新精神,即使设计风格相对简洁的经典系列腕表也是如此。比如,我们的荧光设计并没有依照常规,覆盖所有刻度,而只在每个刻度尖端做了一个精致的"点缀"。在夜晚,佩戴者可以通过这些荧光点所代替的指针和刻度读取时间,这会是一种非常别致、优雅的读时体验。

#### Q:工匠精神对于豪门世家有着怎样的意义?

A: 腕表工业不同于其他工业,需要一代代制表人的经验积累。我认为,腕表设计的首要因素是美学,腕表首先是一件艺术品。同时,腕表还要将当下最先进的技术加入进来,让以往不可能实现的"梦想"成为现实。虽然,我们无法大幅度改变腕表的尺寸,但却可以将现代工艺浓缩于这个方寸空间之中,并不断推陈出新。比如,在表盘设计中逐步体现的微画工艺和纳米绘画工艺。当然,这些技艺仍然要以代代相传的经验为基础。

#### Q:对比其他国家,中国腕表消费群体有着怎样的定制需求呢?

A:我们的顾客来自全球各地,我们会针对特定市场推出特别的系列腕表作品。比如针对阿拉伯市场,我们推出了赛马图案的作品;针对印度市场,我们推出了大象图案的作品;中国市场也是这样。中国的顾客希望看到独特设计的腕表作品,为了吸引这些顾客,我们不断推出适合他们审美需求的腕表作品。比如,龙、马、羊等限量版的中国生肖腕表作品。此外,我们还为中国顾客定制有他们名字或姓名大写字母的腕表,还为他们提供持选机石等各种非常私人位的顾客。

我们希望能够为中国顾客提供最好的感受。豪门世家的目标很简单,就是做到最好。



不丹王太后曾在2013 年亲临巴塞尔国际钟 表珠宝展豪门世家 (Sarcar)展台。

#### 创新书写卓越传奇

1972年,日內瓦帥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"。他从来沒有想到这个理念从此 成为了公司行动的销南,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、天悠珍珠贝、结石或镍饰 表盘)、豪门世家的新颖刻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。



**COVER** 豪门世家 繁华之处见真淳

**FEATURE** 艺之高格 谁在为品牌背书

LIVEREPORT 为什么偏偏是爱彼





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## **LUXURY IS PURE**

繁华之处见真淳

豪门世家在珠宝表中的地位非同一般。在材质使用上就可见一二,豪门世家为了呈现手表中完美的视觉效果,从不吝惜大颗粒钻石以及各色宝石的使用。豪门世家在手表设计上同样颇具匠心,在 2015 年巴塞尔钟表展上推出的 Divas The Falcon 手表,在淡绿色母贝表盘上进行宝石镶嵌,刻画出了一只惟妙惟肖的喙啄钻石的猎鹰形象。不仅如此,2015 年巴塞尔钟表展上豪门世家的日配表同样精彩,全新的超薄款式夺人眼球,豪门世家将华丽与简约拿捏得恰到好处,可以说是繁华之处见真淳。



○ 豪门世家铂金超薄限量手表, 铂金表壳, 直径 42毫米, 厚度为 6.7毫米, Vaucher 超薄自动机芯。

#### 优雅日配

与豪门世家珠宝表大气华丽形成对比的是, 日配表以低调奢华风格为主, 让人眼前一亮。在 2015 年巴塞尔钟表展上推出了 The Platinum 铂金超薄限量手表, 其整体设计思路以简约为主, 选用了明亮式切割的圆钻点缀表圈。豪门世家在表冠上多用圆钻镶嵌装饰, 而铂金超薄限量款式上只使用未镶钻的铂金表冠, 可见其作为日配表低调的风格。

作为豪门世家推出的第一只超薄手表,铂金超薄限量款式手表的直径为42毫米,而整体厚度仅为6.7毫米。作为一只超薄手表,其超薄机芯的使用有很大意义,这只表使用了Vaucher超薄自动机芯,该机芯来自佛罗里耶,是一代名芯。值得注意的是这枚超薄机芯是自动上

弦,这在超薄机芯中并不多见,很多超薄机芯为了降低厚度,多取消自动陀,使用手动上弦机芯,豪门世家选用的 Vaucher 超薄自动机芯可见技术上的超前。

在整体设计上,豪门世家铂金超薄限量款式为了突出低调奢华的日配表概念,白色盘面上使用了细长的镀铑时标,6点钟位置设置了小秒针表盘,时分表针使用了镂空柳叶针,整只表风格简洁隽永。为了配合整只表的气质,表带使用了蓝色鳄鱼皮表带。豪门世家在超薄表上迈出的这一步足以震荡整个行业,豪门世家对于生活中的日配表同样有大师级的呈现。

豪门世家 Lesexecutives 系列 手表作为品牌主推的正装手表一经推出就获得了广泛好评。 Lesexecutives 系列作为豪门世家成熟的正装表系列, 无论在职场办公室, 还是在下班后的鸡尾酒会, 任



1. 豪门世家 Les Executives 系列女款手表, 18K 红金或白金表壳, 直径为 35 毫米, 表圈镶有钻石, 乳白色表盘。
2. 豪门世家 Les Executives 系列男款手表, 18K 红金或白金表壳, 表壳直径为 40.5 毫米, 表圈镶有钻石, 自动上弦机芯、乳白色表盘。

何场合、任何地点、任何时间都能优雅地呈现佩戴者的非凡品味。Lesexecutives 系列拥有男士和女士两种款式,两者除了尺寸大小不同之外,Lesexecutives 系列男款在三点钟位置设置了一个日历窗口,Lesexecutives 系列女款为时分两针设计,男款则为大三针设计。Lesexecutives 系列手表均有18K白金或红金两种款式,表圈镶有明亮式切割的圆形钻石装饰,乳白色表盘上为细长的时标,简约隽永。Lesexecutives 系列男款直径为40.5毫米,女款直径则为35毫米,都是时下日配手表的主流尺寸。佩戴 Lesexecutives 系列手表,以其自身优雅隽永的气质可以让佩戴者无论是何种场合都能进退自如。

豪门世家 Rondo Collection 回旋曲系列同样是现代生活日配表中的优雅者。回旋曲系列手表以简洁设计为主,有玫瑰金和白金两种款式可供选择,时标均为罗马数字时标,时分两针显示,3点钟位置设计日期显示,颇有复古气质。表盘中间有螺旋放射纹饰,这也正是回旋曲系列得名的原因之一。回旋曲系列手表并没有太多复杂装饰,豪门世家在日配表方面遵循了简单即是美的设计理念,这种超前的美学理念让豪门世家在日配表获得了不少的赞誉。

#### 经典功能

豪门世家推出了经典全历手表系列(The Ouantieme Classique),其独到的制表理念以及对于复杂功能的理解设定,豪门世家经典全历手表系列融全历、月相、星期指示显示等日常生活的重要功能。这只表代表着豪门世家对于时间的解读,人类沉迷于时间与星象,浩瀚夜空中的月亮则是人类最直观的追求。豪门世家推出的经典全

历手表系列就是要将时间化作可以寄 托的思念情愫,带给佩戴者腕上一抹 月光,见证每一个缱绻月夜。

豪门世家经典全历手表系列的功 能设定十分合理, 六点钟设置了月相 显示功能,可以将月亮的阴晴圆缺都 凝聚其中, 让佩戴者颇有千里共婵娟 之感。全历表盘复古感十足,镂空棒 形指针,倒三角立体时标,在时标外圈, 拥有全历显示,全历指针则是一个红 色半月形指示,准确而鲜明。在工作日 难得,去年豪门世家推出的红宝瓢虫 与周末的星期显示设置上,豪门世家 表中同样使用了这种鲜有的淡绿色母 的设计很有新意,使用蓝色指针指示, 分为两个不等扇形区域,礼拜一至礼 拜四位于大扇形之中,礼拜五至礼拜 认真筛选了众多材质,最终选用了三种 日在小扇形显示区域当中。在表背,拥 颜色的母贝: 表盘背景为珍稀淡绿色 有40小时动力储备显示。豪门世家 经典全历手表系列表壳材质拥有 18K 白色母贝。之后的母贝切割、拼接、镶 玫瑰金和白金两款可选,表带更是使 嵌对于制表师技艺要求更高,细细观 用了特殊的双面鳄鱼皮表带, 古典气 质浓厚。

#### 雕金成画

2015年巴塞尔钟表展上,豪门 世家推出了 Divas 系列的新作 The Falcon 手表, 展现了一只俊朗的猎鹰 形象。表壳材质为18K红金,直径为 40毫米,表圈、表冠都镶有上等切割 的圆钻。Divas The Falcon 的表盘使 用了珍稀的淡绿色母贝表盘,这种淡 绿色母贝材质表盘在手表制作中少见 贝材质表盘。为了传神地刻画出猎鹰形 象,整个表盘上,豪门世家制表大师们 母贝, 猎鹰额头为棕色母贝, 胸前则为 察猎鹰可见羽毛纹理, 母贝雕刻镶嵌 过程中,稍有不慎就有可能导致母贝

● 豪门世家 Rondo Collection 回旋曲系列。



破损。在猎鹰胸前白色母贝上镶嵌有多颗圆钻,这让整只猎鹰动感十足。此外极其富有品牌特色的是在猎鹰利喙中含有一颗 0.35 克拉旋转单钻,这与猎鹰颈部的多颗明亮式切割碎钻呼应成趣,也展现了"旋转"这一豪门世家的重要主题。不仅如此,这颗旋转的单钻令这只俊朗的猎鹰更具动感,一只对天长啸的桀骜不羁的猎鹰形象在表盘上呼之欲出。

为了特别纪念中国农历羊年的到来,豪门世家特别推 出了两款以山羊形象创作的手表。魔幻月色系列一直是豪 门世家以各种生灵为创作灵感的重要系列,今年的 Magic Moon Goat 魔幻月色山羊手表无论是机芯设计上,还是 装饰上都达到令人赞叹的高度, 其整个系列堪称豪门世家 制表技艺的经典之作。魔幻月色系列山羊手表有玫瑰金和 白金表壳两种款式,直径为38毫米。豪门世家魔幻月色手 表系列在机芯设计上,使用了摆陀前置的设计,摆陀上巧妙 地雕刻了要表现的各种艺术形象,例如农历蛇年的金蛇形 象,农历马年设计的马蹄印,凤凰形象等等。今年的魔幻月 色手表系列刻画了一头行走于山巅的山羊形象,豪门世家 杰出的金雕大师不但将山羊形象惟妙惟肖地刻画出来,还 进行了更多的艺术构思,山羊的眼睛使用了祖母绿宝石镶 嵌而成。在山羊脚下颇有灵感的雕刻了一片陡峭的山地,这 也是整只表的神来之笔,并没有用太多笔墨就将一头屹立 于山巅的山羊形象渲染出来。

时光闪跃系列 The Carrousel Goat 将山羊形象以另一种艺术手法创作出来,其盘面使用的是微绘技术,生动刻画出茵茵草场中的山羊形象。表盘中的山羊形象很是温和,更像是一幅欧洲传统牧场上的画作。豪门世家制表师对于细节的把握很是到位,通过微绘的艺术手法,勾勒出一只山羊母亲带领自己的小羊悠然漫步草场的景象。对于山羊神情的捕捉到位极了,从容的山羊母亲以及似乎还有些羞怯的小羊跃然盘上。作为豪门世家时光闪跃系列的特点,表盘上方镶嵌有三颗 0.5 克拉的旋转单钻,为整只安静的手表画面带来动感效果。■





<sup>5.</sup> 豪门世家 La Magic Moon 山羊手表, 18k 红金或粉红金表壳, 直径 38 毫米, Frédéric Piguet 自动上弦机芯, 前置自动贮, 金雕山羊形象。6. 豪门世家 Carrousel 微绘山羊手表, Frédéric Piguet 自动上弦机芯, 18k 红金表壳, 直径 40 毫米, 盘面为微绘图案。



6月3日,豪门世家举办了2015年巴塞尔新品鉴赏会。现场,豪门世家总裁 Maya 女士将同大家一起分享巴塞尔新品系列,璀璨的珠宝手表堪称艺术臻品,完美的钻石镶嵌及旋转工艺奠定了手表行业为之瞩目的地位。长久以来,豪门世家在艺术与创新路上继续前行,发布数款美轮美奂的全新杰作。今年推出的多款手表呈现出了诸多饶富深意与趣味的无暇之作,品牌标志性的"旋转"概念再一次被设计师们凝炼成为腕间的艺术。因为宇宙和大自然一直是豪门世家的设计大师创作灵越来

源。瑞士的阿尔卑斯山、勃朗峰和大自然的美景一直成为工匠大师的动力,无论是庆贺中国农历羊年的魔幻月色系列之山羊手表、象征权力和地位的里拉琴音系列之猎鹰手表、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,无不秉承了豪门世家一贯的美学精神,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。对璀璨宝石的精准理解、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设计精神。

Sarcar豪门世家 百兽闪耀 成就时间多面魅力

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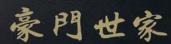
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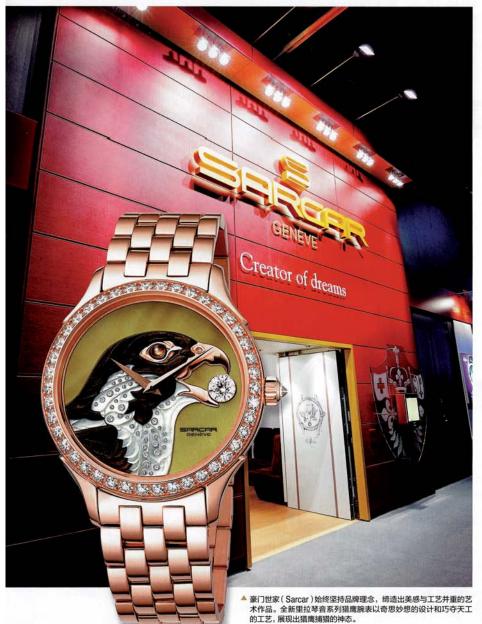
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## SARCAR豪门世家

## 百兽闪耀 成就时间多面魅力

分秒世界的艺术主题从来都不单纯为了装饰而生。每一件令人惊讶的杰作背后,往往都凝聚着设计师们对于生活的深刻理解与祈愿,而动物主题的高级腕表设计尤其如此。世间百态的各种生物携带着独一无二的别致样貌在分秒指针的行进之中张扬出与众不同的个性主张。神秘的龙凤、优雅的骏马、威猛的老虎、苍劲的雄鹰,甚至是憨态可掬的大熊猫……纷纷跃进豪门世家(Sarcar)的梦想世界,以截然不同的分秒姿态展示时间艺术的多面魅力。

撰文|Coco 编辑|However





▲ 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。

#### 灵动姿态 **诠释生命象征意义**

在传统制表观念中,表盘艺术的最主要作用是"在作为 机芯载体的同时起到一定装饰作用"。正因如此,表盘上描 绘的逼真动物造型成为设计师们勾勒腕表外观时所追求的重 点。对于它的拥有者来说,奢华的价值、把玩的意义、身份的 彰显更重要于其计时的作用,此类装饰性手表可以说是被视 为珠宝而制造的。

但是,对于现代的钟表行业来说,"动物装饰"的意义显然不止于此。动物形象则不仅仅以古老的雕刻、镶嵌工艺体现于表壳之上,讲求实用性的高级制表品牌更与各个领域的艺术大师合作,以不同的表现方式将其融汇在了表盘的设计当中,从而彰显时间本质。最终,这些腕表作品成为了集合高级制表工艺与超凡艺术价值的分秒杰作。

在人类的历史上,对于自然的敬畏从未停止。正如古埃及的太阳神鸟、俄罗斯的熊、美国的鹰,中国的龙与凤……其实,都是人类文明中最具代表性的图腾象征。当然,腕表中的动物设计应用早已不再仅仅是为了纪念人类的传承,而是着重于从各个方面体现动物的个性姿态。这些缤纷各异的动物造型腕表,一方面就如灵动的野性图腾一样,以超越历史的文化传承的形态,深植记忆之中;另一方面则以其充满意蕴的曼妙姿态传递出了毋庸置疑的现代艺术之美!飞禽走兽,灵动百态。无论是甜美系的柔顺萌物,或者是狂野派的个性猛兽……当方寸表盘被绚烂的动物世界所占据,你会顿时变得与众不同!

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。

#### 卓越技艺 缔造华丽自然盛宴

探究顶级珠宝表的魅力, 在天价 宝石本身的华光之外,整体造型的精 妙设计也是重要要素之一, 这也是动物 造型独树一帜的原因所在。目前, 最普 遍的艺术腕表尺寸大小约为40毫米左 右,更小的则仅36-38毫米。要在这么 小的空间完美呈现动物的样貌与动感? 谈何容易。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, 更要完美地呈现出 兼具动态的珠宝表作品。然而,即便困 难重重,人们却始终对动物造型情有独 钟。于是,世间百态的各种生物携带着 独一无二的别致样貌在豪门世家设计 师的雕琢下张扬出与众不同的个性主 张。野性的猛兽、奇趣的珍禽、梦幻的 灵兽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。

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

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。以时光闪跃猎豹 腕表系列为例,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,在成百上干种木材中选取具有生命 活力、神秘内涵且稀有珍贵的硬木,如 枫木、胡桃木、青龙木、伯尔灰、郁金香 和杨树等作为木源。主题图案的每一部 分都需要一种特定的颜色与纹理,就像 是艺术家的调色板,每种木材的内在质 地为图像带来真正的天然光环。这也难 怪钟表爱好者和收藏家们对这款富含艺 术工艺的奢华珠宝腕表针的追捧了。

□ 动物珠宝,作为最灵动的珠宝素材,成为了装点沉闷造型最趣致的选择。在豪门世家设计大师的描画之下,与分秒同行的动物世界,或另辟蹊径,或推陈出新,不仅外形上惟妙惟肖,眉眼间亦有跃然而立的飞扬神采。

#### 深远意涵 旋转祈愿勇气之心

高级珠宝表是基于理性的精密手 工所诠释出的华丽艺术盛宴。对那些 恪守艺术信条的珠宝表设计者来说,这 里可以说是充满放肆想象的无极世界。 设计者在其中以惟妙惟肖的技艺展现 着与各种文化的相辅相成,并以此形成 独特的艺术价值与梦想方舟。对于"梦 想缔造者"豪门世家来说更是如此。近 几年, 为呼应中国农历新年的丰颢, 豪 门世家持续推出生肖腕表系列。去年, 品牌推出的"马"系列腕表大获追捧, 尽显品牌尊贵的文化传承与独特的创 意风格。今年,品牌工匠大师再一次将 中西文化完美融合于方寸表盘之间,以 高超的镂空精雕技艺, 灵动地呈现出山 羊这一矫健灵物的坚毅力量之美。

除了以生肖为灵感的腕表作品之 外,豪门世家今年亦颠覆传统风格,推 出里拉琴音系列猎鹰腕表。

雄鹰被认为是自由与勇气的代表。 一些阿拉伯国家(尤其是阿联酋)甚至 将其视为权力、财富和地位的象征,称 其为"众鸟之王"。

豪门世家的工匠大师有感于猎鹰 的不屈灵魂,将这一代表着高贵、美丽、 勇敢、力量与领袖风范的沙漠猛禽描 绘为腕间图腾, 巧妙使用珍贵稀有的 材质, 创造出代表着梦想与信念的腕间 杰作。豪门世家里拉琴音系列猎鹰腕 表的表盘采用珍稀绿色母贝材质打造, 表盘上威武雄健的猎鹰神杰机警,栩栩 如牛。猎鹰的喙部及眼眶由18K玫瑰 金雕刻而成,深邃的眼眸则以圆润的大 溪地至臻珍珠装饰, 配以棕色贝母及镶 嵌有精美钻石的白色贝母立体雕刻羽 毛, 完美地展现了灵动的层次质感, 惟 妙缔造出猎鹰捕猎的专注神态。猎鹰 口中叼衔的那颗0.35克拉旋转钻石, 则让创作主题与品牌传统紧密地呼应 起来, 体现出了极具视觉张力的动态 艺术效果,给人以一种震惊的穿透感

在豪门世家珠宝设计大师的雕琢 之下,雄應换上了闪耀的珠宝霓裳,璀 璨光芒随手腕摆动而翩然灵转飞翔,成 就每一个人生的精彩时刻!



▲ 绘画师凭借自身的丰富经验,创造 出极其细腻和生动的微型绘作品, 为豪门世家(Sarcar)时光闪跃系 列熊猫腕表的表盘注入生命。



▲ 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)里拉琴音盛装舞跷系 列腕表表旗,灵动地突显出作品 灵感之源——利皮扎马表演时 轻盈腾跃的曼妙姿态。



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



在巴塞尔表展上,豪门世家(Sarcar)展厅延续了其温馨、亲切的布置风格,并在细节布置上,匠心独具地迎合品牌一直推崇的动物灵感。

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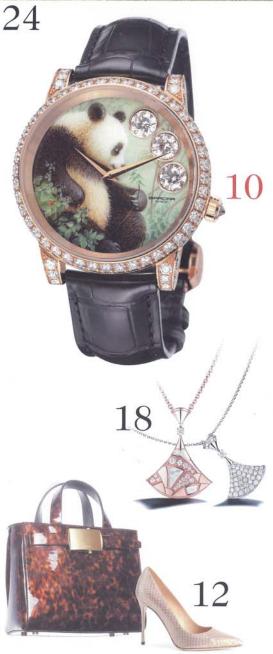
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#### 公示

2015年申请领取记者证人员 姓名:徐蓓 夏雷

青年周末 2015年10月

## Creator of Dreams 豪门世家 SARCAR

## 卓越工艺描绘腕间艺术

什么是时间?时间是如何度量的?如何表现时间的流逝?又如何感受时间的存在?对于这些听起来颇有些哲学意味的问题,豪门世家(Sarcar)有着自己的独特理解。品牌钟表大师不遗余力地将精湛工艺融汇于表盘的方寸空间之上,以自然、人文景致为主题,以艺术为语言,唤醒人们对时间的认知,提醒人们重拾光阴中的浪漫情怀……

撰文|Coco 编辑|However





#### 精雕细琢 打造人文艺术珍品

创立于1948年的豪门世家,一直 专精于顶级珠宝制表艺术,擅长将顶级美 钻与无穷创意相结合,每个系列腕表都饶 富深意与趣味。

翻阅蒙门世家的珠宝腕表创作史, 精雕细琢的极致美学与充满创意的艺术 风格,无处不见:来源于银河的旋转创意,无限精细的表盘镶嵌工艺,将多种艺术形式与腕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,让每一件腕表都堪称艺术臻品,更凭借其卓然的审美品位获得了众多皇室贵族与社交名嫒倾心。 富于创造性、能触动人们心灵的东西就是艺术。而豪门世家的腕表作品即是如此。它们仿佛是一幅幅唯美画作,环绕腕间,倾诉岁月的细语。注目着这些凝萃着艺术人文灵魂的精妙计时之作,甚至会让人顿生置身于卢浮宫长廊之中的错觉……璀璨闪耀的精美珠宝令计时呈现出令人晕眩的视觉冲击,感性元素被无限放大,在光影重叠与色调调和的转换间,呈现出更为纯粹的美学视角,诠释出独具品位的艺术情怀。每当我们抬起手腕读取时间,同时也在享受着这些品牌精心打造出的分秒行进与空间的无限交融。

#### 出神人化 诠释传承匠心之美

美纶美兔的豪门世家时光闪跃世界之窗肺表系列以珐琅表盘村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村下光彩夺目。传统式金雕窗门设计增添了每一个景点的诗韵美感,端羊表盘,宛若亲临美景,推窗望去,优雅琴级近在眼前,诠释出独具品位的艺术增标……

豪门世家时光闪跃猎豹腕表系列则 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,通过将珍贵的材料敷设于 基面上形成装饰性镶嵌图案。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。在成百上干种木 材中选取具有生命活力、神秘内涵且稀有 珍贵的硬木,如枫木、胡桃木、青龙木、伯 尔灰、郁金香和杨树等作为木源。主题图 案的每一部分都需要一种特定的颜色与纹 理,就像是艺术家的调色板,每种木材的 内在质地为图像带来真正的天然光环。

2015年,豪门世家再度结合集当代 美学大成于一身的微绘手工技艺,推出憨态可掬的豪门世家时光闪跃系列熊猫腕 表。要知道,想要在小小的表盘之上呈现 出动物的灵动之态可说是非常考验功力 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。豪门世 家携手经验丰富的优秀绘画大师,打造 精美微绘表盘,以细腻笔触生动描画出 了这一中华魅力憨物的悠闲神态,可谓 是匠心独具,鬼斧神工。

微型绘画(简称微绘)是一种古老的 工艺。首家欧洲微绘学院成立于17世纪, 因东方文化予以社会的影响而诞生的。随 后,这一技法成为了西方手工艺的代表之 一。现今,已经很少有学校对微绘这一传 统技法进行传授,因此,高品质的微绘作 品就变得愈发珍贵。豪门世家时光闪跃系 列網苗腕表特邀著名微绘大师在珍珠母贝 或黄金表盘上作画,为其设计及制作表盘。 绘画师首先凭借自身丰富经验,在方寸表 盘之上建构出了极其细腻和生动的画面布 局、随后、使用如同发丝般纤细的画笔精 准绘制、为笔下能描注入生命力。为保证 色彩的鲜活呈现,绘画师需要一层一层细 心涂色,每一层涂色工序之间需相隔几天 的时间,以确保色彩固定。最后,大师再 用黄金线条勾画出立体的画面效果,从而 缔造出表盘上充满灵动神态的熊猫形象。 在放大镜之下,我们甚至可以清晰观察到 **熊苗的毛发纹理,以及色彩过渡处的细腻** 层次,由此足见绘画师的卓越工艺水平。



与豪门世家(Sarcar)魔幻月色之金蛇灵转 系列腕表同行,栩栩如生的灵动金蛇随着每 一个动作轻摆旋转,风生水起,成就每一个 人生的精彩时刻。

豪门世家(Sarcar)

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。





高级珠宝腕表是精致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。

#### 卓越技艺 领略当代艺术风采

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

与纯粹追求精密技术的传统腕表 工艺理念不同,高级珠宝腕表在传承经 典计时工艺的同时,亦代表着对高雅艺术的无尽追求……可以说,今天的表盘 制造术再一次达到了一个世纪前的艺术 高度,重现了真正的钟表艺术形式。这 奠定了高级珠宝腕表作品的艺术设计核 心,也正是豪门世家卓越的品牌精神所在。表盘上的文艺复兴令我们在领略艺术风采之余,可以小憩片刻,停下匆忙的步伐,静静与时光相处,细细品味表盘工艺背后的优雅与智慧。

细木镶嵌的精益求精,金雕技艺的 如生神态,西方微绘的精准笔触,幻彩 珐琅的曼妙呈现,将多种艺术形式与表 盘装饰相结合的IS思,以及独一无二的 艺术结合性设计……豪门世家腕表的设 计者们就像是熟读我们心灵的技师,在 计时的世界中,以惟妙惟肖的技艺展现 着与各种文化的相辅相成,并以此形成 独特的艺术价值与梦想方舟。

#### 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:"大至无故,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由, 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、结石或镶饰表盘),豪门世家的新额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,则好契合了品牌对创造精神的永恒追求。

青

年

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coverstorv 传神演绎 腕间传奇 豪门世家精致描画分秒图腾

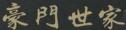
NEWS FOCUS 中国迎来大众创业 万众创新

JEWELLRY 有珠宝相伴的秋日每一天都是晴朗

FINE WATCH 那些令人砰然心动的时刻 女装腕表曼妙绽放时间王国









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### WHAT'S NEW





2. 爱马仕Faubourg Manchette手镯腕表

- 1.50周年纪念限量版腕表延续品牌 历史传统,勾起腕表收藏家的怀旧心 情;限量纪念版钱币腕表的表主既可 欣赏时间流逝之妙,也可同时细味当 中的历史情怀。
- 2. 无论是个性强烈抑或较经典的色调,所有皮革都经过精心打造,犹如 表壳的延伸,紧随手腕线条。全新的 手镯腕表感觉犹如第二层肌肤服贴 自然。
- 3. 银色缎面尽显古典与浪漫,而香槟 金则凸显摩登风范,营造出独特的混 搭效果。鞋头璀璨华丽的水钻饰扣与 星星点点的圣诞装饰交相呼应,逸动
- 4. 豪门世家携手经验丰富的优秀绘 画大师, 打造精美微绘表盘, 以细腻 笔触生动描画出了这一中华魅力憨物 的悠闲神态,可谓是匠心独具,鬼斧
- 5. 宝齐莱汲取哥特和动物灵感,"玩美"创制出雅丽嘉Diva Gothic哥特腕表和雅丽嘉Diva Wild Cat野猫腕 表,以展现宝齐莱跨世纪的珠宝镶嵌 功力。
- 6. 性能出众的BeoPlay H7无线触控 耳机结合了经典款BeoPlay H6贴耳 式耳机的舒适与备受赞誉的BeoPlay H8无线技术,让您感受到无与伦比的 自由和灵活。
- 7. 简洁圆润的设计线条,沉稳中性的 低调配色,翩盖与搭扣的经典设计, 完美融合硬朗与优雅两种气质,成为 现代女性内心追求独立的最佳诠释。
- 8. 在英国剑桥公爵威廉王子及凯瑟 琳王妃与中国国家主席习近平共同出 席的"GREAT非凡英国"活动中,阿 斯顿·马丁首次展示了基于四门奢华 跑车Rapide S打造的纯电动概念车 RapidE.



3. Roger Vivier中国限量Ballerine Chips Strass 钻扣平底芭蕾舞鞋



4. 豪门世家时光闪跃系列熊猫腕表



5. 宝齐莱雅丽嘉系列腕表



7. Burberry The Saddle Bag马鞍包



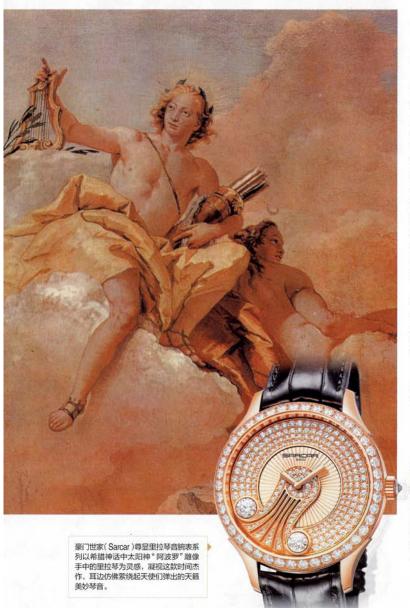
6. B&O PLAY BeoPlay H7无线触控耳机



8. 阿斯顿·马丁纯电动概念车RapidE

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。古老的神话,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,描绘出了超越时间与空间的艺术风采。

撰文ICoco 编辑IHowever



相比于纯粹的高级制表技术,珠 宝腕表可谓是基于理性精密手工来诠 释的华丽艺术盛宴。璀璨闪耀的精美 珠宝令时计呈现出令人晕眩的视觉冲 击,在光影重叠与色调调和的转换间, 呈现更为纯粹的艺术视角。1948年创 豪门世家的设计师们通过与客户的不 立于日内瓦的豪门世家, 以超越半个世 断交流满足他们的构想, 并且最终实 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……

在恪守艺术信条的时间追随者看 来,珠宝腕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"让腕表 成为梦想的标志"。这种无限制的创造 之源,以深层意涵传递出了豪门世家 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腕 表灵感来源之中。正如豪门世家总裁 Maya女士所说的那样:"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。 现腕间杰作。当然, 在这个过程之中, 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, 从而 保证以最适合的材质、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,实际上豪门世家的每 一件璀璨腕表都堪称艺术臻品。"

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 与腕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, 让每一件璀璨腕表都堪称艺术 臻品。其中,神话艺术顺理成章的幻 化成为了品牌作品中经久不衰的灵感 的匠心灵魂所在。

■ 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·····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。 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。

术",不论绘画、雕刻还是音乐,都能与腕 表相辅相成,起到相得益彰的效果。

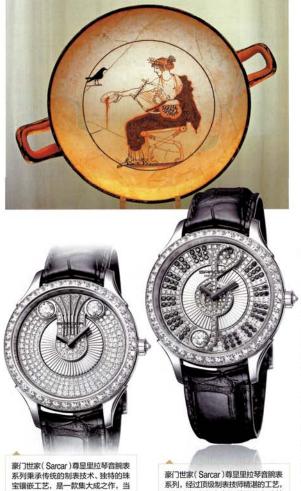
欣赏一款有着艺术命题的腕表作 品,首先,我们需要了解其创作题材。一 般来说, 西方经典艺术品中最常见的题材 便是"宗教"和"神话"。豪门世家极具代 表性的里拉琴系列, 灵感就来源于希腊神 话中太阳神阿波罗的那把里拉琴。

里拉琴, 相传首先由众神使者、宙 斯之子赫尔墨斯把琴弦缠绕在乌龟壳上 制成, 随后他把琴赠给太阳神阿波罗, 阿 波罗又把琴赠给了他的儿子——俄耳甫 斯, 使他成为一位著名琴师。他的琴声可 使忧伤的人们忘忧,使高兴的人们更加快 乐, 使劳动的人们力量无穷, 使奔腾的大 河停流, 使静止的山峦趋步, 使凶顽的猛 兽驯服,使沉默的树木与石头开口……只

腕表,本身亦可称为一种"审美艺 要他一开始弹奏七弦琴,万物都会静静 地聆听并为他美妙的琴声所打动。

> 现实历史中的里拉琴(也称七弦竖 琴)据说产生于文艺复兴时期,那时的绘 画作品多以宗教和希腊罗马神话为题材, 当人们看着画中的神拿着里拉琴时,不 禁好奇天使们使用的乐器到底能弹出多 美的声音, 于是有人照画中的样子做出 了里拉琴。

> 豪门世家尊显里拉琴音腕表系列, 经过顶级制表技师精湛的工艺, 重新唤 起人们内心那美丽的音乐梦想,使灵动 的旋律流淌在腕间。透过该系列玫瑰金 表款的蓝宝石玻璃表面,一把镶满钻石 的红金里拉琴旋转于40毫米表盘之上, 18K红金表盘环形镶嵌约361颗切割完 美的钻石,总重达6.54克拉,如同散落 人间的神曲音符,精美绝伦。



之无愧地成为豪门世家备受瞩目的传

重新唤起人们内心那美丽的音乐梦 想,使灵动的旋律流淌在腕间。



#### 曼妙轻旋 呈现灵动美学

25820

豪门世家的卓越品质,源于制表技 师的真实内心, 并根据每位收藏者的喜好 量身定制,把每一个艺术元素,巧思夙愿, 融入于豪门世家计时腕表设计之中,通过 美轮美奂的表身, 将美好心愿祝福, 附着 于极富雅致艺术气息的腕表之上。

著名作家高尔基曾经这样说:"世 界上的一切光荣和骄傲,都来自母亲。" 車德寡女士腕表系列则恰为歌颂母爱而 生,在简约线条的映衬下,凸显出典雅柔 美的女性气息,向全世界的母亲表达尊崇 的敬意。豪门世家的设计师赋予奥德赛女 十腕表系列众多精致的细节设计, 充分地 体现了跨越时代的隽永优雅风范。优美的 椭圆造型,光彩熠熠的钻石镶嵌,都在诠释 女性的优雅和华贵。表圈上镶满钻石、透 过蓝宝石表面,柔和的曲线在珍珠母贝的 表盘上延伸,完美地体现了灵感的来源一 "太阳阴和钻石光芒"。

除了西方神话,东方传奇亦是豪门 世家腕表大师的设计灵感来源,魔幻月 色系列凤凰腕表以东方瑞鸟——凤凰为 精髓。在顶级工匠的精湛雕琢之下,这 一美艳神兽幻化为腕间永恒图腾, 守护 稍纵即逝的分秒世界。豪门世家将神秘 文化的图腾融入创作,缔造出堪称艺术 臻品的璀璨腕表作品, 刚好契合了品牌 对创造精神的永恒追求。在万众期待下, 豪门世家将百年之王"凤凰"化为腕间灵 感,以凤舞轻旋祈愿宏图,璀璨演绎如火 焰般的重生之美,再一次曼妙呈现出时 间艺术的"旋转"哲学。

RENDSTIME



**FEATURE** 表王争霸

**SPECIAL REPORT** 

2015钟表与奇迹 亚洲高级钟表展

**COVER** 

窈窕淑女 君子好逑 劳力士女装手表系列



2015年11月



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## **EUROPE**

## BASELWORL DAILY NEW

BASELWORLD • THE WATCH AND JEWELLERY SHOW • BRILLIANCE MEETS • MARCH 19 - 26, 2015

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#### IN MEMORIAM



President of the Baselworld Exhibitors' Committee, passed away before the opening ceremony of the show he had been so instrumental in shaping. René Kamm, CEO of the MCH Group, paid tribute to the industry legend thus: "He was a man with a vision, who had his heart in the right place and he truly helped make Baselworld the superlative show for the watch and jew-ellery industry," Mr Kamm, Ms Ritter, Mr Thiébaud and many industry leaders were visibly moved by this loss. "He always was a man of great determina-tion, who brought people together to accomplish great achievements," said Sylvie Ritter, Managing Director of Baselworld. François Thiébaud, Presi-

> It's impossible to think of today's Baselworld without thinking of him.

dent of the Swiss Exibitors' Committee. noted that Duchêne had three families - his own, Rolex "and us, the watchmak-

ing industry."
Mr. Duchêne would have marked his 60th year at Baselworld and 20th as President of Baselworld's Exhibitor Committee. He shaped the show like no other; it's impossible to think of today's Baselworld without thinking of him.

His attendance at it, which began in 1955, was almost as long as his watch-making career, which began in 1954. He was an industry leader for years, includ-ing long-time deputy President of the Federation of the Swiss Watch Industry, and actively fought counterfeit watches.

Always courteous and business-like, Mr. Duchêne has been involved in various ways as the show changed from a Swiss trade event to a European one (1973) and then a global one (1986). In 1995, he became President of its Exhibitors' Committee, building its influence by bringing members of various branches and important exhibitor nations onto it. "Together," he said, "we

were able to help the show grow."

It's impossible now to think of Baselworld today without him. CIBJO president Gaetano Cavalieri noted, "His ideas were so young, he was always so energetic. Let this Baselworld be the best ever in memory of him."



#### "UNIQUE GLOBAL IMPACT"

THE MOST IMPORTANT INDUSTRY EVENT OPENS ITS DOORS

he press conference yes-terday represented the start of Baselworld 2015. As the number one industry event uniting all major brands under one roof, it attracts 150,000 professionals, 1,500 brands and 4,000

journalists from all over the world.

René Kamm, CEO of the MCH
Group, said in his opening speech how
proud the group is to host the most important marketplace and trendsetting for an amazing industry. He thanked the exhibitors and press representatives for their contribution towards "creating a unique global impact that underlines Baselworld's premier position in the watch and jewellery industry."

Sylvie Ritter, Managing Director of Baselworld, noted that despite some challenges the industry is facing, 2014 was an extremely positive one for watches and jewellery. "The attractiveness and buzz that this sector creates go on growing," Ritter added, emphasising the continued strong presence of journalists.

The press conference was rounded off with a presentation by François Thiébaud, President of the Swiss

Exhibitors' Committee. Commenting on the results of Swiss watch exports, Thiébaud said that the branch continues to closely monitor the evolution of the exchange rate. Even if last year ended on a more challenging note, it was a high-level consolidation year for the Swiss watchmaking industry. Watch exports continued to grow with an increase of 1.9 percent compared to 2013, reaching a total value of 22.2 billion francs. 2015 started promisingly at the same level, with January exports reaching CHF 1.6 billion, up 3.7 percent year on year. Thiébaud concluded the press con-

ference by saying that despite this good result, forecasts for the current year have been revised as a result of the deteriorating economic environment.

The speakers paid special tribute to Mr. Jacques J. Duchêne, who unexpect-edly passed away. This year would have marked his 60th attendance at the show and his 20th anniversary as President of the Exhibitors' Committee.

#### THURSDAY, MARCH

#### HIGHLIGHTS

- ON THE COURSE FOR GROWTH Carl E Bucherer is strengthening its positions world wide, says CEO Sascha Moeri.
- A HEAD START ON *TECHNOLOGY* Tissot shows off the entire spec-trum of Swiss watchmaking tradition and skills.
- 150 YEARS OF HOROLOGICAL. EXCELLENCE Zenith celebrates its milestone anniversary right here at Basel-
- GLOBAL GROWTH Hamilton looks back on a record year in 2014 and ahead toward a successful 2015, says Sylvain Dolla, the brand's CEO and
- FASHION-FORWARD Laura Burdese gives an insight into the world of Calvin Klein Watches + Jewelry.
- MECHANICAL VIRTUOSITY MB & Friends delights with unique horological creations in the prestigious Palace.

#### **CUTTING-EDGE INNOVATION**

ROLEX'S NEW DAY-DATE RAISES STANDARD OF CHRONOMETRY

t Baselworld 2015, Rolex is Aunveiling new-generation models and a new-generation mechanical movement which raises the level of

chronometric performance. Leading them is Rolex's most prestigious model, the Oyster Perpetual Day-Date, worn by many U.S. presidents and other eminent individuals.

The new 40-mm timepiece rede-es the Superlative Chronometer, established by Rolex in the late 1950's. Its modernized design comes in 950 platinum or in yellow, white or Everose gold, with elaborate new dials, including ice blue. It uses the new mechanical movement, Calibre 3255, whose chronometric performance criteria significantly surpasses those of COSC, the official Swiss chronometer testing institute. The innovative movement, backed by



14 patents, offers gains in precision, power reserve, resistance to shocks and magnetism, ease of use and reliability. It includes the new and patented Chroner gy escapement, with high-energy efficiency and great dependability.

Another new-generation Rolex timepiece is the Oyster Perpetual Lady-Datejust 28. It has a redesigned case (enlarged to 28 mm) and uses Calibre 2236, a mechanical movement fitted with a Rolex-patented Syloxi hairspri in silicon for superlative performance. It comes in 950 platinum and in yellow or Everose gold, with specially designed dials (including chocolate) and diamonds on the bezel.

Together, these new-generation

watches represent the cutting edge of Rolex's technological innovation in chronometric performance. 1.0. All

#### HEARD IN BASEL

"Baselworld is the most significant rendez-vous in the watch and jewellery world today. Year after year, professionals and aficionados alike can't wait to be inspired by novelties and to exchange their ideas."

KARL-FRIEDRICH SCHEUFELE, CO-PRESIDENT CHOPARE



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## BASELWORL DAILY NEWS

BASELWORLD . THE WATCH AND JEWELLERY SHOW . BRILLIANCE MEETS MARCH 19 - 26, 2015 WWW.BASELWORLD.COM

#### EDITORIAL



It's always with a great deal of pride that I experience the opening of Baselworld - the show that is for all brands, buyers the press from around the world, THE global event for the watch and ellery industry.

Baselworld has rightfully earned this

reputation. Every year, tens of thousands of professionals travel to Basel to feel the pulse of this industry, discover new trends and, of course, buy the latest creations for which they will become ambassadors upon their return to their coun-tries. In fact, Baselworld is the heart of a whole industry which spreads throughout the entire world from here. This statement is becoming increasingly true with every new edition of the show, as Baselworld strengthens its position as the leader year after year. And this unique position is rare enough to be highlighted. This envied and enviable position has to be defended untiringly; that's why Baselworld moves forward every year, improv-ing convenience and impact, and never ceases to innovate to meet the constantly

evolving requirements.

Right at the start of this great show, I would like to thank you all for so strongly contributing to the major impact that Baselworld creates around world annually.

I wish you an enjoyable stay in Basel and a very successful show.

SYLVIE RITTER.

#### HEARD IN BASEL

"Baselworld is the place to be when you are in the watch industry. It is also where you have this quite unique possibility of rich exchanges to get real feedback of what's going on on the market."

JEAN-PAUL GIRARDIN VICE-PRESIDENT BREITLING



ional ribbon cutting for this year's edition of Baselworld; Federal Councillor Johann Schneider-Ammann (middle) together with René Kamm, CEO MCH Group (3rd from right), Sylvie Ritter, Managing Director Baselworld (3rd from left), Christoph Brutschin, Member of the Government of the Canton of Basel-Stadt (2nd from right), Thomas Weber, Member of the Government of the Canton of Basel-Landschaft (left), and Elisabeth Ackermann

#### PROMISING STARTING SIGNALS

FEDERAL COUNCILLOR JOHANN SCHNEIDER-AMMANN OPENS BASELWORLD

ecompanied by an impres-sive drum roll, Swiss Federal Councillor Johann Schneider-Ammann cut the ribbon in traditional fashion yesterday to mark the start of Baselworld 2015. René Kamm, CEO of MCH Group, said: "I am honoured that Federal Councillor Schneider-Ammann is opening Baselworld. This is an indication of the significance of the event for the Swiss government - and also the importance of the Swiss watch and jew-ellery industry." Federal Councillor Iohann Schneider-Ammann said: "With

the invention of the mechanical clock, time turned into an art. An art that is driven to ever higher peaks - in preci-sion, in technological ingenuity and in ever evolving aesthetic forms." As the Minister for the Economy, Research, Innovation and Employment, Federal Councillor Schneider-Ammann emphasised the importance of the sector for Switzerland: "It is a strong economic force, currently numbering over 500 companies that provide more than 50,000 people with a livelihood." Basel-Stadt Cantonal Council Mem-

ber Christoph Brutschin compared the

show to a watch describing it as "similar to the fabrication of a watch mechanism a lot of thought and passion with a high standard of precision is invested in this masterpiece that is Baselworld." He praised Baselworld for its economic significance to the region, mentioning the thousands that visit the city during the eight days and also because it generates 13,000 jobs.

"As the hub of the sector as a whole, Baselworld is of global importance and continues to extend its leadership role from year to year," emphasises Sylvie Ritter, Managing Director of Baselworld.

FRIDAY, MARCH

#### HIGHLIGHTS

- 02 INDEPENDENCE AND CREATIVITY Karl-Friedrich Scheufele, Co President of Chopard, gives BWDN the latest product news for gents and ladies.
- CHARMING AND CUTTING-EDGE The latest tourbillon watch premiering at Baselworld 2015 demonstrate haute horlogerie and understatement.
- THE SADDLE Longines emphasises its connection to equestrian sports with bold new timepieces. Walter von Känel, President, has the details,
- CRAFTSMANSHIP AT ITS BEST The Académie Horlogère des Créateurs Indépendants cele-brates its 30th anniversary. It goes without saying that the new pieces are one-of-a kind
  - IT'S "25 O'CLOCK" AT VERSACE Paolo Marai, Timex Group Swiss Luxury Division President and CEO, talks about the 25th anniversary of Versace timepieces.

#### "WATCHES THAT PROVIDE MORE THAN TIME"

TISSOT'S EXPERTISE SATISFIES EVERY CUSTOMER'S NEED

rançois Thiébaud, CEO of Tissot, discusses its successful solar-powered tactile watch and Tissot's many big Baselworld debuts.

BWDN: In 2014, Tissot debuted the world's first solar-powered multi-func-tion tactile watch. What was the response?

François Thiébaud: Excellent! We still have back orders. Our new Tissot TTouch Expert Solar, with 20 tactile essential functions, is even more techni-cal. New details include a bezel with directional compass markings and easy reading of time and compass, even in the dark. I believe our tactile technology powered by solar energy also meets the

demands of customers seeking watches that provide more than time.

#### What are Tissot's other big Baselworld debuts?

The Tissot Chemin des Tourelles complements Tissot's many years of expertise with a contemporary design and elegant case. The Tissot T-Race MotoGP Automatique Limited Edition 2015 has an edgy case design and new pushers like bike footrests, a key feature of the Tissot T-Race collection. The Tissot PRS 516, inspired by a famous 1965 model, boasts a new movement for Tissot, with a 60-hour power reserve and a rotor shaped like a steering wheel. Last but not least, Tissot's first

Savonette Skeleton watch debuts in our Bridgeport collection. And, for the first time, there's a beautiful gold watch with a Powermatic 80 movement and 80-hour power reserve, called Tissot Vintage.

#### Where are Tissot's best opportunities

in 2015? For 2015, the American continent shows great potential and positive growth. That region will be a focus, while we'll also increase market share in Europe and Asia. To prove Tissot is a global player in the watch industry we need great platforms to showcase our complete range of products. New York is one of those. We have two boutiques there, on Fifth Ave-nue and on Wall Street. In Europe, we



opened boutiques in Zurich and London recently. Today, Tissot has more than 260 boutiques (corporate and franchise) around the world. [1.0, 03]



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## BASELWORLD DAILY NEWS——

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#### EDITORIAL



Dear Visitors.

It is both a pleasure and an honour to welcome you to Baselworld, where the latest creations from the Swiss Exhibitors are yours to discover. They are the guardians of centuries-old skills which they tirelessly reinvent to produce magnificent timepieces and jewellery whose magic never fades. Through this fabulous capacity to combine tradition and innovation, they take Swiss excellence out into the world.

Creativity, quality, inventiveness and an eye for detail are the values that define the new Swiss-Made products which you can admire – often for the first time anywhere in the world – in the booths of the 218 Swiss watchmakers and 39 Swiss jewellers.

In Halls 3 and 4, you can explore the work of the related branches, the specialists who work behind the scenes with our watchmakers and jewellers.

On behalf of the Swiss Exhibitors, welcome and thank you for visiting Baselworld.

FRANÇOIS THIÉBAUD
PRESIDENT OF THE SWISS EXHIBITORS
COMMITTEE

### ON THE COURSE FOR FURTHER SUCCESS

LUXURY SWATCH GROUP BRAND HARRY WINSTON AIMS FOR \$1 BILLION IN ANNUAL SALES

INTERVIEW BY WILLIAM GEORGE SHUSTER

ayla Hayek, Chairman of Swatch Group and CEO of Harry Winston, talks about the effects on Harry Winston and its timepieces since the Group bought it, and its watch debuts at Baselworld.

BWDN: It is two years since Harry Winston was bought by the Swatch Group. What is the biggest effect on each one since the acquistion? Nayla Hayek: I think the biggest effect

Nayla Hayek: I think the biggest effect is on Harry Winston. Harry Winston had the chance to invest in a lot of retail spaces, inventories and marketing.

Where are Harry Winston's best opportunities for its jewellery and timepieces in 2015?

There is a worldwide opportunity for watches and jewellery for Harry Winston in 2015.

What are Harry Winston's important watch and jewellery debuts at Baselworld 2015?

During Baselworld, we will have some new very attractive creations in the catcegory "Metics d'Art", jewellery watches and high complications. Like for example the Midnight Feathers Automatic 42mm, a horological expertise and an animal-inspired craft of plumasserie meeting again on a rich new canvas. However during Baselworld, we will not have any jewellery debuts. Jewellery debuts are seasonal and take place during the whole year 2015.



How does Harry Winston's new generation of watches – and its current approach to watchmaking – differ in general from the pre-Swatch Group era? I think the most important differences are the movements and the construction of the cases of the watches.

A Harry Winston watchmaking "jewel" is its Opus series (working with independent watchmakers on unique timepieces). What does 2015 have for Opus and Project Z?

As we already declared during last year's Baselworld, the only change for the Opus series is that there is no longer a launch during Baselworld but a separate event during the year. Project Z will still be presented at Baselworld.

Does Harry Winston still have the potential of \$1 billion in annual sales, as you once said?

The potential is still here and what-

The potential is still here and whatever action we plan it is with the aim to reach it. 1.0, 023 SATURDAY, MARCH

21.

#### HIGHLIGHTS

02 AVANT-GARDE
TAG Heuer embodies state-ofthe-art engineering and design.
Guy Sémon, General Manager,
explains the brand's strategies.

08 A TRADITION OF EXCELLENCE Once again, Bulgari raises the bar for timeless Italian design. CEO Jean-Christophe Babin shares his insights

10 MAKING A SPLASH Divers watches are among the most sought-after timepieces – dive right into the underwater world here in Basel.

17 A RICH HERITAGE U-Boat's Founder and Designer Italo Fontana has the latest about the new ladies' and gents' watches debuting at Baselworld.

21 EDGY MEETS FEMININE Classics for ladies which combinine contemporary design with a timeless appeal.

22 SATELLITE TIME Citizen's ongoing growth is spurred by innovation. Toshio Tokura, President and CEO of Citizen, has details.

#### HEARD IN BASEL

"Our goal is to express our expertise in Swiss watchmaking and underscore our Italian designs. We present watches that are inspired by Italy, watches that are not shy. They may not be for everyone, but if you love them you are really passionate about them."

JEAN-CHRISTOPHE BABIN, CEO of BULGARI

#### "NO TIME TO REST"

THIERRY STERN, PRESIDENT OF PATEK PHILIPPE, TALKS ABOUT NEW CHALLENGES AFTER THE GREAT ANNIVERSARY LAST YEAR INTERVIEW BY IRIS-WIMMER OLBORT

A fter the 175th anniversary last year, the traditional manufacture from Geneva demonstrates, once again, understatement and elegance at Baselworld. New haute horlogerie piecese expand the collections.

BWDN: Patek Philippe had a sensational year in 2014, which coincided with the manufacture's 175th anniversary. How would you summarise the past year?

past year: Thierry Stern: For me, the most important thing was, that we really could deliver the anniversary pieces. The year was really good. It was again a record year — not a massive one, but it was again the best year we ever had. This year may be more difficult, but the collection is very strong. Today I can say that the first two months were very good. This is a good sign.

Patek Philippe presented numerous spectacular watches for its anniversary last autumn. Does anything new remain for you to show here in Basel?

Yes, we are showing a lot of novelties here: A new chronograph with a split-second, a new pilot's watch with travel time and a new annual calendar for ladies. All together we have about 30 new models – a strong collection. We now continue on this path until the

200th anniversary which will be in 25 years. The time is flying so fast. We don't have time to rest!

You are going ahead in Plan-les-Ouates, too. We learned you will invest more than 450 million Swiss francs in the expansion of your headquarters. What is planned there?

We will finish that in four years and the idea was to recentralise everything in Plan-les-Ouates. For example, the case and bracelet manufacture, the aftersales service with all the spare parts and the manufacturing of the components. Actually, we produce more than 15 million components per year. Further, we



Thierry Stern, President of Patek Philippe.

need more space to develop new technologies. And the rest I will reveal in the future!





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SATURDAY, MARCH 21.2015

**GROWING & GAINING** MARKET SHARE

INNOVATIVE TECHNOLOGIES PROPEL CERTINA'S SUCCESS

drian Bosshard, President and CEO of Certina, tells BWDN about his expectations for the brand in the year ahead and spotlights

#### BWDN: How was 2014 for Certina and

what do you expect in 2015? Adrian Bosshard: In nearly all key mar-kets, Certina was able to grow and gain market share. It's great to see that our customers appreciate our new technol-ogies like the Precidrive and our premium product quality. As for 2015, we're confident in our main markets but our biggest enemy will be, without a doubt, the very strong Swiss franc. Even if the Swiss watch industry has a unique strength, these currency fluc-tuations will be very challenging for the whole sector.

Where and what are Certina's best opportunities in 2015?
The biggest established markets for

Certina are still Switzerland, Europe and Russia. There, we have a strong vis-ibility in the trade and exciting marketing platforms to promote Certina's products. We see additional opportunities with innovative technological materials like titanium and aluminium

What is Certina doing in Asia? Certina is present in China, Hong Kong, Malaysia, the Philippines and Indonesia. Our product mix and development are now in line with market needs. We made some adaptations for the Chinese market

What are Certina's major debuts in men's and sports watches at Baselworld 2015? After the encouraging development of

the DS Eagle Quartz family, we're extending this line in the mechanical segment with the DS Eagle Chrono automatic.

The DS-2, with its Precidrive Quartz movement with 1/100th of a second chronograph, has had an impor-tant success in all markets since the launch end of 2013. Therefore, we're launching some line extensions with synthetic elements on the bezel and rubber strap.
The new DS Action Quartz product

family will be presented with a very exciting facelift: a profiled, sporty design and water-resistant up to a pressure of 30 bar (1,000 ft / 300 metres)

The brand new and exclusive DS-8 Chronograph with moon phase and quartz movement will definitely surprise and excite customers who want a sporty vet classical watch.



DS-8 Chronograph, Certino

Ladies' watches represent one third of Certina's sales. In 2014, Certina launched its feminine DS Dream. How is it being received and what is new in ladies watches for 2015?

The DS Dream covered exactly the need we expected. For 2015, we are expecting two important facelifts with the DS First the DS Stella in the elegant segment.

There's also a new retro watch based on Certina's first DS collection (1960), isn't there?

The launch of the DS-1 with the new Powermatic 80 movement at the end of 2014 was an important response to the increasing demand for mechanical watches. Retro-style products continue to be requested, especially in the atic segment.

#### TRUE CLASSICS

THE EVERYDAY LADIES' WATCH IS UPGRADED WITH SPORTING PERFORMANCE AND DIAMOND HIGHLIGHTS

lassic watches never go out of style. They are often overshad-owed by the latest tourbillon or high jewellery watch, but the classic, everyday ladies' watch is one of the backbones of the watch world.

They are often very pure, with a sprinkling of diamonds rather than a fully set presentation, a simple dial design rather than an overly decorative one, and a single useful mechanical function, such as a date window, rather than a high complication.

The Breitling Colt is a perfect example of a high-quality everyday watch for ladies, combining both style and function. It has a case diameter of 36 millimetres, perfect for a ladies' wrist, and a mother-of-pearl dial in black, blue or silver. The diamond options include hour markers or a diamond-set bezel. Despite these feminine qualities, the watch is also a tough sports watch, with 200 metres of water resistance, luminescent markings, a uni-directional rotating bezel and a chronometer-certified movement.

Classic watches that are partially, rather than fully, set with diamonds are perfect for everyday wear. The Sarcar Platinum limited edition, for example, is set with 66 round brilliant diamonds in the bezel, totalling 1.18 carats, and is otherwise unadorned. The equally mini malist Concord Mariner Lady, with dia-monds on the bezel and bracelet, is versatile enough to make an easy transi-tion from day to night. Raymond Weil's new Toccata is also

a perfect day-into-night watch for every-day wear. The mother-of-pearl dial is set





Concord offers some intriguing ladies' watches at Baselworld.





#### L. KENDALL RESTORES A WATCHMAKING ICON

NEW SWISS-MADE BRAND DEBUTS AT BASELWORLD

The newest watch brand in the market bears one of the oldest names in watchmaking. Swissmade 'L. Kendall London, 1742 SA' traces its origins to celebrated early 18th century English watchmaker Larcum Kendall. His chronometers were used on historic voyages and by British mariners to find longitude accurately at sea and chart the oceans.

Mounir Moufarrige, President of the luxury watch firm U-Boat, is restoring the historic name to his new brand, debuting at Baselworld 2015, "Reviving an old British name with credentials like these is a dream I've always had," he says, "and as the trademark was available to buy, I didn't hesitate."

The work of Kendall's Chief Designer Italo Fontana is strongly inspired by the "pioneering efforts" of English watchmakers who "solved the longitude puzzle"; mariners who "fearlessly sailed into vast uncharted areas of the world's oceans"; and the Swiss watch industry's subsequent leading role.

Its three lines are K4, K5 and K6 (Larcum Kendall's first three chronometers were K1, K2 and K3), each available with four different dial colours. Their finely decorated automatic movements are modified to Kendall specifications, with power reserves of 40 and 44 hours. The 46-millimetre 316L stainless steel cases are equipped with a dome sapphire crys-tal on the front and a flat sapphire on the back. The nautical-inspired hands are a

K4 is a GMT watch combined with a chronograph. K5 has a regulator-style dial with the minutes hand in the centre and the hours and seconds indication at 12 and 6 o'clock. K6 has the most exceptional dial layout. It displays the hours at 8 o'clock, the minutes at 4 o'clock and a large date at twelve on separate sub-dials. The sophisticated technique of the rotating discs for the large date take centre stage on the dial. All watches feature hand-finished leather straps, sextant-shaped buckles and a water resistance to 50 metres.

## BASELWORLD DAILY NEWS

BASELWORLD . THE WATCH AND JEWELLERY SHOW . BRILLIANCE MEETS . MARCH 19 - 26, 2015 . WWW.BASELWORLD.COM

#### EDITORIAL



I have the pleasure and honour, as CEO of the MCH Group to warmly welcome you to Baselworld 2015.

Every year I wonder how each year's show will differ from the last one, and Baselworld never fails to deliver the wow factor. It is therefore no wonder that this event, unique in its ability to regroup all the key players in the watch and jewellery industry, has an outreach to every corner of this planet like no other.

orner of this planet like no other.

Of course, Baselworld essentially owes its premier position to all the exhibiting companies, which through their commitment to the show and the show-casing of their brands and innovations, create an impact that reverberates on every continent. As for us at the MCH Group, we take it as our responsibility to provide them with a platform that is equally dynamic, that is in tune with theirs and the market requirements and anticipates to stay one step ahead. In this respect, Baselworld continues to consolidate and strengthen its leadership position year after year, a rare quality that needs to be underlined.

That Baselworld is able to fully realise its global trendsetting potential is also thanks to the massive media presence we enjoy. That all the major dailies, networks, publications broadcast regularly around the world and the bloggers instantly report on all the innovations, collections and new creations, pays testimony not only to the importance of the show, but also to its worldwide acclaim and popularity.

Thank you for being with us 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

"We regard Baselworld as the place to show 'who we are'. We want to keep disseminating our messages globally and through it we can foster our brand right here at the show."

TOSHIO TOKURA, PRESIDENT AND CEO OF CITIZEN WATCH CO.

## "TECHNIQUE IS DEVOTED TO THE CAUSE OF BEAUTY"

THESE LUXURY BRANDS ARE WINNING TOP HONOURS

arc A. Hayek, CEO of Breguet, Blancpain and Jaquet Droz, talks about their new-cal innovation and creativity.

BWDN: In October, Breguet's Classique Chronométrie won "The Aiguille d'Or" and its Classique Dame won "The Public Prize" at the Grand Prix d'Horlogerie de Genève (GPHG), which honours the finest watches of the past year. How important are these awards for the brands?

Marc A. Hayek: The Classique Chronométrie and the Classique Dame reveal two facets of Breguet's watchmaking art. The former is a concentration of technology and the result of Breguet's continual investments in research and development. With the latter, the Classique Dame, our main purpose was to create a perfect product in terms of proportions and lines.

Winning these is a source of great pride and satisfaction. On one hand, it shows watchmaking experts have felt the impact of Breguet's technical developments to improve the precision of mechanical watches. On the other, it means the public appreciates our creations' design.

Blancpain's Women Heure Décentrée Seconde Rétrograde also won the GPHG's Ladies' Watch category. How long has it had ladies' complications?

Frédéric-Emile Blancpain paved the way in 1931, when he created the women's version of the famous "Rolls". For the first time in history, the mechanical wristwatch was no longer exclusive to



gentlemen. After the world's smallest round watch and the "Lady Bird" in 1956, Blancpain has continued to offer complications for women. We were proud to see its watchmakers' work rewarded in the Ladies' Watch category. The distinction recalls the award won by the manufacture in the same category at the GPHG's first edition in 2001.

What is one big debut for Breguet, Blancpain, and Jacquet Droz at Baselworld? Breguet's Tradition collection has the

Breguet's Tradition collection has the place of honour with the launch of two new complicated movements. Also, 2015 coincides with the 200th anniversary of A.-L. Breguet's appointment as horologer of the Royal French Navy. So, a special piece in the Marine collection will be launched. Last but not least, ladies will be dazzled by Breguet's new jewellery introduction, a full set watch that marries

the purity of diamonds to the technical daring of mobile setting.

At Blancpain, we have two major introductions. For men, it's a completely new Tourbillon Carrousel equipped with an innovative movement combining watchmaking know-how and cutting-edge technology. With its contemporary design, it reflects Blancpain's avant-garde and provocative spirit. For women, we present an inventive Day and Night complication developed in a resolutely feminine and romantic aesthetic. In it, technique is devoted to the cause of heatury.

For Jaquet Droz, the brand focuses on watchmaking skills with the Grande Seconde Deadbeat and the Lady 8 Flower. After the Bird Repeater and the Charming Bird, Jaquet Droz is paying tribute to women with its first lady's wristwatch automaton: a flower made of eight petals which blooms on a wonderful precious store.

SUNDAY, MARCH

22.

#### HIGHLIGHTS

#### 02 A MILESTONE INVENTION

Breitling commemorates the 100th anniversary of the first independant chronograph button. Vice-President Jean-Paul Girardin shares details.

#### 02 SOPHISTICATION HIGHLY SOUGHT Have a close look at the latest

Have a close look at the latest additions wedding mechanical know-how with sophisticated design, to Rolex's iconic collection on display at Baselworld.

#### 04 TIME FOR ADVENTURERS

Tudor once again presents
watches made for extreme situations, some of which are fitted
with their new manufacture
movement.

#### 08 HAUTE HORLO-GERIE AT ITS BEST Antonio Calce, new CEO of the

Antonio Calce, new CEO of the Sowind Group, discusses the manufacture's noble philosophy.

14 MODERN ALCHEMY Groundbreaking HyperChrome plasma ceramic is Rado's highlight for this year's Baselworld. Matthias Breschan, CEO, also discusses growth opportunities worldwide.

#### "LEGENDS NEVER DIE"

JEAN-CLAUDE BIVER, HEAD OF LVMH'S WATCH BUSINESS, TALKS ABOUT 'HIS' BRANDS AND THE 150TH ANNIVERSARY OF ZENITH

n spring 2014, Jean-Claude Biver took over the management of Hublot, TAG Heuer and Zenith, which resulted primarily in changes for TAG Heuer. Here, he looks back on a successful year.

BWDN: You've been responsible for the Hubbot, TAG Heuer and Zenith brands of the LVMH Group for more than one year. How would you summarise the situation under your tenure?

Jean-Claude Biver: I have been responsible for three successful brands for one year. Each of these now has a strong management team and is making a profit. And each has its own DNA, a different customer base, as well as a different price segment. These characteristics are making my job so much easier, although there are limited synergies to exploit.

What's the biggest change that you initiated?

I think one can say that the biggest change has been to ensure that TAG Heuer is optimally positioned for both the new generation and the coming ten years. It was not such a difficult mission, however, as it simply meant going back to basics. TAG Heuer has been an avant-garde brand since 1860 and is positioned to stay that way for at least the next 20 years.

How are the brands positioned for Baselworld? What do you regard as the most important new item or innovation? Baselworld is the presentation platform for revealing a certain number of novelties, which should highlight our visions. For TAG Heuer, this is the new interpretation of the Heuer 01 movement, which is featured in a new Carrera case and is entirely house made (case, dial, bracelet and movement). Hublot is showing its great and innovative ladies' collection, while Zenith is marking its 150th anniversary. We are celebrating this milestone through our products and our heritage. Legends never die.

And, in 2015, in addition to the Zenith Academy Georges Favre-Jacot (which features an innovative fusée-and-chain transmission connected to the barrel to maintain constant force), we have an interesting collection of El Primero models.



Jean-Claude Biver, Head of LVMH's watch business.



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Red Gold 18 carats with Diamonds. Dial in Mother-of-Pearl with Diamonds and Rubies.

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## BASELWORL DAILY NEWS

BASELWORLD . THE WATCH AND JEWELLERY SHOW . BRILLIANCE MEETS . MARCH 19 - 26, 2015 WWW.BASELWORLD.COM

#### EDITORIAL



watch industry as exports achieved a new historic record by exceeding the 22 billion franc mark. But while the Swiss watch industry can be proud of its performance, it is also aware that 2015 has begun in a more tense and uncer-

Some important markets in Asia and Europe have become more difficult and are showing declines in performance. In addition, our branch is seriously affected by the rise of the Swiss franc as a result of the Swiss National Bank abandoning the CHF 1.20 minimum exchange rate it had set per euro. This is a new challenge for our branch as we are faced with a prob-lem beyond our control.

However, we remain confident in the future of our industry, which will be able to adapt, as it has done for nearly four centuries. It is in good shape and is not suffering from any structural problems. Moreover, the diversity of prod-ucts presented at Baselworld bears witness to the vigour and spirit of innovation of our brands as they successfully appeal to a broad public and continue to

shine on world markets.

I would like to wish all the exhibitors from Switzerland and from abroad a ost fruitful show.

PRESIDENT, FEDERATION OF THE SWISS WATCH INDUSTRY FH

#### JEAN-DANIEL PASCHE

#### HEARD IN BASEL

"Midway between Milan's Fendi fashion runways, Baselworld is the occasion for Fendi Timepieces to stand out through its daring design and artisanal savoirfaire. It is our timepieces' greatest catwalk."

DOMENICO OLIVERI CEO OF FENDI TIMEPIECES

#### OMEGA FIRST TO USE TOUGH NEW CERTIFICATION

tephen Urquhart, President of Omega, tells BWDN

about a tough new watch certification and a "mean ingful" golf partnership.

BWDN: Omega and the Swiss Federal Institute of Metrology (METAS) announced a stringent new watch certification. What is its significance?

Stephen Urquhart: This certification, which will be given to Omega Co-Axial Master Chronometer watches, is significant for several reasons. First, it's vali-dated by METAS, the institute of the Swiss federal government that is the centre of competence for all matters involving measurement and measuring procedures. This METAS certification represents a new quality norm. To receive it, a watch must be resistant to magnetic fields of 15,000 gauss; must perform within a tolerance of 0 and 5 seconds per day; be tested for autonomy - that is, the power reserve without winding - and for water resistance. The METAS certification is for the entire assembled watch. The COSC certification, which has long been our industry's standard for chronometers, only tests uncased movements without their rotors. The METAS certification won't replace the COSC but is

nother quality norm for Swiss watches. Watch buyers will know when they purchase a METAS-certified Omega Co-Axial Master Chronometer that it has passed all the tests and they can access those test results online.

You call Omega's new ten-year partner-ship with the Ladies European Tour "strategic and meaningful". Why's that?



Our support of golf around the world is well documented and the growth of women's golf in recent years is impressive. The Ladies European Tour (LET) has the potential to attract more attention to the sport. It includes very talented golfers, including our newest brand ambassador, Charley Hull, who in her two years as a professional was Rookie of the Year (2013) and Order of Merit winner (2014). Another impor-tant milestone in women's golf is the Rio 2016 Olympic Games. Both men's and women's golf are returning after a 112-year absence. An Olympic Games gold medal in women's golf will have exactly the same value as the men's. This incredible platform will show an enormous global audience how talented the world's best women golfers are.

Tell us how Omega is doing in Latin

We are enjoying an increased profile and solid growth. Our Official Timekeeper role at the Rio 2016 Games will add significantly to brand awareness in Brazil and throughout Latin America. We have boutiques in Mexico, Argentina, Brazil, Chile, Columbia and Panama, as well as outstanding retail partners in other countries in that part of the world.

#### What are Omega's big debuts at Basel-

world 2015?
We're launching new products in all our watch families. The METAS quality norm for our Master Co-Axial calibres is very important. With their incredible magnetic resistance, our Master Co-Axial calibres are redefining the potential of the mechanical movement, just as our Co-Axial calibres did in 2007. It's an exciting year for Omega and all the products we're launching are distinguished by innovation, quality and design. 1.0. C25D MONDAY, MARCH

#### HIGHLIGHTS

#### EXCITING NEWS AT HUBLOT

CEO Ricardo Guadalupe tells BWDN about new brand ambassador Bar Refaeli, a new price range and - of course - new timepieces.

#### READY, SET, GO

Chronographs maintain their strong standing in the world of watchmaking. Have a look at three extraordinary debutants.

#### SUCCESSFUL WITH A STRONG RANGE

With refined mechanical time-pieces, Mido expects to keep up with its record year of 2014, reports CEO Franz Linder.

#### 14 TAKING TO THE AIR

Deeply rooted in the tradition of Swiss watchmaking and aviation, Oris is launching a new pilot's watch, among other thrilling timepieces. Executive Chairn Ulrich W. Herzog has details.

#### TRADITION WITH A TWIST

The moonphase, one of the oldest and most classical watchmaking complications, has once again given inspiration to many new timepieces at Baselworld.

#### "A FANTASTIC BRAND CARRIER"

GRAFF LUXURY WATCHES HOPE TO GROW YEAR BY YEAR AT BASELWORLD

hile always a jeweller first and foremost, CEO of Graff foremost, CEO of Graff Luxury Watches, Michel Pitteloud, is proud to be showing watches alongside the best in the industry. For the past eight years, Michel Pitteloud has been working on the establishment of watches under the Graff Diamonds brand. Now, it is all about adding new and exciting materials, dials and move-ments to the watch line-up.

#### BWDN: What was the most impor-tant debut of Graff Diamonds at Baselworld this year?

Michel Pitteloud: The Fascination, of course, as our major prestige jewellery watch that is interchangeable and the Disco Butterfly in the regular collec-

tion. For men, the Diamond Master-Graff Structural Tourbillon Skeleton without a doubt. We are proud to have been able to set the bridges with baguette-cut diamonds. This required a solid block of gold and a new gemsetting technique.

#### What do you hope to achieve with your participation in the show?

Year by year, we hope to grow our watch business globally, while remaining a jew-eller. The watches are a fantastic brand carrier for us.

#### Give us an example of a proud moment

for you in the history of the company. The day Laurence Graff decided to put his name on the watches - because that meant that the watches corresponded to the philosophy of the company

#### How will you develop Graff Diamonds watches?

By adding new movements, by constantly working to improve materials and dials, by adding more complications and more bracelets - and by further developing our deployment buckle, which has already received a patent.

#### What do you personally appreciate most at Baselworld?

The set-up of the new halls, the ambience and the brands next to us. We also appreciate the quality of the customers visiting our stand and the high activity level of the halls in general. 1. I. DSI



Michel Pitteloud, CEO of Graff Luxury Watches



QC QUANTIÈME CLASSIQUE

Pink Gold 18 carats,
Quantième red half-moon
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the date of the month,
Self-winding movement
with 42 hours
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## BASELWORLD DAILY NEWS——

BASELWORLD . THE WATCH AND JEWELLERY SHOW . BRILLIANCE MEETS . MARCH 19 - 26, 2015 . WWW.BASELWORLD.COM

#### EDITORIAL



Dear Ladies and Gentlemen,

Basel is a highly attractive city. But whenever Baselworld visits our city, it becomes even more charming and appealing! There is no doubt about that. During the eight days when the world's most prestigious Watch and Jewellery Show takes place, there is always a very international flavour in the air. That is why it is a real pleasure to welcome exhibitors and visitors alike to Baselworld 2015!

Basel is a vibrant centre for knowledge and exchange as well as a place of innovation. And we are very happy that Baselworld 2015 adds to this with the presence of the largest and most prestigious brands, the emerging talents in the world of design and, of course, the finest retailers. The coming together of high quality, brilliance and exclusiveness from 40 countries here in Basel creates a magic environment, which brings us right into the spotlight of the world's media.

I am tremendously delighted to get a closer look myself at this year's attractions, which, once again, will range from intricate watches to the most beautiful jewellery. I will certainly enjoy this very much. And I hope that you too will enjoy this year's Baselworld 2015, as well as the city of Basel itself as an important place for exhibitions.

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

#### HEARD IN BASEL

"We see Baselworld as the global voice of the luxury timepiece and jewellery industry, so there is no better platform to commence the global launch of Fabergé's new collections."

ROBERT BENVENUTO, PRESIDENT AND COO OF FABERGE.

#### THE GREEN WAY ON THE RED CARPET

'THE JOURNEY' CONTINUES: CHOPARD DEEPENS ITS COMMITMENT TO SUSTAINABLE LUXURY

he success story that Chopard began in 2013 with its multi-year 'The Journey to Sustainable Luxury' programme is commencing a new chapter with the support for another small-scale mining community in Bolivia. Together with Eco-Age and its Creative Director Livia Firth, Chopard initiated 'The Journey' programme two years ago, thereby becoming the first watch and jewellery manufacturer in the luxury sector to support small-scale mining communities in the process of qualifying according to the Fairmined guidelines. Chopard also promotes education and social insurance for the people in the community and helps them to protect their environment.

After a first project at a small-scale mining community in the Colombian province of Nariño, this second project channels Chopard's support to miners in the Bolivian highlands. Situated at an altitude of 4,000 metres above sea level in the Andes, this community is one of Bolivia's largest independent cooperatives — with 98 members, including 78 women.

Chopard's haute joaillerie is manufactured in accordance with the ethical standards of the Green Carpet Challenge (GCC) and sold under the name Green Carpet Collection. The first creations in the collection were unveiled at the Cannes Film Festival in May 2013.



In subsequent years, famous actresses were delighted to wear these 'fairly sourced' treasures as they proudly presented the 'green' jewellery on the Festival's signature red carpet.

Earrings from

the Green Carpet Collection.

At Baselworld 2015, Chopard is presenting new haute joillerie jewellery for the Green Carpet Collection as well as another watch in the L.U.C Fairmined line: produced in a limited edition of 250 timepieces, this new model relies entirely on fairmined gold for its bezel and for the sides and back of its case.

"Thus far, we've unfortunately only been able to produce a small number of pieces of jewellery and watches from fairmined gold, simply because the volume of sustainably mined raw material isn't sufficient for a larger production run, yet," admits Chopard's Creative Director and Co-President Caroline Scheufele, who is, at the same time, pleased by what has been achieved to date: "We are proud to take the next step on our Journey to Sustainable Lux-step on our Journey to Sustainable Lux-ury. It has not been easy, but the results are incredible. We can truly see the differences that we are making in the mining communities." Her brother Karl-Friedrich Scheufele, Co-President of Chopard, adds: "It has been very important to Chopard to continue with our bold commitment. Investing in these mines is crucial to supporting the lives of people who make our business possible. Over a thousand families have benefited from our initial commitment of social, environmental and training programmes. Now we are going to be able to expand this commitment to touch many more lives."

TUESDAY, MARCH

24.

#### HIGHLIGHTS

#### 02 FROM PARIS, WITH LOVE

French high-end luxury brands delight with extraordinary timepieces combining expertise and timeless style.

#### 04 HOROLOGICAL HERITAGE

Glashütte Original stays true to its roots by launching refined watches inspired by Saxon tradition. Yann Gamard, President and CEO, has the latest news.

#### 08 A TRADITION OF EXCELLENCE

Carl F. Bucherer once again presents exciting timepieces for gents and ladies.

#### 10 MANUFACTURING BRILLIANCE

New Eterna CEO Robert Dreyfuss shares his goals for the traditional manufacture and talks about the new chrono graph movement.

#### 27 WATCH GALLERY

At a unique platform in Hall 2 independant watchmakers are presenting a wealth of diversity and some of the most spectacular picces of this year's Baselworld. A must-see for all watch lovers!

#### "ALLURE, ELEGANCE, PURITY"

PRESIDENT OF CHANEL FINE JEWELRY AND WATCHES, PHILIPPE MOUGENOT, DISCUSSES CORE VALUES EMBODIED IN NEW TIMEPIECES

President of Chanel Fine Jewelry and Watches, Philippe Mougenot, talks about the brand's new watches on display at Baselworld.

BWDN: The J12 has triggered a real trend for ceramic watches. How does Chanel continue to develop and distinguish itself?

Philippe Mougenot: Ever since it was first created in 2000, the J12 has embodied the values inspired by Gabrielle Chanel's universe: allure, elegance, purity, masculine-feminine features and innovation. From a creative point of view, the J12 is the perfect illustration of the codes and values of the Maison: fluid lines, innovative materials and audacious colours. These intrinsic qualities enable

us to pursue endless stylistic possibilities, as reflected by the new watches we are presenting at Baselworld this year.

Apart from the J12, what other new items are you launching at Baselworld? Our two other collections, Première and Mademoiselle Privé, are also given pride of place thanks to their broad offering in the high-end category, notably including complications, Métiers d'Art and high jewellery models.

Are you considering launching a new watch for men in the long term?

Chanel will continue to make regular forays into the world of masculine watches but will remain first and foremost rooted in the feminine watch market.

#### What are your goals for 2015?

We will pursue our more long-term investments with the specific goal of a measured and balanced international development strategy. At the end of 2014, we had 52 boutiques, including 43 Fine Jewelry and Watches boutiques and nine Watch boutiques. Our distribution policy is deliberately very selective because we feel that the point of sale should be a special showcase for luxury products. Chanel Watches are distributed through an exclusive network of 473 retailers, whereas our jewelry pieces are only available in our Chanel Fine Jewelry boutiques. In 2015, we will be re-opening our boutique on London's New Bond Street with four times the floor space and our first original boutique in Vancouver, Canada.



Philippe Mougenot, President of Chanel Fine Jewelry and Watches.





le Solitaire

White Gold 18 carats with Diamonds and Emeralds.

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## BASELWORI DAILY NE

BASELWORLD . THE WATCH AND JEWELLERY SHOW . BRILLIANCE MEETS . MARCH 19 - 26, 2015 WWW.BASELWORLD.COM

#### EDITORIAL



And in the blink of an eye, eight eventful days have passed and the culmina-tion of another excellent edition of Baselworld is in sight.

During this newsworthy week, the international press has been hard pressed to relay all the exciting new trends and images and reports of the new collections to their readership and consumers around the world. And in this digital day and age, with everything happening instantly, people on every continent have been receiving regular updates as they occur. The upshot of all this reporting is that consumers have been given inspiring teasers that will have them flocking to the stores to actually see and feel these items in real life and purchase them once they hit

the market later this year.

Over the past few days, I have received a great deal of positive feedback from people who return to Basel year after year. They do so mainly because Baselworld affords such special features that can only be experienced here: direct contact, dialogue and a singular sensation. And, without doubt, also because Baselworld is the most important event for the watch and jew-ellery industry.

I hope also that you, as our guests from all over the world, enjoyed your stay in Basel and that you were able, over and above all the business on hand, to spend some equally important off-

time socialising and sight-seeing.

I am already looking forward to seeing and welcoming you at Baselworld again next spring, so ple date for Baselworld 2016!

SYLVIE RITTER. MANAGING DIRECTOR BASELWORLD

#### HEARD IN BASEL

"I am extremely pleased with business at Baselworld. For us, the big shift this year is the significant business growth we're seeing in Europe."

GREGORY THUMM, PRESIDENT OF BULOVA CORP.

#### DRIVING THE PULSE OF THE MARKET HIGHER

BASELWORLD 2015 BOOSTS ITS LEADING POSITION

his year's Baselworld reaffirmed the trendsetting event's global importance for the watch and iewellery industry. Overall, the show has been a positive one for the watches and jewellery brands. Sylvie Ritter, Managing Director

Baselworld, says: "As the trendsetting hub and epicentre of the entire industry, the show sent out waves that reverberated around the world. With each success sive year, Baselworld strengthens its position as the leading show in its sector."
François Thiébaud, president of the

Swiss Exhibitors' Committee, is like-wise convinced: "The entire industry is reflected here in its full excellence. Based on responses from the brands, we can conclude that this year will be a positive one for the industry."

Chopard's Co-President Karl-

Friedrich Scheufele agrees: "Baselworld is each year's most important milestone. We can meet our key customers from all over the world and share ideas with them in Basel."

"We are very pleased with the brand momentum we have generated at Baselworld. It has been an exciting return for us and we will take this momentum into our expansion plans to Europe, the Mid-dle East and Asia," says David Chu, CEO of Georg Jensen.

Ulysse Nardin's CEO Patrik Hoff-man says: "For me, it is important to see how people react to the new products here because it shows how business will



Uniting all keyplayers under one roof, Baselworld 2015 had a high level of attendance

be for the next few years. We get feedback not just from one market, but from all markets. Baselworld is the beginning of a cycle.'

The generally optimistic mood in the halls was also noticed by Jean-Daniel Pasche, President of the Federation of the Swiss Watch Industry. Bulova's President Gregory Thumm says: "I am extremely pleased with business at Baselworld. We had a very robust show,

writing orders matching our expecta-tions." Jean-Claude Biver, President of the watch business unit at LVMH, sum-marises: "Our new items were warmly received. All in all, we're very satisfied with Baselworld 2015. The results are excellent and they exceeded our expectations." Omega's President Stephen Urquhart agrees: "This 2015 edition of Baselworld is in line with our expectaWEDNESDAY, MARCH

#### HIGHLIGHTS

#### BUILDING ON A STRONG IDENTITY Antonio Calce, new CEO of

Sowind Group, shares the latest company and product news of Jeanrichard.

#### THE CHIMES OF TIME

Bulgari weds technological advancement with sophisticated design in its latest Daniel Roth and Octo timepieces.

#### A MINI LAND OF WONDER

As a key theme in Haute Horlo-gerie this year, Métiers d'Art watches express with the highest skills of craftsmanship. See some of the most exceptional pieces.

#### SETTING THE SAILS

Swiss brand Corum draws on 60 years of rich watchmaking history combined with sublime design. The new watches set the course for success in the future

#### A LA FRANÇAISE

The watch world welcomes a new member at Baselworld. With sophisticated jewellery watches, Champs Elysées is making a grand entrance.

#### LA MONTRE HERMÈS WITH NEW CEO

LAURENT DORDET SEES STRONG GROWTH POTENTIAL IN TIMEPIECES

a Montre Hermès appointed Laurent Dordet as its new CEO in February. Dordet was most recently CEO of the leather division Hermès Maroquinerie Sellerie. The 46-year-old manager has been with Hermès in textiles and leathers since 1995.

#### BWDN: Have you been involved in watches at all up to this point? It's true I'm not a watchmaker, but I'm

passionate about watchmaking. This is an industry that has always appealed to me, especially when I was working in the tanneries and in contact with the watchmakers. I'm fascinated by the high craftsmanship, the quality, and the crea tivity that guides all the brands. I will do my best to apply my experience in industry and craftsmanship to La Montre Hermès and make sure we uphold the values of Hermès I've lived by for

#### Have you visited Baselworld before?

I visited the show some years ago and was really amazed by the creative inspiration both in terms of watches and infrastructure with impressive stands reflecting the DNA of each brand. It shows a very wide market with strong, stimulating competition

#### Do you foresee making any major changes at La Montre Hermès?

Today, the watch business represents approximately 4 percent of total Hermès sales. This division shows strong potential for growth. The strategy will not change, although we will implement a few tactical actions that will firstly help increase interest in our watches for both men and women, and secondly to help us to achieve watch-making legitimacy. It is a bit early to share my ideas, but the actions will concern various domains such as pro-duction linked to the supply chain and creation to offer a wider choice to our

#### Tell us about the new Slim d'Hermès from your perspective. Why should a consumer choose to buy this product? We were looking for an elegant, classic,

but also contemporary piece that speaks to the essential codes of the brand. It should appeal to men and women looking for a piece that reflects Hermès' values, high quality, and creativity.



Laurent Dordet, CEO, La Montre Hermès



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### HONG KONG & MACAU



# MITTLE J 思琦妹

的澳門兩日豪玩之族。既然是"豪玩",那當然少不了名車、名樣、名首飾以及名服裝了,就讓我們跟著穿得美美的 剛踏入六月,空氣中仿佛已經嗅到夏天的味道,就在這尚未算最熱的天氣時,香港小姐冠軍楊思琦來到澳門,展開她 思琦妹、品嘗特色而精緻的美食、欣賞獨特而迷人的風景、來一次不一樣的澳門體驗!

TextTracy Lee Photo-Franky& ≅58 Hair:Ray Ip@Pono Salon

Makeup Artist:Maza Lim - Joanna Cheong - Stella Ng

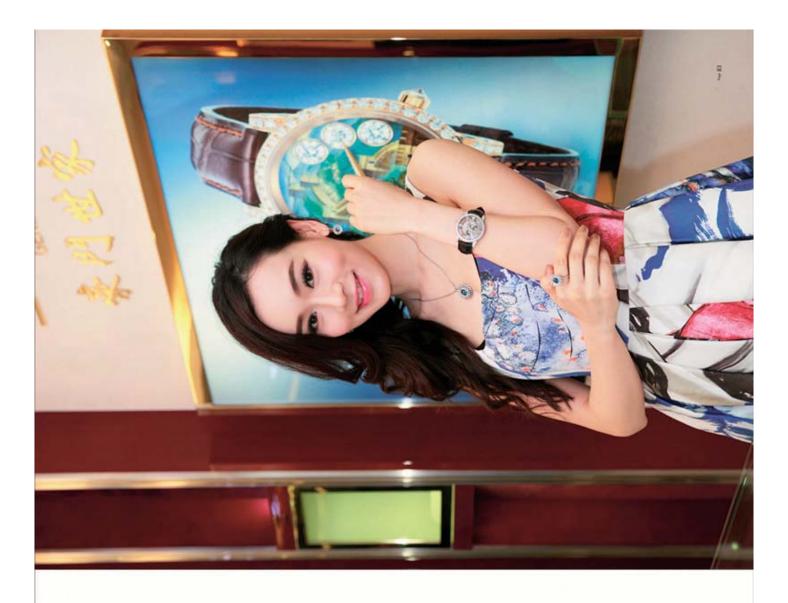
非装貨品: Moschino · Calvin Klein

手條實驗:SARCAR 臺門世家

汽車貨粉:養馬汽車(強門)有限公司 珠質預算: Carrera y Carrera 特別裁算: Jose 戴羅譜

特別時期:澳門文學東方指店・澳門威尼斯人遊戲村酒店・

**就**環海天酒店·新好彩頭海鮮火館



# 楊思琦 Personal File

代表作品:《宋展行题》《招班歌题》 別名:思現妹·大貴雄·可愛精薑 報報:減路・数字 R.A.: 164cm

(国馬等機) (銀可一助) (廉政行動) 中文名:展思珠 外文名 Shirtey





# 速度與激情的享受 BMW Z4



院然是"思斯殊樂玩演門",贈遊漢會 坐四十萬?據然不是,此次思琦集的廢業是 香草配上思珠珠瑶位大美女,再当成為一頭 短而有力的尾部設計·都是 24 的魅力所在。 所一代 BMW 實馬 Z4 級強階票,每長、光導 舒展的發動機器、舒適的異數員及業客整備。 新的風景線。

限前這種實馬 Z4 雙門硬頂的車雖然只是 **静静地停放在温囊、但全身所就登出的魅力** 權時尚而又復古,叛逆卻又正統的雙重性格, 24 完全有能力聚聚训住每一個經過其身邊人 部是每一個愛車之人都難以抗拒的。透著一

以及 0 ~ 100km/h 加速時間確認 6s 的表現早 居上安全帶之後, 翻著 Z4 息度狀態下發動機 傳出的渾厚而動簡的聲音·有誰不想親自去 職物一下続う指指身分一身 MOSCHINO 統紅 整裝,型格十足的思路床,坐在腳尾的 Z4 攤, 最大拉車 195kW 指導價值是 315N·m· 已終 Z4 的道双杨遵顯。特別是坐推與稅室。 也是讓小橋有點微萬不已呢。

局受完達度同激情後・當然要求一個章 按問輔正照所依依留的, 上班十八名號接頭 天度假酒店·伴随降海沟雅·在郁郁葱葱 的自然美景中來用酒店的精緻下午甜品。韓 中草莓小道糕以及包彩蕉粉的夏日特飲机是 思斯妹的最爱。

服务内配物

Camera y Carrera Gardenia 格子花馬利項酬 Camera y Camera Gardenia 格子花馬利耳環 Carrera y Carrera Gardenia 核子花斯列成類 MOSCHINO 2015 枚条件 Barbie 系列 Sarcar Lady Solitains 系列文的图形

行程了——世事河。





# 文華東方酒店 豪華客房+貼心服務

性備了。這次思時妹入住的是主打贴心服務的澳門文單東方面店寮埠景 致复房,望著無路大海景,享受無偿不至的客房設施和服務,排進一天 下午茶也喝完了,畢竟今天從香港"黑雨"中來到海門, 玩了一 下午也是一身我應、當然要回酒店小憩一下,要是精神班接換上的英味

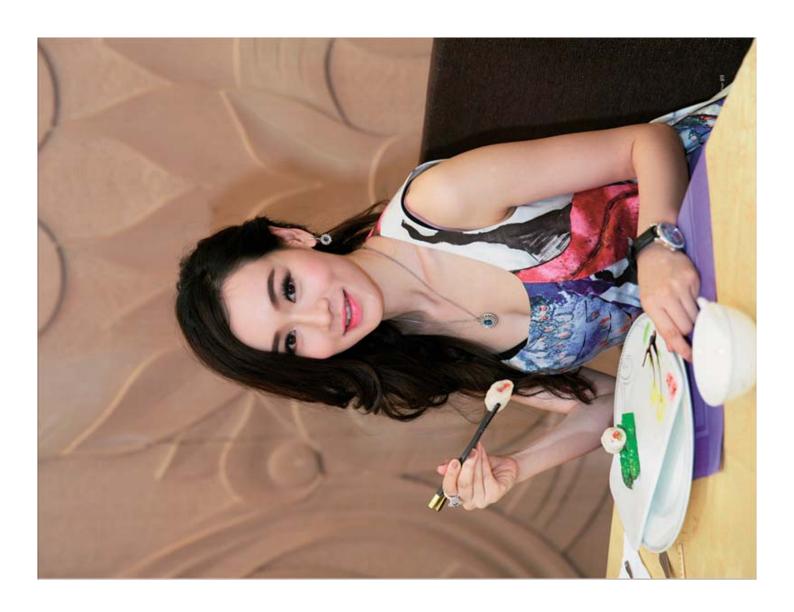




景觀,还仔大績或信靜英麗的南漢湖。而房間的色調以素順中性的體 文學東方遊店处重房位於酒店的第 13 層和 15 層之間,融合了時 后的现代风格的深方色彩,黄紫的胶叶可吹黄则满门整恒奋湖的井匾 色為主,配合精緻的羅政和柔和的提光讓人覺得格外放糕。91 平方米 的房間除了環境寬格舒遵外・匯配有亞旗床上用品的特大床在大员室。 **核故臺·窗口旁邊的大浴缸·化妝開和壁式衣櫃等一雕模全。相信在 电器的客廳也沒有精美的數墊產精。浴室則採用大理石,玻璃漆浴間。** 如此舒廉的阿爾伯國、即馬林也第一夜好戰。

Carrera y Cerrera Croulos De Fuego 飛星系列研練 Carrera y Cerrera Ceculos De Fuego 飛星系列工模 Carrera y Cerrera Ceculos De Fuego 飛星系列工模 Sarcar Odyssey 系列女祖服表 Calvin Klein Collezioni (63) SMARCH



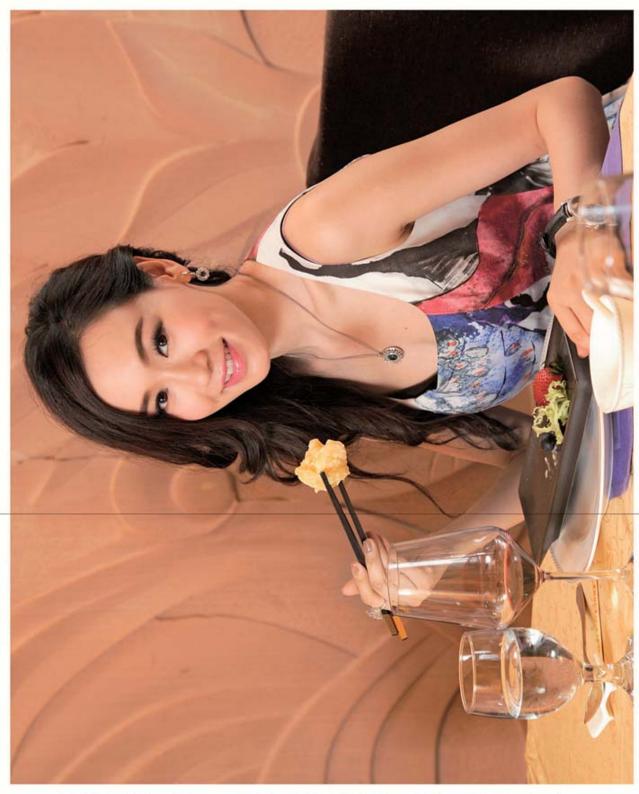


整個後襲思時妹伸了面質各級美食外。個和澳門国銀主持人Jose 各些每了很多工作和生活上的變奪。一該組工作。當然少不了最近思時 在內地拍攝的電視線(電戰危域)了,當次拍攝低代革命器材、對於即 可錄來設也是不小的遊職,除了經常有與打場面,鐵關會受傷外,用普 適區以臺灣對於營港人的原味陳東提也是有點類度;一層貼的時候就 會盡服用普通認得臺灣,總著方便使用監督點對時上口型。但是反前 轉演和對主角都要非使用讓東基結整圖。因為這樣更容易決購感情。所 以最後除了比較簡單短度的句子我會用普通話外,其餘我都會用廣東話 與。"

雖然工作偿偿課題,但是只要一有時間,即時就會盡量指在女兒 身建,親自送女兒上學,對女兒的飲食也是十分注意,所以對於即時來 說,現在的結構本沒有"發開"一說,即使是休息,因為賣問題女兒, 職戰時間也不足五小時,確實是辛苦。









# 碧濤意國漁鄉 正宗家庭式傳統意式料理

最後一天的漢門行程。當然也是少不了美食了。漢門是一個集合 參觀元素的地方、因此除了品質地面的廣東美食外。一貫其他國家的特 色質食也是行程的一種護士。而結次您與核菌排的是漢門或尼斯人證算 無關漁鄉。品質正常的傳統是式料理。

報導意限治導的整體設計時间,無論是沒是的大吊使。但是国味 十足的石榴、都總顯觀太利特色。另外餐廳匯沒有室外的購不用餐罐。 可以在藍天白雲的貨景下。一緒享受戴太利敦食。一遍把下麵決治的醫 波英原盤收原底。



Total Media, Totally 10: Gafencu's Gala Anniversary

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Winter Wonderbrands:

Cool cuts and chilled looks

# Thrillanthropy

William Louey Lai-kuen on the joy of just giving

NOVEMBER 2015 HK\$25















Automatic Gentleman Collection, with diamonds

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

Retail Price: HK\$1,725,000

Macau Boutique : G/F, Shop No.033, Macau Landmark, 555 Avenida da. Amizade, Macau Tel: (853) 2878 5118

**Authorized Dealers** 

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G/E., Ko Wah Building, 67 Percival St Prince Jewellery and Watch Shop B - C, G/F., 58 Russell Street.

Teh 2525 5478 Teli 2892 1920

Tung Hing Watch Co., Ltd.

Shop E to F, G/F., Everest Building, No. 241-243 Nathan Rd. Teli 2736 6929 Shop C, G/F., 617-623 Nathan Road, Mongkok. G/F, 581 Nathan Road , Mongkek. Zhong Xing Watch

Shop Unit 01 to 03, G/F., Pioneer Centre, 750 Nathan Road Tel: 2994 0008 Tel: 2710 8166 Yau Ma Tei Premium Watch & Jewellery Ltd. G/F, Lung Ma Building, 552 Nathan Road, Yau Ma Tei.

Sole agent

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





# Power 2015

Broken English: The Talk of Hong Kong

Christmas in the City:

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DECEMBER 2015 HK\$25















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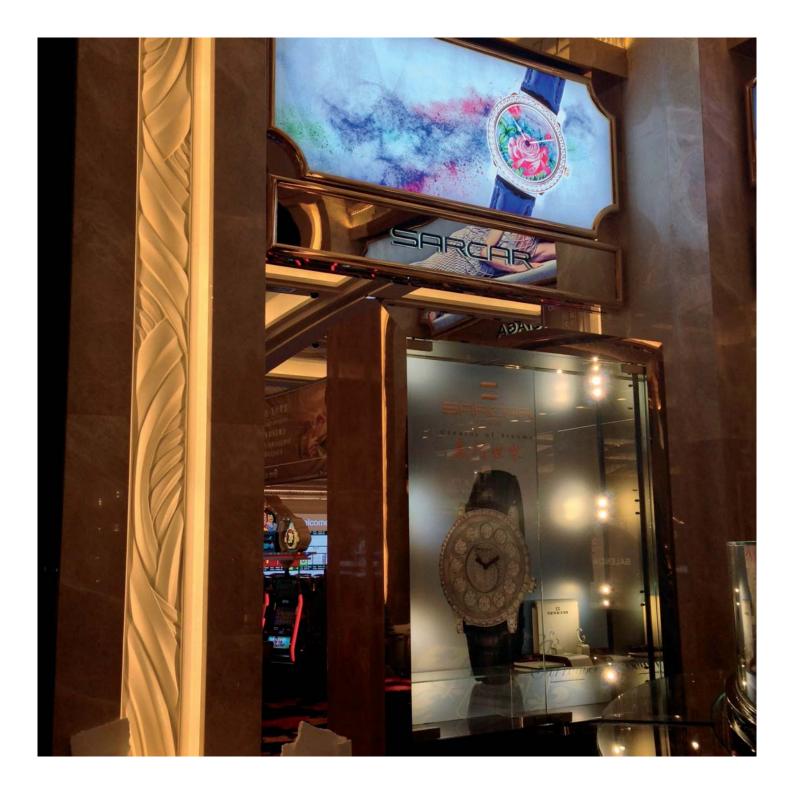
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The Galaxy, Macau



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# MIDDLE EAST

## FEB.23,2015 - ALRAYA NEWSPAPER

SARCAR

Creator of dreams

le Solitaire

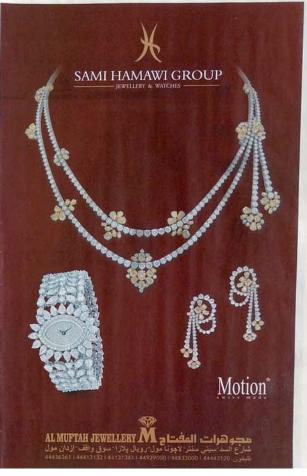
Pink Gold 18 carats with Diamonds and Rubies

طحو هوات المقتاح المكالم المك













ەزىتىتە.. تحرز قصب السبق في عالم البحَّار مَعُ أَعجوبتُهَا الجَّديدةُ

«رويال أوك أوقشور».. من رائع إلى أروع

ميتشارد ميل».. الغخامة التصميمية حينما تمتزج بالطبيعة الرياضية

لأوفسين بانارايه تتسلق قمم التميّز مع الومينور ١٩٥٠ء

«کارتییه»..

تفاجئ الجميع بتحف زمنية مثيرة

# سارکار

أحدث تشكيلة



وكشفت مساركار» مؤخراً عن مجموعتين من الساعات الفارهة تتباهى بقيم الأناقة والترف التي يسعى إلى اقتنائها دائما الرجال والنساء على حد سواه، وتتوقر هذه التحف الزمنية الجديدة من مساركار» داخل بوتيكات مجوهرات الفتاح»، حيث تجتمع أبهى وأفخم منتجات ماركات الساعات والجوهرات في عالم الفخامة المترفة.

### مجموعة اكاروسيل

تلبية لتطعّات الذين يقدّرون قيمة الوقت، طرحت «ساركار « مجموعة ساعاتها «كاروسيل» الحافلة بسمات الإبداع والتميز ، والتي تستعرض الأفكار المبرة الدار في دنيا الساعات وفي قلب كل ساعة بهذه الجموعة نتبض الية ميكانيكية شهيرة بهدف تحقيق الدقة التللي في قياس الزمن، وزودتها بأجزمة من جلد التمساح ننتهي بمشابك من الذهب المرضع بالماس، وسينعم كل من يحالقه الحظ باقتناء إحدى ساعات هذه المجموعة بإطلالة ساجرة بقضل منطقة منتصف اليناء المرضعة بأفضل المنطقة منتصف اليناء المرضعة بأفضل

### رسو ليتمر ر

مجموعة ساعات رائعة تتباهي بأفخم الأحجار الكريمة، وهي تضم ساعات نسائية ورجالية، مصنوعة من الذهب الأبيض عبار ١٨ قيراطا بترصيع متنوع من الزمرد والصغير والماس بأسلوب يأخذ العقل، كي تكتمل روعة ملتها وتبدو في غاية الأنافة والجمال حجماً وشكلاً، ويتسلل من شكلها التحني بطريقة غير عادية إحساس شعري تعززه أنافة كلاسيكية نابعة من حزامها للصنوع من جلد التمساح الذي ينتهي بمشبك مرضع بالمامات البهية، وتعبل ساعات هذه الجموعة بحركة كوارتز تعدما بالطافة اللازمة لقياس الوقت بدفة عالية، وتعلو العلبة







# ساعات «ساركار» الجديدة.. إبداع مذهل يكتسي ثوب الفخامة

يقترن اسم «ساركار» بقيم الامتياز والتفرّد، فمنذ أن تأسست عام ١٩٤٨ علَى يد المبدع كارلو سارزانو انتعجت طريقاً صعباً محقوفاً بالتحديات من أجل إنتاج ساعات فاخرة بآليات معقدة آسرة. كان الشغل الشاغل لسارزانو هو ابتكار ساعات ثرية بالتقنيات العصرية ومغلَّفة بتصاميم في قمة البراعة. وعلى مر تاريخها، ظلَّت «ساركار» متمسكة بفلسفتها التى تحثُّ مبدعيها على مزج أحدث التقنيات المعروفة معٌ خيرات وإتقان جهابذة صنَّاع الساعات، بهدفَ إنعاش المفاهيم التصميمية القديمة والحديثة التي تشُكلت وفقاً لمتطلبات سوق الرفاهية. حتى ينعم عالم الساعات بمودياات ثرية ذات أداء عال، وابتكارات جديدة، وأناقة راقية.

مجوهرات

## مجوهرات المفتاح تتألق بباقة من أرقى الماركات

### عبد الرحمن المفتاح: عشّاق التميز في عالم الساعات والمجوهرات يترقبون المعرض

الجوهرات والساعات اصحوا يترقيون دورته عاما ومعرف مند دادية العالمات محرض التوقيق دورته عاما ومعرف والمناف العالم التوقيق ومن دورته عاما موضات والمناف والساعات معند علقت كامل الدائها التي سعت محوورات المقات حقلات للدائم حقلات المقات والمتعرزة وصفت بالمعيزة جدا، حدث استطاعت أن نمو محمم الإقبال على النمو حمم الإقبال على المحاورات المؤلف المحدودة على عرفية أن محتلم ومنا المحدودة في مجال عرفية أن محتلم ومنا المحدودة في مجال





### تقدم لمماؤها إصدارات حصرية وخاصة









تطلق تشكيلة رائعة في المعرض





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ععرض الدوحــة للمحــومرات والســامات DOHA IEWELLERY & WATCHES EXHIBITION



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**EXHIBITION CATALOGUE** 

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5

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Life needs movement and this movement is Motion. MOTION watch is the secret of life and its beautiful figure. MOTION is a Swiss made watch, it is always elegant, attractive and very casual. Fully or partially set with diamonds, it is appropriate for all tastes and budgets. It can be bought at our agents in Lebanon, Gulf countries, Europe, Africa, United States, and ordered from anywhere in the world through our website www.motionwatches.com

من الأصالة إلى عصر السرعة والتكنولوجيا، برزت من المجهول لتقدم مزيجاً من الحركة والدقة والتصاميم الفتية مع الفخامة الجذابة. هذا ما برز في آخر مجموعة لها لاقت نجاحاً باهراً في كل أنحاء العالم بما فيه الخليج العربي، لما يعبر عن توجهات العصر الحالي. بالطبع نحن نتكلم عن دار MOTION وما تقدمه من شغف وتحد وموهبة، كلها عناصر كانت كفيله بنهوض هذه الدار وتثبيت خطواتها نحو المستقبل. يمكنكم زيارة موقعنا على الإنترنت لتفقد أحدث التصاميم.

### SARCAR

5

C/o. Al Muftah Jewellery Al Sadd Street, PO Box 4664, Doha, Qatar Tel: +974 44441320/1313 Fax: +974 44443121 Email: muftahdo@qatar.net.qa www.almuftah.com

Implanted in Geneva since 1948, SARCAR produces prestigious watches caracterized by the high quality of the manufacturing and the use of best quality of diamonds.

Over the years, the philosophy of the "House of SARCAR" has not changed much, constantly searching to harmoniously combine the latest technology with the scrupulous know-how and the dexterity of the very experienced watchmakers. Their efforts towards the realization of new and original concepts were directed to satisfying the even more demanding requirements of the market by marrying performance, innovation and aesthetic. With this aim, SARCAR fully lives up to its tagline as Creator of Dreams.

تأسست في جنيف في العام ١٩٤٨ لتنتج ساعات راقية بجودة ممتازة من حيث التصنيع وطبيعة الماس المستخدم. لم تتغير فلسفة دار SARCAR على مر السنوات. فالبحث مستمر من أجل مزج أحدث التقنيات بالخبرة والمهارة اللتين تميزان الشركة. ونحن

نركز جهودنا لتحقيق أفكار جديدة ومميزة من أجل تلبية متطلبات السوق المتزايدة من خلال جمع الأداء والابتكار والجمال لتصميم أروع الساعات.في ضوء هذا الهدف، تعمل SARCAR على الحفاظ على شعارها كـ«محققة الأحلام».

ساركار



Creator of dreams

(DÍ)/AS

LIPIZZANER STALLION

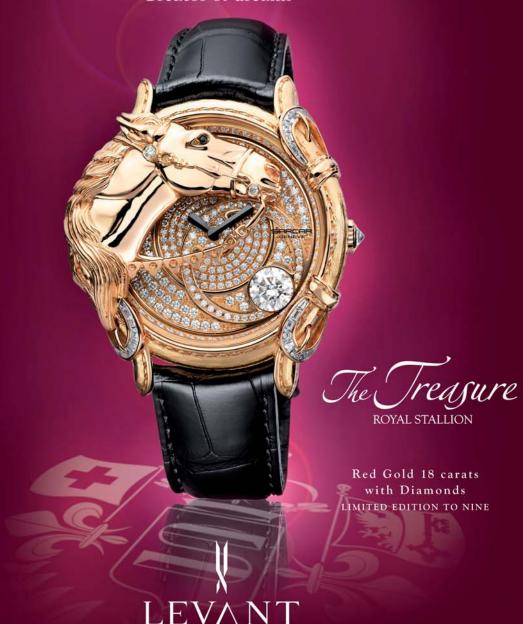
Red Gold 5N 18 carats with Diamonds. Dial in Mother-of-Pearl with Diamonds and Rubies.

ation by Sarsar Photo Marian Ger

محو هرات العفت على المحدد المعالم المحدد ال



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New Williams



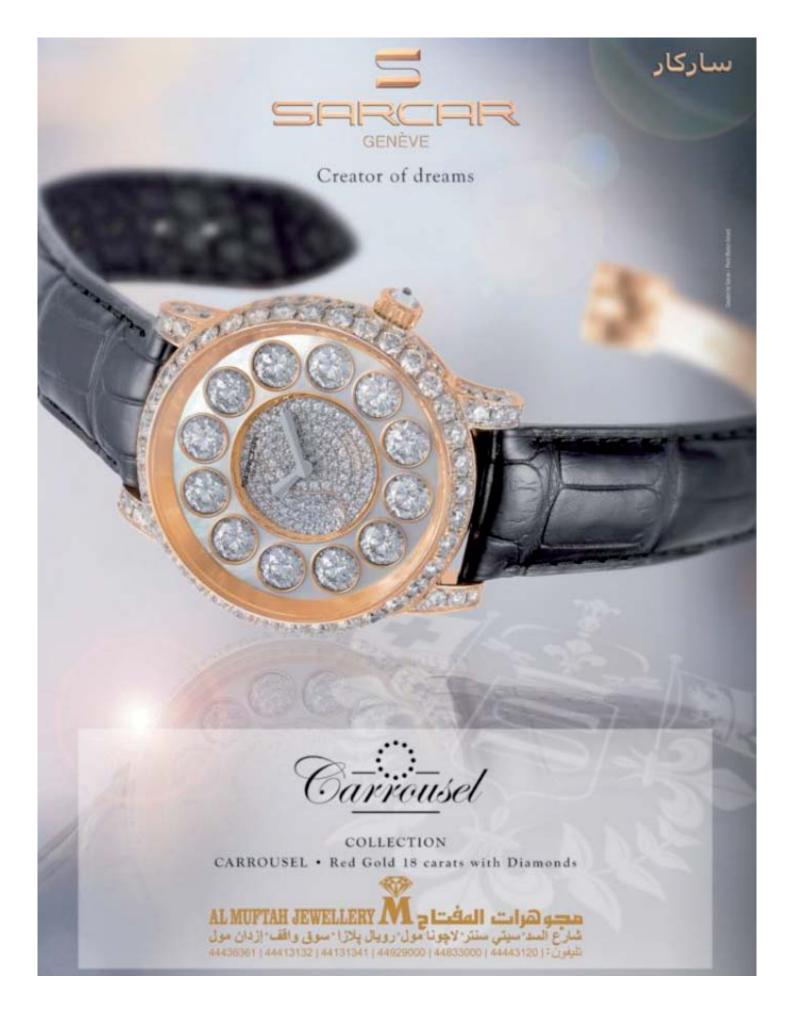
إيه لانغي أند صن: تكشف عن جيل جديد من أشهر أيقوناتها

شوبارده.. سحر المظهر وعبقرية الجوهر

،هوبلو، تتبنّی إستراتیجیة إحراز قصب السبق

«زينيث»..

نجم ساطع في سماء دنيا الساعات



## ساركار

تشكيلة جديدة

### عوهرات المفتاح شارع المد سيتي سنتر لاجونا مول رويال بلاز ا "سوق واقف" ازدان مول

ومؤخراً، كشفت اساركار، النقاب عن مجموعة من الساعات الرائعة التي لخترنا لكم أبرزها ممن تميز بتصاميمها الأنيقة وألياتها البديعة.

### ددا تویست،

في هذه الأعجوبة الزمنية المجوهرة، تسلُّقت اساركار، قمم الثمير وحلقت بعيداً عن منافسيها في أفاق الإبداع الخيالي. وتسحر هذه الساعة الأعن بماستها العائمة زنة قيراط ولحد في بحر الميناء المرصع بالماس البراق ضمن علبة من الذهب الرصوف بالماس أيضا بطريقة متشابكة على نحو معقد. ونقع تلك الماسة العائمة أسفل موضع الساعة ١٢، وتدور في كل الانجاهات دون عائق كردة فعل لأقل حركة صادرة من العصم، لتكشف بذلك عن فيض من الألوان الجذَّابة بقعل تلألؤها البرَّاق الذي يشع من سحر عارم وبهاء منقطع النظير،

### انورث ستارا

بإطلالة متفرَّدة الفخامة، تخطف هذه التحقة الجوهرة أبصار الناظرين إليها بأسلوب الترصيع الخَفِي المُمَّقِ بطريقة غير مسبوقة. وصدرت الساعة ضمن علبة تزداد إثارة ببريق الماسات المختلفة الرصعة على ميناثها الساهر بأسلوب بهي، فيما تَعَلَّفُ النّاجِ مجموعة من الماسات الرقراقة. وتشير هذه الأعجوبة إلى الساعات والدقائق بعقربين رغم صغرهما يشغلان مكانة بارزة وسط البناء

### «سوليتير جنتلمان»

تسود تقاصيل هذه الساعة روح الفحولة المزوجة بِالأَنَاقَةِ الشَّرْفَةِ، صحيح أنَّ الجوهرات يَعْلَبُ عليها طابع الأنوثة لكن توازن الطبة يجعل منها إكسسوارا مفضَّالاً لدى الرجال، تبدأ القصة من اليناء الذي يعلن عن الوقت بعقربين على خلفية لا تستوفي حق وصفها إلا كلمة إبداع لا يُضارع، الماسات متراصفة جنباً إلى جنب في مشهد يأخذ العقل، وتستكمل القصة روعتها عبر ألعلبة الدائرية البراقة بسمر مجوهراتها ثم التاج، وتنتهى إلى الحزام الجادي الذي رغم بساطة إطلالته إلا أنه يوفر راحة على العصم لا مثيل لها ورحابته منقطعة النظير.





# «ساركار» تقطف من غصون الإبداع موديلات ساحرة

منذ أكثر من ٦٦ عاماً، شهد عالم الساعات إضافة جديدة مميَّزة حينما أسس العبقري المبدع كارلو سارزانو ماركته الرائدة «ساركار»، وكان الشغل الشاغل لسارزانو هو ابتكار ساعات ثرية بالتقنيات العصرية ومغلَّفة بتصاميم في قمة البراعة. وعلى مر تاريخها، ظلَّت «ساركار» متمسكةٌ بفلسفتها التي تحثُّ مبدعيها على مزج أحدث التقنيات المعروفة مع خبرات وإتقان جهابذة صنَّاع الساعات، بهدف إنعاش المفاهيم التصميمية القديمة والحديثة التي تشكلت وفقاً لمتطلبات سوق الرفاهية، حتى ينعم عالم الساعات بموديلات ثرية ذات أداء عال، وابتكارات جديدة، وأناقة راقية.



Creator of dreams

# SINGAPORE

# HE BUSINESS TIN



MANAGEMENT Singapore's success puts global spotlight on its corporate leaders OPINION / 25

PROPERTY INVESTMENT REAL ESTATE / 17

### ONLINE ONLY

Read Boardroom Matters, a series of articles from the Singapore Institute of Directors, on BTinvest

### MARKETS

sn	3,431.59	-12.50
KL COMP	1,515.42	-6.60
NBOXD 225	19,471.12	-275.68
HANG SENG	24,497.08	31.15
SHENZHEN B	1,141.73	12.18
See and the last	44 30W SA	41.50

### BE DAILY

sangapore's insurancium; sector contractum; sector contracted more than expected in February, failing 3.6 per cent year on year on the book of plant closures during the Chinese New Year holidays, and muted external demand, TOP STORES / 4

aggressively going after new business while looking to pay down debt and strengthen its COMPANIES & MARKETS / S

New listings around the world raised 19 per cent less money in the first quarter of 2015 compared to a year earlier as the US ran into a dry spell, according to a report. COMPANIES & MAINCETS / 6



Following Warren Buffett's advice may be smart but nutritionists say that eating too many of the "junk-food" products made by companies he has invested in isn't quite as wise. CONSUMER / 14

exempted REAL ESTATE / 17

India is considering a sharper cut in emissions if rich nations cough up money and technology. GOVT & ECONOMY / 21

# Parliament pays emotional tribute to its longest-serving MP

Eleven parliamentarians take turns to deliver heartfelt eulogies that reduced many to tears



PH HOLDS MEMORIAL Ervice for Lee Kuan Yew

### New govt bond, easier ETF access ahead for retail players





# The Millenary Post

The Watch Collector's Guide to Good Living

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### NEW WAVE WATCHMAKING

Fluidic time was a novelty in the truest sense until our latest conversation with HYT's Dominique Renaud highlighted that hours and minutes aren't the only complications up their sleeves.

PAGE 3



### A PERMANENT RECKONING

Time flies when you're having fun; here are a few chronographs with which to quantify time's passage during your beachfront escapades.

PAGE



### TOOLS OF A MODERN KNIGHT

Bremont lends its chronometric expertise to Britain's new cadres of gentlemen spies in Matthew Vaughn's latest spy caper Kingsman: The Secret Service.

DACE NO

\$\$3.50

Issue 14 ASIA EDITION

A SYNONYM FOR ENDEAVOUR

THE CHRONOGRAPH COMPLICATION REPRESENTS THE HUMAN SPIRIT BEST.

By Jonathan Ho Mankind has travelled a long way. From timing the first horse races to an orbital trajectory accompanying astronauts on NASA's Gemini 4 spacewalk, the mechanical chronograph occupies hallowed position as a functional tool and today, a status symbol for the high achieving and the accomplished.

Even in the digital age, nothing beats the chronograph as a trusty companion. How can this be? For starters, a mechanical movement obeys the immutable laws of physics, a mainspring pushes the gear train, pushing the assortment and myriad of gears – everything just works. Ask Felix Baumgartner, the man who jumped from space, why he chose a Zenith; he'll tell you that computers break even when they were functioning minutes earlier. Digital deities are mercurial while your ticking companion, isn't and if the laws of physics were to break down, I can assure you that a non-functioning watch would be the least of your concerns.

Even as more take to using apps on iPhones for run times, I've yet to see a fellow trailrunner sans wristwatch. They might not be mechanical but they're proof that nothing beats the immediacy of a glance at the wrist. My running companion, an Omega Speedmaster, also happens to be powerful motivation — a symbol of what man can accomplish when we continue to push ourselves to the limits of human tolerance — We can reach for the moon and get there!

On a baser level, there are childhood heroes which we yearn to emulate: Steve McQueen is a primal example. A blue eyed, ruggedly handsome, walking fount of pure machismo — who hasn't yearned for a TAG Heuer chronograph (p. 16) since he sauntered on-screen with one on wrist and clad in a racing jump suit no less?

Truth is, as far as a complication goes, the chronograph occupies a sweet niche inviting everyone to sample the joint artistry of engineering and aesthetics. As a synonym for human endeavour, the chronograph is an exemplar of our earliest "smartwatches", computing times at ease, unmatched today, even by mobile devices. I don't have time for swiping on a screen, especially when I'm running at maximum lung capacity trying to break personal bests. For a hot blooded, speed loving Alpha male, there is simply no better emblem than a chronograph.





Dedicated to the fairer se

# MARQUISE

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# LE CARROUSEL

Luxuny comes full circle with 'Le Carrousel', which evokes etental prestige and precious The classically round impropers are destinguished by rotating softative damineds on the datal, each weighing 0.50 caras that serves as hour markers, coulding scinillating rays of Soblime in form, Le Carrousel' watches are embellished with more diamonds on the cast and inner dials and powered by self-winding movements.

In 18R white or pank gold version, each timopiece is complemented by a doubble sold crocodile strap with diamond set gold folding clasp and diamond studded crow

scintillates and mesmerisc

SARCAR Creating Beyond Limits

Carramon

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Regional Distributor Cheng Seng Emerprises Pre Ltd | +65 6296-2075

#### THE ART & HER MASTER

Jewel setter, micro pointillist, diamond cutter and all round artisanship.

Sarcar shapes the face of not just contemporary bejewelled timekeeping but also indirectly supports a field of rarefied crafts.

By Jonathan Ho



ften, no one realises the remarkable talent and vision required to take lifeless, formless chunks of precious metal, stones and materials and work them so thoroughly, shape them so passionately that the final products resemble not their base components but instead an exceptional masterpiece.

These skills are a precious heritage, some lost and only just recovering during the heady days of the Age of Industrialism. It's not a "machine science", these handcrafts are so complex that it has to developed over the centuries and then passed down from master to apprentice. Even as we cede more creative territory to computers and software, there stands a bulwark of traditional handicrafts – Sarcar.

The vocation is not an easy calling, you can learn the basic techniques in school but it's at the workshops where under the tutelage of experienced artisans can one further understand the true art of taking a dream and making it a living reality in the form of a solid, functional and artistic endeavour.

It takes ten years to master the basics and another ten, watching veteran artists at Sarcar, Geneve, produce masterful works like that of **The Treasure** collection, an emblematic series taking fabled creatures of lore and celebrating the mystique of our ancient imaginations with hand carved flights of luxurious fancy. Therein lies the challenge, Sarcar offers highly niche, highly exclusive products and in a field which requires repetition to hone delicate cuts and deft strokes of paint brushes the width of a human hair, it takes serial production en masse – something which Sarcar does not do.

Let's be honest, there's no premium and little prestige in something which is readily available on the arms of the hoi polloi. With Sarcar, Sarzano's founding vision takes a tradition of handcrafted watchmaking and combines it with top grade diamonds and gemstones, available only in highly limited, piece uniques or bespoke commissions, how then do their artists "train"?

#### LARGE ENOUGH TO BE STRONG, YET SMALL ENOUGH TO BE FREE.

Carlo Sarzano, Foundes

The short answer is that, they don't. Sarcar works with only master craftsmen. Their "training" comes in the perpetuation of haute de gamme watchmaking like those of Le Carrousel collection, exemplifying peerless gem-set artistry with the technical genius of a rotating setting allowing the stones to spin and glitter as stars in the night sky. In La Carrousel Marquetry, the art takes added dimension with the homage of nature's splendour – noble beasts illustrated with veneers of natural wood to form lifelike images like those from 16th century Florence. It is a talent so specialised that 17th century Parisian government ruled that ébénistes or marquetry crafters belonged in a separate guild from regular menuisiers or carpenters.

In the **Divas** collection, Sarcar gives voice to operatic gem-encrusted opuses. A objet d'art like a 'Divas Clef de Sol' is private invitation to a world of aural pleasures – white and black diamond keyboard motifs and the central radiance of the diamond-set clef, cradling a solitaire at her nadir. As if in statement saying, "it's not the end, only the beginning." In **Le Solitaire**, Sarcar expresses that pleasure needs no terminal, using a namesake stone which spins on a fully paved dial uninterrupted, signifying no end to desire and enjoyment. The sparkling solitaire set upon circular rotor speeds off with the slightest wrist movement, a seductive beckoning to marvel at her incandescence.

Who would you rather work on the Sistine Chapel? Michelangelo, Snadro Botticelli, Domenico Ghirlandaio and Pietro Perugino or Kevin, second year graduate from vocational art school? Sarcar is the place where dreams are born and a workshop to which young and veteran artists aspire, seeking a boutique studio to which exotic jewelcrafts and watchmaking can be given the ultimate platform for expression.





Going beyond fleurisanne engraving. Sarcar turns the Imperial Elephant into a majestic artpiece which incidentally tells time. The case itself is hand sculpted









#### DBS AGM

**CEO Gupta** 



Consumer goods firms should go shopping OPINION / 24

#### DESIGN SHOWCASE

Born & Raised at Tangs features

#### GOING PLACES

Arts professionals trained in S'pore making their mark abroad



#### MARKETS

76/500	CWG.
3,502.75	+6.51
1,546.08	-5.69
20,187,65	+\$3.75
27,827,70	-106.15
1,369,03	+14.19
10,083.91	+45.64
	1,546.08 20,187.65 27,827.70 1,369.03



#### Mapletree aims to double AUM: CEO

Five-year target of S\$40-S0b comes amid move to diversify beyond Asia, because regional real estate



#### More foreign workers axed last year than in 2013





## The Millenary Post

The Watch Collector's Guide to Good Living

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ALL THINGS DESIGNER

You could be using something Pininfarina designed right this oment and not even know it.



CRAFTER

A soul-stirring ode to the power of its past, to inspire nothing a Bovet timepiece has come but burning envy and lust.

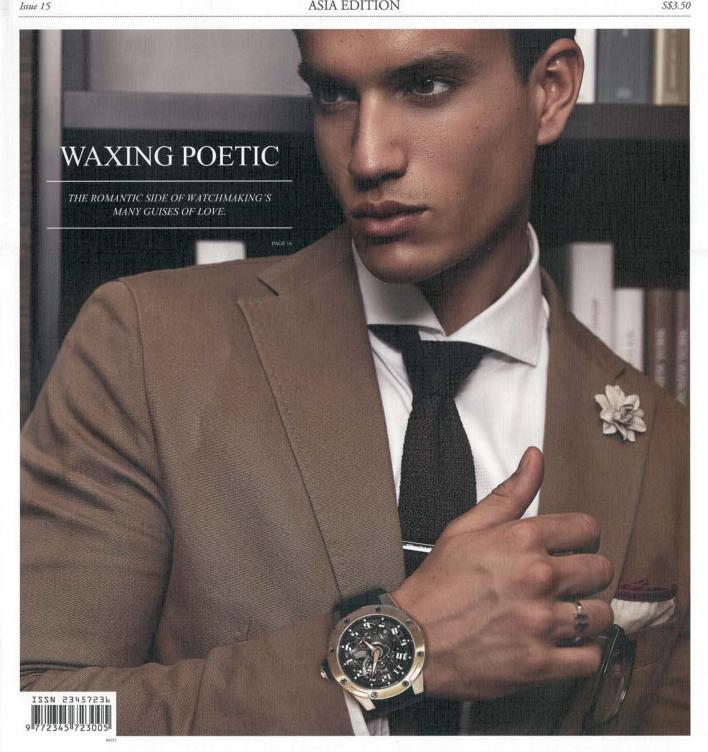


#### MENSWEAR NIRVANA

How Gieves & Hawkes takes the simple suit and triumphs over sartorial flamboyance.

ASIA EDITION

\$\$3.50





#### ARTISANAL FLAIR



#### REGAL BEARING

For Baselworld 2015, Sarcar unveils a queen's companion

#### By Jonathan Ho

Driven by a movement beyond reproach, a Frédéric Piguet calibre, the face of Sarcar's latest 'Diva' is a falcon. The bird of prey, symbolic of a royal hunting companion, gains exquisite magnificence replicated in a texturous combination of delicate Atrina brown and white mother-of-pearl set to a light green nacre background. Emblematic of its hunting style, the Diva Falcon holds a rotating 0.35 ct diamond in its beak. 76 brilliant-cut stones decorate the red gold 5N 18K case.

### PERMANENT IMPERMANENCE

Harry Winston unveils an unusual technique combining the skills of feather art and horology.



A butterfly lives only four days before it dies. But with Harry Winston's Premier Precious Butterfly Automatic 36mm, our intrepid Rhopalocera can enjoy a longer season in the sun. To replicate the extraordinary vibrance of the dials on a Premier Precious Butterfly, Harry Winston harvests the iridescent powder found on a butterfly's wings and then expertly applies the delicate salve upon the dial. A technique three years in development, the powder replicates the intense green whilst producing timepieces as unique as each individual butterfly. The contemporarily proportioned gold case is set with 57 brilliant cut diamonds.

#### THE BEST-KEPT SECRETS

Harry Winston's Secrets collection was a tantalising tribute to the house's faceless founder.

#### By Cheryl Ann Chia

For as long as he lived, there was a big question mark hovering over the identity of Harry Winston. His name and his jewels were the only connecting thread to the mysterious founder and whilst they were incredible, they only raised more questions on his secrecy. Who wouldn't take ownership of such stunning creations? It's a lesser known fact, however, that his identity was obscured by an ironclad clause in his business insurance policy which forbade him from revealing his face to the public.

Yet, by the anecdotes of his life, the jeweller of the rich and famous, Harry Winston himself was too, enigmatic and mysterious. He was one who frequently kept multi-million dollar diamonds hidden deep in his pocket and had private vaults concealed within his office to treasure his jewels. This back story has since yielded the latest 29-piece collection of the house, entitled Secrets by Harry Winston.

The collection includes earrings, bracelets and necklaces exemplified by three different motifs: Secret Cluster, Secret Wonder and Secret Combination, each of which hides a secret that belongs to the wearer. Based on the jewelry house's iconic Winston Cluster, Secret Cluster features stones that are entangled in



Secret Cluster Ring

unexpected ways, with subtly tucked away emeralds and lockets. One is a diamond-chain necklace with a perfume bottle pendant, entangled within a web of pavé diamonds. Carefully set medallions in the Secret Wonder rotate to reveal sapphires, diamonds, and aquamarines secreted on the other side of earrings, bracelets and necklaces whilst the Secret Combination pieces have detachable strands of fancy-cut diamonds that can be assembled in various combinations, providing great flexibility and versatility for women onthe-go.





\$\$1.00

#### FLYING HIGH

SIA showcases economy class



#### THIRD GROWTH STAR

THIRD GROWTH STAR
The many splendoured Chateau Palmer WINE / 33

#### **EU-ASEAN SUCCESS**

EU ambassador stresses collaboration,

implementation TOP STORIES / 4



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MARKETS	Thirds	Corp
STI	3,439.86	+0.18
KL COMP	1,795.04	-15.07
NIKKEI 225	20,202.87	+6.31
HANG SENG	27,523.72	-61.33
SHENZHEN B	1,567.67	-3.00
DOW (11.45am E01)	18.297.25	+11.85

#### B DAILY DIGEST

Germany and other eurozone leaders are reluctant to give the Greek government concessions in the next debt repayment negotiations as they fear a nising Portuguese left wing party.

Singapore Emeritus Senior Minister Goh Chok Tong calls on Japan Prime Minister Shitzo Abe to "Sp Intriber" than past Japanese leaders in seeking reconciliation with Asian nations over the legacy of World War II during the 70th anniversary celebrations of the war's end.



TOP STORIES / 5

The Singapore Exchange says that XPress Holdings says that XPTESS Holdings of the the thick that the

COMPANIES & MARKETS / 8

Signs that China's reforms may be paying off have sprung up in the eastern coastal city of Hangzhou, where a booming high-tech and software sector has fired up the local economy in deflance of a nationwide slowdown.

TECHNOLOGY / 17

Growth in the US manufacturing sector slows for a second straight month in May, with new orders increasing at their slowest pace since January 2014.

GOVERNMENT & ECONOMY / 24

## Najib presents RM260b five-year plan to 2020

He sets a GDP growth target of 5-6 per cent a year - a challenging goal, given slump in oil prices and export growth





#### Global public sector investors favour real estate, infrastructure

by Teh Shi Ning
tshiningston com sg
of eth Shivingst

WHILE central banks continued to purchase equities last year, sovereign
wealth, funds and public pension funds and public pension funds more aggressive to the soft more larger single funds more aggressive funds more funds more more aggressive funds more many funds more funds funds more funds f

#### Largest nublic sector investor

Top 10	global p	public investors		A CONTRACTOR	
2015 RANK	2014 RANK	INSTITUTION	COUNTRY	ASSETS USSELLION	CHANG
1	1	People's Bank of China (PBoC)	China	3.889.3	0.2
2	2	Japanese Monetary Authorities (JMA)	Japan	1,260.5	-0.5
3	3	Government Pension Investment Fund (GPIF)	Japan	1,137.4	-6.9
4	4	Norges Bank Investment Management (NBIM)	Norway	858.8	21
5	5	Saudi Arabian Monetary Agency (SAMA)	Saudi Arabia	732.4	-0.7
6	6	Abu Dhabi Investment Authority (ADIA)	UAE	679.0	
7	7	China Investment Corporation (CIC)	China	852.7	8.3
8	8	Kuwait Investment Authority (KIA)	Kuwait	548.0	13.4
9	9	Swiss National Bank (SNB)	Switzerland	545.4	0
10	11	Cassa Depositi e Prestiti (CDP)	Italy	485.3	1.7
Where	Singapo	ore's public investors stand		400.3	-3.9
19.	20	GIC Private Limited (GIC)*	20000		
24	24	Monetary Authority of Singapore (MAS)	Singapore	333.1	4.1
27	28	Central Provident Fund (CPF)	Singapore	256.9	-5.9
39	39	Temasek Holdings**	Singapore	202.5	6.3
		man manes	Singapore	177.3	3.3





## The Millenary Post

MCIOS assumb

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#### THE NEW YORK MINUTE

Tiffany & Co. blends history with modernity to create 2015's most anticipated revival timepiece and you'll definitely spend more than a minute in admiration.

PAGE 14



#### LA DOLCE SCAFUSIA

If the Portugieser taught a man to strive, the Portofino showed him the pleasures and the definition of life and living, as embodied by IWC.

PAGE 18



#### THE ULTIMATE LEITMOTIF

Recall the 60s and consider the suits of the era monochrome, until avid paisley proponent Etro entered the market. 2015 sees their iconic seed bearing new fruit.

PAGE 30

Issue 16

ASIA EDITION

\$\$3.50



# 

## LADY CARROUSEL

SARCAR

Self-winding

8K White Gold with diamond-set bezel and l

Reflective grey dial with 12 rotating Solitatives of 0.3ct ead A central revolving pave semi-dial. ual sided Croco strap with gold diamond-set folding clas

SARCAR

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#### PAST BUILDS THE FUTURE

Maja Koenig, Managing Director of Sarcar on the fine balance of using modern technology to enhance traditionally handcrafted objets d'art.

By Jonathan Ho

#### What was the most interesting thing you discovered during your time doing Research & Development for Sarcar?

That there are no limits. I've found that every year, we continue to surprise ourselves with new developments. At each new level of experience and with the growth of new technologies, the potential for creativity is unlimited. That's the advantage and the challenge.

#### What is the role of technology in an industry where so much is done by hand?

When we first created the unique rotating elements in our timepieces, we started with a single diamond and ended up with twelve. We pride ourselves on our exquisite handcrafting abilities but the evolution of nano-technology allowed us to create something really magical like the floating diamond, it expressed our highest vision for artistry. The Goldfish is our finest master piece and an expression of Sarcar's engineering expertise and joie de vivre.

#### Technology has grown by leaps and bounds, does Sarcar still have any unrealised dreams?

In the many decades that we have come, technology has helped us fulfil many dreams that we couldn't before and the challenge is to determine what other fantasies can be designed around this potential. Yes, we have unrealised dreams but thanks to the work of our technical team, we can at least project a timeline where in one to two years, our new ideas can be realised in a prototype. We might not always know how long it takes to go into production but new innovations often arise which makes certain creations a reality.



Sarcar deals with very exquisite crafts and there are only a handful of masters and not enough apprentices learning the trade, will this be a threat to your business in the future?

I don't agree with this perspective. We have many students who are entering the profession today. The master artisans are required to be aware and updated on all the potential innovations that they can use to further enhance their craft, this in turn, makes the new generation very excited to enter a highly technical field with tremendous value. The watch industry in Switzerland has a great level of admiration and the youth see that it's no longer about master watchmakers sitting hunched over tooling machines, they know it's a serious knowledge driven industry backed by universities and polytechnics. A modern artisan has to be familiar with both his manual skills and his computer aided skills. This type of progression makes our trade as attractive as being a doctor or banker because they will always have work and when they reach a certain level, they enjoy the respect which comes from being a master.

#### To keep its purity, how does Sarcar balance traditional handcrafting and high technology?

One cannot go without the other. You cannot build upon high technology if you don't have mastery of the skills of handcrafting. You need the foundation and understanding of all aspects of the art before you can even think about using innovations to augment your work. Without the past, you cannot build for the future.

#### People say there's nothing unique in the world anymore, everything is a copy, how difficult is it for Sarcar to continue building dreams?

I would say that people who say this have lost sight of their own dreams. Nobody can know the future and across the centuries, mankind has always done fantastic things which we never thought possible. The difference is that our understanding of material science and engineering today is so much more advanced that it gives us the ability to realise new ideas at a much quicker pace.

#### I understand that when you create a piece like the Goldfish, you can only make three because there aren't enough jewellers to cut the stones and not enough materials for crafting...

It's all a question of time but fact is that not everybody can own one. It's like a famous painting, the quantities will always be limited. To assemble the materials and skills needed to make a masterpiece takes a lot of effort. Each masterpiece stays in the collection for only three years to make it really unique and rare.

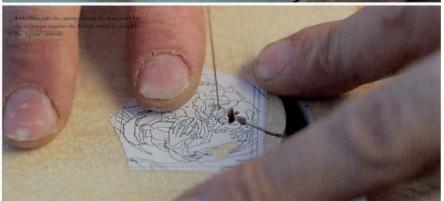
#### But it takes a lot of time and money for the research, so if a masterpiece is developed and then retired so quickly, what's the business strategy behind this?

Our normal collections are a staple for the Maison and a tradition. We will continue to have our signature pieces like the Solitaire and Carrousel. This strategy only applies to our masterpieces and pieces unique. We want to be different and for our customers to know that if you want to have it, you have to grab it now or else it's gone. No money can ever tempt us to produce more than what we state when it's a limited edition. It's not a question of money but a question of respect. Our reputation is the most important to us – so we keep our promises, use only GIA-certified diamonds and only precious metals.

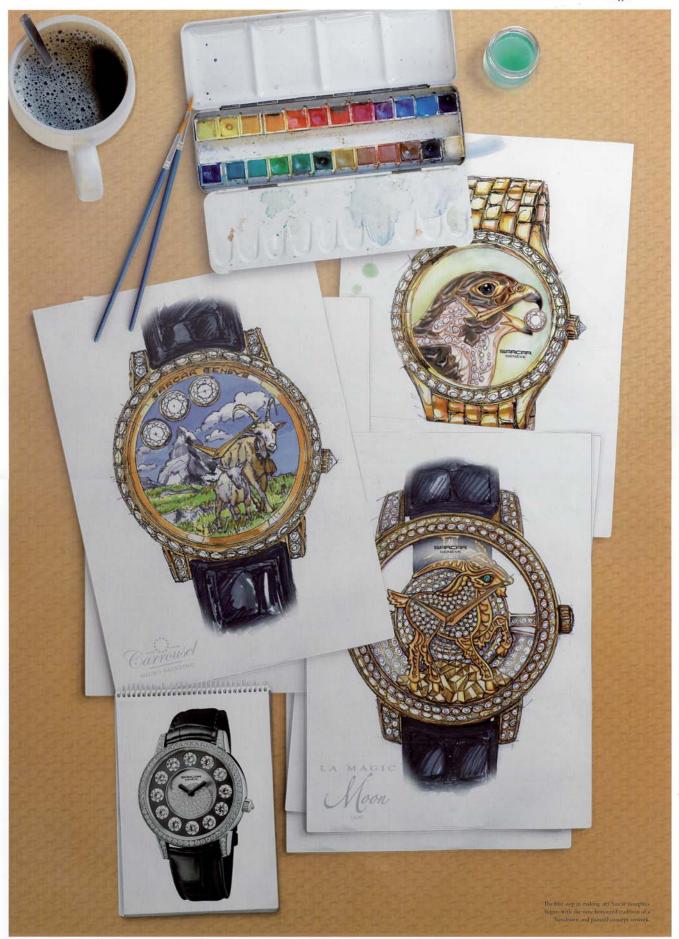
#### Do you have a favourite hangout in Singapore?

[Laughs] I come to Singapore for business and the favourite thing I love about your country is that it's never the same. Each time I'm here it's different and that keeps me inspired. Marina Bay Sands and Gardens by the Bay is amazing! Your country is a little bit like Sarcar in that way. A vision for everything!









## The Millenary Post



MASTER OF THE CLOTH

Ermenegildo Zegna delivers the edge by combining traditional Italian expertise vith modern technology





GRANDE MYSTERY

With the Grand Oeuvre, Vacheron Constantin potentially sets a new standard for watchmaking



THE WAY OF THE GARDEN

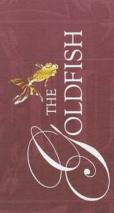
Bulgari's Giardini Italiani collection draws the gold of inspiration from the heavens on earth, where art and nature intertwine

MARQUISE | PAGE 04





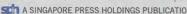
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## THE BUSINESS TIMES

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Prices at 8-month low ahead of US rate hike | 2

Eurozone provides 7b euro bridging Ioan | 4 8



## June exports rebound, but caution remains

With improvements in almost every sector, NODX's 4.7% rise in June came above expectations for a 2% gain

By Kelly Tay kellytay@sph.com.sg @KellyTayBT

TWO consecutive days of stronger-than-expected data have helped to lift some of the deep pessimism seen earlier on Tuesday—when miserable second quarter GDP growth estimates pointed to a quarter-on-quarter contraction – illustrating again the choppiness that now characterises economic forecasting for Singapore.



Singapore's non-oil domestic exports (NODX) beat even the most sanguine of forecasts in June, staging a 4.7 per cent year-on-year rebound from May's 0.3 per cent decline, data from IE Singapore showed on Thursday.

This comes a day after the Department of Statistics said that a 46.6 per cent jump in motor vehicle sales boosted Singapore's retail sales in May, which rose 6.1 per cent year-on-year.

With the two latest data releases, private-sector economists now say a small upward revision in Q2 GDP is possible – although this can only be confirmed when June's industrial production performance is released on July 24.

Said HSBC economist Joseph Incalcaterra: "Inne's better-than-expected export reading suggests an upward revision to the Q2 GDP print (of a 4.6 per cent contraction on a seasonally adjusted, quarter-on-quarter annualised basis), but we must await June industrial production for final confirmation... This doesn't only apply to manufacturing. Better-than-expected retail sale data from May and expectations of a further retail pick-up alongside the Great Singapore Sale – in part thanks to higher tourist spending – suggest the services sector saw a pickup in momentum in the end of Q2."

With broad-based improvements in almost every sector – and in particular the 7.6 per cent growth in electronic products – NODX's 4.7 per cent increase in June came above the market's expectation for a 2 per cent rise.

The increase in electronic domestic exports was largely due to personal computers (+69.6 per cent), integrated circuits (+10.8 per cent), and telecommunications equipment (+79.3 per cent). Barclays economist Leong Wai Ho estimates that the electronics rebound added 2.1 percentage points to overall year-on-year growth.

overall year-on-year growth.

Non-electronic NODX, meanwhile, expanded by 3.6 per cent in June, following the 0.6 per cent increase in May. Growth was led by electrical machinery (+75 per cent), printed matter (+35.8 per cent), and non-electric engines & motors (+281.8 per cent).

Despite June's perkier-than' forecast NODX performance, economists like Citi's Kit Wei Zheng see "no reason to cheer", as Q2 NODX levels remain below those of Q1.

Indeed, on a month-on-month seasonally adjusted basis, IE Singapore said NODX declined by 2.4 per cent in June following May's 3.3 per cent contraction. This was due to the decrease in non-electronic NODX, which outweighed the increase in electronic NODX.

Continued on Page 2

## Talk of NOL sale makes the rounds in the market again

By Melissa Tan melissat@sph.com.sg @MelissaTanBT Singapore

IS Temasek Holdings finally selling off Neptune Orient Lines (NOL)?

The beleaguered container liner is said to have been "shopped to prospective buyers" over the past few months, reported *The Wall Street Journal* on Thursday, citing "people familiar with the matter".

The report follows months of rampant speculation that loss-making NOL, with a market value of about \$\$2.28 billion, could now be a ripe takeover target – especially after its having sold its profitable logistics arm for US\$1.2 billion in cash in February.

Selling off NOL could also give Temasek an exit from the container-shipping business, which has been faring poorly in the past few years due to a weak global economy and over-capacity. NOL has been under water for some

NOL has been under water for some time, having posted four straight years of underlying losses. Though some analysts think it has a

Though some analysts think it has a chance at a turnaround this year from its exposure to trans-Pacific trade from Asia to the United States, even NOL group chief executive Ng Yat Chung had said in May that the outlook was bleak.

Continued on Page 3



## The Millenary Post



PRESENT-FUTURE MECHANICS

The ebb and flow of time as envisioned by the world's first Hydromechanical Horologists, HYT



WHEN TIME STANDS STILL

Beauteous clocks turned on their heads by the mechanical advancements of fine watchmaking



ONE BOLD STATEMENT

Agnes Chandra, Managing Director of Greenbury Holdings Pte Ltd, seeks to raise awareness of the rarely spoken scourge of children's cancer by making her statement a hald one MARQUISE | PAGE 14

ART AND SOUL At conception, mechanical timepieces began as mere utility. A brush with extinction and over thirty years later, they are now magnum opi of the highest order.



## LADY CARROUSEL

Self-winding

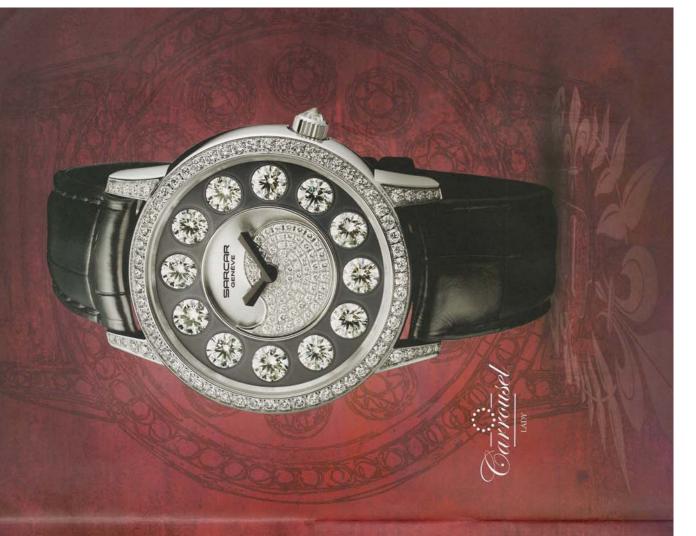
88 White Gold with diamond-out board and

grey dial with 12 rotating Solitaires of 0.3ct eac

Dual sided Croco strap with gold diamond-set folding cla

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GENERAL ELECTION Lawrence Wong, Halimah Yacob co-leaders for Marsiling-Yew Tee GRC

BOTTOM LINE BOOST

Singlel's Q1 earnings up 12.8% TOP STORIES / 4

YUAN DEVALUATION

Aftershocks may dent Asian economies: analysts

ONLINE ONLY

Read Boardroom Matters, a series of articles from the Singapore Institute of Directors, on BTInvest

MARKETS	minde	Cherge
STI	3,091.78	+30.29
KL COMP	1,621.62	+11.69
NIKKEI 225	20,595.55	+202.78
HANG SENG	24,018.80	+102.78
SHENZHEN B	1,239.00	+8.34
D. D. S. C. Land Street, Stree	17 403 18	+0.67

#### III DAILY

The record devaluation of the yuan has dragged down almost every currency in Asia, and as they drop, the foreign debt bills of the region's companies are rising, toe stores / 2

Gold demand hits a six-year low in the second quarter, as sluggest price movement and the prospect of better returns in equities curb interest in the metal. Yor STORIES / 4

City Developments posts a 3.2 per cent drop in second-quarter net profit to 55133.5 million, revenue falls 4.2 per cent to \$\$824.94 million



Concern is rising over Noble Group's fiquidity position and strategic options, as the impact of its woes spreads from its shares to its bonds.

fine for violations involving a dark pool and admits wrongdoing over allegations that it ran a secret trading desk that misused information about clients' orders. BANKING & FINANCE / 11

it's just what producers of steel and aluminium didn't

Sales at US retailers rise in sales at Us retailers rise in July on growing demand for everything from cars to clothing, and a decline the previous month is whood away, signalling that consumers are propelling growth in the world's largest economy.

GOVERNMENT & ECONOMY / 19

## Malaysia beats forecasts with 4.9% growth in Q2

Central bank chief quashes talk of capital controls; sidesteps some questions on 1MDB



"I have to be very careful what I say. It has to be within the confines of the law, otherwise the moment I step out of here. I will face arrest and I am sure you wouldn't want that. Bank Negara has shared all the information that it has relating to any account with the relevant enforcement agency, because it is not the enforcement agency for those wrongdoings."

Ma Zet, when asked if the central bank had been informed by Ambank of the moment of the Neight's accounts.

by Ambank of the monies deposited into Mr Najib's accounts, Ms Zeti replied. Thave to be very careful what say, it has to be within the confines of the law, otherwise the moment 1 step out of here), I will face arrest ... and 1 am sure you wouldn't want that. "Bank Negara has shared all the information that it has relating to any account with the relevant enforcement agency because it is not the enforcement agency for those wrongdoings."

#### MOM turns the heat up on 38 firms for their weak S'porean core

By Mindy Tan



#### HITTING A HIGH NOTE

BT LIFESTYLE / 28



## HE BUSINESS TIM

| FRIDAY, SEPTEMBER 11, 2015 | \$\$1.00 | MCI (P) 039/08/2015 | STATE A SINGAPORE PRESS HOLDINGS PUBLICATION



Plans for Polling Day | 36-39

#### **HOCK LOCK SIEW**

Video killing traditional TV | 9



A Tuscan diary | 31



#### Singdollar stabilises, interest rates ease

By Siow Li Sen lisen@sph.com.sg @SiowLiSenBT

THE Singapore dollar (SGD) has stabilised somewhat, recovering from the year's low on Tuesday and, with that, short-term interest rates have also eased.

On Thursday, the SGD rallied to S\$1.4155, off the low of S\$1.4297 in highly volatile trade along with other Asian currencies, as China worries continue to make markets jittery.

The 3-month swap offer rate (SOR) also eased to 1.46209 per cent on Wednesday, off Tuesday's high of 1.56409 per cent.

Sentiment on Asian currencies is highly volatile as the market deals with China worries and upcoming US Federal Reserve interest rate normalisation, said Eugene Leow, DBS Bank economist.

Chinese Premier Li Keqiang said on Thursday that the country's economic transformation is fraught with difficulties but sought to reassure international investors. "This is going to be a painful and treacher-ous process," Mr Li said in a speech to a World Economic Forum meeting in the north-eastern city of Dalian.

"So, ups and downs in economic per-formance are hardly avoidable," he added, calling that "natural" during a time of change, reported Reuters.

Continued on Page 5

### Singapore votes, with 2.46 million at the polls

After nine noisy days of campaigning, Singaporeans fan out to 832 polling centres to pick their representatives in the 13th Parliament

#### By Lee U-Wen

euwen@sph.com.sg @LeeLlwenBT Singapore



S many as 2.46 million voters will fan out across the island on Friday to elect the 89 members of Singapore's 13th Parlia-

The nine raucous days of campaigning was followed by a 24-hour cooling-off period on Thursday, and now all that's left is for citizens to head to one of 832 polling centres to cast their vote.

The polls will stay open for 12 hours, from 8am to 8pm, although some of the 4,868 eligible Singaporean voters abroad vere able to do their duty as early as Thurs-

Of the 10 overseas polling stations for this general election (GE), five – in Dubai, London, Washington, New York and San Francisco – were open a day before Polling

Day.

Once the votes have been tallied, all eyes

Once the votes have been tallied, all eyes will be on Energy Market Authority chief executive Ng Wai Choong, the GE's Returning

	PARTY	ASSEMBLY CENTRE
1	People's Action Party	Bedok Stadium, 1 Bedok North Street 2
2	People's Action Party	Jurong West Stadium, 20 Jurong West Street 93
3	People's Action Party	Toa Payoh Stadium, 297 Lorong 6 Toa Payoh
4	Workers' Party	Hougang Stadium, 100 Hougang Avenue 2

Officer, who will announce the winners and losers for each of the 29 constituencies.

Even as the nation awaits the news of the election scores, the Elections Department will first reveal "sample count" results for each of the 16 group representation constit-

uencies and 13 single-seat wards.

One reason for this move is to prevent unnecessary speculation and reliance on unofficial sources of information before all the votes are tallied and the final results are an-

The numbers are said to be fairly indicative of the possible outcome for a constituency. Sample counts typically have a confidence level of 95 per cent, plus or minus four percentage points. A hundred ballot papers from each poll-ing stations will be randomly chosen by a

counting assistant in the presence of the

candidates and their counting agents.

The votes will be added up and weighted accordingly to account for the difference in the number of votes cast at each polling station. The sample count for each constituency will be shown as a percentage of the valid votes earned by the candidates

As there are fewer voters in single-seat wards, the sample count results for these constituencies will probably be released first, from around 10pm.

There is also the possibility of a recount of votes in some cases

Continued on next page

>> 7 parties make last push, Page 2

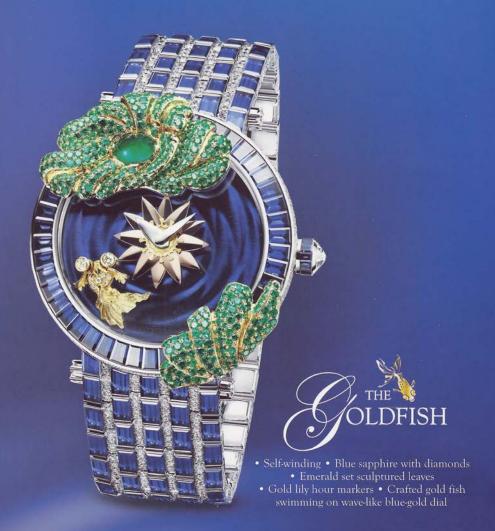
Saturday's BT will be delivered late in order to bring you the latest updates on the General Election. Follow our coverage online at bt.sg/ge\_15







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#### HOCK LOCK SIEW

Address disclosure lapse in dealing of rights shares

COMPANIES & MARKETS / 8

HDB MARKET Resale deals up, prices dip

Bounty of flavours WINE / 31





Wide-screen BT LIFESTYLE / 34

MARKETS	Thirsto	Charge
STI	2,947.03	-14.78
KL COMP	1,692.20	+2.95
NIKKEI 225	18,141.17	-181.81
HANG SENG	22,354.91	-160.85
SHENZHEN B	1,093.94	+43.21
MONETAL AFTERN	14 025 25	+12.06

#### III DAILY

China's economic slowdown is in line with what the International Monetary Fund expects, and markets may be over-reacting to the country's economic and exchange-rate prospects, says a senior IMF official.

Savilis Singapore is building a valuation powerhouse as part of its plans to beef up recurring income streams, with an ambitious goal of doubling revenue from



TOP STORIES / 6

Venturra Capital, a VC fund sponsored by Lippo, launches its US\$150 million Venturra Fund I to nurture tech and internet businesses in South-east Asia.

Jack Ma and Pony Ma, whose business rivalry date back more than a decade, are starting to look like the best buddies of China's Internet.

The Ascott Limited makes

GOVERNMENT & ECONOMY / 24

## New guidelines soon to steer banks on responsible financing

ABS to work with MAS to monitor adoption of guidelines; but academic says guidelines too generic, light-weight

By Jamie Lee

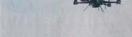
Authority of Singapore (MAS) wants self-regulation. An MAS spokeswom an sulfat the regulation would work with the banks, and relevant non-governmental or an substant the regulation would work with the Singapore will be expected to disclose policizes framing their risk sustaination of the guidelines. See by the General Company for the purpose of activities was reason responsible financing. Singapore will be expected to disclose policizes framing their risk sustaination of the guidelines. See by the General Company for the purpose of activities was reason of finance paper and pupil, and logging companies in Indo-pupil, and logging companies in Indo-pupil, and logging companies was reason of finance paper and pupil, and logging companies was reason of finance paper and pupil, and logging companies was reason of finance paper and pupil, and logging companies was reason of finance paper and pupil, and logging companies in Indo-pupil, and logging companies in Indo-pupil, and logging companies was reason of finance paper and pupil, and logging companies was reason of the way that their foreign persist to the banks to feel so responsible financing and leading to the way that their foreign persish was probably the biggest deterrent. This set of guidelines set by the added that reputational risk was probably the biggest deterrent. This set of guidelines in the works since early this year, and were paper with the works since early this year, and were partly prompted by the Transbound provided in the works since early this year, and were partly prompted by the Transbound provided in the works since early this year, and were partly prompted by the Transbound provided in the works since early this year, and were paper and year the works since early this year, and were partly prompted by the Transbound provided in the works since early this year, and were paper and year the works since early this year, and were pape

#### The sky's the limit with drone deliveries by Singapore Post

A letter and a T-shirt delivered by a drone in five minutes in a successful 2-km test flight



According to a SingPost video of the that flight, the drone did not delivered a single stream of the that flight, the drone did not delivered as the potential in UAV technology for last entire and and e-commerce logistics enabler, which will countine to collaborate with industry leaders and chart new frontiers. So the did not seen to enable or accelerate e-commerce, we hope to constitution use to where technology is often greated to the delivery system—much that was the disable of accelerate e-commerce, we hope to combine out the seen to the delivery system—much that was the disable of the disable o





the user to select the delivery date and time.

In response to BT queries, Sing-Post said that that users would be notified, via the app, that the drone has a first of the user looks up, he should be able to see the drone. The user will then key in a pin code in his smart phone that will be verified by the backend server which then sends a land command to the drone. If the simple were straight to the drone would significantly reduce different areas and command to the drone. If within three minutes, the user carnot verify the pin code, the drone will eserular areas minutes, the user GFS-coordinates.

The drone is also equipped with a parachase to ensure a soft landing, and is able to recover the payload in



#### GAMING

Singo raises



#### HOCK LOCK SIEW

SGX MTP extension a timely move COMPANIES & MARKETS / 7

ORGANIC REVOLUTION

Heady date with Gaja WINE / 28

#### Making the cut BT LIFESTYLE / 25



MARKETS	Theretay	Divingo
STI	2,883.89	+0.25
CL COMP	1,673.92	-2.85
NIKKEI 225	19,939.90	+1.77
CANG SENG	22,417.01	-62.68
HENZHEN B	1,234.32	+12.22
OW (7.30 EST)	17, 778.25	+48.57

#### IN DAILY DIGEST



#### SIA eyes additional direct services to US to woo premium passengers

It has ordered ultra-long-range jets to fly to three US cities for a start, but its chief says the group won't stop there if these services take off

not non-stop. It flees to New York via Prankfurt and to los Angeles via To-known at 18 Singapore SINCAPORE Arbines (SA) could order more ultra-long range (LLRG arcraft in laments additioned direct cruters to the United Salves if its non-stop services are successful, as the carrier seeks to fend off conjugetition from rough with a better progession of roun rough with a better progession of roun rough with a better progession of roun rough with a better progession of programment of the Baimbass Times in an exclusive interview. If it works, we want you better the successful, as the carrier seeks to fend off conjugetition from rough with the Baimbass Times in an exclusive interview. If it works, we want you better the Baimbass Times in an exclusive interview. If it works, we want you have the financial crisis, coupled where well look at other opportunitions—which means maybe more air craft.

The airtime now has seven of the ASSO-ULR variant on order, all of which are slated to arrive in 2018. It plans to use these aircraft to serve it programment of the most likely candidates, said the control of the co



The competitive edge for SIA will gers, especially those starved for not lie in brandishing the prestigious title of running the world's longest their travel time. It means shaving a few hours off the flath, it will be in offering customers a better proposition, possibly enabling it to claim back some of the marker shave it loat when it discontinued the non-stop flights, for the passens. Mr. Cob said: "With the non-stop, it

Mr Goh said non-stop flights open a "whole horizon of connectivity" for SIA, and make its product more compelling for business travellers. With these flights, SIA hopes to claw back the market share it lost when it discontinued its non-stop flights, PHOTO LAUBA NG

Read the full interview in The Raffles Conversation in BT Weekend

#### Few surprises expected for H1 state land sales

Market conditions largely unchanged since last government land sales programme

By Kalpana Rashwala sained short of the several salamandshort of the sained several sained several salamandshort of the sained several sained several sained several sained sained several sained several sained several sained sained several sained several sained several sained sained several sained sained several sained several sained several sained sained several sained several sained sa



Christmas 2015

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USA

# ALL JEWELS Sarcar's Magic World, with rubies, sapphires, emeralds and diamonds or rotating cylin-ders, retails for \$115,000. FAIL 2006 WLADIES 76

#### THE LEGENDARY SARCAR COMES TO NORTH AMERICA

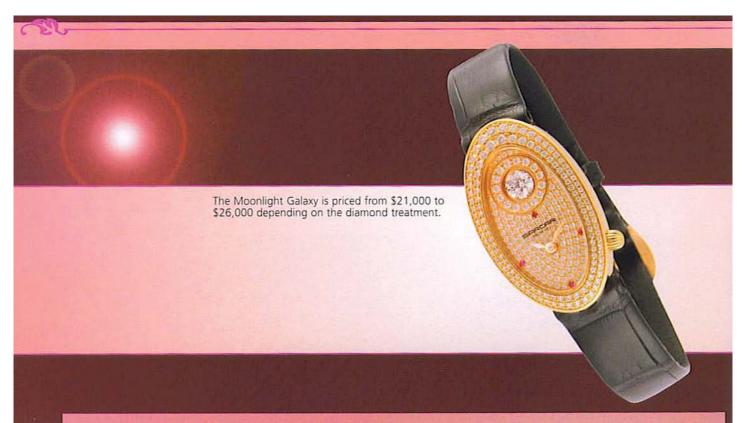
BY CAROL BESLER 600

One of the world's best-kept secrets in the realm of luxury watches is about to be exposed in the United States. Sarcar has been quietly making some of the most exquisite gem-set watches in the world since just after the Second World War for an elite group of customers. Because all of the pieces are made by hand, the company's production is limited. Last year, only 3,000 pieces were made with an average price is \$50,000.

The company was founded in 1948 by Carlo Sarzano. He had worked for many years, representing the leading Swiss brands in Italy and Spain. Over the years, he acquired a wealth of knowledge about the finer points of a luxury watch, and nursed a growing desire to create his own ultimate timepiece. He found a factory in Geneva that had been making watches since 1919, purchased it and then retrofitted it to suit his needs. Then, he began to build his collection of watches, piece by piece.

It was an immediate success and, fifteen years later, Sarzano relocated the workshop to its present location, just outside Geneva in a charming villa, surrounded by century-old trees. Originally, the company produced gold-plated watches, but Sarzano realized quickly that a solid gold line was the only thing that would meet his exacting standards of luxury. When he passed away in 1974, his wife, Paulette Sarzano, took over the company and made a courageous decision. She would





honor her husband's commitment to the high-end and produce only gold watches.

This was an incredibly bold move at the time. Not only was it an age of mergers, consolidation and large-series production, it was the era that introduced the quartz movement, a development that nearly destroyed the mainly mechanical producing Swiss watch industry. Sarzano didn't mind being small, however, or priced at the high-end. The company's philosophy is: "Large enough to be strong, small enough to be free," What's more incredible, that philosophy has endured to this day.

"Sarcar is one of the few companies that has managed to maintain this policy of luxury only, in limited production, for so many years," says Pascal Savoy, president of Crossbow International, the newly appointed distributor for Sarcar in the U.S.

Savoy, the former president of Hubbot and managing director of Michele watches in the U.S., has seen a lot of changes in the industry over the years.

"There are so many brands competing by introducing lower price points and mass production. We still have no steel pieces in the Sarcar line," he says. "Ours is a niche market."

The Royal Solitaire is the company's bestselling line-at fifteen to twenty watches a year! It features the company's signature distinguishing feature-a moving element on the dial. Exactly how it moves is proprietary-"I'm not even sure how it works," says Sayov. "There are springs involved" - but the visual effect is of a rotating inner subdial and an independently rotating half-carat or one-carat diamond. The effect is repeated, with smaller diamonds, in both the Magic and the Moonlight collections. In the Magic World, four cylinders set with gems rotate from sapphires to rubies to emeralds to diamonds.

"Nobody has anything like

this," says Savoy. "When you walk past a jewelry store window and you see something moving, you know it's a Sarcar." Savoy calls it the brand's identifying feature.

"There are basic diamond watches, with gems around the bezel, and there are nice watches with colorful straps, and they are fun and funky, but there is no individual identity. They all look the same. These are not watch companies, they are marketing companies."

At last year's Basel World, Sarcar introduced a special-edition \$250,000 jewelry watch that contained a 0.50ct diamond for each of the twelve markers on the dial. By the end of the fair, the company had received orders for twenty-five pieces. It received six orders for another diamond showpiece, priced at \$1 million. The bread and butter of the line, which is eighty percent ladies', is priced at between \$8,000 and \$30,000, but the larger pieces bring the average price to \$50,000.

