

# WATCHPRO

AMERICA'S MOST INFLUENTIAL WATCH TITLE



## BULOVA'S JET STAR

A Seventies design classic reborn



America has been the biggest market in the world for Swiss, Japanese and German watchmakers for the past three years. Exports from Switzerland, alone, to the United States hit CHF 3.9 billion last year, almost double the total to China.

The WatchPro Awards will recognize the outstanding contribution that teams and individuals at American retailers and brands have made to that success. Uniquely, the WatchPro Awards are less about the incredible watches being manufactured in other parts of the world, but are more about the exceptional contribution that American businesses are making to the world of watches.

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## DEMOCRATIC TIME

While the top brands with their ‘exhibition only’ timepieces really don’t have to try that hard to grab headlines and see their waiting-lists grow ever longer, manufacturers in the more competitive sectors have really had to up their game in recent years to appeal to an ever more informed watch buying public. And today, this often means that it is watches in the more accessible and affordable arenas that are the most exciting.

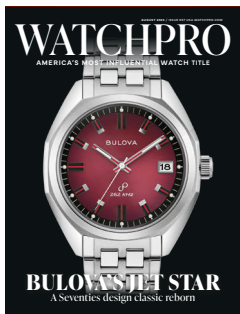
Names like G-Shock, Swatch and Seiko have always had that elusive ‘cool’ factor, enhanced by collaborations with the hottest names from alternative fields such as fashion, art and sport, but the sub-\$500 market as a whole is now one of the most fun areas to search for watches that stand out from the crowd. When asked by friends and family what they should be looking at for their first or next watch purchase, I am increasingly deviating from past stock answers and suggesting more realistically attainable choices instead.

A runaway success of the past 12 months has been the Tissot PRX. My nephew recently bought one for himself with no prompting from me, as did the young son of a very well-known *WatchPro* contributor. This is a watch that is getting noticed not only for its on point design, slick marketing and real heritage, but also for its entry price of \$350.

By pure coincidence, two of my favorite models of the moment are gracing the covers of the UK and US August editions of *WatchPro* – both of which are likely to join my own humble collection in the near future. Citizen’s Tsuyosa is a lesson in meeting trends head-on, particularly in its yellow and turquoise versions. Its unisex size, automatic movement and minimalist colored dials are certainly head-turning, but the deal-breaker is again the retail price of \$450. Bulova meanwhile, with its Archive Series models, including the new Classic Jet Star (just over the \$500 budget at \$595), offers vintage style with the authenticity (watchmaking’s favourite buzzword) to appeal to enthusiasts, plus all the 21st-century updates needed to make it durable enough to be worn as an everyday watch.

And the trend for chic and affordable timepieces stretches well beyond those mentioned above. It’s a global phenomenon, and I wouldn’t hesitate to recommend a browse through the collections of American-owned Timex, British-based Accurist, quintessentially French Herbelin, Swiss favourite Mondaine and Japanese company Orient, among dozens of others.

The overriding message is that attainable does not equal lacklustre. The options are endless and watch shopping today on a \$500 budget can open up a world of quality craftsmanship and design.



## Tracey Llewellyn

EDITOR, WATCHPRO

### COVER PROMOTION COURTESY OF BULOVA

A trio of fresh Bulova Classic Jet Star watches pay homage to the brand’s past by taking an original 1970s design and integrating it with the Bulova Precisionist ultra-high-frequency quartz movement that was launched in 2010. Read all about the new models on page 12.

## WATCHPRO

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# NOMOS GLASHÜTTE



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## SECONDARY MARKET PRICES AT A TWO-YEAR LOW

Secondary market prices for the most traded watches from Rolex, Audemars Piguet and Patek Philippe are at a two-year low, according to new research from Morgan Stanley. A plunge in prices began in March 2022 after a steep rise in the preceding 18 months. By the end of 2022, prices were off by 26% from the peak in March for the 60 most traded watches featuring on the WatchCharts Overall Market Index.

The secondary market has been more stable since the start of 2023, but the first six months have still seen a further 8% decline according to the WatchCharts Index. Rolex prices fell least, by 2%, while Patek Philippe and AP declines were steeper at 7% and 8% respectively. Overall, prices for the most traded watches are now back at June 2021 levels, although they remain above retail prices for models with long waiting lists.

According to the Morgan Stanley report, there are still 89 models commanding a premium on the secondary market compared to AD prices. Almost half of the references are from Rolex, with Patek Philippe, AP and Vacheron Constantin making up the rest.

It is worth noting that WatchCharts analyzes advertised and sold prices for its indexes, which are well above the prices being offered when dealers are buying watches. Some have told *WatchPro* in recent months



# -26%

The amount pre-owned prices for the Big Three fell in 2022.

that there are only a handful of references for which they will pay over retail in today's market.

Morgan Stanley notes that the privately-owned Big Three continue to outperform brands from the publicly listed groups like Richemont and Swatch Group. Omega's catalogue continues to be heavily discounted on the secondary market, with prices slipping to 28% below retail in June, although this may be explained by a worldwide price rise for its new watches in June.

In Richemont's Specialist Watchmakers division, discounts deepened from 13% below retail in February to 19% in July. There are watches that have held up better than others including Vacheron Constantin's Overseas and IWC's Big Pilot ceramic pieces.

Looking ahead, Morgan Stanley is predicting that secondary market prices have further to fall. "Total supply on the second-hand market started to decline, though the overall inventory level remained elevated, and so does the number of median days watches stay on the market before being sold. Given the stock level, it is likely that secondary watch prices will continue to fall in 3Q23," the report predicts.

### TAG HEUER'S NEW 5TH AVENUE HOME

TAG Heuer's new Manhattan boutique, at 645 Fifth Avenue, has revealed a fresh design concept for its stores. At just over 1,000 square feet, the store is bijoux by the standards of many flagships, and is designed to blend sleek modernity with elements that pay homage to TAG Heuer's rich heritage and motorsport history. Deep blues and metallic finishes are combined with interactive technology and multimedia displays. There is also a more intimate VIP lounge for private consultations.

**WIMBLEDON MEN'S SINGLES  
CHAMPION CARLOS ALCARAZ WITH  
HIS TROPHY AND A ROLEX DAYTONA  
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**OMEGA'S \$8K  
OLYMPIC WATCH**

Omega has revealed the Seamaster Diver 300M Paris 2024 special edition to coincide with the start of the official Omega Olympics countdown clock under the Eiffel Tower. The watch is available to pre-order at \$8,700.



**HAMILTON  
GOES TO  
HOLLYWOOD**

One of the summer's biggest movies, *Oppenheimer* has six horological screen stars in the shape of vintage Hamiltons worn by three of the film's main characters. This is not the brand's first starring role, having featured in more than 500 movies over 90 years.



“LUXURY WATCH DEMAND CONTINUES TO OUTPACE SUPPLY, WITH OUR CLIENT REGISTRATION LISTS EXTENDING AND AVERAGE SELLING PRICES GROWING,”  
**BRIAN DUFFY, CEO WATCHES OF SWITZERLAND GROUP**



**504m units**

Worldwide shipments of wearable devices are forecast to rebound in 2023, reaching a total of 504.1 million units by the end of the year.

Figures recently unveiled by analyst firm IDC show the market is on track for 2.4% year-over-year growth, heralding a recovery for the market after it declined for the first time ever last year.

Looking ahead, IDC expects the market will see several years of single-digit growth with shipments reaching 629.4 million units in 2027 and resulting in a compound annual growth rate (CAGR) of 5%.

# CLASSIC HEUER CHRONOS STAR IN BARBIE MOVIE

Who would have predicted that *Barbie* would be the biggest blockbuster of 2023? With the movie taking \$155 million in its first weekend, and receiving rave reviews from professionals and punters, it looks certain to be the most-watched film of the year.

That's good news for TAG Heuer, because its big-name Hollywood brand ambassador, Ryan Gosling, not only stars alongside Margot Robbie in *Barbie*, he also squeezed three of the watchmakers classic Carrera chronographs into the plastic fantastic storyline as the vacuous Ken delights in showing off his arm candy to Barbie.

At one point, his rampant consumerism even prompts Ken to wear all three watches at once; a trend TAG Heuer will be delighted to encourage.

I don't think it will be too much of a spoiler to share that the timepieces symbolize the shift from the fantastical timeless Barbie universe to the tangible real world where time is as immutable as gravity.

In the year that TAG Heuer's Carrera is celebrating its 60th anniversary, it is fitting that Ken's watches are all from the 1960s and 1970s.

First up is a vintage ref. 1158 CHN from 1971, an all-gold chronograph worn on a golden Milanese mesh



bracelet. Then there is a golden panda-dialed 1974 Carrera ref. 110.515 in an unusual tonneau case and worn on a solid gold three-link bracelet. Finally, we see a Carrera ref. 2448 NT based on the original 1963 model with its black dial complementing a golden case.

## WESTIME SET TO OPEN THE FIRST MB&F LAB IN THE USA

MB&F is opening its first Lab in the United States with Westime in Beverley Hills. These unique concept spaces present both the independent manufacturer's wristwatches and its sought after Horological Machine sculptures. Although no firm date had been set for the opening at the time of going to press, Westime says it will be sometime in the Fall.

A spokesperson for MB&F confirmed the news, and revealed that a manager for the Lab has already been recruited. The images here are from the MB&F Lab in one of London's Watches of Switzerland showrooms and demonstrate how the LA version may look.

MB&F has been making around 250

finished watches per year, but this is estimated to have hit 350 last year, and might rise to 420 this year and potentially 500 in 2024, according to the brand's owner and creative director Max Büsser.

The direction of travel for MB&F, in common with many low volume independents, is to operate through fewer points of sale, with a preference for upgrading them to the Lab concept. Mr Büsser is keen to stress that his horological creations will remain rare, and his philosophy is to reward his most loyal customers (retail partners and clients) with preferential treatment. "We want to be good to customers who have been with us for many years," he tells *WatchPro*.





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- Tough Solar



The G-SHOCK Master of G line of watches developed for professionals working in the harshest environments introduces the triple-sensor MUDMAN with mud-resist construction. The large, easy to operate front button and three direct sensor buttons on the side are shaped to drain mud and water and are protected by cylinder-shaped stainless steel components. The bold design features a dual-layer LCD, as well as the Triple Sensor to deliver altitude, direction, temperature and barometric pressure readings directly to your wrist. The thin module and Carbon Core Guard structure mean all these features live in a slimmer, more compact watch, for tough and rugged support with a comfortable fit. Taking utility to a whole new level, radio-controlled solar power delivers precision timekeeping powered by light, while Super Illuminator ensures visibility, even in dark places. The case, bezel and urethane band are made with bio-based resins derived from renewable organic resources. The new GW9500 MUDMAN offers enhanced comfort and utility for professionals in demanding environments.

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(Read 10,878 times)

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## AWAKE IN TIME FOR MEATBALLS



French watch brand Awake has introduced the Mission to Earth ‘Meatball’ as a tribute to the US space agency NASA, the men and women who work there and the scientific and exploration work undertaken by them.

A limited edition of 250 pieces, the Meatball features the famous red, white and blue NASA logo designed by employee James Modarelli in 1959 and nicknamed the ‘meatball’. The round shape of the symbol represents a planet, the stars symbolize space, the V-shaped wing stands for aeronautics and the circular orbit around the letters signifies space travel.

The watch’s sapphire crystal features NFC technology and owners can, via their smartphone, access all the experiences developed as part of the Mission to Earth project, including exclusive content from the International Space Station (ISS).

On the dial, the minutes track is a nod to the tracks left by rovers used to explore planets, while the hands adopt the oblong form of rockets and the applique hour markers are styled on the observation windows of the ISS. An aluminum inner bezel is engraved with a rocket-launch countdown and the sand-blasted matte blue dial is in the same hue as the NASA meatball logo. Through the exhibition caseback, the winding rotor is clearly visible, with its engraving of the NASA motto “Dare Mighty Things”.

The 40mm case is made from 70% recycled titanium and is water resistant to 100m thanks to the screw-down crown that is engraved with L (Locked) and O (Open). Within the case is a modified Miyota 9039 self-winding caliber.

The watch is equipped with a white Velcro strap inspired by the A7L space suit and is presented with a certified meteorite fragment from the Vesta asteroid. On sale now, this limited-edition piece is priced at €825 (excluding tax).

### GLOBAL AUCTION SALES FALL BY 18% IN THE FIRST 6 MONTHS OF 2023

Auction prices for high-end watches have been “lackluster” compared to the same period last year according to Thierry Huron, CEO of The Mercury Project and author of the Hammertrack reports that analyze watch auction results.

# BULOVA'S CLASSIC JET STAR

With its most recent Archive Series release, Bulova continues to reimagine its most iconic models, and infuses them with the modern elements it is renowned for.

A secret that has stayed locked within the watch world for quite some time is that cool and accessible are not mutually exclusive when it comes to timepieces. And the leader of the pack for desirable yet affordable watches is Bulova.

While other watchmakers have kept their archives firmly locked away refusing to look at how their past could influence their future, Bulova has, for a long time now, treated horological enthusiasts to reissues of historical gems such as the Devil Diver, the Lunar Pilot, the Computron and the Parking Meter. And for its latest heritage release, the brand has turned the clocks back half a century to revisit the innovative spirit of the Seventies with the Classic Jet Star collection that breathes new life into a 1973 design.

The trio of new pieces pays homage to Bulova's past and integrates it with the Bulova Precisionist ultra-high-frequency quartz movement launched in 2010 featuring an impressive 262 kHz frequency and accuracy of +/- 5 seconds per month. As a result, unlike traditional quartz watches, the Jet Star's seconds hand doesn't jump but sweeps at 16 beats per second, making it much more akin in action to a mechanical watch.

In terms of aesthetic, the new Jet Stars have received some 21st-century tweaks. The tortue case is now a 40mm octagon with a round bezel. The colors, so typical of their era, are revisited with a subtle new dégradé effect that darkens as it shifts from the dial center to outer edge.

The first model features a wine-colored dial, stainless-steel case and steel double H-link bracelet with a double press deployant buckle. The second version feels more decadent but at the same time sporty thanks to its gold-toned case and its




deep golden dial that is described by Bulova as "butterscotch" and radiates a warm honey glow. Its perforated brown leather strap with yellow contrast stitching and a three-piece buckle make it a wearable watch for every occasion. Both of these core collection models are priced at \$595.

The third model is a limited edition of 7,300 pieces in a stainless-steel case with matching bracelet and an additional blue leather strap.

The silver-tone dial provides the ultimate backdrop for the blue and red accents, hands and indexes. This special example of the Classic Jet Star is priced at \$695.

All watches in the collection feature a domed sapphire crystal with an anti-reflective coating, luminous hands and lume plots at each of the hour markers, plus a date window at 3 o'clock. All three are water resistant to 50 meters and have quick change straps and bracelets.

The Bulova Classic Jet Star collection will be available at [bulova.com](http://bulova.com) from summer 2023. 



This page  
Counterfeit  
watches spotted  
by Watchfinder.

# WATCHFINDER'S MISSION TO EXPOSE FAKES

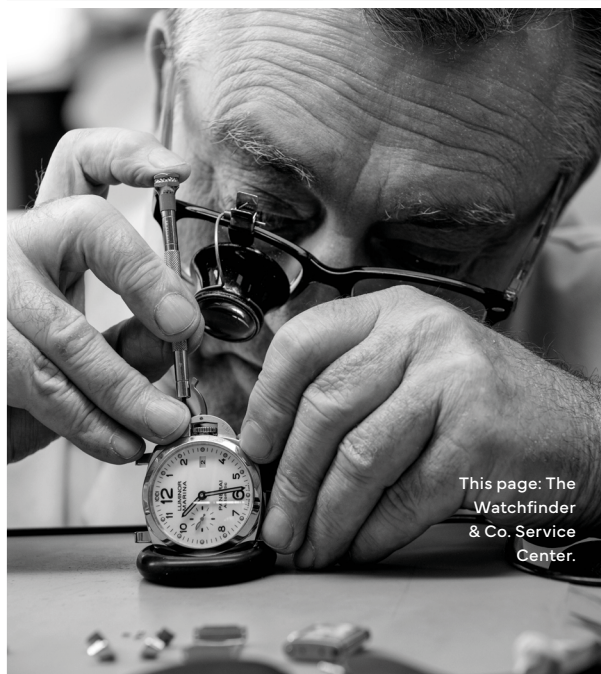
Watches are big business today and, as such, they are often faked by unscrupulous sellers. *WatchPro* discovers how one pre-owned retailer is helping buyers to avoid the pitfalls.

Some people look at the market in counterfeit watches with a degree of amusement. You can understand why - it is easy to laugh at the dodgy tourist shop offering “genuine fake watches” and think of it as a fairly victimless caper. But the truth is very different, with a large and sophisticated criminal industry that scams innocent people out of vast sums of money and has strong links to gangs involved in human trafficking and terrorism.

Watches are being faked at a staggering scale. Because of the illegal nature of the trade, accurate figures are impossible to obtain, but numbers have soared and estimates put the amount of counterfeit watches produced each year at an astonishing 40 million, generating a profit of around \$1 billion.

With such huge amounts of money to be made, it is no wonder that along with swelling numbers, the quality of the fakes has risen significantly. In the old days it might have been enough to see the way the seconds hand moved to know that a black-market Rolex was not what it seemed. But with cloned movements in well-made watch cases that can cost thousands of pounds, some fakes are all but indistinguishable from the real thing.

Sometimes it is taken to a whole new level. In 2021, Omega bought a watch from Phillips auction house for more than CHF 3 million. The watch was supposed to be an ultra-rare 1957 Speedmaster CK2915 and Omega wanted it for the museum, but following an investigation by an online blogger (Perezcope) and a Swiss newspaper (NZZ) it turned out to be a “frankenwatch” - not the original, but a very convincing recreation assembled using other



This page: The Watchfinder & Co. Service Center.

parts. Omega bosses blamed the deception on former employees and said the fraud had been to the “massive detriment” of the brand.

Legitimate players in the luxury watch industry are keen to highlight the extent of the problem. One in 50 watches sent to Watchfinder & Co. last year was either fake or contained fake parts. To draw attention to this, the retailer has launched a YouTube series looking at innovative ways to destroy fakes. In one video, resident watch expert Andrew Morgan and co-host Tom Preston crush a series of counterfeit watches under the unforgiving steel caterpillar track of a British Army tank.

Many brands are turning to sophisticated digital-age methods to protect their intellectual property. LVMH, Prada and Richemont-owner Cartier, for example, have partnered on the Aura Blockchain Consortium, which allows luxury brands to offer tamper-free certificates of authentication that give information about provenance and proof of ownership.

New data from Watchfinder found that in the last year a third of Britons had been scammed, buying a counterfeit item believing it to be genuine. Of those, over a third (36%) bought the item pre-owned, according to the survey of 2,000 adults across the UK. This means that you need to have trust in the seller. Watchfinder has an in-depth 60-step process where they inspect, authenticate and prepare every single watch. This is very far from an industry standard - Watchfinder is the only retailer to subject pre-owned watches to such a thorough process.

While their own processes are second to none, Watchfinder is also sharing information to educate the public on the signs that all of us can look out for when

assessing a watch. In another video on their YouTube channel, Andrew Morgan runs through the most important factors that everyone should consider to avoid falling for fakery.

The first is to check that everything is in proportion. Even with great improvements in the quality of counterfeit pieces, it is very hard for imitation watches to get all the proportions exactly right. This will not mean big differences that you can spot from across the room, but on close inspection you will often find fakes have the odd fraction of a millimeter difference in scale, adding up to the watch not looking quite right, even if it is not immediately apparent why. Any doubt here is a good indication that further checks are needed.

A second tell-tale sign is a difference in print quality on logos and other lettering. This will likely not be visible to the naked eye, but under magnification the print on a counterfeit watch will often be softer and less well-defined than on the real thing. Solid lettering with sharp edges is a good sign that the watch is more likely to be genuine.

It is a good idea to look as closely as you can at the watch, but sight is not the only sense you can use. It may not always be possible if you are buying a watch online, but is great to get the watch in your hands to get a feel for the quality. The weight of a watch; the smoothness of the edges; the way the winding crown moves and the clasp opens and closes – these are all factors that could let you know whether the watch in front of you is what it claims to be.

Even if you are very familiar with the type of watch that you are buying, it will never hurt to do a side-by-side comparison with a genuine example. In an ideal world you will hold the watch you want to buy in one hand, and a trusted genuine version in the other. Even if you only have pictures to work from, the exercise is very valuable, because putting two watches next to each other is an excellent way to spot any little anomalies that might be too small to notice if you are looking at a watch on its own.

The best thing of course is to rely on the opinion of a professional. Some fakes are so sophisticated that an amateur has very little chance of spotting that they are not real. Watchfinder figures have revealed that five years ago 80% of fake watches could be identified by sight. Now fakes are so good that only 20% can be discovered by eye, and the rest require an in-depth inspection to reveal that they are not genuine. If you shop with Watchfinder, all the risk is taken out of buying a watch that you know is what it claims to be, and comes backed up with a two-year warranty.

How about if you find a watch that you fancy, but it's on the other side of the world so you are not able to get your hands on it or get it looked at by an expert before handing over your money? Obviously this makes life harder, but there are still more steps you can take to minimize the chances of landing yourself a fake.

Be wary of a watch that is advertised using stock images. The seller may have reasons for doing this, but if you are not seeing


**“FIGURES HAVE REVEALED THAT FIVE YEARS AGO, 80% OF FAKE WATCHES COULD BE IDENTIFIED BY SIGHT. NOW FAKES ARE SO GOOD THAT ONLY 20% CAN BE DISCOVERED BY EYE.”**

the actual watch for sale, stock pictures serve no purpose other than showing you what the kind model of watch they are supposedly selling looks like, and anyone can find that with a quick internet search.

It should also sound alarm bells if the pictures are of the actual watch but they are either not of sufficient quality, or there are not enough of them to show the watch from all angles. As with the use of stock images, this does not mean that the watch is a fake, but with the ease of taking and uploading digital images these days, you have to ask yourself why anyone hasn't taken half-decent pictures when they are asking you to hand over a significant amount of money for a watch.

It is not about looking for a watch that is perfect. In fact you want to see the flaws. For a start it shows that the seller is giving a warts-and-all appraisal of the watch. And if a watch is several years old, you are going to expect a few little dings. A watch that looks too pristine for its age can be another cause for concern because it might not be what it says it is.

Everyone likes to get a good deal, but you have to be realistic. With a maturing of the second-hand watch market, the days of getting unbelievable bargains are pretty much over. Even someone who knows nothing about watches is unlikely to put one up for sale without at least having a quick check online to see what it might be worth. So if you see a watch for a price that looks too good to be true, it almost certainly is. Scammers are taking advantage of our love of a bargain, and it is paying handsomely.

Despite the best efforts of watchmakers and retailers, counterfeiting is booming and shows no sign of slowing down. But that doesn't mean you need to be taken in. Look carefully at what you are buying, and whom you are buying from. You might not stop the trade in fake watches, but at least you can stop yourself becoming another victim. Getting ripped off is no joke, but there is plenty you can do to make sure scammers don't get the last laugh. 

*If you still think it is easy to spot a fake, then try your luck with Watchfinder's 'How to Spot a Fake' challenge at <https://spotthefake.watchfinder.co.uk/>*

*pininfarina*

HYBRID WATCH



**SENSO**

Hybrid Redefined

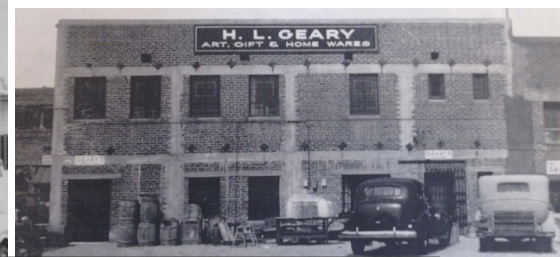
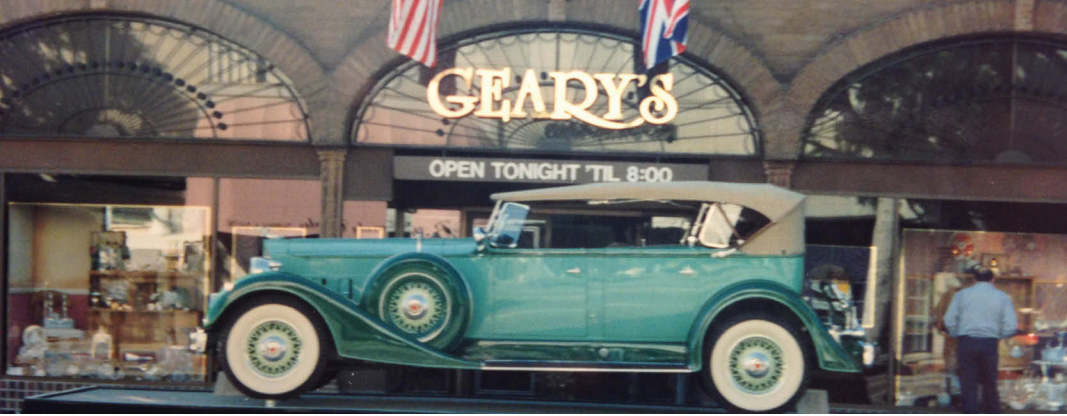
Elevating Classic Watches With Innovative Technology



# ROLEX AND PATEK PHILIPPE TAKE ON RODEO DRIVE

The world's most famous luxury shopping street is about to welcome two new boutiques, courtesy of retailer Gearys. Here Gearys CEO and company president Tom Blumenthal tells *WatchPro* about the build-up and preparations for the exciting double opening.





**WP:** Before we get into your big news announcement, can you paint a picture for WatchPro readers about the history of Geary's.

**TB:** Geary's is the oldest retailer in Beverly Hills – we have been around since the 1930s. I always like to say that we have grown up together. When we started, Beverly Hills was just like any other small suburban town with a main street, Beverly Drive. Rodeo Drive was nothing special.

Our main store is on Beverly Drive, and we were a general store selling hardware, cosmetics, jewelry and homeware. My grandparents bought the store in 1953 after Mr Geary passed away. That was the point that the business started focusing in on home goods like china, crystal and silverware.

Moving to the 1980s, when my uncle Bruce was running the company, he took it up a notch or two and brought in more high-end home goods. My family sold the store in 1997 to Ross Simons, out of Providence, Rhode Island, but I was kept on to run the business for them, and that is when we brought back jewelry and added watches to the mix, starting with Rolex in 1998.

Ross Simons sold out to a venture capital group in 2001, and then in 2003 they decided they wanted to concentrate more on their core business and I was given the opportunity to buy it back. So I have owned Geary's for 20 years.



**Left:** Geary's CEO and president Tom Blumenthal.

**Above:** Geary's history stretches back to 1930 when H.L. Geary opened his General Store. Fred and Ruth Meyer, Mr. Blumenthal's grandparents bought the business in the 1950s, and subsequent high-lights have included launching Elizabeth Taylor's jewelry line.

**WP:** So this is an anniversary year.

**TB:** Correct. We celebrated the anniversary on the exact day in May that I bought it back. After one year of owning the business we opened up our first small boutique on Rodeo Drive for Rolex and, for the first time, Patek Philippe. Rolex wanted a presence on Rodeo Drive, which they did not have at that time, so we opened a small store with both brands of just 1,500 square feet.

In 2012, both Rolex and Patek Philippe wanted their own boutiques, so we came back to Beverly Drive to our current location across the street from the original Geary's, which has allowed us to give 1,500 square feet to both stores. This is where we have been for almost 12 years.

**WP:** That is 360 Beverly Drive. Are the Rolex and Patek Philippe stores standalone?



**TB:** They are side-by-side and have a connecting doorway inside.

**WP:** Which brings us to the present day, and your move back to Rodeo Drive, but on a much larger scale.

**TB:** Yes, about five years ago both brands decided they wanted a much bigger presence on Rodeo Drive. Because of the importance of the street, they wanted to have West Coast flagships there. We found the perfect location, in a building that my family actually owns, but we had to give two years' notice to a tenant which meant we finally took possession of the property on July 1 this year. On July 5, we started construction.

**WP:** Congratulations, that is a huge move. Early days, I know, but how is the construction going?

**TB:** Everything is on track. We have weekly progress reports and so far everything is moving ahead to schedule. I am confident that early next Fall we will be ready to open.

**WP:** What can you tell me about the project, and your vision for how it will look?

**Above:**  
How the new Rodeo Drive store fronts will look.

**Right:**  
The Rodeo Drive Rolex boutique interior.

**TB:** It is 15,000 square feet. We are adding a third floor to the building with a rooftop terrace, so it is a fairly expensive development. Both the Rolex and Patek Philippe stores will be separate with their own entrances. There will not be a path through for customers, only for back room staff.

Patek Philippe is 3,000 square feet and Rolex is a little over 7,000. A 3-4,000 square foot rooftop will be shared by both brands. There will be back office space, and I will have an office there, but it will not be our headquarters.

**WP:** You spoke about Rolex and Patek Philippe wanting to be back on Rodeo Drive. Does that mean Beverly Drive is seen as less prestigious these days?

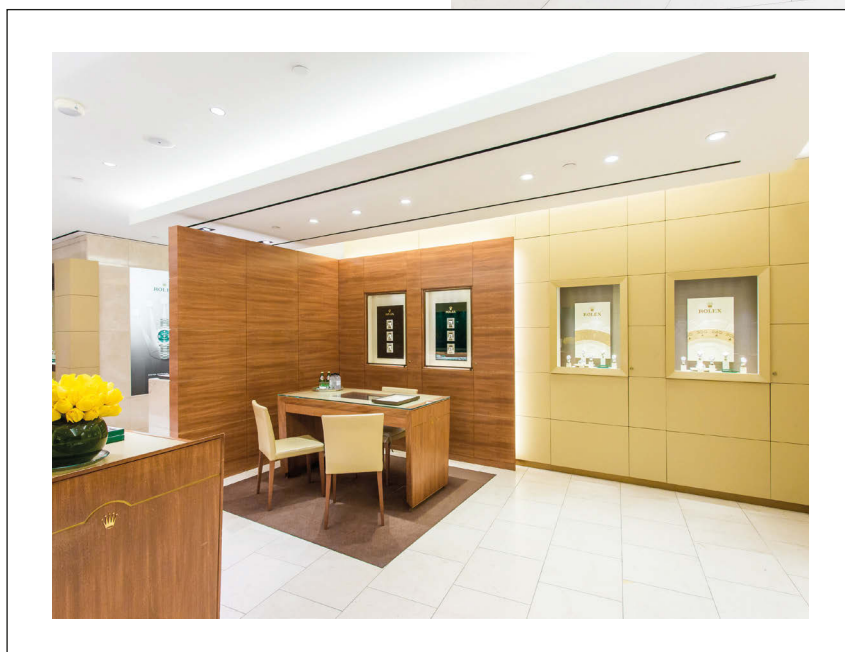
**TB:** The real turning point was in the late 1970s into the early 1980s. Obviously Beverly Hills is where a lot of Hollywood celebrities live in big, beautiful homes. Stores at the time were really nice, but not at the level that you see now.

Gucci was probably the first to open on Rodeo Drive in the mid-1970s. Louis Vuitton, Valentino, Hermès and others started with stores on the street

in the 1980s. That was the decade when luxury brands from Europe started to come in and invest, and these were the very first stores for these European luxury brands in the United States. They got their start on Rodeo Drive.

**WP: Has the gravitational pull of luxury brands on Rodeo Drive affected Beverly Drive?**

**TB:** Not at all. They coexist beautifully. When I first opened with Rolex and Patek Philippe, people said that it would take business away from Beverly Drive. It just increased business on Beverly Drive.



**WP: Does that historic flagship location concentrate more on luxury homeware and gifts?**

**TB:** Yes, but we do have jewelry and we have Rolex on Beverly Drive. I would say that store is about 50% jewelry and watches and 50% home today.

**WP: It is quite an unusual combination to have homeware, jewelry and watches being sold from the same showroom.**

**TB:** It is kind of like Asprey in London, or Tiffany & Co. Some of the best jewelers have often sold high-end homeware.

**WP: I can see the sense in offering affluent customers everything they need from a home and gift perspective. Are you mainly in the business of providing high-end gifts, or are people actually furnishing their homes from Gearys?**

**TB:** We are the largest retailer of Baccarat and Christofle in the United States. Our customer use us for gifting and furnishing. I would say we are here for special occasions as well as providing items that people can just enjoy.

**WP: How would you describe your relationship with Rolex and Patek Philippe? You are obviously very committed and loyal to them, because you have only ever carried these two brands.**

**TB:** For Rolex it started in 1998, when I was still working for Ross Simons. We wanted Patek Philippe at that point, but they were not ready to go with us. When I bought the company back in 2003 and decided to open a store on Rodeo Drive, that is when we were able to bring them in.

The relationship with both brands has been so strong since day one. They have been wonderful to work with. We play by the rules and work the way they like us to. Our success has been a team effort.

**WP: Things must have changed dramatically over the 25 years you have had Rolex and the 20 years you have worked with Patek Philippe. In the early days you were probably discounting to keep product moving, which is unthinkable today.**

**TB:** Demand has increased dramatically, particularly over the past five years. I think we have managed that well. It is important that we do not sell watches to people that intend to flip them. We are very careful to know our clients and build a relationship with them. We do not just want one transaction, we want them to keep coming back.

Now our challenge is to develop new customers, because we have such a well-established clientele. Frankly, we could sell 100% of our allocation to clients we have been doing business with for years.

**WP: I would imagine you could sell 500% of your allocation to those clients.**

**TB:** Right, but that is not the smart move, so we allocate around 40% of our allocation to new clients for both Rolex and Patek Philippe. That is very important to us.

**WP: That must be tough. I'm not going to get into quizzing you about celebrity clients, but let's just say you must have customers who expect to get what they want and are not used to being told no.**

**TB:** We do, and it is a challenge at times, but we are careful about how we respectfully say, "not at this time". We don't give a hard no, it is more of a not at this time. They mostly understand the situation we are in, but people tend to want what they can't get. Some people do not even know what they want, but if they cannot get it, they want it. We have to manage their expectations.

**WP: Around 40% of your watch allocation to new clients is a higher percentage than I have heard of from any other retailer of Rolex and Patek Philippe, so it is an interesting strategy, particularly when you do not have any other watch brands you can offer. I know Thierry Stern [president of Patek Philippe] has told retailers they have to keep bringing new clients to the brand, but what I have heard is that he means around 25% of the allocation.**

**TB:** It was a conscious decision a couple of years' ago. I am not going to say that some clients have enough; true collectors never have enough, but we have to respectfully say that we are doing the best we can with these desirable brands.

The most important thing we can do is to

keep demand strong for these brands, so you need to have new clients.

**WP: Is Beverly Hills a place where there are always new clients coming in?**

**TB:** We certainly have a lot of visitors, and this can be an additional complication because we try to sell around 80% of our watches to people who live locally. It is very easy to sell to people from out of town, because we have tourists on Rodeo Drive all year round.

**WP: Looking at the new boutiques, we know that Rolex especially –but I expect Patek Philippe will follow – really wants its retail partners to have the capability to service its watches. They want that investment. Is that part of your plan?**

**TB:** We will have a very large amount of space devoted to service. We will have a workshop for five watchmakers on site for Rolex. We will also have a Patek Philippe workshop with one watchmaker, which will be the only one west of New York City. The challenge is recruiting watchmakers. We have three on staff now and we are looking for more before the store opens.



**WP: Do you currently have Rolex watchmakers in your other stores?**

**TB:** Not in the Century City store, but we have one on Rodeo Drive and two in Santa Monica where we have the space.

**WP: Have you applied to be part of Rolex's Certified Pre-Owned Program?**

**TB:** Yes. We are going to be doing it in our flagship store on Beverly Drive in 2024, but not on Rodeo Drive. We do not currently take trade-ins, so we are trying to find the right person to run the CPO operation for us because our current team does not have that experience. It is a totally different mindset. That is why we are looking for somebody who can help us get through it.

**WP: Another hot topic among Patek Philippe partners, particularly at a time when its global network is being pruned, is the issue of succession planning from one generation of owner to the next. We know Gearys is a multi-generational business, and you have many years ahead of you, but do you have somebody lined up to succeed you when the time comes?**

**TB:** I am not married and I have no children, so I have no successor at this point. I am still relatively young and vibrant but it is something I am aware of. I have some cousins and a nephew, but you need to have this type of business in your blood. You can't just turn it over to anybody.

**WP: It has been interesting in recent years to see investment from jewelers in the United States to build bigger and better stores. It feels like Watches of Switzerland coming in and Bucherer buying Tourneau invigorated the market so that everybody had to work harder to stay ahead. I know these giants are still in acquisition mode, but retailers like yourself have been choosing to invest and hold the markets you have rather than entertain offers.**

**TB:** Brands like Rolex and Patek Philippe have done a great job at keeping a balance between independents like us and the bigger groups you mention. We have represented these brands for years so, even though they have done a good job of coming into the market in a big way, they are not here in Los Angeles. They keep everybody on their toes. Competition is healthy. We all sell whatever we get, so it is about how well we serve our clients.

**WP: Why do you think neither Bucherer nor Watches of Switzerland has managed to move**



**Above:**  
Gearys Rolex  
Boutique in  
Santa Monica.

**Left:**  
Gearys Century  
City Rolex  
Boutique.

**into LA? If I look at the Greater Los Angeles Area, there are so many great independents — Westtime, Polacheck, Hing Wa Lee, CH Premier — it is surprising none of them has been bought.**

**TB:** They tried. But all of those stores you mentioned are well-entrenched generational family businesses. I am the third generation owner of Gearys, and we have all been doing business with the brands for years and we all keep investing in getting better.


**WP: The Rolex and Patek Philippe stores on Rodeo Drive are clearly massive projects for you, but do you have any other plans for growth?**

**TB:** We always keep our eyes open, but the brands are loyal to their partners. They have the opportunity to open these stores on Rodeo Drive because we have been with them for 20 years, and we are really entrenched in the Beverly Hills community; we own real estate here.

When opportunities have come up, like Rolex asking us to open in Century City and Santa Monica, we were happy and proud to do it. We would like to expand our store in Century City because it is in a great mall and is rather small. That may be our next project.

**WP: Do you ever consider adding watch brands to your portfolio?**

**TB:** No, I am happy with Rolex and Patek Philippe. When you have the two best, why would you want to dilute them?

The other thing is that these brands do not own their own stores, they always work with partners like us, whereas Richemont brands own their own stores and they mostly have a presence on Rodeo Drive, which is difficult to compete with. 

WATCHPRO  
AWARDS  
2023  
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# THE FINAL COUNTDOWN

September 14, the date for the inaugural WatchPro Awards in New York City, is almost upon us, and we could not be more excited about launching this event in the United States.

The WatchPro Awards has been the biggest night of the year for the British watch industry for almost a decade, and we are sure it will become an annual fixture on this side of the Atlantic as well. It is an opportunity for the people and teams that have turned the United States into the biggest market in the world for Swiss watchmakers to come together as an industry and celebrate the best exponents of sales, customer service, marketing and all the factors that separate the great from the good.

The evening is unique in bringing together retailers from across the country and executive teams from multiple watch brands. A true celebration for the entire industry, the event highlights the achievements of individuals and teams – the people, even more than the products, that make the watch industry so thrilling to be a part of.

The venue chosen for the very first WatchPro USA Awards is Cipriani 25 Broadway, a spectacular ballroom in the heart of Lower Manhattan’s Financial District. Originally built as the great ticketing hall for the Cunard Steamship Line in 1921, Cipriani 25 Broadway effortlessly combines classic elegance with modern sophistication. The venue’s magnificent interiors and distinguished heritage makes it an unexpected canvas for showcasing cutting-edge technologies like projection mapping.

This venue of the future serves as the perfect backdrop to our black tie dinner and presents an unparalleled opportunity to engage and captivate guests. Powered by the creativity and innovation of award-winning multimedia studio Moment Factory.

Watch executives will be treated to the exceptional cuisine of Cipriani, plus live entertainment and the excitement of the WatchPro Awards ceremony. Tables and tickets for the September 14 WatchPro USA Awards have been selling fast, but we still have space available. Tables of 10 are available for \$9,000 while individual tickets are \$950 per head.

The evening will consist of a pre-dinner champagne reception, followed by a three-course gala dinner, prepared and served by the exceptional Cipriani team. The Awards ceremony itself will take place during the dinner, with winners in 14 categories presented with their trophies.

Then it is on to the after party, where the greatest celebrations often take place and live entertainment kicks into top gear. I personally cannot wait to greet the people that make the American watch industry tick, and hope we establish a sensational night in the crowded calendar that people will look forward to attending for many years to come.

In speaking of the event, Tirath Kamdar, global general manager of luxury at eBay, the headline sponsor of the Watch Pro Awards, says: The WatchPro Awards recognize premier excellence in the watch industry, as well as the discipline and innovation of its thought leaders. It is an honor to sponsor the inaugural Awards in New York and acknowledge the achievements of the many accomplished individuals and brands at a highly anticipated industry celebration.

“As the luxury watch market continues to experience an increase in demand, it is timely and fitting to embrace the history of the U.S. watch industry and celebrate the innovations leading it into the future.”

For tickets or more information, please visit [usa.watchpro.com/awards](http://usa.watchpro.com/awards)

# THE AWARDS

There will be 14 WatchPro Awards in 2023.  
And the categories are:

## WATCH BRAND AWARDS

### Luxury Watch Brand of the Year

For brands predominately priced at \$10,000 and upwards

### Prestige Watch Brand of the Year

For brands predominately priced between \$5,000 and \$10,000

### Jewelry Watch Brand of the Year

For brands with a strong association with fine jewelry watches

### Affordable Luxury Watch Brand of the Year

For brands predominately priced Between \$1,500 and \$5,000

### Volume Watch Brand of the Year

For brands predominately priced under \$1,500

### American Watch Brand of the Year

For brands headquartered in the United States

### Marketing Activation of the Year

Which brand marketing activations have you most admired this year?

### Best New or Refurbished Branded Store of the Year

For stores that are directly run by a watch brand

## WATCH RETAILER AWARDS

### Multiple Luxury Watch Retailer of the Year

For retailers with 10 stores or more across the United States

### Independent Watch Retailer of the Year

For privately-owned retailers with fewer than 10 stores across the United States

### Multi-Generational Watch Retailer of the Year

For privately-owned retailers with more than one generation working within the business

### Best New Store of the Year

For stores that are owned and run by an independent or multiple retailers

### Best Refurbished Store of the Year

For stores that are owned and run by an independent or multiple retailers

### Pre-Owned Watch Retailer of the Year

For multiple or independent watch retailers operating physical or online businesses

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# CARL F. BUCHERER REBOOT

Carl F. Bucherer is the oldest watchmaker in Switzerland still in the hands of its original family owners. But it is not allowing its long history to get in the way of a thoroughly modern makeover, as Rob Corder discovered on an all-access afternoon with the brand.

Carl F. Bucherer kicked off a roadshow in Munich last month that is relaunching the brand as an upmarket competitor in the \$7,000 to \$9,000 price segment.

The “Exploring Time” roadshow, which will also touch-down in America, aims to introduce press and retail partners to a fresh line-up of its classical, complex and urban-styled Manero watches that will start hitting stores from September.

CFB, initials that Carl F. Bucherer brand executives seemed keen to use in Munich, is also trimming its catalogue from over 300 references to around 120.

A spokesperson told *WatchPro* this would mean withdrawing watches that currently compete in the same price segment with the likes of Longines, Tissot and Baume & Mercier.

While this year and next will be mostly about the revamped Manero line, the company says it will con-

**Above:** Carl F. Bucherer is highlighting its in-house watchmaking expertise with this trio of one-of-one minute repeaters.

**Opposite (clockwise from top):** Caseback and movement of the Manero Minute Repeater Anniversary; Manero Central Counter; Manero Minute Repeater Anniversary; Manero Peripheral.

centrate from 2025 onwards on similar overhauls for its Patravi line of divers and sports models and its Heritage family, which revives classic pieces from the CFB archive.

Carl F. Bucherer was launched by the Bucherer family of jewelers in 1888, and remains the only Swiss watch manufacturer still owned and led by its founding family. Its watches are sold through 56 Bucherer showrooms in Europe and the United States, along with a wholesale operation that currently serves a global network of around 350 retail partners.

The United States is CFB’s largest wholesale market with around 50 doors. As part of the relaunch, the brand says it is aiming to reduce its worldwide points of sale to around 260.

It will still be present in all current markets, but its remaining doors will have greater exclusivity, which the company hopes will encourage retailers to invest in the brand. A new retail concept, which



can be adapted for shop-in-shops, will be unveiled early in 2024.

The 360 degree strategy is designed to elevate CFB so that it is spoken about in the same conversations as IWC or Jaeger-LeCoultre.

It will continue to offer watches with outsourced movements, but will devote more energy to haute horlogerie watches using its range of manufacture calibers, which include top-end complications such as tourbillons and minute repeaters.

“We will have a new workshop specifically for artisans and haute horlogerie watchmakers,” a spokesperson revealed.

A signature expression of CFB’s manufacturing is the peripheral rotor, a bidirectional oscillating weight that circles the outer edge of some movements so that more of the highly-decorated and finished components and bridges can be seen through exhibition casebacks. It was first launched in 2008 with the CFB A1000 and is now found in a range of Manero watches including a tourbillon and minute repeater.

CFB kicked off its 135th anniversary this year with a capsule collection of five all-black watches; four Maneros and one Heritage piece. These were followed by a trio of floating tourbillon minute repeaters described by the company as the pinnacle of its prowess and a powerful expression of its rich history, engineering talent and pioneering spirit.

Each was a unique one-of-one watch that collectively demonstrated a broad range of watchmaking, finishing and jeweler’s skills.

September will see the introduction of this year’s core collection Manero watches, with other drops scheduled for the remainder of 2024.

#### MANERO PERIPHERAL

For everyday wear, CFB is introducing a family of steel-on-steel automatics with central hours and minutes hands, date and a small seconds subdial at 6 o’clock in a range of colors.

Launch: September 2023

#### MANERO CENTRAL COUNTER

This chronograph is updated for 2023 with a choice of dials in four nature-inspired colors that provide a fresh look. Combining style with utility, stainless steel cases are paired with diamond-like carbon-coated bezels and hybrid rubber straps for a ruggedized appearance.

Launch: October 2023



**AS PART OF THE  
CFB RELAUNCH,  
THE BRAND SAYS  
IT IS AIMING TO  
REDUCE ITS  
WORLDWIDE  
POINTS OF SALE  
TO AROUND 260.**

#### MANERO MINUTE REPEATER ANNIVERSARY

The sheer intricacy of these triple peripheral timepieces – Carl F. Bucherer’s most accomplished technical designs to date – is now combined with contemporary, stand-out colorways in bold shades of blue, green and purple, and color-matched oscillating weights that are visible through the casebacks.

These three unique pieces and their rebellious energy catapults CFB into a brand new chapter of haute horlogerie.

Launch: December 2023 

# ERIC WIND

## MY TOP 10 WATCHES

Eric Wind is the owner of Wind Vintage, a business that buys and sells the finest vintage watches and helps enthusiasts to collate exceptional collections. Previously vice president and senior specialist of watches at Christie's auction house, he has also been a regular contributor to *Hodinkee*. Regarded internationally as an authority on watch authenticity and brand analysis, Mr Wind is a regular expert voice in titles including *New York Times*, *Wall Street Journal*, *The New Yorker*, *Financial Times*, *Chicago Tribune*, *Business of Fashion* and *Robb Report*. Here we challenged him to choose his personal Top 10 watches, a task that proved so hard that we allowed Mr Wind one honorable mention for each of his top picks.



Picking my 10 favorite watches is not something easy – or even advisable given the inevitable collectors and companies that will be disappointed by what is left out – but it is better to be in the arena than to be a cold and timid soul watching from the sidelines. For this list, I am focused on models rather than specific reference numbers and I am not wanting to repeat any brand on the list. Here goes nothing!



### ROLEX SUBMARINER

The Rolex Submariner was the first luxury watch I knew, after going to a retailer in Colorado with my dad when I was about 10. The first Submariner I purchased had a gilt “Bart Simpson” dial, but it was also the watch that first taught me about case polishing as the lower right lug being over-polished drove me nuts and led me to sell it. The ref. 5512 with meters-first dial that I got from Paul Altieri of Bob's Watches in 2016 was the product of a multi-year search for an unpolished Submariner and would be the one watch I would run back into the house during a fire and grab – even though I wear other vintage Rolex watches more frequently these days.

### Honorable Mention: Tudor Black Bay 58

For current production models, I prefer the Tudor Black Bay 58 to the Rolex Submariner models, which look a bit too beefed-up between the thick lugs and fat hands and hour markers. The Black Bay 58 is the modern watch I wear most – a special model I helped to design for Rowing Blazers.



## PATEK PHILIPPE NAUTILUS

The Nautilus is the epitome of a luxury sports watch for me. I had an unpolished reference 3700/1A that I bought at a small auction in Michigan that still haunts my dreams. It was a lot of money for me to have tied up in a personal watch, so I decided to part with it and my only consolation is knowing it is now in the collection of Daniel Dae Kim. That sleek integrated bracelet, the thin head, that beautiful blue dial, it is just so elegant and enjoyable on the wrist. The Nautilus was in some ways stealthier and cooler before it jumped the shark the last few years – but I feel like the original 3700 models still remain undervalued and remain stealthier than the beefier modern versions.

### Honorable Mention: Audemars Piguet Royal Oak

I often say there are two types of people in this world: Nautilus people and Royal Oak people. I have a huge amount of respect for the Royal Oak, but I find the case and bezel screws a bit brutalist and prefer the more refined Nautilus case.

## OMEGA SPEEDMASTER

As I once heard from Ben Clymer, every great collector should have a Speedmaster in their collection at some point in time. And, I have to say that I feel the same way: a great Speedmaster is one of the most rewarding watches of all to wear. They have it all: great chronograph movements, an amazing case design, fantastic dial and hand aesthetics, and an unbelievable backstory, particularly the history of the Speedmaster with space exploration. As someone looks at building a collection, I am always recommending they look at getting an excellent and appealing Speedmaster.

### Honorable Mention: Rolex Daytona

I love Rolex Daytonas, but given the average price of a Daytona versus a Speedmaster, I would say that a collector with a more limited budget (say \$50,000 or less) should look at getting a Speedmaster rather than putting most, if not all, of their eggs in one basket by buying a Daytona.



## JAEGER-LECOULTRE REVERSO

As my colleague Charlie Dunne has said, the Reverso is the original fidget spinner. Originally designed for British polo players in India, the watch is one of the original sports watches. It was de rigueur for royalty and elites to wear these in the 1930s and 1940s and it remains one of the best 'form watches' ever made. My forever Reverso is my Grande Reverso Ultra Thin 1931 US Edition that was a gift from my best man, Jack Carlson, in 2012. I look forward to passing it down to one of my children one day.

### Honorable Mention: Cartier Tank

I am sure I will irritate a lot of people by not having a Cartier on the list, but there are two types of people in this world: Tank people and Reverso people. Just kidding! I am intensely interested in vintage Cartiers, but just have never felt super comfortable wearing them myself. I feel they should be on the wrist of a European supercollector like Auro Montanari a.k.a. John Goldberger rather than on mine.

**BREITLING NAVITIMER**

The Navitimer was one of the earliest watches designed for pilots and set the trend for so many famous chronographs that followed. The case is large, but somehow still svelte and hugs the wrist so well. I always feel like a person wearing a Navitimer is extremely smart and ready to do advanced calculations with the internal slide rule. I remain excited each time I hold a great Navitimer reference 806 (or 'Cosmonaute' reference 809 with 24-hour time) or a vintage Breitling model generally.

**Honorable Mention: Rolex GMT-Master**

For many people, when they think of a pilot watch, they think of the Rolex GMT-Master with a 'Pepsi' red and blue rotating bezel. A GMT-Master reference 1675 is one of my favorite watches, but given that I already have the Submariner on the list as my Rolex pick, the GMT must be an honorable mention in this pilot category.



**HEUER CARRERA**

Vintage Heuer chronographs were my first true love as a vintage watch collector. The Carrera remains one of the purest chronograph designs with beautiful angled lugs and simple dials. My first serious vintage watch was a Carrera 2447S with early eggshell white dial and it remains forever imprinted on me as one of the best and most elegant vintage watches ever made.

**Honorable Mention: Heuer Monaco**

Many people would flip this and say the Monaco is more iconic than the Carrera, but I don't love the Monaco as much on the wrist as the Carrera due to the size of the case and lug placement. It remains very special, but I prefer the Carrera.

**ZENITH EL PRIMERO**

The Zenith El Primero was one of the first automatic chronographs and remains the signature line for Zenith. I personally love my Zenith 'Covergirl' El Primero reference A3818 and think it is one of the coolest vintage chronographs ever made. The El Primero movement is so good Rolex decided to use it for its first automatic chronograph movements introduced in 1988.

**Honorable Mention: Other Automatic Chronographs from 1969**

1969 was a watershed year as it was the debut of automatic chronographs from the Project 99 consortium (Heuer, Breitling, Hamilton, and Dubois-Depraz) as well as Seiko. The Zenith El Primero, however, was the most advanced movement of the group.



## VULCAIN CRICKET

The Vulcain Cricket is one of my favorite watches and the only vintage watch where I collect multiple examples rather than just honing in on my favorite example of a given model. I love it all: the aesthetics (simple and elegant with the addition of that fourth hand for an alarm), the history (almost a decade to develop that ingenious miniature alarm system), and the legacy of being worn by Presidents of the United States.

### Honorable Mention: Jaeger-LeCoultre Memovox

The Memovox is a beautiful “if you know, you know” elegant tool watch. I love the look of the two crowns and find them to be some of my favorite watches to collect.



## PHILIPPE DUFOUR SIMPLICITY

Philippe Dufour is the ultimate ‘independent’ for me and I have dreamed of owning one of his Simplicity timepieces since I first saw one over a decade ago. It is the Platonic ideal of a dress watch and it is no surprise that prices have skyrocketed for them over the past decade and especially over the past two years.

### Honorable Mention: Patek Philippe Calatrava

Of course, it is hard to argue with a great vintage Patek Philippe Calatrava. The Patek Philippe references 570 and 565 examples with Breguet numerals are at the very top in my view, but again, we could only really have one Patek Philippe on this list.

## SEIKO DIVE WATCH

The Seiko dive watch is such an iconic entry-level mechanical dive watch. Whether you were a grunt in the US military serving in Vietnam or a hipster today, you can't go wrong with a Seiko dive watch on your wrist. Designing the Rowing Blazers x Seiko watches has been an absolute highlight and honor in my life and occasionally seeing them in the wild is extremely gratifying.

### Honorable Mention: Casio G-Shock

For those that can't afford the Seiko or who just want the additional features of a digital watch, such as an alarm and stopwatch function, the G-Shock is a can't miss and it has certainly been a gateway to more serious watches for so many collectors.





# IT TAKES TWO

WatchPro discovers how a new Hybrid Smartwatch unites the iconic brand legacy of Pininfarina and the ground-breaking innovation of Globics Technology.

In the June issue of *WatchPro*, we introduced a new analogue smartwatch. The timepiece is the creation of Hong Kong-based electronics company Globics Technology and celebrates the legendary Italian design house Pininfarina. Dominic Richardson, Globics head of sales for the UK and Ireland, explained the tech involved in delivering the health and fitness functions of Pininfarina Hybrid Watches by Globics and the benefits derived from tracking and monitoring fitness goals and sleep patterns. What was less clear was the role the legendary coachbuilder, synonymous with Ferrari, has played in the creation of these clever timepieces.

Above:  
Fabio Calorio,  
Pininfarina's head  
of global brand  
extension.

The Globics project is not Pininfarina's first watchmaking rodeo. The brand has previously collaborated with Casio on a sold-out G-Shock and is today partnering with Swiss haute horlogerie house Bovet 1822 on ultra-high-end and limited-production timepieces.

When any lover of design hears the name Pininfarina, their attention naturally turns to the cars created by the legendary coachbuilder founded in 1930 by Battista Farina whose nickname was Pinin. From his carrozzeria, based in Turin, Mr Farina's aim from the start was to make the dreams of gentlemen come true. "And that's still our ambition today," says Fabio Calorio, Pininfarina's head of



global brand extension. “For 93 years, we’ve been connected to design fluidity, and our name and work are powerful tools used to create emotion.”

Until the 1980s, that emotion was pretty much limited to cars and transportation. Having worked with Lancia, Alfa Romeo, Isotta Fraschini, Hispano-Suiza, Fiat, Cadillac and Peugeot, the most important collaboration for Pininfarina was with Ferrari – a relationship that has continued for more than 60 years.

Although there will always be a link to the auto world, Pininfarina was keen to expand into new areas and, four decades ago, the current chairman of the group Paolo Pininfarina – the third generation of the family to head the company – was assigned a new division called Pininfarina Extra, which became responsible for designing everything BUT cars. Fast forward to 2023 and there’s no longer a Pininfarina Extra entity, just one all-encompassing company known as Pininfarina SpA. The aim, however, is still the same: to bring great design to different lifestyle categories.

“For Pininfarina, a great brand doesn’t necessarily mean a luxury brand,” says Mr Calorio. “A company that is solving problems for people or for the world is a great brand and good design, at the end of the day, should be a democratic thing. For



**Clockwise from above:** The Globics Senso was inspired by Pininfarina’s unrivaled brand legacy that has resulted in legendary products including the 1950s Cisitalia 202 through to extraordinary 21st-century electric hypercars.

example, we are incredibly proud of a toothbrush we created with Unilever that sold in its billions because it was different in terms of ergonomics and performance.”

Pininfarina brand licensing works in two ways: via co-branding, with Pininfarina and the partner brand jointly taking a product to market, or as a Pininfarina “stand alone brand” which involves working with external companies that embody Pininfarina’s brand values, as is the case with Globics Technology.

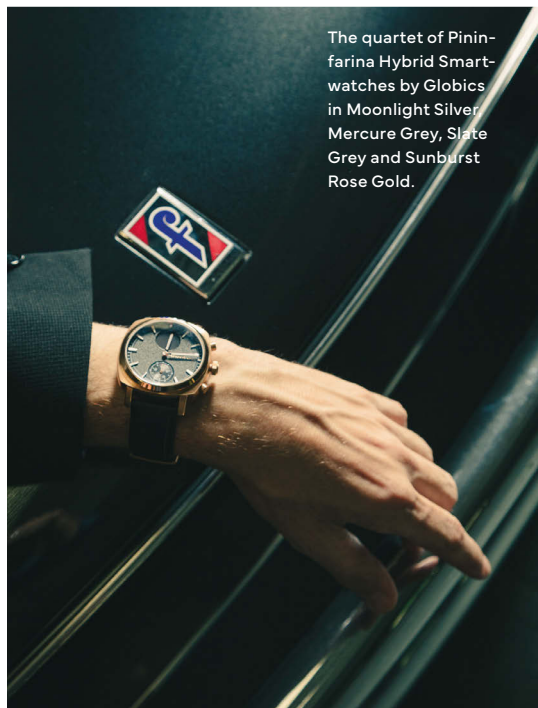
“Ninety per cent of our licensing agreements are in the domain of co-branding,” says Mr Calorio. “We love to combine the values of Pininfarina with those of our partner brands because we believe that by joining forces with companies that are at



the top of their respective fields, we merge our expertise and histories. But whichever way we work, there are three things that are important for us in a partnership. First is the reputation of the partner, second is the nature of the category and third the kind of differentiating experience that the product delivers. But whenever a category resonates with our DNA and our roots we are open to partnering.”

So, what is it that aligns a product with Pininfarina’s values? “Pininfarina products talk about Italy, about culture, about discretion,” says Mr Calorio. “They are about understanding how details make something desirable. A Pininfarina product is not showy, it’s not about gold and diamonds, it’s more about details that can’t be seen from afar, and may not be noticed at first sight, but when you realize they are there, they help you to really connect with the object.

“A partnership will work if we feel that a brand can play a meaningful role and have an impact in a particular sector. When we first found out



The quartet of Pininfarina Hybrid Smartwatches by Globics in Moonlight Silver, Mercure Grey, Slate Grey and Sunburst Rose Gold.

about Globics, we were particularly interested in the idea of a traditional looking analogue watch with integrated smart capabilities. The smartwatch sector is heavily occupied but I think there are unexplored areas. We see a great opportunity for someone to create something beautiful in the category.”

“The overriding goal for Globics is to create and distribute smart timepieces that connect classic and contemporary with a deep-rooted heritage in iconic design inspired by the Pininfarina brand legacy.”

The design and technology behind the new steel-cased hybrid watch – featuring a traditional dial, indexes and hands but also with caseback sensors to monitor a wearer’s heart and fitness goals – were both pioneered and developed by Globics. Pininfarina was keen that the overall experience was consistent with the values of the brand. “But we did not add in any new technology from our





side,” says Mr Calorio. “Our angle was only from the brand and user perspective.

“We were really surprised and delighted by the kind of design and technology that Globics was able to bring to the table and, they had a clear idea of what kind of features they wanted to see, both from a design perspective and from a user experience perspective. We realized this was very different and represented a strong and solid approach to the category.”

While there is currently only one product on the market - the Senso Pininfarina Hybrid Smartwatch - the Globics project is made meaningful by the fact that it is long-term, and Mr Calorio says that in the next months and years there will be a fully-fledged family of smartwatches, each model built to last thanks to its timeless analogue design and the ability to update the software inside.

In conclusion, Mr Calorio says of the partnership: “From our side, I can say that Globics has perfectly interpreted our heritage, mixing it with state-of-the-art technology, creating a beautiful and innovative collection of hybrid watches, that represent Pininfarina’s



values. They are objects of desire that are consistent with our brand legacy.”

Going forward, Mr Calorio says that he would like to see the name Pininfarina become a symbol of quality and distinctive Italian style within the smartwatch sector, and he has full trust that Globics Technology is the right partner to bring this wish to fruition.

“Heritage and innovation. Elegance and sophistication. By seeking balance in every sphere - analogue and digital, sport and wellness - the project will help elevate brand awareness in a journey that will establish Pininfarina as a niche lifestyle brand,” he says.

“The challenge for Globics is in getting people to hear our combined message. What we want is for people to see Pininfarina as a lifestyle brand - one that is working on what is happening both now and for the future,” he continues.

“With our Globics partnership we will be able to demonstrate this as well as have a unique opportunity to combine emotion and innovation - and those are rare qualities.”

# ARTIFICIAL TIME

As the world of horology asks if it is time to embrace artificially designed watches, Robin Swithinbank tells us all to get real.



few days before writing this column, I was talking to a friend about his company. I'd once written him some copy to help him talk about what it does. Make stuff, sell stuff, that kind of thing. Now, he needed an update, so he'd asked ChatGPT to rewrite it and wanted to know what I thought. Which is a bit like asking your wife if she thinks her best friend is pretty.

I wish I could sit here and tell you I laughed a deep belly-laugh, ROFLing at the machine's cloddish vocabulary and clunky syntax. But I didn't. I couldn't. Instead I read with pure terror the rhythmical, perfectly formed sentences it had spewed out, unable to find fault with it. It had grasped the essence of the business, as well, not just factually, but in spirit, too. Oh, hell.

This won't be the last time this happens to me. Or to other writers. Or to the many millions of us who are about to discover that a dislocated assembly of protocols and code (a sort of all-seeing, limbless Johnny 5 with megalomaniac tendencies) will soon be doing our jobs for us. Only faster, better and without ever asking for a pay rise.

Powerful people, from Elon Musk to our very own northern waxwork William Hague, are encouraging us to prepare us for the inevitable. Get ready, skill up, retrain they say. Fine, but as what? Not all that long ago I would have been dead by my age, and now I'm expected to become a plasterer? A rice picker?

OK, so maybe AI will cure cancer. And maybe it will do my taxes for me. Great. But I'd trade that for not having it at all. Because if it's going to make loads of us redundant, death and taxes will catch up with us sooner than ever before.

Honest to god, I've yet to use ChatGPT, part out of spite, more out of fear that in just a few months it might

have become better than I am at something I've spent 30 years learning how to do. Or longer, I suppose, if you count the holding the pen and spelling my own name bit.

One colleague mischievously invited it to write a piece about watches in the style of a well-known writer (it pretty much nailed it, apparently), but I can't bring myself to do that. Not even for a laugh. No, no ROFLs here.

I have tried my hand at AI-generated design, though – in the name of a good story, you understand. I was with Bulgari a couple of months back and quizzing the company chief executive Jean-Christophe Babin on whether he might ever embrace AI-designed watches and jewelry. He could see it being used as a complement, he said. A tool, like CAD.

He then ushered me into a booth and invited me to try out his AI experience. The idea was that you strapped a device to your head, allowed it to read your thoughts (the horror) while you watched a film for a few minutes. Based on your reactions to this, it would then create a unique piece of AI-generated art.

Which it duly did. I can only describe the result as odd, cold, aloof maybe, even if that doesn't cast my emotional state in a particularly good light. It was abstract, swirly, slightly dystopian and kind of intriguing, and like nothing I've ever seen or imagined. Which I suppose is a good thing, because if it had drawn what was really on my mind, they might have called an ambulance.

I kept it on my phone and showed it to a few people, recognizing that even if I wouldn't be finding a space for it in my downstairs loo, it did at least pass the pub-test story theory. It drew wonder in some quarters, but I'm sure I detected fear, too, as if it might have been a harbinger of the AI-pocalypse. The end of the world disguised in a Bulgari dress.

I found that reassuring. It suggested people don't want AI-generated art. Or AI-generated anything. Not people with self-preservation in mind, anyway. Instead, they want humanity, connection and relationship. None of which AI will truly ever be able to offer.

The theory could be applied to anything, I suppose, but watchmaking brings it into sharp focus. Here's a category defined by humanity: for millennia, we've been trying to measure and control earth time, knowing all too well we'll never have more than a finite quantity of it to play around with. Whether on an egg timer or an atomic clock, the



IMAGE: MARIIA SHALABAIEVA ON UNSPLASH

## “LIKE JOHNNY 5, AI WILL NEVER BE HUMAN. THE CLUE IS IN THE NAME.”

fingerprints of humanity are all over horology. Must we now wipe them off to make way for creepy bots?

If there's hope yet, it's in our human-ness. Whether your metier is words, watches or anything else, the unspoken contract you have with your colleagues, clients and fellow humans is that you're entering into a relationship, one that relies on trust, integrity and reciprocation. That's a flesh-and-blood cocktail that a soulless algorithm muncher can't replicate, and never will. Like Johnny 5, AI will never be human. Clue's in the name.

Ever the flirt, the industry will dabble with AI. But as with NFT watches, a worthless scourge if ever there was, some gormless gazers will be drawn to the light at first, before remembering the far more meaningful liaisons we have with each other, and therefore with the designer, the maker and even the guy with the ready smile who just wants to sell you a watch, and move on (or back, if we're being literal).

So why not save ourselves the bother? Before we come to pull the AI plug, let's just not plug it in at all and kill off the dead-eyed spontaneity of artificially-generated watch design before it's even born. And the rest. 🍷

# WATCH COLLECTING MADE SIMPLE

If the venerable auction houses, with centuries of tradition and opaque business practices seem intimidating, confusing and expensive, then the recently launched Watch Collecting online platform may be just the place for you to start buying and selling as you begin your collecting journey.

Content editor of  
Watchcollecting.  
com, Nick Bennett.



Classic cars and vintage watches have always been perfect bedfellows, so it was a natural progression when the owners behind the hugely successful Collectingcars.com, which specializes in auctioning rare, high-value automobiles, decided to launch a sister business, Watchcollecting.com. Inside a year of the online auction site going live, it had racked up sales of £10 million thanks, in part, to its motoring enthusiast audience transitioning rapidly to add watch collecting via timed auctions to its thrill list.

From a technical perspective, Watch Collecting also got a bump from using the same online auction software platform as its sibling. Collecting Cars' business model was also adopted, which sees buyers paying a premium of only 6% plus VAT for purchases over £10,000, or a flat fee of £600 for sales below that level. Traditional auction houses' buyers' fees can be 25% or more on top of the hammer price.

"We have taken the lessons from the success of Collecting Cars and applied it to the watch auction market, an industry ripe for disruption," Edward Lovett, founder of Collecting Cars and Watch Collecting said at its launch in the Spring of 2021.

The timing could not have been better as 2021 and into 2022 will forever be remembered as the period when sales of second-hand watches blew up, with prices of the most tradeable watches from Rolex, Patek Philippe and Audemars Piguet doubling during that period. Online auctions at Watchcollecting.com were setting new price records on a weekly basis thanks to the low fees attracting a growing cohort of sellers and buyers.

A rare Rolex Submariner ref. 6200 that fetched £205,000.



A Patek Philippe Perpetual Calendar ref. 5271P that hammered for £213,000.

The hysteria of that first year has deflated along with the prices of your typical Daytona or Aquanaut, but Watchcollecting.com continues to thrive. Nick Bennett, content editor at the company, says that the past four years have seen collectors come together into a community with a shared passion for watches. “We are an enthusiast-led online auction and sales platform dedicated to pre-owned luxury watches,” he tells *WatchPro*.

Simplicity is key to the model, not only for buyers and sellers, but also for the business itself, which is how it manages to keep fees so low compared to traditional auction houses and even trading platforms like Chrono24. “Watch Collecting is 100% online, with lots going live six days a week via our ‘Daily Auctions’ that last seven days, or through our recently launched ‘Buy Now’ or ‘Best Offer’ option. It’s free to list and sell, vendors receive 100% of the hammer price and the watch stays with the seller throughout the process,” Mr Bennett explains.

The company also wants to take complexity away from people who are new to selling watches, so that even somebody who might have just inherited a timepiece from a loved one can use the site with confidence. “With an emphasis on convenience, all sellers are assigned a dedicated consignment specialist for the duration, providing advice on how the platform works, agreeing on a reserve and helping to organize professional photography. We also have a team of copywriters who will craft a detailed description,” Mr Bennett describes.

“At the conclusion of an auction where the reserve is met,

the buyer will be charged a premium which is 6% of the hammer price plus VAT (a minimum of £500 plus VAT applies). The seller and buyer will then be put in touch to complete the transaction. Similarly, with our Buy Now or Best Offer option, the buyer will be charged a premium at the same rate as an auction based on the sale price.”

Watch Collecting aims to address some of the pain points in the second-hand watch market around high fees, slow turn-around times and a lack of support for buyers and sellers. With no fees for selling and a small buyer’s premium, the business offers an alternative to both traditional auction houses and other online platforms. Assistance from experts also helps to maximize sale prices. “There’s a focus on high-quality photography and informative descriptions, for example, which we believe drive customer confidence and maximize the potential for a sale,” suggests Mr Bennett.

With prices rising and falling so rapidly in the past two years, it has never been more important to get a solid evaluation for any watch that is being sold or bought. There are a number of companies tracking prices, but most are flawed. Some, for example, use data from advertised online prices, which are typically over-inflated because transactions take place after a bit of haggling. Others provide data designed to sell watches that a business is trying to sell, so it is far from independent.

Watch Collecting is different. Anybody can go onto the site and see precisely what a watch has sold for. Given the high volume of



A two-tone Submariner with lapis lazuli dial that sold for £64,000.

sales, there are usually examples of the most tradeable watches with their hammer prices. Recent experience points to these hammer prices being considerably lower than other trackers are suggesting.

“We’ve also placed a real emphasis on market transparency. Access to real-world sales data has historically been difficult to find in the watch market. Watch Collecting has disclosed the sales price for every watch sold on our platform since inception, readily available to view on our website’s ‘Sold’ section,” Mr Bennett reports.

As the site has grown, it has inevitably unearthed occasional hidden gems that have been consigned to auction by owners with

**“WITH OVER TWO YEARS NOW BEHIND US, WE’VE AMASSED MORE THAN 2,700 SALES WORLDWIDE, RETURNING OVER £50M TO OUR SELLERS.”**

little knowledge of their value. One such ‘Antiques Roadshow’ moment came in 2021, when a Rolex Submariner ref. 6200 was consigned by the niece of its original owner. She had discovered the watch in a box of his possessions after he had passed away.

“Completely unbeknown to her, this old watch, covered in dust, turned out to be one of the rarest and most sought-after variants of the Submariner, with only 300 examples ever made, all in the early 1950s. In all original condition with a perfectly aged ‘Explorer’ dial, it sold for £205,500, with 100% of the hammer price returned to the seller,” Mr Bennett recalls.

Other notable highlights include a rare two-tone Submariner with a lapis lazuli dial that, after a long bidding war, sold for over £64,000 and, more recently, one of Patek Philippe’s hero references, the diamond-paved platinum 5271P perpetual calendar chronograph which hammered for £213,000.

“With over two years now behind us, we’ve amassed more than 2,700 sales worldwide, returning over £50 million to our sellers,” says Mr Bennett. “Our membership has also increased significantly over that period with almost 20,000 people now signed up. With a real focus on customer service we’re also proud of our Trustpilot rating of 4.7 out of 5 from over 200 reviews. With that in mind, we’re looking forward to helping many more happy customers buy and sell watches in the future.” 



**BOVET**  
RÉCITAL 23

For 2023, Bovet is adding fresh, on-trend shades to its Récital 23 collection. A long-time favourite in the brand's line-up, the Récital 23 watches feature a 43mm x 38.7mm 'writing slope' case, which enables perfect views of the dial when the watch is on the wrist. The case is made from red gold and set with 174 round-cut diamonds, with an additional 72 diamonds on the bezel and a cabochon gem set into the winding crown.

Two new colour and material treatments have been added to the range this year – summer blue and cool green. The dials have been hand guilloché and then lacquered and feature 10 diamond indices and a 3D precise moonphase at 12 o'clock. Set via the crown, the accuracy of the moonphase means that it only needs to be corrected every 122 years.

The watch is powered by a self-winding movement with a power reserve of 60 hours. A hand-engraved gold rotor is visible through the exhibition caseback. And in a romantic touch, once every hour, the serpentine hands come together to form a delicate heart. Prices start at CHF 70,000.



**VERSACE**  
DV ONE AUTOMATIC

Timex Group Luxury Division is delighting well-heeled lovers of Versace with a range of prestige timepieces made under licence. The Italian fashion house has extended its women's line of DV One watches with new 40mm ceramic models housing Swiss-made Ronda automatic movements.

The collection comes with cases, bezels and bracelets in a choice of black, white and pink with matching coloured enamel faces. They carry the Versace logo and Medusa head at the top of the dial, which also features gold-coloured hands and baton hour markers.

The watches are available now in Versace stores, at authorised retailers and at [versace.com](http://versace.com) for \$2,995.

# 2023 NOVELTIES

WatchPro casts an eye over the latest releases from the world's leading volume and luxury watchmakers

**JAQUET DROZ**  
ROLLING STONES AUTOMATON

According to Keith Richards: "For anyone born after 1963, there is the Sun, the Moon. And the Rolling Stones". Agreeing with that sentiment, Jaquet Droz once a watchmaker to kings and emperors is now looking to rock and roll royalty for inspiration. Known for its haute horlogerie automatons, Jaquet Droz' latest timepiece is the Rolling Stones Automaton – a 43mm red-gold timepiece with a dial bearing a miniaturised version of the Stones stage set. Ronnie Wood's Fender Stratocaster, Charlie Watts' drum kit, Mick Jagger's harmonica and Keith Richard's five-string are all represented in hand-painted red gold and sit among six reproductions of album covers. Everything is presented on a disc that rotates around the central stage on demand by pressing the pusher in the crown.

The sapphire caseback reveals the red-gold oscillating weight, engraved with the name of the album chosen by the buyer to illustrate the image under the central stage (taken from the 23 albums released between 1971 and the present day) with its release date and the name of the studio where it was recorded. Each unique piece is engraved "1/1".





**LUMINOX**

**LEATHERBACK SEA TURTLE GIANT**

Luminox's bestselling Leatherback Sea Turtle Giant collection is being extended with two black dial models carrying orange or yellow accents.

The fresh new pieces have been timed to arrive at the start of summer during the sea turtles' prime hatching season when they run the gauntlet against hungry gulls to make their first mad flappy dash across beaches to reach the ocean.

Luminox is passionate about protecting the giant species, examples of which grow to become the ocean's most durable and largest turtles.

The latest Sea Turtle watches come in the usual 44mm Carbonox case, which is water resistant to 100 meters, and houses a Swiss quartz Ronda movement.



**ORIENT**

**MAKO**

For August, Japanese brand Orient has introduced some new models to its Mako series. Although not a certified dive watch, the Mako takes inspiration from the genre, delivering a sporty style with a clean design – and at 39.9mm the watches work for both men and women. Diver designs have been present in the Orient line-up since the brand's launch in the 1960s, with the Mako debuting in 2004. The model has a vintage feel, 200 metres of water resistance and an in-house automatic movement and its compact, uncluttered look make it the perfect watch for life on the beach or around town.

The bar-shaped hands and indices are filled with luminous material for night vision. The case and rotating bezel are both in steel, while new colours have been added to the traditional black and navy models, including bright white, apricot and lilac – the latter two coming with a colour-matched calfskin strap.

Prices start at \$425.



**AVI-8**

**AV-4104 FLYBOY CAPCOM 1942 AUTOMATIC**

Increasingly, gaming and watches are coming together, and the latest timepiece dedicated to the field is the AVI-8 AV-4104 Flyboy Capcom 1942 Automatic. The limited-edition timepiece – a collaboration with Capcom, a market leader in interactive entertainment development, publishing, and distribution – draws inspiration from 1942, the classic shoot 'em up game with vertical scrolling action that was first seen in 1984 and has been hailed as one of the best in the history of the genre.

Available in two different colourways, only 300 of each version will be made. Built to last, the watch is powered by a Seiko TMI NH35 self-winding movement housed within a sturdy 41mm case made from marine-grade stainless steel. It is presented on a steel bracelet and also comes with an extra canvas strap decorated with details drawn directly from the game.

AVI-8 has also collaborated with Nache Ramos, a Spanish Lowbrow artist, who has been working as a freelance illustrator for more than 15 years. Each watch comes with a set of custom commissioned limited-edition prints by the famed illustrator and designer that unite horology and nostalgia-infused gaming. The brand hopes that this watch will introduce AVI-8 to a brand-new group of collectors and enthusiasts. Prices start at \$365.





## MAURICE LACROIX

### AIKON AUTOMATIC LIMITED SUMMER EDITION

The introduction of the automatic Aikon everyday sports watch in 2018 is without doubt the most important move Stéphane Wasser has made in his time as CEO of Maurice Lacroix. Every mainstream watch brand needs a platform collection that can evolve each season without ever losing its core identity.

The steel Aikon performs this role perfectly for the brand with its Clous de Paris dial, brush-finished circular bezel with six polished grips, and integrated five-link bracelet or rubber strap. It has come in myriad colourways over the years, with or without adornments like diamond hour markers, and in sizes suited for men, ladies or both.

This summer, Maurice Lacroix has produced Aikon Automatics in three hot shades: pale pink or turquoise for diamond-decorated 35mm watches and 39mm models; and the same turquoise or diver-friendly orange for the largest 42mm pieces.

They are sold with straps to match the dial colours and steel bracelets, which can be easily swapped without the need for tools. Prices start at \$2,450.

## PANERAI

### LUMINOR LUNA ROSSA CHRONO CARBOTECH (PAM01519)

It is little more than a year before the 37th America's Cup, the world's greatest sailing race, takes place in Barcelona in September 2024. Already giddy with excitement are the top brass at Panerai, who are all-in with a long-standing partnership with the Luna Rossa Prada Pirelli team. The partnership is a perfect fit for Panerai, with its history of making timekeepers for the Italian Navy, and the common goals between watchmakers and elite sailors to seek precision and perfection through research, new materials, and advanced technology.

Panerai is with the Luna Rossa team every step of the journey, and this summer is launching five watches associated with the collaboration in colourways of ocean blue and the official red of the sailing team.

In addition to three Luminor models and two Luminor Dues in the colours of the Luna Rossa livery, there is a special Luminor Luna Rossa Chrono Carbotech PAM01519 (pictured), an 'Experience' edition that will see owners of the timepieces invited on a trip to Cagliari where, together with the Luna Rossa Prada Pirelli team, they will enjoy various activities and workshops connected to the world of sailing and the sea.



## TAG HEUER

### SKIPPER

Forty years after the much loved Skipper sailing watch was discontinued, TAG Heuer has brought it back as a variation of the new Carrera chronograph that was launched this year to celebrate the 60th anniversary of the Carrera family.

Skipper watches were made between 1968 and 1983, predominately in a Heuer Autavia case, but the very earliest and rarest models - and most desirable for collectors - were Carreras. The 2023 models adopt the glassbox crystal style of the anniversary Carreras, which gives the dials a more open and spacious feel than the 39mm case size would suggest. They are powered by the latest TH20-06 automatic movement with an 80-hour power reserve.

The iconic design of a blue dial adorned with a three-colour segmented 15-minute chronograph counter at 3 o'clock, a teal-hued hours counter at 9 and a bright orange central chronograph hand has been embraced. But TAG Heuer has also added a subtle small seconds subdial and date at 6 o'clock. Collectors have been known to part with up to \$80,000 for the rarest Skipper chronographs, but regular punters will only have to part with \$6,750 for the new model.





## LOUIS VUITTON IN PARIS

Early in July, Louis Vuitton chose Paris's Musée d'Orsay to launch its new steel, integrated bracelet, sports-luxe watch. A complete reinvention of the brand's signature Tambour, the design was completed under the direction of Louis Vuitton's 23-year-old watch director Jean Arnault and its Le Fabrique du Temps manufacture.

Speaking of the highly significant debut, Mr Arnault said: "What's important with this watch is that it will be our only model going forward. That's why its name is simply Tambour - it represents the core of our watchmaking and has been rebuilt for the future."

The highlight of the watch unveiling was a gala dinner at the Musée d'Orsay hosted by Jean (pictured left with model Zita d'Hauteville), and with guests including his father, founder, chairman and CEO of LVMH Bernard Arnault, his brother Antoine Arnault vice-chairman of Christian Dior, Antoine's wife, model and actress Natalia Vodianova, actors Bradley Cooper, Michael Fassbender and Alicia Vikander and musician and actress Nana Ou-Yang.



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# New Perspectives

Imagine a finely crafted mechanical timepiece,  
inspired by Japanese tradition with a modern,  
fresh touch.

That timepiece is here.

Presage



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Japanese beauty,  
crafted into a mechanical timepiece.

# PRESAGE

# SEIKO

SINCE 1881

