

**What:**

WATCHES

Red is the new gold. ▼



**This year's BaselWorld**, the watch world's largest showcase, had observers throughout the industry seeing red—literally. Red, rose and pink gold were ubiquitous.

Red tints in gold come from the presence of copper in the alloy; the more copper, the redder the gold. And while no one in the business can say precisely why reddish gold seems to have eclipsed yellow gold, many are glad for it. Pairing reddish gold with a brown dial and/or strap gives a timepiece a warm, elegant look. With a black case, reddish gold looks technical and sporty but still sophisticated. As the above watches show, it's a look that works for both men and women, and one that's on its way to becoming classic in its own right.

**1 Omega Constellation Limited Edition 1952 Sedna**

Omega's Constellation Sedna uses the brand's new Sedna alloy—a mixture of gold, copper and palladium—which was designed to resist fading. Due to exposure to the elements and oxidation, all reddish gold loses some color over the years; a good polish will restore it.

**Price:** \$21,400

**Contact:** Omega Customer Service, 212.207.3333, [omegawatches.com](http://omegawatches.com)

**2 Bell & Ross Vintage**

**WW1 Régulateur** With its Vintage WW1 Régulateur, Bell & Ross shows just how iconic pink gold can be. This timepiece showcases a very traditional regulator display—regulator clocks were once used by watchmakers to regulate and set timepieces—on which the minutes take precedence over the hours. Bell & Ross has limited the Régulateur to 99 pieces worldwide.

**Price:** \$22,000

**Contact:** Christine Debianca, 888.307.7887, [bellross.com](http://bellross.com)

**3 Hautlence Destination 01**

Hautlence uses 5N red gold plating in its new Destination 01, a moderately priced line (for Hautlence) that retains the brand's signature innovative time displays. Coupled with black, the red gold makes a striking statement.

**Price:** \$27,500

**Contact:** Steve Richardson, Exquisite Timepieces (Naples, Fla.), 800.595.5330, [exquisitetimepieces.com](http://exquisitetimepieces.com), [hautlence.com](http://hautlence.com)

**4 Moser Perpetual 1**

H. Moser chose to pair its iconic fumé dial in this year's new Perpetual 1 with rose gold. One of the simplest perpetual calendars to use and reset, the Perpetual 1 is the jewel of H. Moser's crown.

**Price:** \$60,000

**Contact:** Claudia Ruprecht, 41.52.674.0050, [h-moser.com](http://h-moser.com)