

Los Angeles Times
SPECIAL ADVERTISING SECTION

LA TIME

WINTER 2013



A GUIDE TO LUXURY WATCHES

UNDER THE LOUPE



WORTH EVERY PENNY



LUXURY IS HANDMADE

LA TIME

WINTER 2013

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The Constant Escapement from Girard-Perregaux has changed the way power is distributed in a watch, with a completely new system using a silicone blade.

THE PERMANENCE OF WATCHES

We live in a world that is more or less disposable. We update our cell phones every two years, our cars every three to five years. Books, music and movies are going digital, leaving nothing tangible to collect or treasure. And many other products are cheaper to replace than to fix.

As a backlash against this “throw-away” culture, we have started to value items that hearken back to a time when luxurious objects had a kind of permanence.

Timepieces certainly qualify. Not only have they been around for centuries, but many of us can remember our fathers and mothers, or our grandfathers and grandmothers, wearing their watches — and this connection really means something. Watching my dad go off to work sporting his good-looking timepiece certainly made an impression on me.

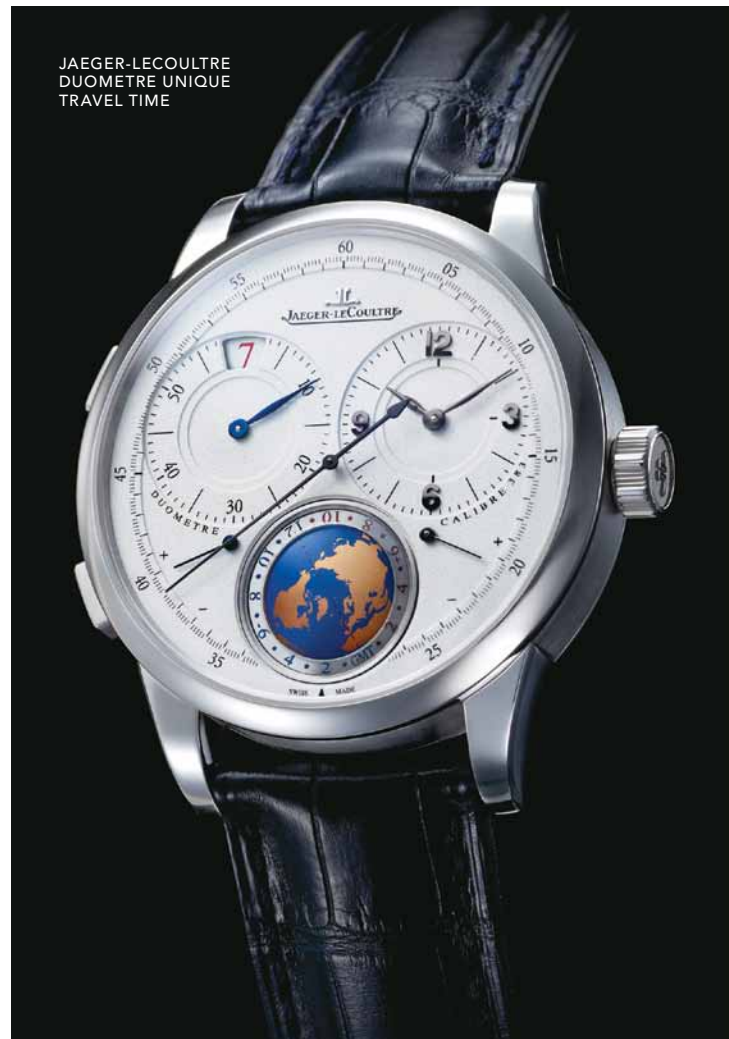
Today my professional attire isn’t complete until the perfect watch is on my wrist. A fine watch I wear allows me to appreciate the passage of time, as I have marked special moments in my life with timepieces.

And, if I take care of the watches in my collection — some of them as old as 20 years or more — they will continue ticking virtually forever.

As Patek Philippe’s marketing slogan goes, “You never actually own a Patek Philippe, you merely look after it for the next generation.” The same is true with any fine watch: If you take care of it, you can hand it down to your children, and they can hand it down to theirs. The idea makes me smile — that long after I am gone, my grandchildren’s children might be wearing my Tudor, my Zenith, my Bovet or my Carl F. Bucherer.

In this year’s issue of *LA TIME*, we focus on the best of the best, the watches that will stand the test of time and be the objects that remind you to appreciate the time you have. We certainly never have enough time, but at least we can value it while watching its passage on the dials of our watches.

—Keith W. Strandberg, *LA TIME* Editor



LA TIME

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This supplement was produced by the Los Angeles Times Brand Publishing group. It did not involve the editorial or reporting staffs of the Los Angeles Times. Contact **Ally DeLaurentis** with comments or questions at alison.delaurentis@latimes.com.



Worth Every Penny

Why Watches Are So Expensive

At the recent Only Watch charity auction in Monaco, Patek Philippe had a one-of-a-kind titanium timepiece sell for \$3,985,067. The Jaeger-LeCoultre Gyro Tourbillon Hybris Mechanica Grande Sonnerie retails for nearly \$1.6 million. The Chopard L.U.C All in One sells for \$421,800.

Amazingly, none of these timepieces has even a single diamond or precious stone on it. What makes these watches and others worth this kind of money? Simply put, considerable *savoir faire* combined with a number of factors make these exceptionally valuable collectible pieces.

The expertise that goes into these watches is impressive: computer-aided design and production, expert watchmaking, and detailed finishing and decoration, to name just a few of the intricate processes involved. The highly skilled workers and raw materials needed to produce such watches are expensive indeed; most of these complicated watches are made in gold or platinum or other rare metals.

Rare timepieces aren't mass-manufactured on assembly lines, but rather handcrafted and then assembled and regulated by a master watchmaker — often one watchmaker

from start to finish. And it is this personal touch that comes at a high cost.

Most brand presidents admit that there isn't much profit in these special timepieces, due to the tremendous amount of skilled detail work involved. But they are creating them for several good reasons: to prove they are capable, to do something different, to keep their watchmakers energized, and to get people's attention.

Patek Philippe, for instance, will only make a limited number of its Sky Moon Tourbillon (ref. 6002, 1.2 million Swiss francs), its most complicated watch. The Sky Moon Tourbillon combines a perpetual calendar with a retrograde date display, a minute repeater, a display of sidereal time and a depiction of the night sky with the motion of the stars and moon phases, all rendered in the *métiers d'arts* of enamel and engraving.

Patek Philippe might not realize a huge profit, but special watches such as this one fuel public awareness and drive sales of a brand's regular collection (which are limited production, as well).

Complications

In the world of watches, a complication is any feature that does more than simply show the correct time, so-named because anything added to a watch — even a date or a moon phase — requires a number of parts that have to be integrated into the movement and work seamlessly with the time display and the power reserve.

When you get into highly complicated watches with perpetual calendars (which will keep the calendar accurate for more than 100 years), minute repeaters (which chime out the time on demand) and tourbillons — or the Grand Complications, which are a combination of high complications — the complexity is mind-blowing.

Only the most skilled watchmakers in the world are capable of assembling these timepieces. And buyers, understandably, pay a premium.

Some of the most complicated watches can take up to a year for a master watchmaker to assemble, and that doesn't account for the time it takes to design and manufacture all the parts. Often, a highly complicated watch has more than 600 separate parts, and some have over 1,000.

Ultra High-End Finishing

These ultra-complicated watches are finished to a standard that is unlike any other. Every single part, screw and piece is polished, angled, burnished and sometimes engraved — even the pieces that will never be seen by the owner. This involves skilled technicians spending long hours at their benches, using simple tools to perform extremely sophisticated finishing techniques.

Unique or Severely Limited

These rare and very complex watches are made in extremely limited series. In fact, the best companies only produce a few a year and sometimes make unique bespoke timepieces. They are coveted and valuable — personally and perhaps on the resale market — making them a potentially wise investment.

The most common reactions watch aficionados get when others learn the cost of high-priced watches range from “That’s insane!” to “Who would pay that kind of money for a watch when I can get a simple quartz watch for \$50?”

The truth is, you can make this argument about anything a group of people are passionate about — cars, motorcycles, boats, pens and even purses. But it misses the point, because when people value excellence, uniqueness and high quality, price is very relative.

People who love watches are willing to spend huge sums of money for the privilege of owning a special timepiece that combines many different aspects of high watchmaking.

Some people put their money in the stock market. Others invest in real estate. For watch lovers, a fine timepiece is one of the best investments they will ever make, and unlike most other investments, you can enjoy your timepiece every day.



HIGH COMPLICATIONS, LIKE THE CARTIER DOUBLE MYSTERY TOURBILLON, DRAMATICALLY INCREASE THE VALUE DUE TO LIMITED AVAILABILITY, THE AMOUNT OF HANDWORK INVOLVED AND THE TIME IT TAKES TO PRODUCE ONE WATCH.



THE ARNOLD & SON TIME PYRAMID HIGHLIGHTS A SKELETONIZED PYRAMID-SHAPED MOVEMENT BETWEEN TWO SAPPHIRE CRYSTALS.

Today's Most *Expensive* Watches



Jaeger-LeCoultre: Master Grande Tradition Gyrotourbillon 3 Jubilee \$650,000

Philippe Bonay, president, Jaeger-LeCoultre North America: "Introduced at SIHH this year, the Master Grande Tradition Gyrotourbillon 3 encapsulates all the know-how and technical mastery of Jaeger-LeCoultre since 1833. The aesthetic of the watch is directly inspired by the pocket watches from the 19th century and the unique decoration highlights the capacity of the Manufacture to create the finest watchmaking creations. The movement features a dazzling complication, the pairing of a flying Gyrotourbillon equipped with a spherical balance-spring (a world's first) with a single-pusher chronograph with instantaneous digital display. It demonstrates our unrivaled ability to innovate." WWW.JAEGER-LECOULTRE.COM

Patek Philippe: Ref. 6002

Sky Moon Tourbillon 1.2 MILLION SWISS FRANCS

Larry Pettinelli, president, Patek Philippe NA:

"The Ref. 6002 is the most complicated wristwatch that Patek Philippe makes. Every one of the 686 parts is hand-finished to the highest degree. This timepiece is a rare combination of extreme complications (a total of 12) coupled with the traditional Genevan artisanal skills of engraving and enameling. In fact, the case itself took over 100 hours of handwork to produce."

WWW.PATEKPHILIPPE.COM



Breguet: Breguet Classique Double

Tourbillon \$442,000

Classique Grande Complication wristwatch in 950 platinum. Hand-wound movement. Ring-shaped dial forming a flange in 18-carat silvered gold. The hour hand is an extension of the bridge supporting the two tourbillon carriages. WWW.BREGUET.COM



Chopard: L.U.C All in One, \$421,800

Marc Hruschka, president, Chopard NA:

"The limited edition L.U.C All in One combines many major watch complications such as a perpetual calendar, tourbillon, moon phase display and the rare Equation of Time complication in one timepiece. With all these features, the All in One is our most complicated watch to date and serves as an elite model of high-end watchmaking and Chopard's manufacture expertise."

WWW.CHOPARD.COM



Graham: Geo.
Graham Tourbillon
Orrery \$330,000



Samir Shah, managing director, Graham USA:

"The historical significance from the first mechanical solar system created by George Graham exactly 300 years ago for the Earl of Orrery, and today's Graham Tourbillon Orrery, is an important achievement for Graham. We are presenting the highest level of innovation and technology in watchmaking in a limited edition of only 20 pieces, and expect that this collector's item will be passed down through many generations." WWW.GRAHAM1695.COM

Montblanc: Villeret
1858 ExoTourbillon
Chronographe \$250,100



**Jan-Patrick Schmitz, CEO and president,
Montblanc North America:**

"These superb materials, combined with the precision of our watchmakers, encompass Montblanc's commitment to the highest levels of craftsmanship, which is why the 1858 ExoTourbillon Chronographe is such an exquisite piece and one of the rarest timepieces Montblanc produces. The ExoTourbillon Chronographe unites a tourbillon and chronograph function, two of the most admired horological complications ever devised." WWW.MONTBLANC.COM

Girard-Perregaux:
Tourbillon with Three
Gold Bridges \$211,500



Michele Sofisti, CEO, Sowind Group:

"With its unique architecture, the Tourbillon with Three Gold Bridges is a design feature in its own right, extending beyond a solely technical function. Entirely handmade, the finishing requires such dexterity that they can only be done by a handful of craftsmen. The tourbillon system is also the subject of particular care, as its 80 components need to be assembled in a 10-millimeter diameter. The GP09600 self-winding movement operates in the background. Entirely designed and assembled in the Manufacture's workshops, it offers the qualities of the greatest fine watchmaking mechanisms." WWW.GIRARD-PERREGAUX.COM

Breitling:
Transocean QP
in red gold \$60,165



Thierry Prissert, president, Breitling USA:

"It is the intensive attention to detail by our master watchmaker, of which there is only one in our entire factory who has the training and expertise to calibrate this Grande Complication. It is all done by hand and takes him over six months to complete. This watch is limited to 25 pieces, and this perpetual calendar chronograph features a complete calendar that takes into account leap years and consists of over 500 parts. In addition, it is self-winding and COSC certified." WWW.BREITLING.COM

Carl F. Bucherer:
Patravi TravelTec
 4X \$52,900



Ron Stoll, president, Carl F. Bucherer NA:

"The Patravi TravelTec 4X is very exclusive (only 125 pieces manufactured in the world), and it is made up of some of the most precious and exquisite rare metals and materials. The conception of the Patravi TravelTec, first launched in 2006, confronted engineers, watchmakers and designers with entirely new challenges, since the specification demanded the clearly visible display of three time zones in parallel, which necessitated an unprecedented integration of watch movement and case. It observes the tradition and the history of Carl F. Bucherer in the most remarkable form of a timepiece, ensuring this is worth every penny." WWW.CARL-F-BUCHERER.COM

Ball Watch:
Trainmaster Doctor's
Chronograph in
Platinum \$39,500



Jerry Sirois, Ball executive vice president:

"This watch is worth every penny, since it is a one-button chronograph, day/date/month in platinum, with only five to be made. A very rare watch." WWW.BALLWATCH.COM

Devon:
Tread 1G \$35,000



Ehren Bragg, managing director, Devon Works:

"The Tread 1G is as expensive as it is because on top of using our completely unique and bespoke American-made and aerospace-engineered movement, it also uses solid 18K gold parts for the master links, clasp, indicator plate, crown, motor housings and case back. It's literally worth its weight in gold!" WWW.DEVONWORKS.COM

Clerc: Hydroscah
Limited Edition Central
Chronograph \$10,650



Gerald Clerc, owner, Clerc Watches:

"At Clerc, creativity can be seen in our designs, case constructions, case functions, choice of materials and movement functions. The most difficult for us to manufacture is actually our Hydroscah Limited Edition Central Chronograph case with all its cool functions and features, and which is actually the most complex in the industry with over 100 parts." WWW.CLERCWATCHES.COM

Seiko: Limited
Edition Kintaro
Hattori Seiko Astron
\$3,400



**Yosh Kawada, president and CEO
 of Seiko Corporation of America:**

"This watch is indeed worth every penny of its price. Never before in Seiko's history has a watch carried Kintaro Hattori's name, the founder of Seiko, nor the six words that define his vision, 'One step ahead of the rest.' In its innovation and its refinement, it symbolizes everything that Seiko believes in. It is practical, easy to wear and needs no more than exposure to light to deliver perfect timekeeping anywhere on earth. The case back evokes the tradition of Seiko's watchmaking, with the century-old 'S' mark engraving." WWW.SEIKO.COM

Under the Loupe

The Top Developments in Watchmaking in 2013

Each year brings intriguing developments and news in the world of high-end watches, and 2013 has been no exception. Here is a roundup of the year's best.

Girard-Perregaux's Constant Escapement

Girard-Perregaux's new Constant Escapement watch offers a revolutionary and patented system for transferring energy from the mainspring to the balance wheel using a flexing silicon blade that's six times thinner than a human hair. A system of this kind could, eventually, be incorporated into every mechanical watch.



America Rising: Shinola Brand Is at the Vanguard of a Watchmaking Resurgence

The introduction of Shinola, a new company assembling watches in Detroit, highlights a growing renaissance in American watchmaking, spearheaded by Devon, RGM and other innovative companies. America was once a leader in watchmaking and is on its way back.



THIS UNIQUE TITANIUM PATEK PHILIPPE SOLD FOR A RECORD \$3,985,067 AT THE 2013 ONLY WATCH AUCTION.



50th Anniversary of the Daytona: The Icon Celebrated

The Rolex Daytona is one of the most collected watches in the watch world, and it turned 50 years old this year with a special edition in platinum.

Only Watch: Charity Begins Here

Held every other year, the Only Watch auction in Monte Carlo is a cause-driven event in which watch brands create and donate unique pieces, with 100% of the proceeds going to fund medical research to fight Muscular Dystrophy. The watches developed for this worthy cause are truly spectacular.



Cartier and Patek Philippe Lead the Complicated Watchmaking Resurgence

The new Sky Moon Tourbillon (ref. 6002) is Patek Philippe's most complicated watch in its current collection, a grand piece of intricate design and engineering. Cartier continues to develop its high-end watchmaking; this year's highlight was the Ballon Bleu de Cartier tourbillon with double jumping second time zone. Get ready for even more complicated watches next year.

Here at LA Time, we can't wait to see what 2014 has in store.

Let It Snow, Let It Snow, Let It Snow

Diamond Watches Put the Icing on the Holiday

We're all hoping for a white Christmas, and for Los Angeles residents, that means diamonds on their watches. Today's beautiful jewel-encrusted timepieces are poised to dazzle and make the gift of time that much more precious. Here are some of LA TIME's favorite bejeweled timepieces.



1 Chopard: Happy Sport
Diamantissimo

An 18-carat white gold masterpiece, set with 958 baguette-cut diamonds and 1,978 brilliant-cut diamonds, totaling 65 carats in all.



2



4

2 Carl F. Bucherer Alacria Fancy Diva
18K white gold case with a total of 246 white diamonds, all set by hand. The timepiece comes on a Louisiana Alligator strap with an 18K white gold folding clasp. Limited edition of 10 pieces.



3

3 Breitling for Bentley GMT

Red gold with ice-white dial, limited edition to 50 pieces, 54 diamonds on the case. Inside bezel is 2.742 cts on a white GMT rubber folding clasp.

4 Ronde Louis Cartier Paved Dial
Incorporating 18K rhodiumised white gold, 2.41 carats of brilliant diamonds and a semi-matte black alligator strap, the Ronde Louis Cartier watch is a boldly elegant timepiece.

Starting Your Watch Collection

Tips from People Who Know

Watches are great to collect — you can admire the craftsmanship, the attention to detail, the finishing and precision. And unlike vintage cars or art or fine wine, you can wear part of your collection every day and get a great deal of enjoyment out of each piece.



PATEK PHILIPPE
REF. 5496



MONTBLANC
NICOLAS RIEUSSEC
RISING HOURS



BREITLING
NAVITIMER

But how to start?

Do you buy a top-of-the-line brand? Maybe Patek Philippe, Rolex, Breguet, Girard-Perregaux or Cartier? Or do you start smaller? Considering the many excellent brands on the market today, it can be very tough to decide on a single watch to launch a collection.

"Watches can be a difficult type of collection to lasso because new models are a constant, and what is popular this year may change depending on what is launched next year," said Daryn Schnipper, chairman of Sotheby's international watch division. "Your focus should be on types of watches that interest you, fit into your budget and fit your long-term objective. For collecting, condition is everything. You might want to buy the best example out there and then be open to selling when another comes along in better shape."

The bigger brands tend to hold their value the best, with some even appreciating in value, depending on their exclusivity. To help you get started, we asked the presidents of top watch brands to give their opinions on which watch in their collection would be best for first-time collectors, and why.

Larry Pettinelli *President, Patek Philippe NA:*

"I would recommend the Ref. 5496. It has a very classic Patek Philippe timeless design with an annual calendar and moon phase complication."

Jan-Patrick Schmidt *President, Montblanc NA:*

"I would recommend buying in the Nicolas Rieussec collection, which features the first Montblanc in-house movement. Imagine you would own a, say, Vacheron with their first in-house movement. Priceless!"

Thierry Prissert *President, Breitling USA:*

"I emphatically recommend the Navitimer, as it is an emblematic piece for Breitling. It was launched in 1952 after development with the AOPA, and it is still in production today. An aviator's favorite, the Navitimer is iconic and very symbolic of Breitling's long history with the world of aviation. A great starting point for any collector."



GIRARD
PERREGAUX
TRAVELLER
WW.TC

Michele Sofisti CEO, Sowind Group (owners of Girard-Perregaux):

"The Traveller WW.TC collection is the perfect companion for time lived one day at a time with a refined and modern style, while at the same time being both casual and elegant. Traveller — its name says it all; it describes today's generation juggling time zones. The lines are sleek, the curves dynamic, the shapes stretched. The sense of movement is at the heart of the style, while the oscillating weight and the folding clasp pay tribute to the arrow of Girard-Perregaux's emblematic three gold bridges."

Philippe Bonay President, Jaeger-LeCoultre North America:

"More and more collectors are seeing Jaeger-LeCoultre as a 'must' in their collection, an entry point with our iconic timepieces or a finishing point with our high complications. The watch I would suggest is our Grande Reverso Ultra Thin Duoface Blue that we introduced this year for its elegant yet understated design and the technical achievements it encapsulates. Its blue-lacquered dial is directly inspired by the original model from the 1930s. The watch also displays time in two time zones, one on each side of the ultra-thin swiveling case. It is a watch that is highly sought after by collectors, as were the black dial and red dial models introduced respectively in 2011 and 2012."



JAEGER-LECOULTRE
GRANDE REVERSO
ULTRA THIN
DUOFACE BLUE



DEVON TREAD
1 STEAMPUNK

Ehren Bragg Managing Director, Devon Works:

"The watch I would choose for a collector — and which I wear most often — from our collection is the Tread 1 Steampunk. It's a limited-edition of only 150 pieces for the whole world and the brass and bronze case develops a patina in specific response to the skin chemistry and pattern of use of each individual owner, which makes every single piece completely unique. Retail is \$25,000."

Breguet is known for its complicated watches, combining classic designs with cutting-edge watchmaking. A great example of this is the Breguet Classique Grande Complication Minute Repeater, which also includes a perpetual calendar, an age and phase of the moon display and the musical minute repeater.



BREGUET CLASSIQUE
MINUTE REPEATER



CARL F.
BUCHERER
PATRAVI
CHRONODATE

Ron Stoll *President, Carl F. Bucherer NA:*

"The Patravi ChronoDate. There are quite a few reasons why I would suggest this watch to people who are just starting out collecting watches. The first reason: its size. Generously proportioned at 44.6mm, it's a size that won't go out of style and fits most men. You can count on this style and size to remain relevant and maintain its significant presence in the watch world well into the future. It is also a value-priced item; on strap it retails for \$6,300. This piece has a chronograph and a big date function, so it's a lot of watch for a reasonable price. The ChronoDate is a modern-day classic with a timeless style. Lastly, it's really a multi-purpose watch; it identifies with a variety of watch connoisseurs. You can get everyday use out of the ChronoDate and wear it casually, with a suit or business-casual wear. It also does not discriminate against the sporty; it embraces athletic activity due to its durable, high-tech case."



CHOPARD
L.U.C LOUIS-
ULYSSE

Marc Hruschka *President, Chopard NA:*

"The L.U.C Louis-Ulysse - The Tribute pays homage to Louis-Ulysse Chopard, who founded Chopard in 1860. It is a pocket watch with the unique ability to be transformed into a wristwatch, representing a connection between tradition and modern times. It is a very symbolic piece made in cooperation with the Geneva Watchmaking School signifying Chopard's dedication to fostering know-how."



ROLEX
SUBMARINER

Rolex is a very collectible brand, and its two strongest models on the collector market are the Daytona and the Submariner. Buy either one of these and you really can't go wrong.



CARTIER
TANK MC

For Cartier, the tried and true Tank is perhaps its most collectible watch. Produced in various forms after its introduction in 1919, Cartier introduced a new version this year, the Tank MC. Bold yet elegant, any one of the Tanks is a great place to start a watch collection.



LUMINOX
SR-71
BLACKBIRD

Barry Cohen *President, Luminox:*

"Being responsible for the makeup of the entire Luminox watch collection year in and year out, of course not every model in the line is particularly appealing to me, nor should they be. We have to make a line for a wide array of people with varying tastes, and not just mine. But if I were asked which is the most collectible, and desirable, by definition it must be one of our limited edition models, and for me it's the limited edition SR-71 Valjoux chronograph model, of which only 500 were made, and it retails for \$3,250."



BALL
TRAINMASTER
120

Jeff Hess *President, Ball Watch NA:*

"The Trainmaster 120 is, without a doubt, the one watch in our collection that everyone should own. Everyone knows and loves our big complicated Ball 'standard bearer,' the Engineer Hydrocarbon Series. But a slender 18k solid gold watch with an alligator strap at \$6,499 is what every man needs for those more intimate social or business meetings. The look is great. Solid gold is timeless. And the price is right (and don't forget the luminescence)."



SEIKO
SPORTURA KINETIC
PERPETUAL

Yosh Kawada *President, Seiko USA:*

"I would suggest the Premier Kinetic Direct Drive (\$795) and the Sportura Kinetic Perpetual (\$850). These timepieces proudly feature the essence of both style and function of a Seiko, and celebrate 25 years of innovation with the invention of the world's first automatic power generating (A.G.S) quartz watch, later known as Kinetic, in 1988."



CLERC
HYDROSCAPH H1
CHRONOMETER

Gerald Clerc *Owner, Clerc Watches:*

"I would recommend our extremely powerful new Hydroscaph H1 Chronometer. It is both simple and complex, and its case was constructed using a highly technical architectural approach. It was developed in close cooperation with a team of professionals well-acquainted with the specific requirements of the underwater world."



JEAN
RICHARD
TERRASCOPE

Bruno Grande *COO, JeanRichard:*

"To me, the JeanRichard Terrascope is an essential timepiece, and one that represents our brand values. It is simple, straight to the point, featuring a complicated case construction yet offered at a great price point. It's the best value for your buck."



BOCCIA
CHRONOGRAPH

Raphael Cohen *President of Teno/Boccia Titanium:*

"The Boccia watch configurator is a major Innovation. It is the only one of its kind that lets the consumer completely design his or her own attractive and functional watch for a reasonable price and receive it the very next day."

Good luck, and enjoy the collecting journey!

True Luxury Is Handmade

In the early days, watches were handmade by meticulous watchmakers toiling at their benches. But when the Industrial Revolution arrived in the late 18th and early 19th centuries, it began to streamline manufacturing with the introduction of machines and other technological advances. While consistent quality of product lines may have increased, one school of thought contends that the soul of certain products was sacrificed.

Fast forward to today, and we see luxury brands returning to a bygone era, producing exquisite handmade work from artisans who take the time to make sure every aspect and detail of the product is exactly right. *Aston Martin* cars, *Visconti* pens and *Globe-Trotter* luggage represent a few of the brands that currently place a premium on handcrafted, artisanal work.

Instead of the mass-produced perfection of some popular products on the market, handcrafted creations — luxury watches included — are irreplaceable because no two will ever be the same. It's the highest expression of luxury, showcasing distinctive, one-of-a-kind quality.

The Triumph of the Artisan

Watchmaking is one industry where artisanal crafts are thriving. High-end watchmakers like Cartier, Chopard, Patek Philippe, Girard-Perregaux, Jaeger-LeCoultre and others are committed to preserving the traditional decorative arts of the classic timepiece.

In many ways, a watch can be a perfect canvas for these artistic expressions. The dial is a controlled environment, protected from the elements by a sapphire crystal, making it an ideal home for a miniature painting, marquetry, mosaic or enamel work of art. Centuries of finishing techniques can be applied to the myriad of parts that make up a movement, and they will be forever on display under the crystal at the back of the watch. No dust or dirt will mar the polished and angled surfaces, and the artwork will be protected forever.

The case, with its various surfaces, poses a great challenge to the gem setters, who have at their disposal a variety of settings ranging from traditional bezel-set, bead-set and pavé to today's innovations like random, snow, graduated, grain or invisible set. Some of these setting techniques can be prepared or accomplished by computer-controlled machines, but the more difficult ones can only be done by hand and only by master craftsmen.

Watchmaking mixes the traditional with the cutting-edge like few other industries. While a watch from Jaeger-LeCoultre, for instance, may showcase the company's prowess in the decorative arts, the

movement powering the watch is the most modern and precise the brand can offer. Even though the artistic techniques may be hundreds of years old, the materials used (silicon, new alloys and rare stones) are decidedly modern.

Keeping Artisan Techniques Alive

However, producing enough of these *métiers d'art* watches to satisfy demand is an issue. There are, after all, no schools to train watchmaking artisans. But most brands have responded with their own in-house *métiers d'art* workshops that train new people in traditional techniques. At the same time, some watch brands are working to rediscover arts and techniques that have been lost to the sands of time, like the recipes for different enamel methods.

Jaeger-LeCoultre, for one, has brought various *métiers d'art* workshops into its manufacturing facilities, rather than having to rely on outside artisans. The brand does all of its enameling, miniature painting, engraving, guilloché and stone-setting in-house with its own team of designers, artisans and craftsmen. In this way, Cartier guarantees the quality of its production and solidifies the future of its *métiers d'art* timepieces.

Products that include artisanal processes and handmade elements are like a breath of fresh air in today's mass-produced world, helping us reconnect with our past and appreciate our future.

True Luxury is Handmade, continued on 36

True Luxury is Handmade, continued from 34



ASTON MARTIN ONE-77 PRODUCTION



VISCONTI DIVINA FOUNTAIN PEN ASSEMBLY



GLOBE-TROTTER LEATHER FACTORY



CHOPARD MAKING OF THE L.U.C 150 ALL IN ONE WATCH



CARTIER SANTOS-DUMONT WATCH, FALCON MOTIF



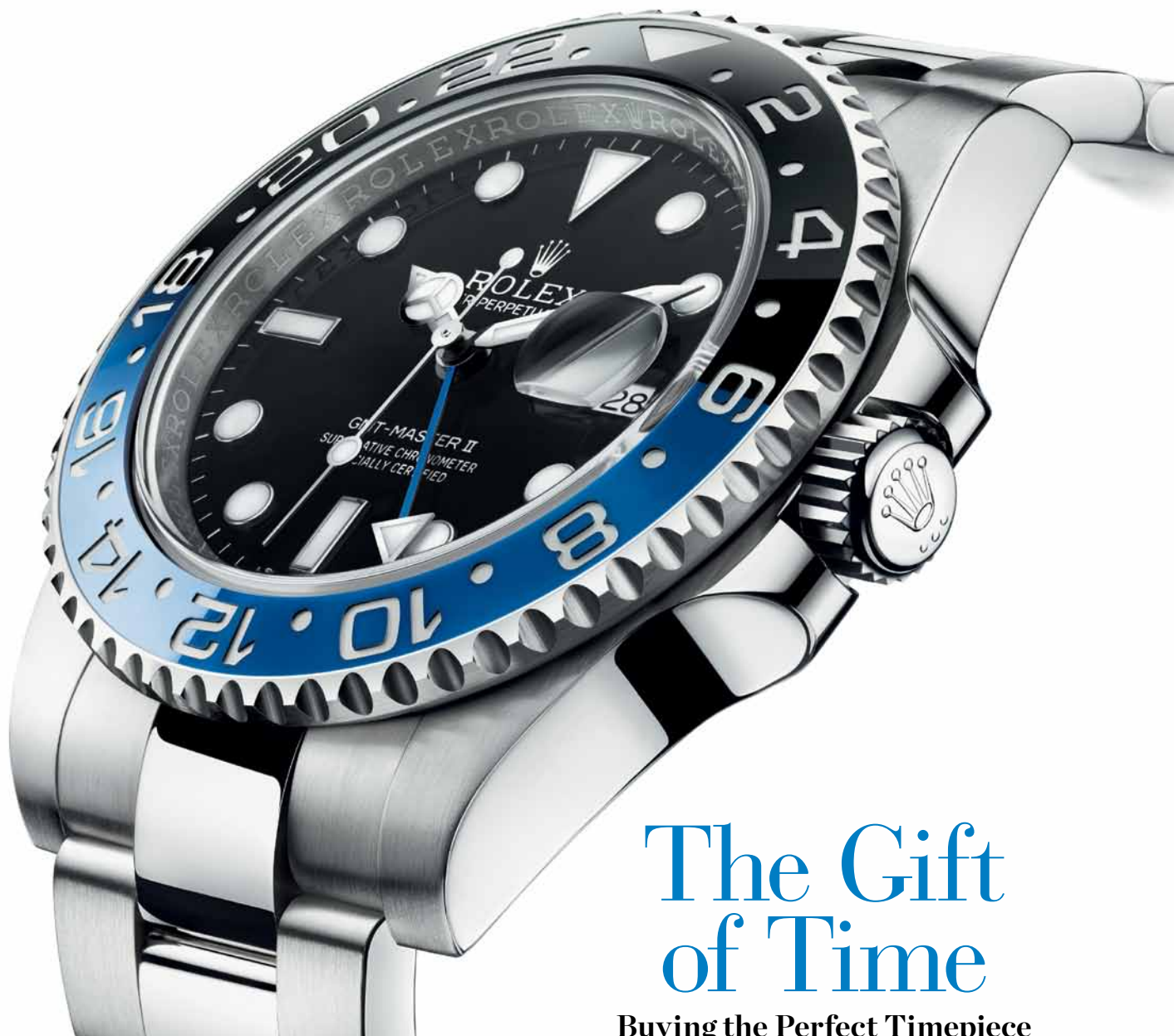
BREGUET CLASSIQUE LA MUSICALE



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The Gift of Time

Buying the Perfect Timepiece

The holiday season is rapidly approaching and for many that includes the anxiety-inducing experience of shopping for that person who has everything. **Consider a fine timepiece.**

A watch is a very personal gift. And if you get it just right, it can be the most meaningful gift of all. If your recipient truly loves the watch, it'll get worn often — maybe every day. And every time he or she checks the time, you will come to mind with that special someone.

“When you give a watch, you are literally giving the gift

of time,” said Thomas J. Blumenthal, president and CEO of Gearys Beverly Hills. “It signifies the importance of the occasion and this memory will remain forever. The gift of a watch is personal and thoughtful. When a watch is engraved, it makes it even more personal because the occasion is etched in time. Also, fine timepieces never go out of style. So they can be passed down from generation to generation, and each recipient knows that a great deal of thought went into the selection of the gift.”



GEARYS STOREFRONT, RODEO DRIVE, BEVERLY HILLS



GEARYS BEVERLY HILLS



DAVID ORGELL, BEVERLY HILLS

Choosing the Right Timepiece

If you're lucky, your loved one will tell you — subtly or not — which timepiece to purchase. But chances are you'll have to do some legwork.

Where and how you decide to buy the watch makes a big difference: Shopping online might be convenient, but it's not the best way to buy a fine timepiece. So start by establishing a relationship with an authorized retailer. An expert retailer is uniquely suited to speak at length about watches. Plus, when you work with an authorized retailer, you know the timepiece you buy will be warrantied and serviced by the brand.

Besides, buying a fine watch is not like buying a book or a CD: It's an experience to enjoy, and a great retailer can really make buying your timepiece fun.

Building a relationship with a reliable, friendly retailer will yield long-term benefits, too. He or she can keep you up to date on happenings in the watch industry and even look out for pieces and new models that you will like.

Once you find the right retailer, he or she will ask questions to determine the kind of watch you are looking for. What style suits that special someone you're buying for: classic, cutting-edge, sporty? Where will the watch be used: work, going out, sports, all-around? What materials do you think the recipient might like: precious metals, titanium, steel? What is your price range?

"Knowing how they will use the watch to fit their personal style and taste, and an idea of the functions they are looking for the watch to perform — day/date, dual time, stopwatch, etc. — is important," said Michael Gordon, Tourneau's flagship store general manager. "Be ready to speak about the recipient's personal style and taste. Is this person conservative? Artsy? Are they an active/outdoor person? Do they work in an office? Knowing the lifestyle and taste of the person the gift is intended for will help in choosing the perfect watch for their lifestyle."

Once you've narrowed down your priorities, a retailer will show you a selection of watches. A great way to start is by looking at a few watches below your price range, a few in your price range and a few slightly above your price range so you can get an idea of what is available. Selecting a watch should be a well thought-out decision as a watch is a distinctive purchase that speaks to a person's sense of style as well as their knowledge of fine timepieces," says Michael Ricci from Morgan's Jewelers. "When picking a watch as a gift it is most important to be aware of the recipient's taste as it relates to watches. Do they tend to be more conservative or do they have a flair for a bolder look?"

Buying a fine timepiece is not an experience that you want to rush through. Look closely at the watches presented, try them on, compare them to the others, and then make your decision. The effort you put into the buying experience will reap dividends come gift-giving time.

And, yes, it's OK to leave the store to think things over. The retailer will still be there, ready to serve you when you return.

"Make sure that you are comfortable with your watch, and that you will be happy with it in a month's time as well," said Korosh Soltani, managing director of David Orgell. "Don't pressure yourself or allow yourself to be pressured. And do some research about the watches you are looking into. A watch makes a perfect holiday gift because of the significance of time, and it is something that the recipient of the watch will always remember, so it's an important decision."

Objects of Desire

Discerning Holiday Gifts

What do you get for that hard-to-shop-for someone? The editors of LA TIME have compiled some of the most unique and interesting products available today for the watch aficionado who already has (almost) everything.



Tools for the Office

The new Cyber Tool 34 (\$126) is a great accessory for the techie in all of us — a Swiss army knife with additional tools for computers and electronic gadgets. WWW.SWISSARMY.COM

Silver Linings

For the style-savvy businessperson, consider Vogt Silversmiths' hand-tooled, engraved silver-enhanced bespoke briefcase (\$1,299). WWW.VOGTSILVERSMITHS.COM



Get Your Motor Running

Bikers can take to the open road in style with the impressive new Indian Chieftain. American legend Indian Motorcycle has just been relaunched by motorsports giant Polaris. \$22,999. WWW.INDIANMOTORCYCLE.COM



Smell of Success

Two new unisex fragrances from Hermès remind us of all that is possible in the New Year. Both of these were developed by house perfumer Jean-Claude Ellena -- Eau de Mandarine Ambree (\$125/3.3 oz) and Eau de Narcisse Bleu (\$125/3.3 oz). WWW.HERMESOFFPARIS.COM



Brace Yourself

These cool TeNo YuKoN black leather and coated-stainless steel bracelets can be worn as is or customized to exactly what you want on the Teno website. They range in price from \$250 to \$295, depending on the elements you choose. Change your mind later? Buy new elements and swap them out. WWW.TENO.COM

A Traveler's Dream

When traveling, it's a challenge to carry your timepieces and jewelry while also keeping them safe. The Döttling Guardian makes this possible in a stylish, secure and convenient package. Your watches, jewelry and important papers slip into the luxurious quilted Alcantara roll, which then goes into the customizable leather- or fabric-covered (and nearly impregnable) steel and polycarbonate protective case, which can only be opened with a unique three-digit code. The Döttling Guardian is equipped with GPS to locate it, just in case. Starting at \$16,870. WWW.DOETTLING.COM





All Wound Up

Buben & Zorweg offers beautiful display cases that safeguard your timepieces while also winding them. The new Magnum features a signature Buben & Zorweg clock on the outside and space for 48 watches in Time Mover winders behind the secure double doors. An optional high-fidelity sound system can be built in. The Magnum watch safe ranges in price from \$155,000 to \$175,000 (the hi-fi system adds \$7,500 to the price). WWW.BUBEN-ZORWEG.COM

Small Packages

Giuliano Mazzuoli has transformed his famous Manometro wristwatch into these amazingly small but truly handy pocket watches. Inspired by Alfa Romeo gauges, these pocket watches easily attach to your jeans pocket, the lapel of your suit or the vest pocket of a jacket with an ingenious system that prevents kinking and tangling. \$2,200. WWW.GIULIANOMAZZUOLI.IT



Dunhill Pair

The Dunhill Touchtech Gloves (\$370) use a special material that allows you to use your smartphone in the harshest of weather. WWW.DUNHILL.COM

In Harmony with Your Watch

These Tourbillon cufflinks from T.F. Est. 1968 echo your fine watch with fine watchmaking parts underneath the sapphire crystals. \$490. WWW.TFEST1968.CH



Writing History

In today's world of smartphones and tablet computers, sending a handwritten note is a fantastic way to stand out. Writing with the Montblanc Heritage 333 pen allows you to revel in the experience, as the design hearkens back to over 100 years of pen-making history. \$13,200. WWW.MONTBLANC.COM



Tag, You're It

David Yurman has always been known for pushing the boundaries and the dog tags he offers, available for men and women, are no exception. The Exotic Stone Tag with Pietersite featured here retails for \$1,005. Other tags are available in meteorite, black onyx and other interesting materials. WWW.DAVIDYURMAN.COM

Gloves for Watch Lovers

Leather gloves are always elegant, but unfortunately they cover up your watch. Perrin Paris' Quelle Heure Est-il (French for "What time is it?") gloves showcase your fine timepiece when you are out in town. \$565. WWW.PERRINPARIS.COM



Watch Buying in L.A.

There are some fantastic retailers in the greater Los Angeles area. Many can be found in Beverly Hills and South Coast Plaza, where you can visit brand boutiques and also shop in stores carrying a selection of brands. Here is just a partial list of Los Angeles watch retailers:

Ball Watch

D'Ajelin Joailliers
836 N. Broadway
Los Angeles, 90012
(213) 626-5707

Feldmar Watch Company

9000 W. Pico Blvd.
Los Angeles, 90035
(310) 274-8016

Leslie Gold Jewelers
607 S. Hill St., Suite 800
Los Angeles, 90014
(213) 626-3253
WWW.BALLWATCH.COM

Breguet

280 N. Rodeo Drive
Beverly Hills, 90210
(310) 860-9911

South Coast Plaza
3333 Bristol St.,
Suite 2516
Costa Mesa, 92626
(714) 800-1925
WWW.BREGUET.COM

Breitling

Westime
8569 W. Sunset Blvd.
West Hollywood, 90069
(310) 289-0808

254 N. Rodeo Drive
Beverly Hills, 90210
(310) 271-0000
WWW.BREITLING.COM

Carl F. Bucherer

David Orgell
262 N. Rodeo Drive
Beverly Hills, 90210
(310) 273-6660
WWW.DAVIDORGELL.COM

Cartier

370 N. Rodeo Drive
Beverly Hills, 90210
(310) 275-4272

South Coast Plaza
3333 Bristol St.
Costa Mesa, 92626
(714) 540-8231

Westfield Shopping Center
6600 Topanga
Canyon Blvd.
Canoga Park, 91303
(818) 737-3471
WWW.CARTIER.COM

Clerc

David Orgell
262 N. Rodeo Drive
Beverly Hills, 90210
(310) 273-6660
WWW.CLERCWATCHES.COM

Chopard

South Coast Plaza
3333 Bristol St
Costa Mesa, 92626
(714) 432-0963
WWW.US.CHOPARD.COM

Devon

Westime
8569 W. Sunset Blvd.
West Hollywood, 90069
(310) 289-0808

254 N. Rodeo Drive
Beverly Hills, 90210
(310) 271-0000
WWW.DEVONWORKS.COM

Rolex

Gearys
360 N. Rodeo Drive
Beverly Hills, 90210
(310) 887-4200
WWW.ROLEX.COM
WWW.GEARYS.COM

Girard-Perregaux

Westime
1227 Prospect St.
La Jolla, 92037
(858) 459-2222
WWW.GIRARD-PERREGAUX.COM

JeanRichard

Feldmar
9000 W. Pico Blvd.
Los Angeles, 90035
(310) 274-8016
WWW.JEANRICHARD.COM

Jaeger-LeCoultre

9490 Brighton Way
Beverly Hills, 90210
(310) 734-0525

South Coast Plaza
3333 Bristol St.
Costa Mesa, 92626
(714) 955-4048
WWW.JAEGER-LECOULTRE.COM

Montblanc

323 N. Rodeo Drive
Beverly Hills, 90210
(310) 275-3665

The Beverly Center
8500 Beverly Blvd.,
Suite 757
Los Angeles, 90048
(310) 854-0049

South Coast Plaza
3333 Bristol St.
Costa Mesa, 92626
(714) 424-5270
WWW.MONTBLANC.COM

Luminor

Feldmar Watch Company
9000 W. Pico Blvd.
Los Angeles, 90035
(310) 274-8016
WWW.LUMINOX.COM

Seiko

Feldmar Watch Company
9000 W. Pico Blvd.
Los Angeles, 90035
(310) 274-8016
WWW.SEIKOUSA.COM

Steel Blaze

Peter Marco
252 N. Rodeo Drive
Beverly Hills, 90210
(310) 278-5353
WWW.STEELBLAZE.COM

Graham

Morgan's Jewelers
22200 Hawthorne Blvd.
Torrance, 90505
(310) 375-4471

50 Peninsula Center
Rolling Hills Estates,
90274
(310) 541-2052
WWW.GRAHAM1695.COM

Las Vegas has also become an incredible place to buy a fine watch. Some of the best brands and L.A.-based retailers have boutiques located in Vegas as well.

A watch, no matter the style, the brand or the cost, can be the perfect gift. You just have to take care to choose the right one. After all, that's what makes it a meaningful — and thoughtful — gift.