

SPECIAL ADVERTISING SECTION

LATIME

A GUIDE TO LUXURY WATCHES



BESPOKE &
LIMITED EDITIONS

SPORTS LINES

WOMEN'S
POWER WATCHES

Los Angeles Times
CUSTOM PUBLISHING

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ON THE COVER

Girard-Perregaux's brand-new Sport Sea Hawk, water resistant to an astounding 100 ATM or 1,000 meters, features an in-house automatic movement in the 46.20mm steel-and-rubber case. Indications include hour, minute, small second and power reserve.



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Welcome to LA TIME

—Editor’s Letter: Never Satisfied

Top watchmakers are always looking for ways to make their products better. It has been this way since the dawn of watchmaking. The best have never been content to rest on their laurels, but rather are always pushing the envelope, working to make their timepieces more precise and more pleasing to the eye.

Where some companies might just change the color of a dial and call it new, the industry’s most exacting innovators are introducing entirely new movements, new complications, new ways to read the time and more every year.

Take Breguet and Cartier, for example. Here are two companies that could sit idly by and see no dip in sales of their watches. Demand for their well-regarded timepieces outstrips supply every year. So it would be easy for them to get complacent.

To their credit, however, both companies are always working on new things — building new facilities, and developing new materials and movements — all while setting new standards for high watchmaking.

Independent watchmakers have to be even more creative. Carl F. Bucherer could have made watches with stock movements until the cows came home. Instead, the company has developed a truly unique in-house movement with an innovative peripheral rotor. In addition, Carl F. Bucherer has been intent on making usable complications, watches that make sense.

Thank goodness watchmakers invest this level of devotion into their craft. Their creations keep watch aficionados on the cutting edge of fashion and technology — and well ahead of their time.

—Keith W. Strandberg
Editor, LA TIME



Carl F. Bucherer
Patravi
TravelTec 4x



Cartier Tank Anglaise

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LA TIME

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CUSTOM PUBLISHING

Unique Style

Have It Your Way

Limited edition and bespoke timepieces

Behind every fashion trend is a unique sense of style. And, in Los Angeles, style is everything — even on your wrist. So Swiss watchmakers are perfecting special limited editions and crafting exclusive bespoke timepieces for people who prefer a style all their own.

More and more luxury watch companies are making it possible for customers to own unique timepieces. Customers can make alterations and modifications to existing models to make them different — like changing a dial color, adding an engraving or including diamonds and precious stones.

BESPOKE TIMEPIECES

Many high-end watchmakers, including Cartier, Hautlence and Vacheron Constantin, have made it possible for clients to have it their way. In some cases, it's even possible to create a unique timepiece from scratch, including a one-of-a-kind movement. The price is steep, however, with some costing more than a million dollars. And customers with the most complicated orders could wait more than a year for a new watch (some enamel pieces can take up to three years). But for certain watch lovers, it's worth every penny to own a timepiece that no one else has.

Bespoke is not a new trend. The famous Henry Graves Supercomplication Pocket Watch — which took five years to make and sold at auction for \$11 million in 1999 — was commissioned in 1933 by the New York City banker after whom it was named. What is new is the growing demand for bespoke work. Just about every company nowadays will customize its watches, though the extent of customization varies. However, a brand will try to talk a customer out of a design or simply refuse the work if it considers the design to be an eyesore that could tarnish the maker's image. After all, the brand name is on the watch as well.

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1. Frédérique Constant's Black Beauty Limited Edition
2. The Cartier Montre de Poche Grande Complication Squelette Limited Edition
3. The Montblanc Exo-Tourbillon Limited Edition
4. Baume & Mercier's Capeland Limited Edition

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1. The Breitling Navitimer Blue Sky Limited Edition
2. Tissot's T-Race MotoGP Limited Edition for 2012
3. Hamilton's Khaki Navy Pioneer Limited Edition
4. Seiko Astron Limited Edition
5. Girard-Perregaux DLC Titanium Bi-Axial Tourbillon



THE STEPS FOR CREATING YOUR OWN BESPOKE TIMEPIECE

1. Meet with the watchmaker to discuss what you are looking for and what is possible.
2. Drawings of the watch design are created and sent for your approval or revision.
3. The watchmaker presents you with a prototype made of resin.
4. After you have approved the resin prototype, a steel or brass one is created. This metal version is to make sure you are happy with the size and weight, and it gives you a sense of what it will feel like on your wrist. This is the last chance to make small changes.
5. Your watch goes into production and can take more than a year to be produced, assembled and tested.
6. Your one-of-a-kind bespoke watch is delivered, usually through your local retailer or by a courier. Though in some cases, the watchmaker will hand deliver your unique watch to your door.

LIMITED EDITIONS

Customers who don't have the inclination to design a watch can opt for a limited edition. The leading watchmaking brands combine prized materials — like meteorite, petrified wood and opal — with out-of-the-ordinary designs that are meant for people who desire something different from the norm.

Cartier, Patek Philippe, Van Cleef & Arpels, Hermès, Piaget and others do enamel miniature painting, straw marquetry, mosaic, lacquer, engraving, mother-of-pearl inlay and more in their limited edition watches; these artisanal processes are too time-consuming and expensive to incorporate into their regular collections.

Many companies use limited editions to push their craftsmanship to the limit, knowing that only a select few of these special watches can be made for a discerning clientele.

"The bespoke market is growing, and the products are very different, one from the other," said Christian Selmoni, marketing products director of Vacheron Constantin. The Geneva-based watchmaking company recently created what it calls its "Cabinotiers" workshop — a branch devoted to highly limited and bespoke products.

Some watchmakers do such highly technical and complicated work that they can only produce a limited number of timepieces per year. Cartier, in their high watchmaking division, makes some of the most complicated and difficult-to-produce timepieces in the world, like their Tourbillon Minute Repeaters.

Industrial production of these kinds of timepieces is impossible — they are produced by one master watchmaker working on it full-time to make sure the watch is exactly right.



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1

THE PRESENT AND FUTURE FOR LIMITED EDITIONS

Recently, there have been some timepieces with really interesting “hooks.” The Black Belt Watch, by the company of the same name, is sold only to black belts in the martial arts; the Bremont Martin Baker limited edition timepiece is for people who have ejected out of an airplane in a Martin Baker ejector seat; and Jaeger-LeCoultre makes a watch that locks and unlocks the customer’s Aston Martin DBS, requiring them to buy the DBS first.

Today, as customers clamor for the unique and as bespoke and limited editions continue to fetch impressive prices from coveted clientele, custom-built design trends show no signs of slowing. After all, true luxury often means having something that no one else has but everyone else values — the very art of trendsetting that embodies your own personal style. With watches, this is easy to achieve: All it takes is time and money.



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1. IWC Portuguese Sidérale Scafuisa
2. The limited production Breguet Classique Hora Mundi
3. Bvlgari’s Carillon Tourbillon Limited Edition
4. Rolex Oyster Perpetual Datejust Special Edition



MADE TO ORDER ONLINE

In this digital age, it’s easy to customize a watch using the Internet. Boccia Titanium offers the id. Watch Configurator on its website (www.boccia.com), allowing customers to choose case finish, bezel, dial, hand and strap colors, as well as mineral or sapphire crystal. All told, there are more than 150,000 possible combinations available, and when you are done, you can download a picture of the watch you designed and post that picture on Facebook or Twitter.

Each watch is custom-made in the U.S.A., and the time to produce the made-to-order watch is between one to three days.

“The watch configurator is so unique and this Boccia model is selling extremely well from our website,” said Raphael Cohen, CEO of Universal Watch brands. “Most of Boccia customers already own a Rolex, Breguet or Cartier, and this watch serves their needs for a fun, colorful weekend watch.”

Where to Wear



1

BEVERLY HILLS

Spend all of your time and money with class. Along Rodeo, you need both style and sophistication — which means old-school names with modern interpretations. Look no further than classic watches if you're planning to spend the day in L.A.'s ritziest neighborhood.



2

The Neighborhood Watch

16

Pairing L.A.'s favorite places to play with the right watches to wear

Los Angeles is a playground, indeed. From the beaches on the Westside to the hills in Hollywood, every neighborhood offers its own kind of fun under the Southern California sun. Whether you're shopping, gallivanting or just practicing your people watching, keeping track of the time is essential to gauging your next move.

Here's a list of watches that fit the bill perfectly while you're living it up — no matter where you end up.



4

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**WESTSIDE**

At the beach, less is more — but not when it comes to your watch. Next to your shades, your watch is the most essential element to your Westside wardrobe — and it shouldn't be outdone by your bathing suit. With today's options, you can sport a great watch with some sex appeal and still not worry about it being ruined by the sand or surf.

1. Breguet Classique Chronometrie 7727BR 2. Girard-Perregaux Beverly Hills Hotel Limited Edition in pink gold 3. Breitling Superocean 42 White Water 4. Graham Chronofighter Oversize Prodiver

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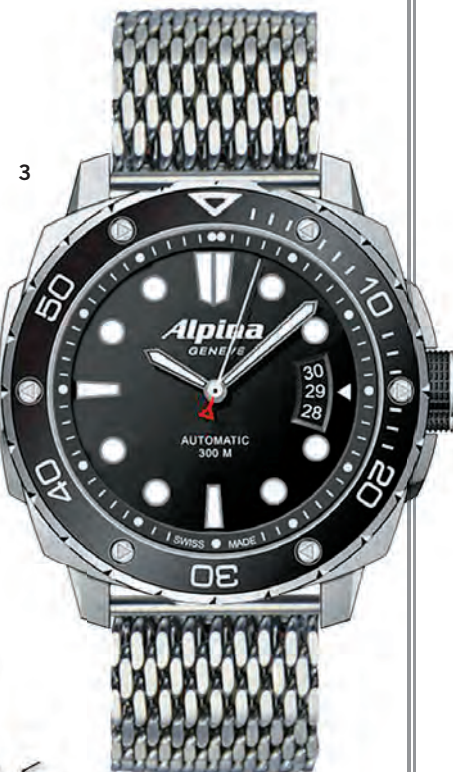
Where to Wear

HOLLYWOOD

Dabble in famed nightlife nostalgia while tracing the steps of legendary film stars, and flash a stunning timepiece that has figured prominently in big-screen blockbusters — and you have yourself a surefire conversation starter.



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DOWNTOWN

Whether you're hosting a dinner party, closing a business deal or sitting front row at a Lakers game, it's important to wrap your wrist in a luxurious watch that's guaranteed to capture the attention of the person sitting next to you. After all — in this part of town — you never know who that person might be.

1. IWC Pilots Watch Double Chronograph Edition Top Gun 2. Hamilton Ventura Lady 3. The Alpina Diver 4. Baume & Mercier's Capeland Chrono

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Where to Wear



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2

CHINATOWN

China is a powerhouse in the global economy, so it makes sense that watch companies are making watches specifically for the Chinese customer or the customer who loves all things Chinese. Such watches are Swiss to the core but incorporate Chinese designs.



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L.A. SPORTS CLUB

Angelenos are all about living a healthy lifestyle and exercise is typically a part of our daily routine. When working out, you need a watch that can perform as hard as you do. Here are some of the best sports watches that can take whatever you can dish out and have style to boot.

1. Bovet Dragon 2. Blancpain's Villeret Traditional Chinese Calendar 3. Seiko Ananta Chronograph 4. Tissot T-Touch II Lady

Back in Time

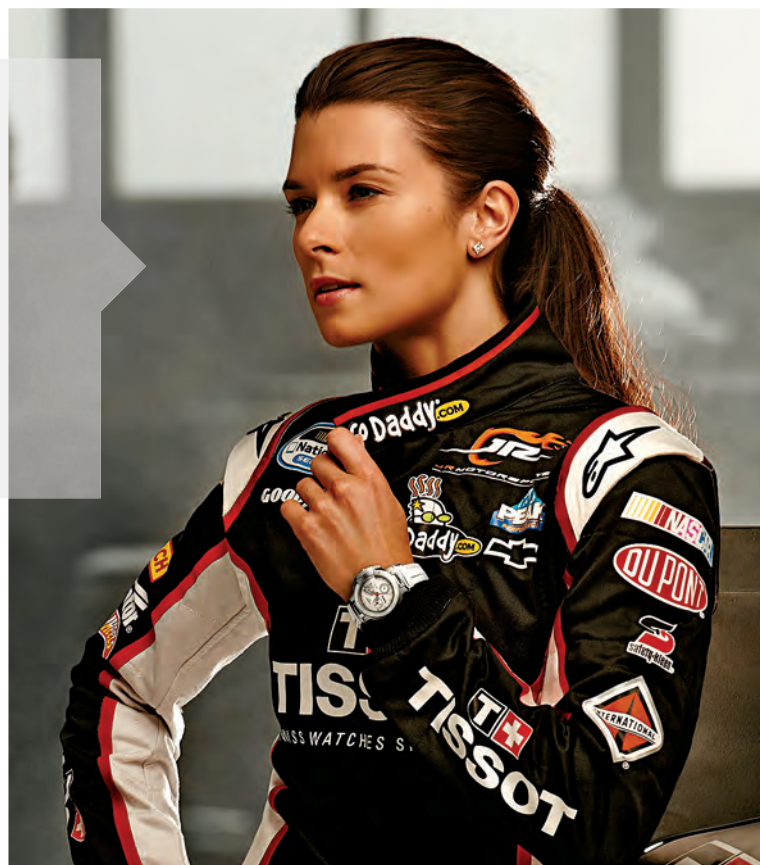
DANICA PATRICK

IndyCar and NASCAR driver

"I think I got my first wristwatch when I was in grade school, so I must have been about 11 or 12. I think I even got it in an airport, and it was a beautiful Tissot, believe it or not, though I thought you pronounced the last 't' in the name back then. It was my first watch ever. I got to pick it out and I thought it was really fancy. It was a real watch and it meant a lot to me. It was all I could hope for in a watch. Now that I am working with Tissot professionally, I get to help design the watches I wear, which is a real treat for me."

My First Watch:

A personal retrospective



22



A first watch is an important milestone. For many, it signifies the onset of adulthood — a precious object with an enormous implication: From now on, time is going to matter.

Ask just about anyone if they remember their very first watch and their eyes will light up as they recall the pride and joy they experienced from owning their first timepiece. Whether it was mechanical, glow-in-the-dark or had a cartoon character on the dial, a first watch is as memorable as a first bicycle.

We asked luminaries inside and outside of the watch industry to share memories about their first watches. Their responses are touching and at times surprising.

CLIVE OWEN

Actor

"I remember having a toy watch when I was very young. It never worked but I thought it was very cool! The choice of watch says a lot about someone. When you're wearing a great watch, it's like wearing a work of art on your wrist."

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Back in Time

**NICOLAS IVANOFF***Stunt pilot*

"My first watch — it was a blue chrono Swatch that I bought for myself. I wanted a chrono to look like an aviation watch. I was a young pilot at that time and already dreamed about aviation watches. I still have it, but I don't wear it anymore. I have been an ambassador for Hamilton since 2005, so now I only wear Hamilton aviation watches I have designed in partnership with our product development team."

NICKY HAYDEN*Champion motorcycle racer*

"My first important watch was when I won the pole for the Daytona 200, and they give everyone a Daytona Rolex. This was such an important race, and I won it at a really young age, and getting pole position — this was one of the biggest weekends in my career. I still have that watch, but now I am a Tissot guy. My favorite is my new signature watch, which I helped design, and I wear this watch all the time now. It really turned out better than I could have imagined."

**STEFFI GRAF***Tennis legend*

"My first watch was a Mickey Mouse watch that I won during one of my first tournaments at the Goofy Junior Tournament, a series of tournaments that Disney put on."

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Back in Time

RANDY JACKSON

Music producer

"On my 12th birthday, one of the things I got was a cool watch I wanted — a Timex — and my love for watches grew from there. That watch was very simple but very stately. It just looked cool. My dad would gift me some watches he had that I wanted — old Hamiltons, Longines, an old cool Rolex. Watches are the ultimate accessory."



EMMANUELLE CHRIQUI

Actress

"My first watch was one my dad bought for me. It was a time when gold and silver link bracelets were really in. I have always loved men's watches, my dad bought me a Guess watch with a thick bracelet, and I loved it. I still have it, it's sentimental."



PATRICK DEMPSEY

Actor

"My first watch was my father's watch that he left me. It was an old Rolex. It is important for me to be on time. It's a sign of respect to be on time. I'd rather be early than late."



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Back in Time

LI BINGBING *Actress*

"My first watch wasn't quite a real watch, in the adult sense. But as a child, my parents were always worried that I'd be late to school. So, to make a game of it, my father drew a watch on my wrist with the time that I'd need to leave the house to get to school on time. So when the clock at home matched the "watch" on my wrist, I was on my way!"



MOHAMMED AL TURKI *Producer, "Arbitrage"*

"My first watch was a Swatch, quaintly enough. Watches to me have always had sentimental value. When I graduated from high school I got a Vacheron Constantin, which I guess symbolized a coming of age, entry into the adult world so to speak. My love for watches has obviously grown since then. Now, when purchasing a watch, I look for craftsmanship and quality. Breguet is a brand I've come to appreciate, and may very well look into one of their pieces soon."



HOPE SOLO *Olympic goalie*

"When I was a teenager, I had a pink Swatch that was so cool. My sister bought it for me when she was in New York City shopping. I still have it."



Cartier ID Two

30

The Coolest New Watches of the Year

From innovations in magnetism to steampunk chic, this year's hottest timepieces shine

Every year, an extraordinary collection of new watches is introduced to the public at exclusive events around the world. We've been to many of them during this past year, including *Salon International de la Haute Horlogerie* in Geneva, *BaselWorld* in Basel, and *Couture Time* and *JCK* in Las Vegas. Here are our selections of the coolest new watches of 2012-13.

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Montblanc
Rieussec
Chronograph
Open Hometime

Hot List

CARTIER ID TWO

Efficiency problems have long plagued watchmakers: Every mechanical watch wastes 75% of its energy. The Cartier ID Two incorporates vacuum technology to reduce air friction so the energy is transmitted more efficiently, while using two fiberglass mainsprings with a parylene coating to increase stored energy capacity to a full 32 days. Though these concept models are not for sale, the breakthroughs from ID Two will eventually make it into Cartier's collection.

MONTBLANC RIEUSSEC CHRONOGRAPH OPEN HOMETIME

Named after Nicolas Rieussec, the inventor of the chronograph, this Hometime version from Montblanc is a distinctive-looking watch, with twin rotating disks for the chronograph display featured prominently in the lower half of the dial. The upper half of the dial features the time display, with a red indication of "hometime" at the bottom. Very convenient for traveling, the Rieussec Chronograph Open Hometime also allows you to see the workings of the unique monopusher chronograph movement.

X-TREME 1 FROM CHRISTOPHE CLARET

This 30-degree inclined tourbillon uses magnetic fields, like those of a maglev train, to display the hours and minutes.

Magnetism has traditionally been the enemy of watches — as it will dramatically impact a timepiece's ability to tell time accurately — but movement mastermind Claret has cleverly suspended two small steel balls inside sapphire crystal tubes on each side of the watch, controlled by magnetic fields with no connection to the mechanical tourbillon movement.

HYT H1

For many companies, the idea of incorporating liquid into a mechanical watch has been very intriguing. Lately, rumors have circulated throughout the watch industry of several companies working on a mechanical watch that uses liquid in its display.

HYT beat everyone to the punch by introducing the H1 this year. The watch features a circular capillary tube through which fluid is pressurized by an industrial-yet-high-tech piston and bellows system driven by a proprietary mechanical movement. One part of the liquid is fluorescent green to indicate the hour, while the other part is transparent, and it retrogrades back to zero every 12 hours. Due to their unique molecular properties, the liquids will not mix, creating a clear line that indicates the time.

DEVON TREAD 1 STEAMPUNK

L.A.-based Devon Works set out to do something no watchmaker has ever done before and make it in America. And with the introduction of the Tread 1 Steampunk, which is powered by a micro-motor that drives the specially constructed belts to display the time, it's clear that the company has succeeded. It's a celebration of mechanical motion that forces people to sit up and take notice as the hours and minutes slide by. Now, with the Steampunk version of its popular Tread 1, limited to 150 pieces worldwide, Devon continues to redefine watch design.

VACHERON CONSTANTIN LES UNIVERS INFINIS

With three versions, all inspired by the tessellation work of artist M.C. Escher, Vacheron Constantin's *Les Univers Infinis* timepieces combine traditional métiers d'Art in a unique and modern way. The 40mm dial of the Dove execution pictured here represents hundreds of hours of work, from design to execution, incorporating engraving, enamel, stone setting and engine turning, with the highest level of watchmaking.



X-Treme 1
from Christophe Claret



HYT H1



Devon Tread 1
Steampunk



Vacheron
Constantin Les
Univers Infinis



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On Full Display

Watches tick on the red carpet



Red carpet events are the height of Hollywood glitz and glamour — a showcase of entertainment’s elite where the stars come out to shine and where high-end designer fashion takes the spotlight. It is the stage on which luxury retailers flaunt their wares, turning an entertainment event into an all-out star-studded advertising affair. And, now more than ever before, watchmakers are figuring prominently in red carpet looks.

Since “Who are you wearing?” became a common question asked by reporters on the red carpet, luxury brands have been making sure that *they* were the answer. That includes jewelers and watchmakers.



1. Actor Javier Bardem wearing a Chopard watch on the 2011 Oscars red carpet
2. Antonio Banderas at the Hamilton Behind the Camera Awards
3. Eva Longoria for Frédérique Constant

MAKING TIME

In 1944, Beverly Hills jeweler **Harry Winston** draped best actress Jennifer Jones with his signature diamonds at the Oscars, earning his nickname Jeweler to the Stars. Winston continued adorning Hollywood leading ladies in blinding bling — Katherine Hepburn, Grace Kelly, Jodie Foster, Faye Dunaway, Elizabeth Taylor, Madonna, Halle Berry and many more — but none more impressive than Whoopi Goldberg's estimated \$41 million Elizabethan jewels at the 71st Academy Awards.

Chopard has been officially involved with red carpet events for more than 15 years, starting with jewelry and transitioning into watches.

In 1998, Cannes Film Festival president Pierre Viot asked Chopard to redesign the coveted *Palme d'Or* — the highest prize presented to the director of the festival's best feature film.

"Ever since, Chopard has been a recurrent sight on red carpets," said Caroline Scheufele, co-president and artistic director of Chopard. "Our involvement with these prestigious events solidifies our love for the art of film and beautiful jewelry and watch creations."

Piaget has also been quite visible on the red carpet. Larry Boland, president, Piaget North America, explained, "Piaget watches

and jewelry have always been a favorite of high-profile individuals and the brand has a longstanding love affair with cinema and the arts. Dressing celebrities exposes us to new audiences and helps attract new consumers and brings glamour and excitement to the brand and strengthens our relationship with Hollywood."

Swiss watchmaker **Baume & Mercier** launched an advertising campaign a few years ago that featured Andy Garcia, Teri Hatcher, Ashton Kutcher and other red carpet regulars.

"The benefit of being seen on the red carpet, or any public event where someone of note is wearing a Baume & Mercier, is visibility," said Rudy Chavez, president of Baume & Mercier North America.

Hamilton promotes its brand through product placement. This year, "Men in Black 3" highlighted Hamilton watches. The company is also an official sponsor of the annual Hamilton Behind the Camera Awards, held in Hollywood and Beijing, that honors the entertainment professionals who toil outside the limelight. "The recognition of these off-screen talents is underlined with the presentation of the awards by leading actors, actresses and other movie professionals, who are wearing our watches," said Sylvain Dolla, CEO, Hamilton International.

A BRAND GESTURE

A watch worn by a celebrity on the red carpet might have gotten there any number of ways. Sometimes, celebrities are fans of the brand and might request to wear a piece or have their agent or stylist make the initial request. In other cases, the brands reach out to celebrities.

"When a client selects a piece of high jewelry or a fine watch, they are looking for something very meaningful and very unique," said Frederique de Narp, president, Harry Winston. "It is an extension of who they are — their personal style, taste and even comfort. So it's about finding something truly exceptional just for them. This intimate and highly personalized approach allows us to give the clients we work with the complete Harry Winston experience at the highest level."

Some companies host their celebrity clients at high-priced hotel suites where watches and jewelry are displayed for them to choose what they will wear. Other times, a celebrity will come into the brand's L.A. offices or boutiques to make their choices.

"At Cannes for example, the celebrities like to come to our suite at the Hotel Martinez to choose for themselves, while other times the celebrity works with a stylist who comes to us to see the entire collection and selects a few items from there," said Fawaz Gruosi, president of Swiss luxury jeweler

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de Grisogono. “Every year we try to find the person who will be able to be our best ambassador — chic, glamorous and corresponding to our values.”

HIS AND HERS

Today’s red carpet trend for men is classic and timeless, according to Boland. “It’s why you’re seeing so many guys opting for bow ties again,” he said. “It’s also why you’re seeing Hollywood’s leading men wearing dress watches again. The actors are choosing slim, elegant dress watches to complete their looks. Our Black Tie Collection and Altiplanos are in huge demand during Awards Season because they are so discreet and slip easily under the sleeve of your tux.”

But the biggest trend may be that women are wearing more watches on the red carpet. “Actresses’ arms aren’t normally covered [on the red carpet] so they don’t want to wear a big wristwatch,” Lambert said. “We have some beautiful tiny watches that fit quite well on the red carpet.”

SEE AND BE SEEN

“When a famous celebrity is seen wearing one of our watches or a piece of jewelry, we will often see an immediate increase in demand,” Boland said. Celebrities can also inspire trends. “When Rihanna wore a classic gold Piaget Polo watch in her music video ‘Take a Bow’ and on the red carpet, it quickly became popular with fashion editors and other celebrities,” he added. “Once a person wears a Piaget timepiece or piece of jewelry, they often fall in love with it — and buy it.”



1. Jeremy Renner wore IWC in “The Bourne Legacy”
2. Aaron Eckhart in Piaget
3. Sylvester Stallone wearing Carl F. Bucherer on the “Expendables 2” red carpet
4. Jude Law in Chopard

Harder. Better. Faster. Stronger.

Sports watches that stand the test of time

As recently as 20 years ago, if you bought an expensive Swiss timepiece, you had to be careful with it. The prevailing wisdom was to keep it away from water, out of the sun and shielded from bumps and bruises. Even top-quality sports watches were handled with kid gloves, so for a lot of people, an expensive sports watch wasn't worth the risk.

Well, not anymore...

Whether you need an all-around sports watch or a timepiece for a specific sport, there are tons to choose from. A quality all-around sports watch can do many things well and is a good option if the wearer doesn't specialize in one particular sport. Such watches are rugged, can go just about anywhere, and still look good at dinner or the office — all while performing flawlessly.

DIVING AND WATER SPORT WATCHES

Most sports watches are water resistant up to 100 meters. The biggest challenge for watches is the first immersion into the water, or the splash of the shower, which tests the resistance of the watches' gaskets. Higher pressure actually pushes the watchcase more tightly together, seating the seals and keeping the water out.

The minimum required water resistance for a watch to be considered a diver's watch is 200 meters. There are watches that are water resistant to 1,000 meters or more — the current world record for any timepiece, held by Bell & Ross' Hydromax quartz watch, is 36,500 feet, while the record for a mechanical watch is 20,000 feet, by CX Swiss Military. If the watch has high water resistance, it can certainly go into the hot tub, the surf or the pool.

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1. Breitling Chronomat 44 GMT

2. Montblanc Twinfly Chronograph

The Sporting Group



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1. Carl F. Bucherer Patravi TravelGraph
2. Ralph Lauren Sporting 45mm
3. Boccia Chrono
4. IWC's new Aquatimer Chronograph

If you buy a water resistant watch and use it regularly in the water, you should have the seals checked and replaced, if necessary, every three years or so. Watches with high water resistance are typically thicker, as they have to incorporate gaskets to keep the water out. Still very attractive and durable, they are a bit harder to slide a shirt cuff over and the look is a bit more dedicated to sports.

PILOT'S WATCHES

Pilot's watches are popular because they are rugged, with water resistance built right in, and they make a strong visual statement. They are also tested for shocks, the elements and temperature fluctuations, and are easy to read — as they have to be legible at a glance in the busy cockpit.

There is quite a debate among pilots about whether quartz or mechanical watches are the way to go. Quartz pilots' watches can be used as real tools, allowing key calculations to be made relying on the battery's superior power, while other pilots won't put their trust in a battery-powered watch at all. They prefer to have a mechanical pilot's watch as a backup to their in-cockpit instruments.



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CHRONOGRAPHS

One very popular sports watch complication is the chronograph, which is a built-in stopwatch. In fact, Nicolas Rieussec created the first stopwatch in 1821 for the purpose of timing horse races. Chronographs come in several different forms, including two-pusher, monopusher, flyback and split-second chronographs.

WOMEN'S SPORTS WATCHES

Many women find the layout of a chronograph attractive, so lower-priced fashion brands have included chronographs in their lines for many years. Lately, however, more and more brands are offering up women's sports-style watches that meet the criteria for a sports watch. Offerings from TAG Heuer, Victorinox Swiss Army, Chopard and more make this a growing niche of watches.



5



4

- 1. Seiko Sportura Chronograph
- 2. Tissot Sea Star
- 3. Baume & Mercier Linea Chronograph
- 4. Rolex Oyster Perpetual Cosmograph Daytona
- 5. Girard-Perregaux new Sport Chrono



3



1

Power Watches for Women

Women, too, are finding that the best way to make an impression is to slip on a fine mechanical timepiece

Forget the couture fashions and designer heels. Today, many women find that the best way to make an impression is to slip on a fine timepiece. Be it in the boardroom or out on the town, an expertly crafted mechanical watch can speak to the wearer's taste and sophistication.



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Imagine, for example, giving a presentation to a room full of colleagues — all of whom are wearing battery-powered watches — as a renowned Swiss watchmaker's mechanical masterpiece gleams from your wrist. The intricate cogs and gears proudly trumpet the meticulous work of craftsmen that could have taken months to complete. Even colleagues oblivious to the wonders of *haute horlogerie* are likely to ask, "Wow, what kind of watch is that?" giving the wearer the perfect opportunity to impress colleagues with her expertise in the fine art of watchmaking.

Many ladies' timepieces available today include certain complications that put style and craftsmanship on full display. These might include indicators that show the phase of the moon, the date (including the calculation of leap years) and even chronographs to ensure that presentation stays tight and efficient.

Let's face it, in the boardroom the phrase "I love your outfit!" doesn't have the same cachet as "Wow, that's one heck of a watch!"

— SOPHIE FURLEY, *Custom Publishing Writer*

1. Girard Perregaux Lady Moonphase
2. Ralph Lauren Slim Classique
3. Frédérique Constant Pavée Amour
4. Rolex Oyster Perpetual Datejust
5. Breguet *Reine de Naples* 10th Anniversary Edition
6. Cartier Tourbillon and Bird
7. Tissot Lady Heart



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Where to Buy

Gearys' flagship store on Rodeo Drive in Beverly Hills

SPECIAL ADVERTISING SECTION

The Time Is Now

Shopping for the perfect timepiece

A fine watch is a significant purchase — one that requires care and forethought. If you're in the market for one, you need to do a little soul searching and research, then visit an authorized retailer of the brand you want to buy. Lucky for you, there are plenty in the Los Angeles area.

BEFORE YOU BUY

Think about what kind of watch you want, how you plan to use it, where you want to wear it and how much you're willing to spend. Make a list of all the watches that appeal to you (some just might be in this magazine) and visit the websites of the manufacturers to read about them. Learn their history, their philosophy and their approach to watchmaking.

"Our customers typically have done some homework on their own and have a good idea of what they are looking for in a watch," said Thomas J. Blumenthal, president and CEO of Gearys Beverly Hills. "It is our job to steer the customer in the right direction and educate them about the differences between each timepiece to help them make a sound decision."

Be sure that the store you're browsing is an authorized retailer. These stores are chosen by the watch manufactures to represent their watches. Tourneau, for example, is an authorized retailer of more than 100 different brands and has multiple shops in the L.A. area.

AUTHORIZED RETAILERS

BREGUET

280 N. Rodeo Drive
Beverly Hills
310.860.9911
breguet.com

CARTIER BOUTIQUE

370 N. Rodeo Drive
Beverly Hills
213.680.4799
South Coast Plaza
3333 Bristol St.
Costa Mesa
741.540.8231
cartier.com

DAN MILLER JEWELRY

160 South Coast Highway
Laguna Beach
949.494.6683
danmillerjewelry.com

DAVID ORGELL

262 N. Rodeo Drive
Beverly Hills
310.273.6660
davidorgell.com

FELDMAR

9000 W. Pico Blvd.
Beverly Hills
310.274.8016
feldmarwatch.com

GEARYS

365 N. Rodeo Drive
Beverly Hills
310.273.4741
gearys.com

JEWEL SHOP

1353 Third St.
Promenade
Santa Monica
310.451.1113

MONTBLANC

Beverly Center
8500 Beverly Blvd.
Suite 605
Los Angeles
310.854.0049
montblanc.com

PETER MARCO EXTRAORDINARY JEWELS

252 N. Rodeo Drive
Beverly Hills
310.278.5353
petermarco.com

RALPH LAUREN

444 N. Rodeo Drive
Beverly Hills
310.281.7200
ralphlauren.com

ROLEX

Westfield Century City
10250 Santa Monica Blvd.
Store 686
Los Angeles
310.887.4100
westfield.com

TOURNEAU

Fashion Valley Mall
7007 Friars Road
San Diego
691.296.8463

South Coast Plaza

3333 Bristol St.
Costa Mesa
714.850.0222

Westfield Century City

10250 Santa Monica Blvd.
Store 103
Century City
310.553.8463
tourneau.com

WESTIME

10800 W. Pico Blvd.
Suite 197
Los Angeles
310.470.1388
254 N. Rodeo Drive
Beverly Hills
310.271.0000
westime.com

WHERE TO SELL YOUR FINE TIMEPIECES AND JEWELRY

Founded 11 years ago, a company called CIRCA came on the scene to make selling jewelry and watches fun again. Now, with offices throughout North America, Europe and Asia, collectors worldwide can buy, sell and trade their fine watches and jewelry easily.

"We have truly redefined the experience of selling watches and jewelry, making the process simple, enjoyable and rewarding," said CIRCA co-founder and vice president Jeffrey Singer. "CIRCA offers the strongest prices available to sellers worldwide coupled with immediate payment."

Today, CIRCA is the largest buyer of fine watches and jewelry in the world, with U.S. offices in Los Angeles, San Francisco, New York and Washington, D.C. Customers go to a CIRCA office to have their pieces evaluated and priced. If the customer accepts the price, they walk out with a check.



CIRCA Jewels

Wes Carroll, Store Director
10100 Santa Monica Blvd.
Suite 300
Los Angeles
855.743.2161
Email: info@circajewels.com
www.circajewels.com

Tourneau at the South Coast Plaza in Costa Mesa