

THE WATCH AFICIONADO

THE DISCERNING GUIDE TO FINE TIMEPIECES

Tourbillons and
Minute Repeaters:
Two ultimate complications

Time with
a sparkle:
Diamonds just adore
telling the time

Elegance
and Style:
CLASSIC
MAKES A COMEBACK



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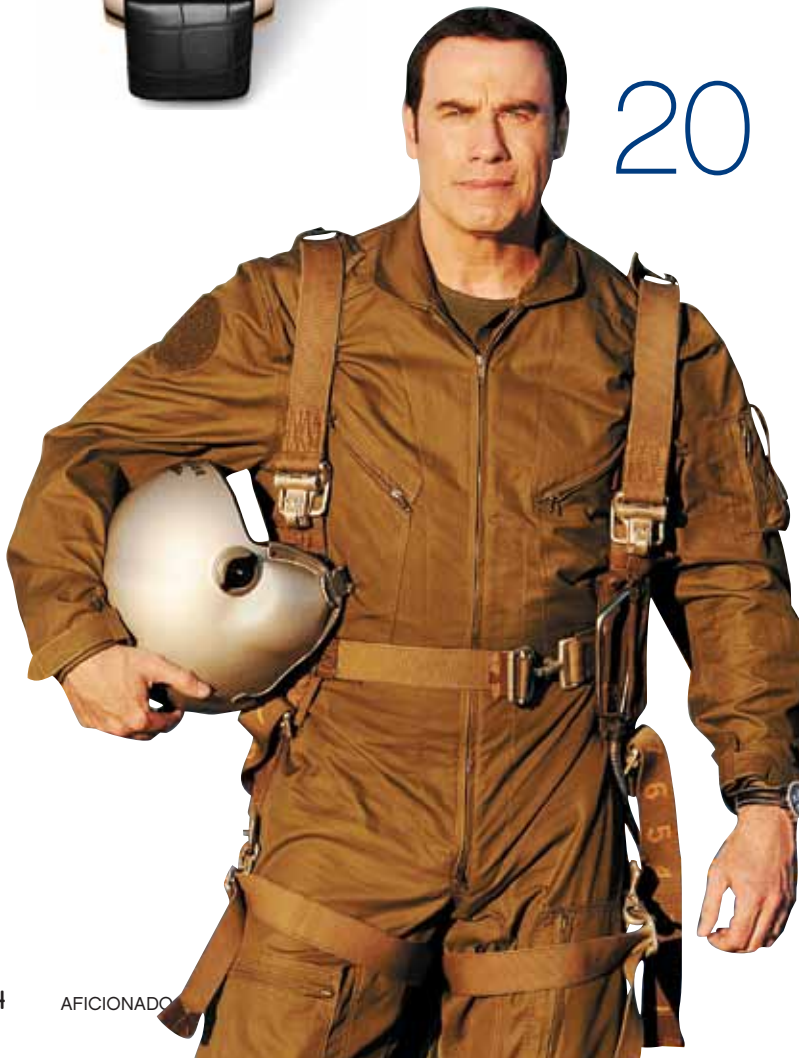


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THE WATCH AFICIONADO

Editor-in-Chief: **Kelth W. Strandberg**

Special Publications Manager: **Roberto Hernández-Alende**

Art Director: **Rita Jaramillo**

ADVERTISING:

Advertising Manager: **Kristina Corrales**

305-376-2801, kcorrales@MiamiHerald.com

Special Sections Coordinator: **Yvonne Cloud**

305-376-2861, ycloud@MiamiHerald.com

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Thank goodness for Switzerland



Keith W. Strandberg
Editor-in-Chief

I've been living in Switzerland for about six years now, covering the watch industry from my office just outside Yverdon-les-Bains, situated perfectly equidistant from the Watch Valley, Geneva, Bienne and Basel.

As a result, I have come to understand why the Swiss character is perfectly suited for watchmaking.

First and foremost, the Swiss are very proper. They do things the right way. For instance, the honor system is alive and well here in Switzerland. The Swiss don't have tolls on the highways; they trust everyone to buy a yearly pass. And everyone does. On trams and buses, riders are expected to buy tickets despite the fact that there are few-to-no checks.

So, who better to manage timekeeping, which has to be precise and where no corners can be cut, than the Swiss?

In addition, the Swiss pay great attention to detail, another attribute needed in watchmaking. Those postcard pictures of spotless Swiss villages with colorful flowerpots on all the windows of the houses? They are true and actual. The older lady across the street from my house spends several mornings a week sweeping the streets just so the village looks nice.

Also, the Swiss are very measured, with a long-term view of things. That's why there is little panic during economic downturns, as many of these companies have not just years of history, but centuries. Things don't get done quickly in Switzerland, which can frustrate an American living here, but they get done right.

And, finally, the Swiss understand balance in life and work. People here work hard and value their time off — on Sundays, nothing is open to distract from family and relaxation, not even the supermarkets (and you are not even allowed to mow the lawn!). And the watch companies all close down for a month in the summer, so the employees can recharge for another hard-working year. This approach keeps everyone clear headed and able to work at an extremely high level.

So, who better to manage timekeeping, which has to be precise and particular, with no corners being cut, than the Swiss?

I, for one, say: Thank goodness for the Swiss.



Watches with
elegance
and **style**

TAG Heuer Carrera Calibre 17
Jack Heuer 80th birthday.
Opposite page: Corum Admiral's
Cup Legend 42 Annual Calendar



In the face of a tough world economy, classical elegance and style are making a comeback. Even as recently as three years ago, some of the craziest watches were best sellers and collectors seemed to have more money than sense.



Now, reason has returned and buyers are moving toward more traditional timepieces with designs that will stand the test of time .

CLASSIC AND ELEGANT

Dismissed a few years ago as boring and unexciting, these watches are becoming the staple they used to be — elegant, traditional designs that can stay in a watch brand's line, and on your wrist, for years.

Customers are turning back to tried-and-true timepieces as a backlash against the outlandish and as a hedge on the future. More and more high-end brands are addressing this need and bringing out great classic timepieces.

Companies who already had a classical aspect to their brand are reaping the rewards, as they do not have to hustle to meet this market demand. Companies like Patek Philippe, Rolex, Montblanc, Baume & Mercier, Ulysse Nardin and many others were in a great position to take advantage of the current market trend toward classicism. Others came late to the party, but jumped in with both feet.

Nowadays, just about every brand has a classical and elegant timepiece, knowing that the demand is there and isn't going away anytime soon.



Montblanc Star
Classique Automatic



Ulysse Nardin Classico



Rolex Oyster Perpetual Air King

Victorious vintage

There are so many companies with vintage designs it's hard to keep track of all of them. This is not to say everyone with a vintage watch is a bandwagon-jumper; as nostalgic, vintage-inspired designs make sense for a brand inspired by their own archival pieces or brands with a long history. You have to admit a retooled vintage design is really cool, too. Though an actual vintage watch would be way too small for today, as 38mm was considered a big watch just ten years ago, companies coming out with vintage-inspired watches have mostly increased the size a bit in a nod to today's watch styles. Some of the watch industry's biggest names have vintage-inspired offerings, including brands like Baume & Mercier, TAG Heuer, Rolex, Montblanc and more. There's something about a vintage design that is really appealing. Compared to the watches of today, vintage and vintage-inspired watches are cleanly designed, uncluttered and evocative of a simpler time.



Patek Philippe 5120 Revolution

Patek Philippe 5123 Revolution



Tommy Bahama Bali TB1232

FOR YOU AND THE NEXT GENERATION

The benefit of more traditional watches is that the designs are timeless and won't look outdated or tired by next year. In fact, these watches are designed to last for a lifetime or more. Patek Philippe's famous ad campaign says it best: "You never actually own a Patek Philippe. You merely look after it for the next generation."

With regular maintenance and loving care, a high-quality, timeless watch from the better brands is designed to theoretically last forever.

ELEGANTLY SIMPLE

One of the really great trends in watches is the rebirth and refocus on the elegant dress watch. Neither complicated nor cluttered with busy displays, indications and point hands, these watches whisper sophistication while those others scream for attention. And they're thin enough to slip under a tuxedo cuff.

It's good news that high-quality classical and traditional watches are making a comeback. That doesn't mean, however, that innovation and new ideas are dead – that's for another segment altogether.

Luckily, the watch world is big and diverse enough for ALL sorts of timepieces. ■



Patek Philippe
Ref. 5216 Grand
Complication (Tourbillon,
Minute Repeater, Perpetual
Calendar, Moonphase,
Retrograde Date)



Bell & Ross
Vintage Minute
Repeater

Ultimate complications

Tourbillons and minute repeaters

Two of watchmaking's ultimate complications are the tourbillon and the minute repeater.

TOURBILLONS: BEAUTY IN MOTION

Turning.
Spinning.
Rotating.
Revolving.

Anyone who looks at a tourbillon will be drawn in and fascinated by the cage of the timepiece, which typically holds the escapement wheel, the escapement and the regulatory organ, the balance. All these small, complex parts are moving, turning and spinning constantly.

Invented in 1795 by Abraham-Louis Breguet and patented in Paris in 1801, the tourbillon was created not for aesthetic reasons, but instead to solve the problems associated with the effects of the position of a pocket watch on the accuracy and the precision of a timepiece — as too often, a pocket watch was placed in one position for long periods of time (on a desk, on the night table, in a pocket, etc.).

Breguet's invention solved the positional effects by having the cage of the tourbillon rotate. With wristwatches, the problem of positioning is not so critical, as the timepieces move with the wrists of their owners. However, tourbillons have proven to be the most precise mechanical watches, as a Jaeger-LeCoultre tourbillon won the first International Chronometry Competition sponsored by the Château des Monts in Le Locle, Switzerland, and another tourbillon from the same company took second place.

The tourbillon cage — the heart of the tourbillon, if you will — is an incredible feat of engineering. The tourbillon mechanism itself can



TAG Heuer
Mikrotourbillon S



A view of the movement of the Ulysse Nardin Alexander the Great: Westminster Carillon Tourbillon Jaquemarts Minute Repeater

have 50 or more parts, all weighing as little as possible (The entire tourbillon cage of the Patek Philippe 10 Day Tourbillon, ref. 5101, for example, is comprised of more than 70 different components yet weighs just 0.3 grams).

Not just any watchmaker can assemble a tourbillon, either. Only a master watchmaker at the peak of his craft can handle the intricacies of creating and regulating such a complication. Regular line watches are typically assembled by teams of watchmakers, each doing a specific job in a line of steps that make up the watch. For tourbillons, one master watchmaker, specializing in the complication, assembles the entire watch, from start to finish, painstakingly placing each part in place, often hand finishing, beveling, decorating and adjusting, then regulating the final timepiece. This process takes an incredible amount of time and ensures the uniqueness of each tourbillon, making every timepiece, because of the nuances of finishing and adjusting each watch, a one-of-a-kind piece of watchmaking art.

As a result of the tourbillon's beauty and complexity, the creation of this high complication earns a company a place of respect in the watchmaking pantheon.



Corum Legend 42
Tourbillon Micro-Rotor

**MINUTE REPEATERS:
THE SOUND AND THE FURY**

In the small Swiss village where I live, every hour and half-hour the clock bells ring out the correct time. Centuries ago, church clocks like this one were a vital part of local life. The bells of the clock tower kept life on a schedule and told everyone — priests, workers in the fields, families, etc. — what time it was.

These church clocks don't serve the same function today as they did way back when, but they are a reminder of a simpler time, and I have to admit that I like hearing them toll throughout the day, reminding me that the time is passing and to enjoy it while I can.

When clocks and watches were first introduced, they were incredibly expensive and only the very rich were able to buy them. Because church clocks were in every village throughout Europe, pocket watch movement designers endeavored to replicate those church clocks and the minute repeater was born.

Imagine the awe and respect people had for someone who was lucky (and rich) enough to wear the church bells on their wrists! Even back then, having such a watch was a symbol of power and conveyed incredible status on the wearer.

In addition, the owner of this amazing timepiece was able to tell the time in the middle of the night — remember, this was way before electricity and SuperLuminova.

Today, one of the most sought-after watches of all is the minute repeater (a watch that chimes out the time — hours, quarter-hours and minutes on demand — when a lever is activated).

The minute repeater offers a unique combination of music and time. "It is popular because the minute repeater is one of the most complex of horological creations, and maybe also because it is a poetic creation. It was invented around 1710 to make it possible to tell the time during the night when there was no electricity," says Francois-Paul Journe, independent master watchmaker. "When you activate the pusher on the side of the case, the complication 'tells' the time by causing two hammers to strike gongs which sound the hours, the quarters and the minutes."

Something else that makes a minute repeater stand out is that there aren't many manufacturers who can do this unique complication well.

"Watch connoisseurs, watch lovers and enthusiasts are interested in buying a mechanical piece of art that has a complicated inner life," says Patrik Hoffmann, president of Ulysse Nardin. "A Minute Repeater, Hourstriker or Sonata from Ulysse Nardin reveals its inner life with a chiming sound and with moving handcrafted automatons."



Jaquet Droz
The Bird Repeater

Church clocks are still operating all over Switzerland, though they are used more as a charming reminder of the past rather than something that people depend on to schedule their lives. The minute repeater, however, is becoming an increasingly popular complication, respected for its complexity, the beauty of its repeating sound and its rarity.

Looking for the ultimate complication? You can't go wrong with a tourbillon or a minute repeater, or why not both? ■



Montblanc
Exo-Tourbillon



Van Cleef & Arpels
Midnight Poetic Wish



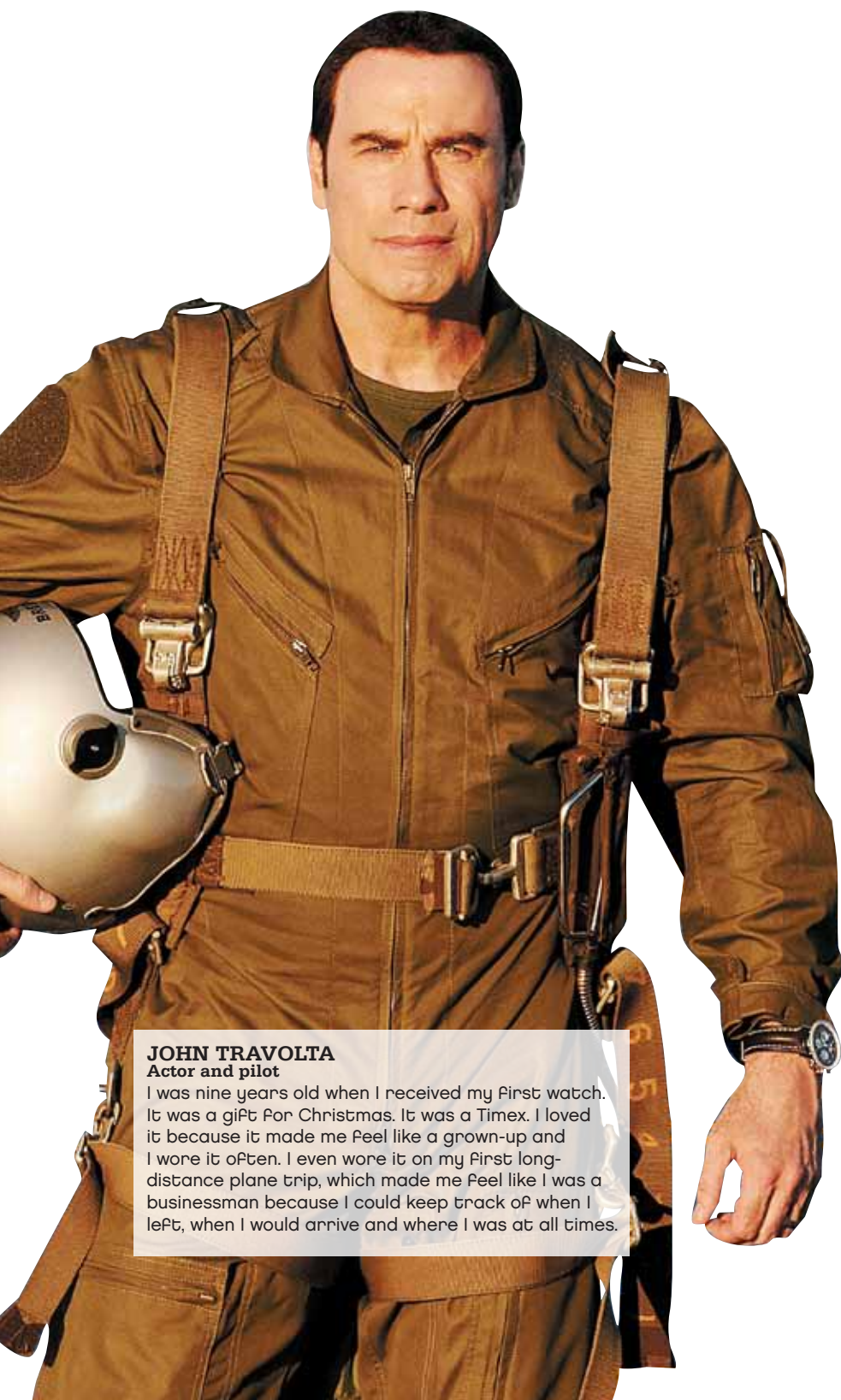
Ulysse Nardin Alexander the Great:
Westminster Carillon
Jaquemarts Minute Repeater

My First WATCH

The first watch we receive is a momentous event, which generally signifies the onset of adulthood. The trust bestowed by such a precious object is an underlining symbol that time is now going to matter.

Ask anyone over the age of thirty 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 important people in and out of the watch industry about their first watches, and their responses are touching and, at times, surprising.



JOHN TRAVOLTA
Actor and pilot

I was nine years old when I received my first watch. It was a gift for Christmas. It was a Timex. I loved it because it made me feel like a grown-up and I wore it often. I even wore it on my first long-distance plane trip, which made me feel like I was a businessman because I could keep track of when I left, when I would arrive and where I was at all times.

LI BINGBING
Actress

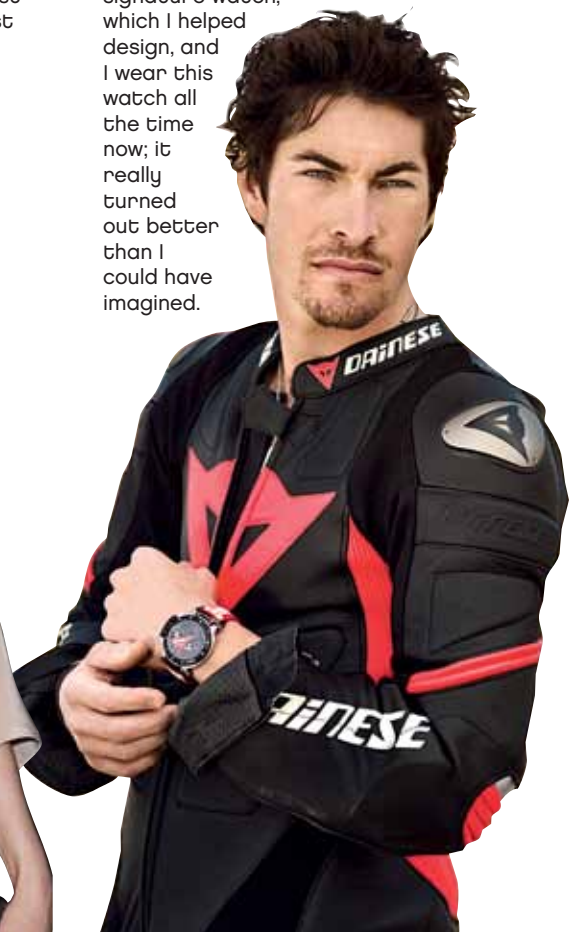
My first watch wasn't quite a real watch, in the adult sense. But as a child, my parents were always worried that I'd be late to school. So, to make a game of it, my father drew a watch on my wrist with the time that I'd need to leave the house to get to school on time. So when the clock at home matched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

PHOTO COURTESY OF GETTY IMAGES FOR GUCCI



NICKY HAYDN
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.





PETER SPEAKE-MARIN
Master watchmaker

My first watch was an LED "Six Million Dollar Man" digital watch — press the button and it lit for about five seconds. I loved Steve Austin, not literally, of course. Watchmaking was a long way off, and until I got lost at the age of 17 in career direction and met a kindly careers teacher, I had no concept of horology or the direction I was about to follow...

CLIVE OWEN
Actor

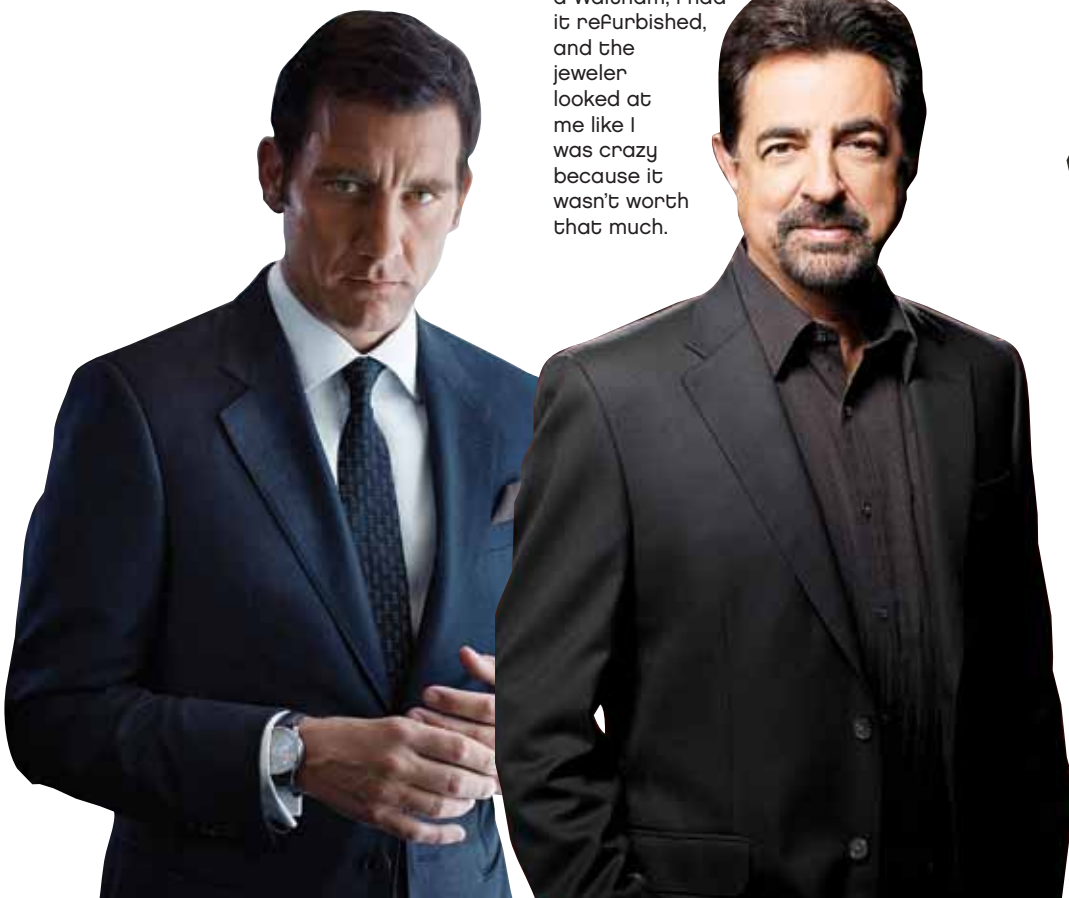
I remember having a toy watch when I was very young. It never worked but I thought it was very cool! The choice of watch says a lot about someone. When you're wearing a great watch, it's like wearing a work of art on your wrist.

JOE MANTEGNA
Actor

My first watch was when I was in a band in the '50s; we were playing a job in downtown Chicago and a guy came up to the bandstand and asked me if I wanted a watch. I was the leader of the band and I never knew when to take a break, so I bought the watch for \$10. I started wearing this watch and I wore that watch for the next 10 to 15 years. It was a Waltham, I had it refurbished, and the jeweler looked at me like I was crazy because it wasn't worth that much.

DANICA PATRICK
Race car 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.



LANDON DONOVAN**Soccer player**

I had a bunch of cheap watches, but my first nice watch was when I got back from my first World Cup: A company gave me a diamond-encrusted watch to wear while I was doing the press rounds. I went out to an after party, and I left my watch there. In the morning, I had no clue where the party had been held. It was a little too flashy for me, but I just loved it.

**NICK STELLINO****Celebrity chef and bestselling author**

My most precious watch is my oldest one; my father bought it when I was born. Later in life, he always used to come into our bedroom late in the evening to kiss me and my brother goodnight. He would let me wind this watch and he'd say: "If you wind my watch, good and tight, I will always know what time it is, and I will always come home for your goodnight kiss." He always did!

**MAX BÜSSER****Founder, MB&F**

My first watch was a simple hand-winding, round, steel Jean Perret with a white dial and Arabic numerals (I must still have it somewhere). No Mickey Mouse, no Superman.... My dad was a very reasonable, no-frills person. I remember that every evening I would wind it up while my father would say goodnight to me and that it really hurt because the crown was very small and the winding mechanism was really hard.

**THOMAS MORF****CEO, Hanhart**

I remember exactly my first watch. I got it in 1972 at the age of eight. It was a gift from my grandmother. It was a mechanical watch, very simple and clean design, hand-wound with three hands and no date, with a purple dial and Arabic numerals. The brand name was Uranus, a brand that I haven't seen since. But I guess at that time it was quite common that there were tons of private-label brands in Switzerland. Unfortunately, I don't have it anymore, and I don't know where the watch has gone. It was purchased at a jeweler in Ermatingen (canton Thurgau), where I was born.

RICKY BARNES**Professional golfer**

It starts with the waterproof watch, then a sports watch, then a dress watch, then it becomes more of a mood or flavor watch. I know which watch I am going to wear depending on where I am going to go. I really like the style and sharpness of watches. Wearing a nice watch shows another stepping stone in your life, like a maturation.

LAURENT PICCIOTTO**Owner, Chronopassion, Paris**

My first watch was a Minilip, which was an educational watch to help me learn how to read the time. After I had mastered this feat, I had a Yema chronograph, a sporty watch that I was very proud of.

RANDY JACKSON**Music producer**

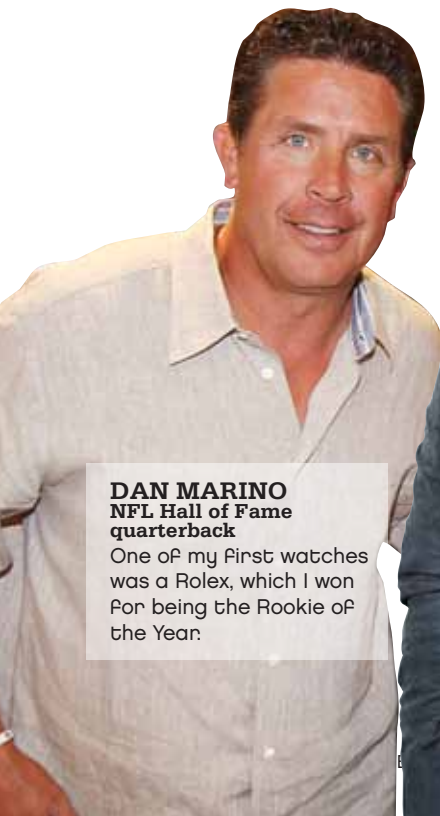
On my 12th birthday, one of the things I got was a cool watch I wanted, a Timex, and my love for watches grew from there. That watch was very simple but very stately, it just looked cool. My dad would gift me some watches he had that I wanted — old Hamiltons, Longines, an old cool Rolex. Watches are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

HOPE SOLO**U.S. soccer 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.

**DAN MARINO**

**NFL Hall of Fame
quarterback**
One of my first watches was a Rolex, which I won for being the Rookie of the Year.





RON JACKSON
President, Franck Muller, North America

My first watch was a Seiko Automatic in steel with a steel bracelet, which I bought while I was in the sixth grade. It had a wonderful flat crystal and a black dial, and I wore it all the time. I especially liked the weight of the heavy steel case and the crystal, which allowed me to appreciate the nice dial and hands. The crystal also doubled as a wonderful reflective device, which was useful in shining a focused beam of light, which could be quite entertaining when directed toward classmates and other items of interest in the classroom. I always tried to sit by the windows in order to have a consistent supply of direct sunlight for this great little feature.



OLIVIER GRUNER
Actor (former French Special Ops)

When I was a kid, my dad was a surgeon. Every couple of years, he would buy an inexpensive watch for me and my brothers. I told him that I didn't want to wear those watches, I wanted to wear my dad's watches, which were Rolexes. I was already conditioned to buy that watch. In special ops, it's important to have something to barter with if you are in trouble. What I like about Rolex is that it can be used as currency anywhere in the world. In Africa, everyone knows Rolex and it can save your life.



JEAN-DANIEL PASCHE
President of the Federation of the Swiss Watch Industry

I must have been six or seven years old when I received my first watch from my parents for Christmas. It was a steel Buttes Watch Company (BWC) mechanical watch. This watch had a direct link to my family and the village of Buttes (in France). We left Buttes when my father stopped working for the Buttes Watch Company in 1962.



BODE MILLER
Champion skier

My first watch was a Timex Ironman. I thought it was the coolest thing, with the stopwatch and the alarm and the light.

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.

STEFANIE GRAF
Tennis champion

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.



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.





Ulysse Nardin
Royal Blue Tourbillon
Haute Joaillerie

Patek Philippe
Ref. 7140R



Rolex Oyster
Perpetual Datejust

Time with a sparkle

Women have always demanded so much more from their watches than just the time, appreciating timepieces that are as much a piece of jewelry as an instrument that tells the time. There is no better way to decorate a woman's watch than to decorate it with diamonds — on the dial, the case, the crown, the bracelet or the buckle.

BY SOPHIE FURLEY



Baume & Mercier Linea



Montblanc Collection Princesse Grace de Monaco
Haute Joaillerie Petales Entrelaces motif



TAG Heuer Link Lady Diamond Star



The Jaeger-LeCoultre
Rendez-Vous



Bovet
Rising Star



Bedazzled by Breitling
Ladies Baguette

sparkle...

Watches love diamonds and diamonds just adore telling the time.



Breguet Reines
des Naples Mini



Corum Admiral's
Cup Legend 38
Fiancee



Ulysse Nardin Maxi Marine Chronometer

Mechanical mastery

Getting a mechanical watch on your wrist doesn't have to cost an arm and a leg.

Not too long ago, the mechanical watch was dead. When the quartz watch was introduced in the 1970s, everyone thought that this had to be the death knell for the mechanical watch. After all, the quartz watch was cheaper and more accurate, the latest cutting-edge technology the industry had to offer.

Logic dictates that there's no way that people will pay more money for a watch that is less accurate. No one in the music industry has gone back to eight-track tapes now that digital is the standard.

Watches are one of the few things that you wear on your body, in intimate contact with your skin. Watches are so...personal.

For men, especially, watches are just about the only things they can wear to express their style, their panache, their personality. Watches are cool because they can be both subtle and bold, understated and flashy, elegant and casual...all depending on which watch you choose.



Baume & Mercier Capeland Chronograph



Kenneth Cole
Automatic Collection
KC9180



Montblanc
TimeWalker
US Edition



Corum Admiral's Cup Legend Chronograph



Breil Orchestra
Mens AutoTW1020



TAG Heuer Aquaracer 500M Ceramic



Longines Saint-Imier Collection



Rolex Oyster
Perpetual Explorer

THE MAGIC OF A MECHANICAL WATCH

For many people, a watch is a watch, a necessity, something to simply tell the time. For those who understand how and why a mechanical watch works, however, a finer timepiece is something completely different. More than just a watch, it is a tiny engine on the wrist that needs interaction with and input from you to continue running.

A mechanical watch, whether hand-wound or automatic, relies on a mainspring to provide the power to run. Like an old-fashioned windup toy, you have to wind your watch; but unlike a toy that whizzes across the floor in seconds, the watch has to control this pent-up power so it tells time

precisely. The challenge for a mechanical watch is controlling and regulating the energy in the mainspring over the course of hours and days. Every mechanical watch is truly an amazing feat of engineering and miniaturization. The simplest movement has more than 100 parts, while more complicated watches can have as many as 800 parts or more.

Incredible.

There is something special about a mechanical watch on your wrist. A quartz watch is a circuit board with a battery, seen by many as a simple gadget that tells time, while a mechanical watch is something that has to be created and crafted, something

that has had life breathed into it by a skilled watchmaker. Once the watch is purchased, it is kept alive by its owner, who wears and winds it every day.

No one really knows why mechanical watches are in such demand right now. It may have started with vintage watches gaining favor, or it may have just been a natural evolution of the sophisticated watch buyer wanting something different.

Whatever the reason, a mechanical watch is a throwback to another age, an age when there were no electronics, no Blackberries and iPhones chasing us 24/7, no 3D TVs, no "Jersey Shore." An age that doesn't sound too bad, does it?



Hamilton
Jazzmaster
Auto Chrono



Tissot
Tradition

One thing is for certain: mechanical watches are here to stay. They are magic on the wrist, living machines that are amazing in their complexity and their number of moving parts. Take for example the Zenith El Primero movement, one of the most famous movements in the industry. This movement beats 36,000 times an hour, which is 864,000 times a day, 25,920,000 times a month, 311,040,000 times a year!

The finest watches can retail for more than \$500,000 (with no diamonds!), but getting into mechanical watches doesn't have to be that expensive. In fact, it's possible to buy an entry-level mechanical timepiece for what a higher-end quartz watch costs. A high-quality entry-level mechanical watch retails anywhere from around \$200 to \$7,000 or more, depending on the company.

ENTRY-LEVEL DOESN'T MEAN BARE BONES

Due to a strong renaissance of mechanical watches, mechanical movements have become more commonplace and companies have been steadily increasing the percentage of their mechanical offerings. These watches are not bare bones; however, they are well-designed timepieces with great attention to detail. Companies know that if the entry-level mechanical watch isn't interesting enough, the timepiece won't capture these fledgling customers.

THE WATCHES

Many companies have crafted really well-made entry-level timepieces by using established, proven movements. You can't go wrong buying any of the watches pictured here. These watches — with a little bit of attention, regular service and care — can conceivably run forever.

The mechanical watch is truly a marvel of miniature engineering and a phenomenal accomplishment of the human race.

Available now to be placed on your wrist. What are you waiting for? ■



Gc 15th Anniversary
Limited Edition

How a mechanical watch works

Like a rubber band-powered balsawood airplane, a watch movement is, at its most basic level, about taking stored energy and translating that into timekeeping. The watch's energy is stored in the mainspring, and, as it unwinds, the other parts of the watch control that power and make it possible to display the time. Here are the basics on how a movement works. Every timepiece has four requirements:

1. A power source.
2. A way of transmitting the power.
3. A way of regulating that power.
4. A way of indicating the power so you can tell the time.

For mechanical watches, the power source is the mainspring, and this power is transmitted through a series of wheels with teeth called the "gear train." The balance wheel, which is the part of the watch that turns back and forth at a changeable rate, is where the power is regulated. The indication is done by the hands: hours, minutes, seconds.

All these things combine to make the watch what it is and determine how well, or how poorly, it keeps time.

Perfect Timing

How to buy the perfect timepiece

A fine watch is a meaningful purchase, one that requires some care and forethought. Because a watch is more than just a watch, it is the perfect gift for you or loved ones to commemorate special occasions, to mark significant achievements or to simply splurge. In fact, many fine watches are purchased while on vacation when people have more time to shop, compare prices and make a thoughtful decision. For example, in Switzerland, the home of fine watches, sales to

vacationing foreigners outnumber those to the native Swiss.

After reading the stories in this special insert and seeing all the fantastic watches, the next step you'll want to take will be to decide on the perfect watch for you, then to go buy it.

MAKING THE DECISION

Before you go to the store, think about what sort of watch you want, how you want to use it, where you want to wear it, and how much you want to spend.



Mayors Galleria Mall store



Morays Jewelers store

Do you want a dress watch? A sporty watch? A travel watch? A watch for work and play? Something with diamonds? A watch that is different from anything else? The possibilities are endless; the only limits are those on your imagination...and your budget. But knowing just how much you can spend can be quite empowering.

Before you even think about buying, however, do a little research. Read this insert and start making a list of the watches that appeal to you. Go on the websites of the manufacturers you like and read about them, their history, their philosophy, their approach to watchmaking, and then find out where the brand's authorized retailers are located.

"Buying a watch can be a well-thought-out process or it can be an impulse buy," says Eva Hartling, director of public relations, Birks & Mayors. "But regardless, when choosing a new watch, a customer should always keep in mind their lifestyle and style preferences; they should be asking as many questions as possible about the watch style, its material, features, brand specifications and more. It is important for the customer to be

well informed about a watch and its attributes, while customers will also want full explanations about a timepiece's mechanisms and complications."

GOING TO THE BEST

There are plenty of places to buy a watch today, but many raise the flag of "buyer beware." The only way to be sure that you are buying an authentic watch from the brand you choose is to go to an authorized retailer. These retailers are chosen by the watch manufacturers to exclusively represent their watches, and these authorized retailers are also there to certify that the watch you are buying is exactly what you think it is: brand new and authentic.

"Tourneau prides itself on being an authorized retailer of all of the 100-plus brands we carry," says Jim Seuss, CEO, Tourneau. "As with any luxury purchase, a buyer needs to be assured of authenticity and should feel a total trust in their sales professional. As an authorized retailer of each brand found in-store, Tourneau sales professionals are able to offer customers full confidence in their decision making."

You are taking a chance if you

Miami's best watch retailers:

- **Birks & Mayors**
www.mayors.com
Dadeland Mall
7457 N Kendall Drive
Miami
(305) 667-7517
(six stores in the Miami area)
- **East Coast Jewelers**
www.ecjusa.com
16810 Collins Avenue
Sunny Isles Beach
(305) 947-8883
- **ELY-M**
www.elym.com
48 E Flagler St. # 2
Miami
(305) 374-4100
- **H&H Jewelers**
www.hhjewels.com
3434 Main Highway
Miami
(305) 442-9760
- **King's Jewelers**
www.kings1912.com
18265 Biscayne Boulevard
Aventura
(305) 935-4900
- **Levinson Jewelers**
www.levinsonjewelers.com
888 E Las Olas Boulevard
Fort Lauderdale
(954) 462-8880, 866-LEVINSON,
- **Morays Jewelers**
www.moraysjewelers.com
50 NE 2nd Avenue
Miami
(305) 374-0739
- **Tourneau**
www.tourneau.com
Multiple locations throughout
South Florida



Levinson Jewelers courtyard

buy from anywhere else. Sure, there are great prices available on the Internet, but there is no guarantee that the watch you are considering isn't counterfeit, stolen or even real. If you find a price on the watch of your dreams that seems too good to be true, chances are it is.

When you choose a retailer to work with, you have to feel comfortable that this is someone you can trust, someone you enjoy working with and, most of all, that the experience is a pleasurable one. If you don't get a good feeling, go somewhere else. Plain and simple.

"When you buy from someone you trust, you have the security that they will stand behind any product you buy," says Robin Levinson, co-owner, Levinson Jewelers. "Developing relationships has always been our priority. We provide our customers with all the choices we have and offer advice from our decades of experience, and the customer can trust that we will sell them the right piece for them."



Tourneau Bal Harbour store

PULLING THE TRIGGER

In today's world, getting the best price is certainly important, but by and large watch retailers don't discount on fine watches. The good news is that watches really offer very good value for the money, so concentrate on finding a fair price, but go with the retailer you trust the most, not necessarily the one that will give you the best price.

Watches, especially mechanical ones, will eventually need service, and if you have a good relationship with your retailer, arranging that service is going to be a snap. In addition, if you have any problems with your purchase, your friendly, neighborhood retailer will go out of its way to help you.

"Every watch needs to be serviced, and a mechanical or automatic watch must be serviced every few years," details Sandy Hequin, president, Morays Jewelers. "In the case of the most expensive watches, only a well-trained watchmaker can clean and test the watch properly. And, if something goes wrong with the watches you buy, you have a warranty when you buy from an authorized dealer like Morays."

STARTING YOUR COLLECTION

Now that you have made your purchase, enjoy that watch and start thinking about your next one. After all, gone are the days when men and women bought one watch for their entire lives. Today, people buy watches for specific occasions (sports, dress, work, weekends, etc.) or for no reason at all.

Watches are one of the few ways where we can showcase who we are and what we love, and all of us have different aspects to our personalities. Watches can help you express all your different sides and you can choose from your watch "wardrobe" depending on you feel each day. ■