

*If It's Tuesday, This  
Must Be... Travel Time*

*Dive, Captain, Dive  
Dive Watches*



*Watch Lingo*

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*a special guide to fine watches and jewelry*

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# OUR PERSPECTIVE OF TIME

W

hy is our day split into 60 seconds in a minute, 60 minutes in an hour, 24 hours in a day, and 365 days in a year? We certainly could divide time up any way we want, but our world functions because everyone agrees to the time standard we now have.

The measuring of time is a purely human-made construct, and

we have been trying to perfect timekeeping since the beginning of ... well, time, first with sand, fire and water, and now with mechanical and quartz watches and atomic clocks.

We didn't always measure time the 24/7/365 way, however. Early Roman calendars had only 304 days and the earliest calendars in China and Greece had years with 354 days. Ancient China originally broke the day up into 100 "Ke" (quarters), each equivalent to 14 minutes and 24 seconds. Just about everyone accepted the Gregorian calendar in 1752, and when the British Parliament implemented it, 11 days just disappeared from the year (September 3-13, 1752), in order to realign with the new calendar.

So, even though our system of timekeeping can seem a bit arbitrary, it's necessary for our society to function. And, a watch is one of the true tools of our lives, something on which we depend every single day, to keep us on schedule.

In addition to being a tool, however, a watch can provide a glimpse into who we are and what we value. Wear a rugged dive watch and you are saying one thing about yourself; wear an elegant, complicated timepiece and you are saying something completely different. The great thing is that we can wear any watch we want anytime we want, depending on how we feel and where we are going.

Thank goodness for our system of timekeeping and for watches. I hope you enjoy this issue of *The Collector* and Happy Holidays!

**Keith W. Strandberg, Editor-in-Chief**



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5940 Men's Grand  
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# IF IT'S TUESDAY, THIS MUST BE...?

## *Making Sense of Time Zones with Fantastic Watches*

**IF YOU TRAVEL REGULARLY**, or if you do business with companies in other time zones, you understand that figuring out what time it is in different parts of the world can be a real challenge.

Trying to do this with an ordinary, single time zone watch is challenging, involving mathematics and mental gymnastics, which

is difficult at the best of times and almost impossible when jet lagged.

That's where time zone watches, also known as dual time, multiple time zone, world time or GMT/UTC watches, come in. These watches display time in other time zones, so all you have to do is look at the dial to see what time it is wherever you are.



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Jacob & Co. H24 Five Time Zone Automatic



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## A LITTLE HISTORY

In 1884, the International Prime Meridian Conference was held in Washington D.C. to standardize time and select Greenwich, England as zero degrees longitude (the Prime Meridian), which established the 24 time zones we use today. The U.S. government officially adopted standard time on March 19, 1918. By 1929, most countries around

the world started keeping time by this system. In 1972, the majority of the world adopted Coordinated Universal Time (UTC), and now official time zones are indicated by +/- UTC rather than GMT. There are, however, some parts of the world that divide time differently than originally conceived. Newfoundland, Iran, Afghanistan, Venezuela, Burma, the Marquesas, as well as parts of Australia,

use half-hour deviations from standard time, and some nations, such as Nepal and some provinces, like the Chatham Islands, use quarter-hour deviations.

The countries with the most time zones are Russia and the United States, with nine standard time zones each. Two large countries, China (which should have five time zones) and India, only have one time zone.



Hamilton Khaki  
Automatic UTC



Ball Engineer Master II Grand  
Center Terminal (GCT) Limited Edition



Bell & Ross BR03 GMT



Tutima Grand Classic  
Chronograph UTC

## WHAT TO LOOK FOR IN A TIME ZONE WATCH

There are a number of ways that timepieces accomplish displaying more than one time zone, and the one that suits you best depends on how many time zones you need to track. Dual time watches use two dials, one above the other, while others use a small sub-dial on the main dial, which indicates home time, allowing you to set the bigger display to the time where you are staying. GMT watches use a separate

pointer hand to point to the second time zone or to GMT/UTC (which you can then use to calculate any time zone in the world if you know the UTC offset, e.g. New York City is UTC -5).

Some watches can display more than two time zones. Three time zone watches are popular, while displaying more than three can be a challenge, unless the watch is huge.

If you are a serious world traveler/business person, consider a world time watch, one that displays the

standard 24 hour time zones. There are even a few that display the additional half-hour time zones as well, which is a very complicated feat. Before you buy, make sure the watch you choose is readable—with some world time watches, you need a magnifying glass to see the different time zones.

With a world time/dual time/GMT watch, you have a much better chance of mastering the time zones, and these watches look really good on the wrist. ⌚

## Making Sense of Travel Time



**DUAL TIME:** A watch with two time indications, one for local time, one for home time.



**GMT:** A watch that has a separate pointer hand indicating GMT/UTC.



**MULTIPLE TIME ZONE WATCHES:** A timepiece that can display more than two time zones.



**WORLD TIME:** A watch that displays the standard 24-hour time zones (and sometimes the irregular time zones).

From top to bottom:

Piaget Polo  
FP Journe UTC  
Franck Muller Master Banker (three time zones)  
Girard-Perregaux ww.tc Dark Knight



# DIVE, CAPTAIN, DIVE



Girard-Perregaux  
Sport SeaHawk

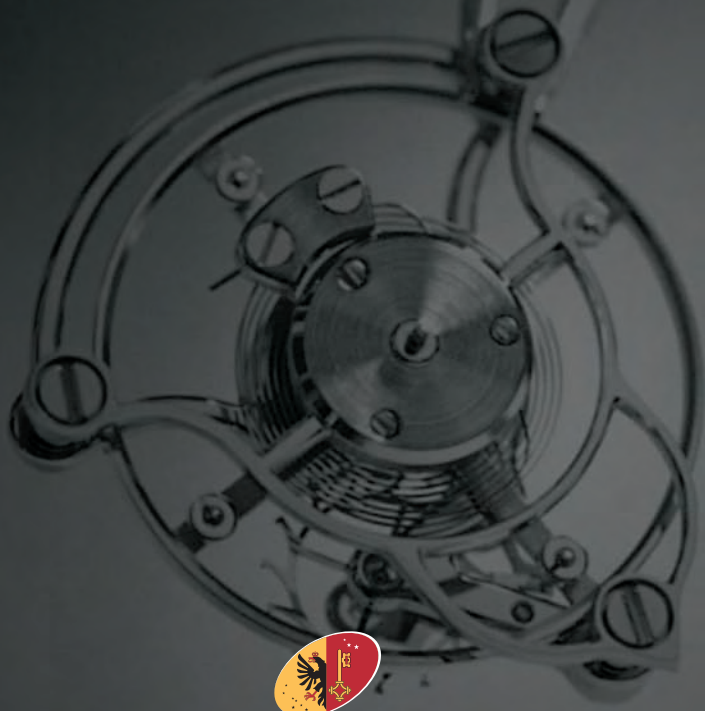


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Pierre Kunz Diver



### *dive 1 (dv)*

*v. dived or dove (dv), dived, div-ing, dives*

*1.*

*a. To plunge, especially headfirst, into water.*

*b. To execute a dive in athletic competition.*

*c. To participate in the sport of competitive diving.*

*2.*

*a. To go toward the bottom of a body of water; submerge.*

*b. To engage in the activity of scuba diving.*

*c. To submerge under power. Used of a submarine.*

**D**ive watches are incredibly popular today. But why? Is it because so many people are heading for the shore to plunge to the murky depths searching for sunken treasure? Not hardly.

First and foremost, dive watches are rugged, attractive, beefy timepieces. Big watches are very much a fashion statement today, and dive watches are routinely the biggest of the big.

Secondly, you can do just about anything in a dive watch and not worry about harming it. If you are wearing a dress watch, you have to be careful to remove it before your shower or the spray from the showerhead could compromise its case. With a dive watch, on the other hand, you can shower, jump into the hot tub, dive into the depths of the ocean, go from a warm house to a cold slope

without giving it a second thought. Additionally, wearing a dive watch sends a message that the wearer is a man or woman of action, even if the watch never gets anywhere near the Titanic.

Fifteen years ago, dive watches were cheap, plastic, quartz watches. The leaders were Japanese companies who built quartz watches with features divers demanded. Then, the high-end Swiss brands started to get into the act (well, in reality, the Swiss pioneered the diver's watch, but lost out to the Japanese as quartz came into vogue). Suddenly, extreme water resistance became an attraction and the Swiss companies put their research and development teams to work, resulting in some of the greatest looking dive watches ever made. When companies like Jaeger-LeCoultre, Girard-Perregaux and Rolex get involved, you can bet that the watches that result



Hamilton Khaki Navy GMT





Bvlgari Diagono XPro

Ball Engineer Hydrocarbon Nedu

Alpina Diver

Bell & Ross BR02 Chrono

Tutima DI 3001





Blancpain 50 Fathoms

will be hard to beat.

## WHAT QUALIFIES AS A DIVE WATCH?

A watch has to have certain characteristics to qualify as a tool used by divers. Most dive watches are not meant as the primary regulator of time under water; they are usually used as backups, in case other systems, like the electronic dive computer, fail.

One of the biggest factors in determining whether a watch is a true dive watch is water resistance. Anything less than 200 meters is not good enough, while some extreme dive watches offer 500 meters, 1,000 meters and more, even up to 11,500 meters. Even though a diver can never dive to these depths, it's cool to have something that can go to depths that could crush a human being like a soda can and still keep ticking.

These watches with extreme water resistance are really feats of engineering, incorporating special seals and often helium release valves into good-looking designs. Having such a piece of engineering art on your wrist is quite impressive, and it certainly makes a statement.

A chronograph is nice to have on a dive watch in order to time dives and decompression. It's the rare watch, however, that allows the diver to use the chronograph pushers underwater, as this can compromise the seals and water resistance. Ball, Omega, Jaeger-LeCoultre, Graham, Blancpain and Bvlgari (along with a few others) make chronographs that can be used underwater.

Most dive watches come with unidirectional bezels, a backup time measurement tool that can't be misread

or turned accidentally to indicate more time left underwater. Being in the sea is life and death, so a unidirectional bezel can be a last ditch backup lifesaver.

In addition, dive watches are designed to be extremely clear and readable under the water, featuring lots of luminosity and big numbers and hands. This aids in the watch's overall readability on land, a functional tool that oozes capability and attitude.

## EXTREME DIVING, EVERYDAY WEAR

Today's diving watches are attractive enough to be your everyday watch. Unlike in the past, when sports watches were ugly, black plastic toy-looking watches, these new diving watches look great. Many times, it's about having the features that qualify as

extreme. Will anyone ever need a 1,000-meter depth-rated watch? No, but in order to withstand this type of pressure, the watch needs to be constructed differently than other watches. And it stands to reason that this makes the watch more durable for the long run.

You can wear these great diving watches to the office, then wake up on Saturday morning, play your favorite sport, wash off the sweat and dirt, and then feel just as proud and comfortable showing your watch off at the local night club.

Though many of the dive watches sold may never get wet, they are the epitome of cool. A dive watch on your wrist says that you can conquer the depths and that you can look danger in the eye and laugh. ☹



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The Piaget Emperor Coussin Tourbillon Automatic features an ultra-thin movement and the micro-rotor on the dial side, alongside the flying tourbillon.

DIF



# DOING

# THINGS

# DIFFERENTLY

One of the greatest things about the watch industry is that the best watchmakers will not leave anything well enough alone. They are never satisfied with what they have, but rather they are always looking to make things better, to improve the “little things,” to establish better timekeeping performance, to create more aesthetically pleasing designs, to use more robust or attractive materials and much more.

As a result, the best watch companies are always looking for ways to do things differently and to find solutions never thought of before.

## DESIGN

How involved could watch design be? A case, hands and numbers/markers and, bingo, you have a watch... Thankfully, there is way more to the process of watch design than this.

Watch designers have been working since the inception of the watch industry on new shapes and designs for cases, hands, numbers, fonts and more.

Attention to detail is the key to getting the design right. It's surprising how big a difference a small change can make - this dial with those hands, in that case with this finishing. It's a delicate balance, one that watch companies agonize over as they make sure that every detail is absolutely perfect.



The Girard-Perregaux Bi-Axial Tourbillon mixes traditional elements with modern styling and materials, like a tourbillon that revolves on two axis and Diamond Like Carbon-treated titanium for the case.



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Developed for the Queen's Diamond Jubilee this year, the Backes & Strauss Regent Diamond Jubilee features two rows of stunning diamonds, and it comes on a royal purple strap.



The Ball Engineer Hydrocarbon DeepQUEST, developed for free-diving World Champion Guillaume Néry, is water-resistant to 3,000 meters. Fitted with gas micro tubes, the DeepQUEST is visible in the total darkness of the depths.



The Blancpain Villeret Traditional Chinese Calendar timepiece combines the hour and minutes with the main indications of the Chinese Calendar (traditional double-hour indication, day, month with indication of leap months, signs of the Chinese Zodiac, as well as the five elements and the 10 celestial stems).

## DISPLAYING TIME

The hour-, minute- and second-hand layout is the standard in watches, but watchmakers are constantly trying to shake things up and find a better, or at least a different, way to display time.

There are some very traditional variations, like the jumping hour and the regulator, which have been around for centuries. Today, however, watch designers are coming up with ever-more interesting ways to show the time (like moving belts, spinning disks and more). Sure, these watches take some getting used to, but after a day or two on your wrist, you'll adapt and reading the time will be a snap.







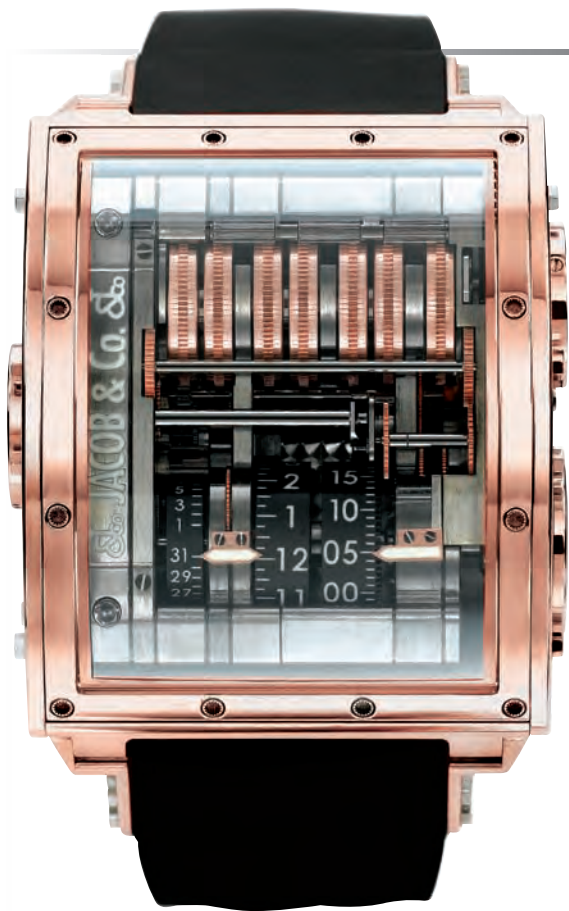
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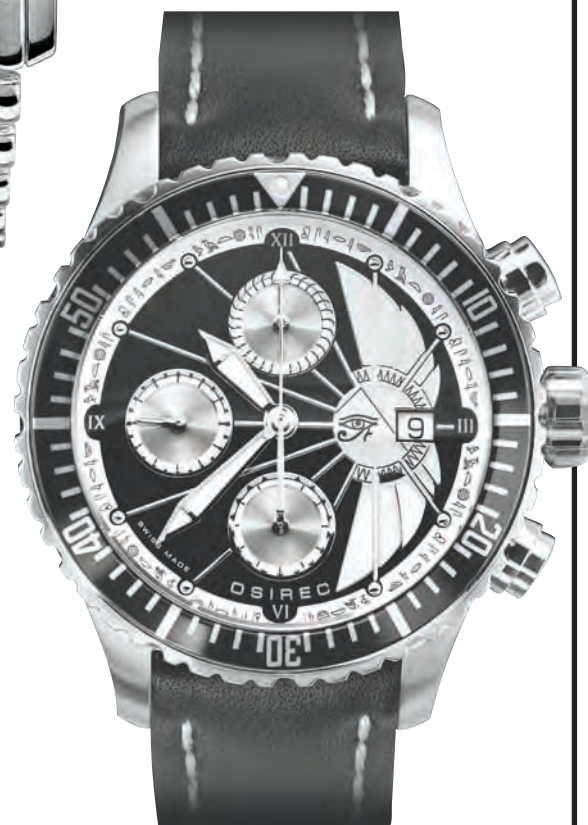
Using a jaw-dropping seven barrels, the Jacob & Co. Rose Gold Quenttin provides 31 days of power reserve, along with a vertical tourbillon.



The Patek Philippe Ref. 5180 features an ultra-thin automatic skeleton movement with hand decoration.



The Bell & Ross Turn Coordinator turns traditional watch design on its ear, drawing inspiration from the Turn Coordinator in an airplane's cockpit.



The Osirec Horus combines Swiss watchmaking with Egyptian-inspired designs.

## MATERIALS

Carbon fiber, German silver, Zanthium, Namibian, petrified palmwood and meteorite... these are just some of the materials being used on and in watches today. Sure, steel, gold and titanium are available too, but even these have cool coatings, finishes and colors.





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Hamilton's Ventura Lady takes an award-winning design first launched in 1957 (and worn by Elvis Presley), updates it and makes it supremely feminine.



The Bvlgari Carillon Tourbillon combines a tourbillon with a Carillon Minute Repeater, in a very modern design. The Minute Repeater is actuated with the slide on the left side of the case.



Tutima's Grand Classic Chronograph is a traditional pilot's chronograph with a daring red dial.



Not only is the tourbillon in the Franck Muller Thunderbolt the biggest in the industry, powered by the two barrels at the top of the dial, it is also the fastest, rotating one turn every five seconds!

## PERFORMANCE

Even though a mechanical watch might never equal the stellar performance of a quartz watch, that doesn't mean that watchmakers have stopped making their watches more precise. Double tourbillons have been paired with chronographs, and even standard movements are being tweaked to make them as precise as possible.

Many watchmakers sit back on their laurels, mentioning timekeeping competitions won more than a hundred years ago. But, a new chronometry competition held in Le Locle, Switzerland has been instituted, allowing watch companies to put their money where their mouths are when it comes to precision. The first International Chronometry Competitions were won by Jaeger-LeCoultre, Greubel Forsey and Tissot.

**There's never been a time in the history of watchmaking where, across the board, quality has been as high as it is now. And to their credit, watch companies are not done tinkering or making things better. ⌚**



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# KEY PARTS OF A FINE TIMEPIECE

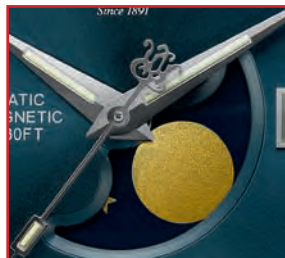
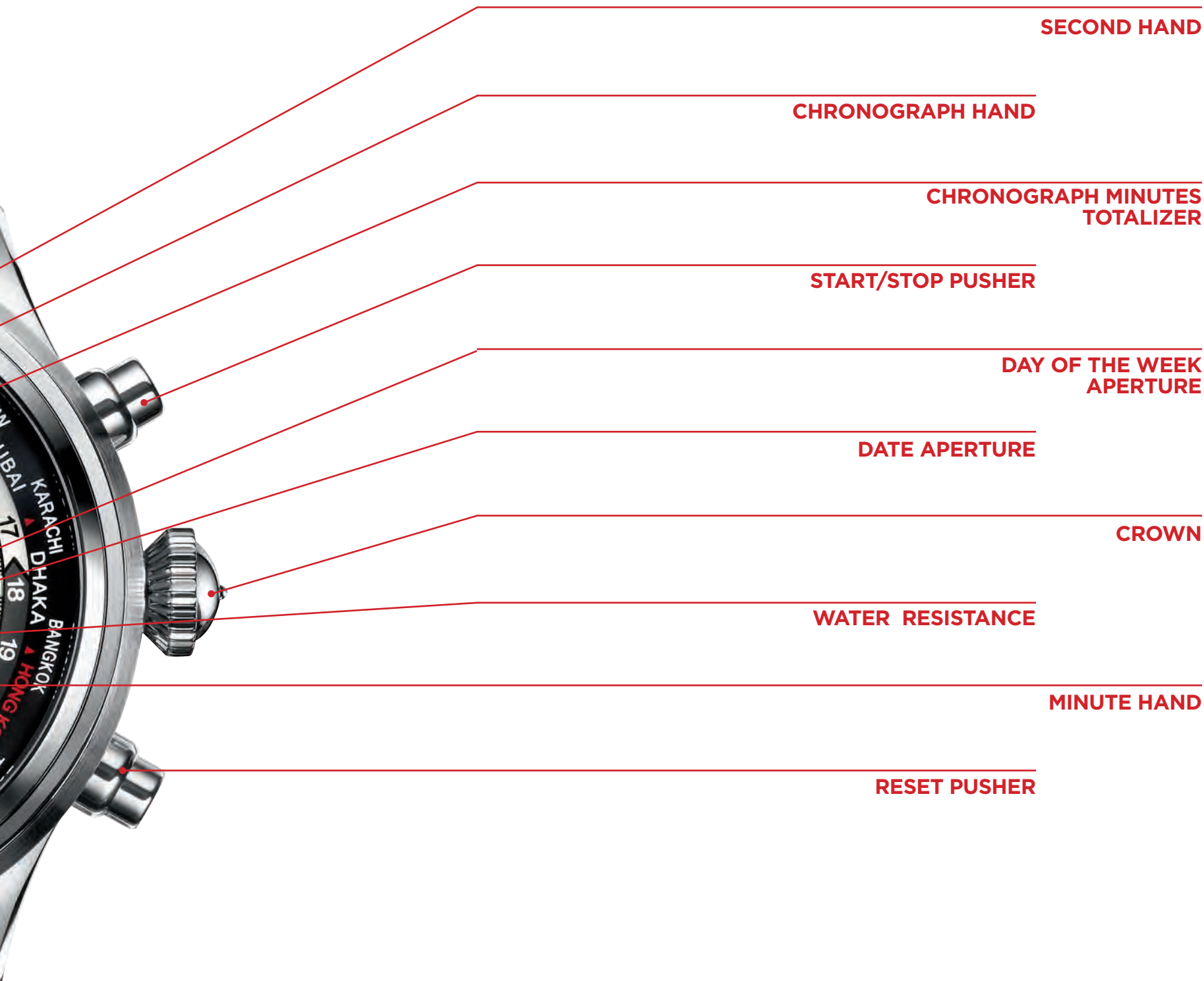
*As you become more interested in watches, you will need to become familiar with the specialized language of fine timepieces. Here is a guide to what you can see from the outside.*

- 24 HOUR INNER BEZEL
- WORLDTIME RING
- RUNNING SECONDS
- HOUR HAND
- CASE
- DECORATION
- HOUR INDICES
- SWISS MADE  
INDICATING THE COUNTRY OF ORIGIN
- CHRONOGRAPH HOURS TOTALIZER
- LUGS



SHOWN  
HERE: BALL  
TRAINMASTER  
WORLDTIME  
CHRONOGRAPH





**MOON  
PHASE**



**POWER  
RESERVE**  
HOW MUCH  
ENERGY IS IN  
THE WATCH



**TACHYMETER  
SCALE**  
WAY TO CALCULATE  
LAND SPEED



**PULSOMETER**  
WAY TO  
CALCULATE  
HEART BEATS  
PER MINUTES



**TELEMETER  
SCALE**  
WAY TO  
CALCULATE  
DISTANCE OF  
SOUND



**EXHIBITION  
BACK**





Today's sports watches, like this Girard-Perregaux Sport Sea Hawk, undergo torture testing to make sure they perform in the real world.



# TAKING A BEATING

## PUTTING WATCHES TO THE TEST



Bell & Ross  
BR03 Type  
Aviation Steel  
Rubber



Ball Engineer  
Hydrocarbon  
Spacemaster  
Orbital

**EVER FIND YOURSELF** worried about your watch during physical activity? Nowadays, sports watches are designed to take a beating so you don't have to even think, much less worry, about them.

Jumping out of an airplane? No problem.

Diving down to the depths? Bring it.

Lifting weights in the gym? No sweat!

Sports watches are the timepiece equivalent of the Swiss Army Knife and are able to do just about anything, while still looking good. Created to be an all-around timepiece, today's quality sports watches can take everything you can dish out, and more.





Piaget Polo  
FortyFive  
Chronograph



Franck Muller  
GPG Cortez



Tutima  
NATO 760

## TESTING, TESTING AND MORE TESTING

Sports watches are put through a battery of rigorous tests that push them to their limits. Often, engineers can only finalize designs once they have pushed the timepieces to their breaking points, which means subjecting them to drops, extreme conditions and much more.

Most watch companies have a "torture chamber" where watches are put through every possible test until they are destroyed. For example, crowns and chronograph pushers will be manipulated in every way possible thousands of times. Straps will be subjected to tension, torsion, the elements and much more, all with the goal of finding and eliminating problems before the watch gets anywhere near your wrist.

The major tests performed on sports watches are for: water-resistance, mechanical endurance (vibration-resistance, shock-resistance, linear and angular acceleration), abrasion-resistance, corrosion-resistance (to seawater, perspiration and UV rays), functional element resistance (turning bezel rotation, pushbutton and crown fatigue), performance measurement (nighttime readability, anti-reflection) and chronometric precision measurement.

This testing often leads to new and innovative ways of approaching sports watches. For example, Bremont Watch Company developed and refined its revolutionary movement suspension system with Martin-Baker, the world's leading aircraft ejector seat company. Martin-Baker wanted to offer a timepiece to survivors who successfully ejected from their seats, but they wanted a timepiece that could withstand the same experience.

The Bremont Martin-Baker watches have to go through all the tests that the ejector seat has to go through, like vibration, shock, climate and temperature extremes, salt-water and much more, including ejecting with a seat on

the test site of Martin-Baker. Bremont had to redesign the way their watch works, and took two years to develop new technology in the case, suspending the movement in a rubber mount.

## WATER RESISTANCE

Water resistance is a key feature for sports watches, as they have to be able to go from the gym to the pool to the hot tub to the shower to the office, and keep on ticking without having any issues with water, condensation or humidity (remember those plastic sports watches that would fog up?).

A trend recently has been to water test finished watches. Previously, most watch cases were tested empty, so that if there was a leak, water wouldn't destroy the movement inside. One of the main benefits of testing finished watches is that any humidity trapped in the watch before testing will be detected after testing it in the water (during the drying process).

One hundred meters water resistance is the baseline for a quality watch for active people, but watches are rated for their depth in absolutely calm water situations. The pressure of 10 ATM/100 meters can easily be exceeded when jumping into your pool off a diving board or cleaning the tiles on your driveway using a power hose. If you are going to be active in the water, 20 ATM/200 meters is recommended, just to be on the safe side.

**Thanks to all this extreme testing, you can strap on a quality sports watch and do just about anything without having to worry whether or not your watch is going to be ok.**

**Whether it's jumping out of an airplane, diving to the bottom of the sea or running a marathon, today's sports watches can keep up.**

**Can you? 🕒**



Hamilton  
Jazzmaster  
Seaview





The FP Journe  
Octo Sport in  
Aluminum



The new  
Bvlgari Octo



# LADY'S

*Swiss Watchmaking Takes a Female Turn* | By SOPHIE FURLEY



Bvlgari  
Serpenti  
Special  
Edition

# CHO



# PRICE

After dedicating years of research, development and investment towards their male clients, Swiss brands are now turning towards the fairer sex with exquisite diamond settings, complications just for women, and even miniature enamel paintings on the dials.

The trend for larger-sized watches has given watchmakers and jewelers more space to experiment, on and under the dial, much to the joy of today's ladies who are discovering the wonders of horology.

Of course there will always be women who prefer the style and status of a man's watch on their wrist—so gentlemen, you are still going to have to keep your collection under lock and key, unless you are willing to offer a timepiece to your loved one for the holidays! ☺



Jacob & Co.  
Brilliant  
Diamonds  
Pave





Girard-Perregaux Le Corbusier



Backes & Strauss Piccadilly Galet



Vacheron Constantin Malte



Piaget Rose Watch



Ulysse Nardin Butterfly Caprice



Hamilton Jazzmaster Ladies



Patek Philippe Ladies Perpetual Calendar



Wempe Jewelers on  
Fifth Avenue



# Perfect TIMING

## *How to Buy the Perfect Timepiece*

A fine watch is a meaningful purchase, one that requires some care and forethought. A watch can be much more than just a watch – it's the perfect gift to commemorate a special occasion, mark a significant achievement or to simply splurge.

### MAKING THE DECISION

Before you go to a watch 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. The possibilities are endless; the only limits are those on your imagination...and your budget.

Make a list of the watches that appeal to you, and go on the websites of the manufacturers you like and read about them, their history, their philosophy, their approach to watchmaking, then find out where the brands' authorized retailers are located.

"If you are not an experienced watch collector, choosing the right timepiece could seem overwhelming given the many brands, functions and price ranges," says Ruediger Albers, president, New York's Wempe Jewelers. "Receiving the right information from a trusted authorized retailer can help you navigate and find just the right timepiece for your needs and budget."





The Tourneau Time Machine on East 57th St.



Cellini Jeweler on Madison Avenue



*“You can be confident that you are purchasing a new piece that is warranted by the brand and that you have a store to go to should you have any problems with the watch.”*

*—Leon Adams, President of Cellini Jewelers*



## GOING TO THE BEST

There are plenty of places to buy a watch today, but many places 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.

“Today, consumers may find many tempting offers on-line as well as at unauthorized retailers for what seems to be the exact same timepiece a customer would buy at an authorized retailer,” Wempe’s Albers says. “However, it’s what you don’t see that should concern you. When buying from an authorized dealer you will be assured that your timepiece is new, unaltered and 100% authentic and covered under the manufacturer’s warranty.”

## STARTING YOUR COLLECTION

Once you have made your purchase, enjoy that watch and start thinking about your next one. After all, gone are the days where 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. ⌚



*Rock Tradition.*

IVANKA  TRUMP



# cellini

  
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