

THE NEW YORK OBSERVER

# *The* COLLECTOR

WINTER 2010

*a special guide to fine watches and jewelry*

TIME *to*  
TREASURE



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# TIME TO CHOOSE

*There has never been a better time to buy a fine timepiece*

**N**o matter what kind of watch you want, you can find it. If you want quartz, there are hundreds and even thousands of watches from which to choose. If mechanical watches are your cup of tea, then you are in luck—mechanical watches have made such a staggering comeback that most companies have a wide selection, ranging from simple three-hand watches to the highest complications.

Quality has also never been better. Today's manufacturing processes are state of the art and assure a level of quality that is unmatched. Today's watches are head and shoulders above watches from even 10 years ago, quality-wise.

Why are watches enjoying such popularity?

For men, watches are one of the few ways we can show our style and taste. While men's jewelry has been frowned upon since the "I pity the fool" days, men can own watches and still be men. And, with the selection available, we can show our personalities, or our mood, by our choice of timepiece.

For women, watches are more of an accessory, though more and more women are learning and loving the intricacies of watchmaking. Women's watches run the gamut from diamond-encrusted jewels to everyday watches for soccer moms, and everything in between.

New Yorkers are fortunate to live in the de facto capital of the free world and have access to just about everything. Watchmakers look to be successful in New York before they venture out anywhere else in the U.S., sharing Frank Sinatra's opinion that if "I can make it there, you know I can make it

just about anywhere."

One major trend in the watch industry is the concept of watch wardrobing, buying more than one watch. Where in the past, fathers and grandfathers might have had one watch for their entire lives, most probably passing them down to the next generation, today's savvy watch lovers buy multiple watches—some for elegant events, others for sporting pursuits, still others for everyday use, and others just because they fell in love with them. Today, it's not unusual for a watch person to own more than 10 watches.

Luckily, to satisfy this need, there are some of the finest watch stores in the world in the New York area, as well as boutiques from the biggest names in high-end Swiss watchmaking. Add to that all the fashion watch stores and department stores and the choices for New Yorkers are legion.

Now, it's time to choose the watch or watches for you. This special publication is designed to tell you about the various categories of watches and jewelry, inform you on the current trends and introduce you to the best and newest creations on the market.

At the end of the day, though, the decision to buy a fine timepiece is a very personal one. In truth, no one needs a fine watch, as the time is everywhere around us. On the other hand, however, a watch can help us commemorate a period in our lives, one particular success, a loved one and more. In addition, our choice of the watch we wear helps define who we are. A sporty watch says one thing, an elegant timepiece says something else. Our watches may validate who we are, or highlight a different aspect of our personalities.

Now, it's up to you and your friendly local retailer.

Tell them *The New York Observer* sent you.

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



A 1950s cabochon emerald and sapphire clip and diamond bracelet by Fred Leighton.



A 1940s citrine, amethyst and diamond cuff bracelet by Trabert & Hoeffler Mauboussin, in rose and green gold.



1920s pearl and diamond Art Deco earrings by Cartier, London.

## Antique, Vintage and Retro

*Jewelry doesn't get more unique than an antique*

There is something magical about jewelry from another era, whether it is Georgian, Victorian, Art Deco or Vintage, as each piece has a story to tell. Beautiful estate pieces can be found in specialty stores or at antique jewelry shows, and tracking them down can become quite the addiction. The best part is when you find that special piece, you can be sure that the chances of bumping into someone else with the same jewelry are next to none.

**FRED LEIGHTON** is one such specialist of antique and vintage jewelry, and the company focuses on pieces from the 18th, 19th and 20th centuries, with frequent exhibitions on particular themes within its collections. In addition to the antique jewelry, the brand has also created a signature collection that combines the historical designs of the past with the latest technology and finest materials available today. —S.F.

# TIME TO COLLECT

*Watch collecting is a passion that can be very addictive and sometimes profitable*

Collecting watches takes many forms. Some people collect watches they like, regardless of price and brand. Others collect important pieces in the history of watchmaking; still others focus on one brand in particular. Certain collectors want only limited-edition or bespoke timepieces, while others don't shy away from popular models.

## HOW DO YOU GET STARTED?

It's easy—just start buying watches. Some collectors begin by buying watches that they expect will appreciate in value, but it's a little like gambling—there is no sure thing in collecting watches, so most retailers advise their customers to buy watches they love, and if they go up in value, great. If not, you still have a watch you love in your collection.

## BUYING NEW: TO WEAR OR NOT TO WEAR

For some watches, it's important to buy new, keeping all the documentation and packaging so that the timepiece holds its value and is easier to sell. Many collectors refuse to wear their timepieces, preferring to keep them in pristine condition in their watch safes. Other collectors wear their watches, as that is a key part of the enjoyment of their collections. There's no right or wrong way to do it.

## AUCTIONS

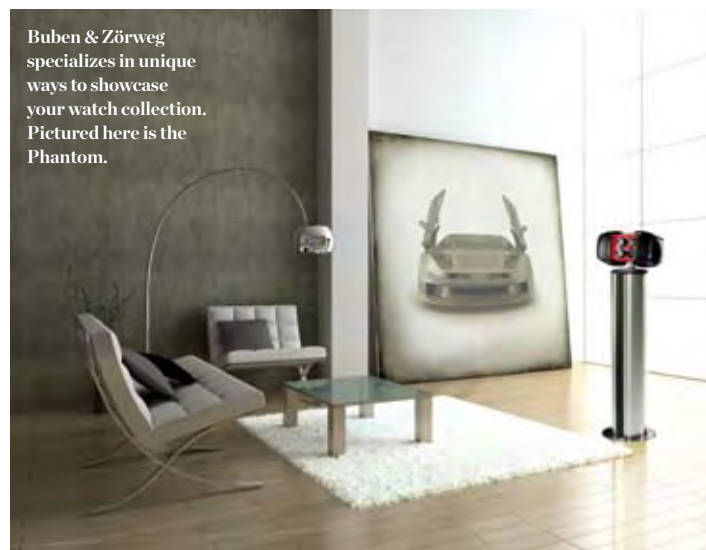
Auctions are a prime source for the hard-to-find limited-edition and historical timepieces. The most expensive watch sold at auction was the 1933 Patek Philippe Henry Graves Super Complication



pocket watch, which went for more than \$11 million in 1999. If you desperately need one particular model to round out your collection, or are looking for interesting pieces with a provenance, the auction market might just be for you. The most prominent watch auction houses are Christie's, Antiquorum, Sotheby's and Patrizzi & Co.

## PRE-OWNED

Many retailers accept pre-owned watches for resale or as partial payment for a new watch, a trade-in program, if you will. This means you can often find older models in great condition at your local retailer, at a reduced price.



Buben & Zörweg specializes in unique ways to showcase your watch collection. Pictured here is the Phantom.

## DISPLAYING COLLECTIONS

Once you have a collection, even a burgeoning one, one of the real enjoyments is in displaying your watches. One of the coolest companies offering display options is Buben & Zörweg, which has a number of collection pieces. Many of them incorporate other essentials, like music systems, humidors, wine storage and more. The prices range from \$1,000 for a simple display case to more than \$2 million for a complete room designed around your collection. Buben & Zörweg has a New York showroom at Wempe in Manhattan (700 Fifth Avenue at 35th). Take a look for yourself and let your imagination go wild.

Collecting watches is a great activity, regardless of what kind of timepieces you collect and why you do it. If you do it as an investment, there are great rewards out there for the taking, as long as you are shrewd and wise in your purchases. If you are doing it for the enjoyment of the watches themselves, you can't go wrong. —K.W.S.



Pictured here is the 1933 Patek Philippe Henry Graves Super Complication pocket watch.



# TIME FOR ELEGANCE

*Elegance and style come together on Fifth Avenue*

The Chopard L.U.C. Louis-Ulysse, The Tribute pays homage to the founder of Chopard with a pocket watch that can be transformed into a wristwatch. Only 150 of these, in white gold, are available worldwide.





By Keith W. Strandberg

**I**n today's watch world, classical elegance and style is making a comeback. Even as recently as two years ago, some of the craziest watches were best sellers, and collectors couldn't get enough of them.

Now, reason has returned and buyers are moving toward more traditional timepieces with designs that will stand the test of time, not look like a '70s Pop Art poster.

## 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 for years with only slight tweaks and updates.

Customers are turning back to tried-and-true timepieces as a backlash against the outlandish, and a hedge on the future. More and more high-end brands are addressing this need and bringing out great 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, Piaget, Vacheron Constantin, Frédérique Constant, Omega and many others are in a great position to take advantage of the current market trend toward classicism.

Hautlence, a high watchmaking company with interesting designs, responded quickly to this trend by introducing a more traditional round watch in addition to its cutting-edge timepieces, which has begun to sell quite well. Guillaume Tetu, Hautlence's COO, noticed that the market was moving away from nontraditional shapes, which Hautlence's original HL definitely was, so the round version has picked up customers the brand never had before.

## 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."

A high-quality, timeless watch from the better watch brands is designed to theoretically last forever, with routine maintenance and loving care.

## ARTISANAL CRAFTS

Ten years ago, enameling and many other artisanal crafts in watchmaking were dying. The leading artists were getting up in years and

The Patek Philippe Calatrava (5153J) is an icon in the elegant watch category. This watch comes in an officer's case, the sapphire caseback protected by a hinged dust cover.



The Piaget Altiplano 43mm Anniversary Edition is one of the watch world's most elegant watches.



The Jaeger-LeCoultre Grande Reverso Duodate features a beautiful guilloché dial on one side — flip the case over, easily done with one hand, and there is a second time zone complete with day/night indicator.





Ralph Lauren Watches hit the watch scene two years ago, and one of the most identifiable and elegant is the Slim Classique.

The Eterna Madison Eight-Days is fitted with the hand-wound Eterna 3510 movement featuring the company's Spherodrive construction.



The IWC Portuguese Chronograph highlights its crisp design and clean, elegant dial.



The Van Cleef & Arpels *Le Pont des Amoureux* is part of Van Cleef & Arpels's Poetic Complications—the woman, the hour hand, makes her way to the middle of the Lover's Bridge once every 12 hours, and the man (the minute hand) is more impatient, going once every hour. Every 12 hours, they share a 60-second kiss.

few young people were interested in getting into something in which they saw no future.

Today, thanks to the devotion of a few high-end brands, artisanal work is making a comeback and more and more customers are looking for high-quality traditional work.

Enamel in watchmaking is enjoying a renaissance, with several companies doing incredible pieces of art, and at the same time reinvigorating a *métier d'art* that was just about extinct. Master engravers, miniature painters, stone setters and more are being used by watchmaking houses like Van Cleef & Arpels, Patek Philippe, Piaget, Cartier, Jaquet Droz, DeLaneau, Jaeger-LeCoultre, Vacheron Constantin and others, to make truly beautiful watches.

One fantastic development by Van Cleef & Arpels is the new Poetic Complications, where the company comes up with a concept and their master watchmaker, Jean-Marc Wiederrecht, makes something never before seen.

The perfect example is *Le Pont des Amoureux* (the Lover's Bridge) from Van Cleef & Arpels. *Le Pont des Amoureux* is a famous bridge in Paris, where Van Cleef & Arpels has its headquarters. Lovers meet on this bridge, and the story behind this watch is about two lovers.

The man is more eager to meet the object of his affection, so he goes to the middle of the bridge once every 60 minutes (he is the minute hand, after all); the woman plays harder to get

and, going to the middle of the bridge only at noon and midnight (as she is the hour hand). It is at those two times of the day that the lover's meet and have the longest kiss in watchmaking history—60 seconds.

Then, sadly, the lovers return to their original positions, only to begin the same trek again.

The goal of Poetic Complications is to elevate these products from mere watches to something emotionally beautiful. Luxury watch companies have acknowledged for quite some time that watches are not about keeping time—they're about expressing your personality, showing the world how you feel, valuing time and more. Poetic Complications takes it to another level, using watchmaking to tell emotional stories that can inspire at best and offer a diversion from daily life at least.

These artisanal watches are always quite limited in production, as making these tiny works of art takes a great deal of time, attention to detail and hard-earned expertise.

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—check out the Broadway section in this issue. —K.W.S.





# A RAINBOW OF ELEGANCE

*Diamonds will never be out, but colored stones are definitely in*

**T**here once was a time when diamonds were the No. 1 choice for elegant evening jewelry, with maybe the inclusion of the occasional emerald, ruby or sapphire. However, color is now exploding into today's luxury jewelry, with more and more precious and semi-precious gems being chosen by the world's top jewelers, bringing a new and colorful dimension to today's creations. —Sophie Furley

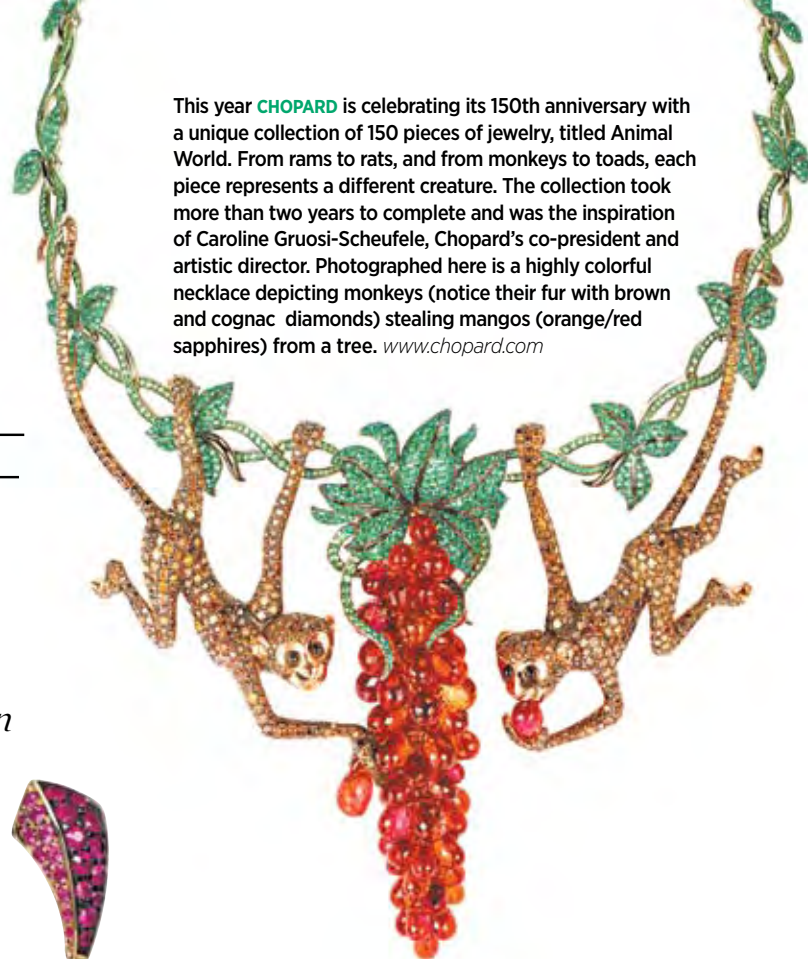


**LORENZ BAUMER** has to be one of the hottest names in the world of jewelry right now. Born in Washington, D.C., to a French mother and German father, Baumer studied engineering before becoming intrigued with the world of jewelry creation. He has worked anonymously for dozens of luxury brands and has his own store on Paris's Place Vendôme. His pieces integrate colors, shapes, volumes, tones and textures in such a captivating way that it is hardly surprising that other companies are so keen to get their hands on his talent.

[www.lorenzbaumer.com](http://www.lorenzbaumer.com)



From his early childhood, **PAUL MORELLI** was surrounded by the world of fashion. His father designed costumes for the theater, his grandfather was a tailor and all the women in his family loved to make their own clothes and dress up to the nines. Morelli studied to become a news reporter, but it soon became obvious that this wasn't to be his destiny, as one day he agreed to help a friend design some accessories for a fashion show, and was hooked. Photographed here is one of his Pebble Cuff bracelets in yellow gold with white diamonds, aqua, peridot, pink tourmaline, yellow aqua, moonstones, pink sapphires and green beryl. [www.paulmorelli.com](http://www.paulmorelli.com)



This year **CHOPARD** is celebrating its 150th anniversary with a unique collection of 150 pieces of jewelry, titled Animal World. From rams to rats, and from monkeys to toads, each piece represents a different creature. The collection took more than two years to complete and was the inspiration of Caroline Gruosi-Scheufele, Chopard's co-president and artistic director. Photographed here is a highly colorful necklace depicting monkeys (notice their fur with brown and cognac diamonds) stealing mangos (orange/red sapphires) from a tree. [www.chopard.com](http://www.chopard.com)



When it comes to colored gemstones, British jeweler **RODNEY RAYNER** loves to mix and match. Three-time winner of the Town and Country Couture Design Award in the "Best Jewelry Design in Colored Gemstone" category, Rayner specializes in creating bold and original pieces using the brightest-colored gemstones in pinks, purples, oranges, reds and greens, resulting in the most stunning pieces. [www.rodneyrayner.com](http://www.rodneyrayner.com)



This colorful question mark necklace created in the form of a peacock feather is the work of the Parisian jeweler **BOUCHERON** and was originally designed for the Russian Grand Duke Alexis of the Romanov Dynasty. This reinterpretation, with diamonds, sapphires and emeralds, comes from the brand's Trouble Désir Collection and is just one of many dramatically colored pieces produced by the French brand today. [www.boucheron.com](http://www.boucheron.com)





# TIME TO WORK

*Watches that make your business life easier*

**T**he one thing people know for sure is that the inner workings of Wall Street are complicated. In most areas of life, complications are bad, but in watches, they are sought after and valued. In fact, by strict definition, a complication is anything other than an hour, minute and second hand.

What we want to highlight here are useful complications, watches that make our lives easier. These are perfect watches for busy businesspeople, who need to know important information at a glance.



Clockwise from top left:  
The F.P. Journe Tourbillon Souverain;  
the easy-to-use Ulysse Nardin Perpetual GMT;  
Officine Panerai's Radiomir Lo Scenziato showcases its in-house tourbillon GMT movement.

The Patek Philippe World Time (5131G) combines world time at a glance with an incredible enamel painting in the center of the dial.





The elegant and sophisticated Chopard L.U.C. Engine One Tourbillon.

Below Right: Richard Mille's RM 022 is a tourbillon with two time zones.

Complications require solid watchmaking know-how, as the more complications, the more ... um ... complicated a watch is to produce. Take, for example, the Vacheron Constantin Tour de L'Île grand complication—it has 834 parts that run 24 hours a day, day after day, and it will keep accurate time and also keep track of the calendar, including leap years, for hundreds of years, as long as you keep it wound. Pretty amazing, really.

Here are the complications that can make your life easier, and look great on your wrist while doing it:

## ANNUAL CALENDARS

An annual calendar is a watch that has to be adjusted only once a year, in February, as the length of that month changes from year to year.

## PERPETUAL CALENDARS

Perpetual calendars are mechanical marvels that keep all the day and date and time information straight for decades without your having to do anything. An interesting trend is the addition of other complications to perpetual calendars, as if it wasn't hard enough to make. Some companies add a chronograph, others a moon phase, still others a tourbillon.

## WORLD TIMERS/GMT

If you've ever done several time zones in a day, you can end up completely confused as to what time it is anywhere in the world, including where you are. A cure for this, but not jet lag, is a world time watch. There are several different kinds:

Dual time watches feature two dials, one showing home time and the other showing away time, making it easy for you to see, at a glance, what time it is where you are and where the people you care about are.

World time: These watches feature a ring of cities (representing the major time zones around the world), so you can quickly figure out what time it is in Beijing and Paris when you are at a business lunch at Cipriani's.

GMT watches feature an extra hand that points to a time zone of your choosing. GMT stands for Greenwich mean time, the reference time for pilots. Some people keep this hand pointed to GMT, so they can then add or subtract for the time zone of their choice; others keep this GMT hand pointed at a specific time zone.

Quartz world timers: Some quartz watches feature different world time displays—from a second time zone to a cyclical display of all the world's different time zones.

## STRIKING WATCHES

Back before timepieces, cities, towns and villages kept people on schedule with clock tower bells ringing out the time. The first wristwatches that struck the hour and minutes were highly sought after and some of the most expensive timepieces ever constructed. These watches continue to be prized possessions and require the highest skill in watchmaking.

The most popular striking watches are minute repeaters, where the watch will ring out the time (hours, quarter hours and minutes) "on demand," when a slide is pulled or a pusher activated. These watches combine timekeeping with music, as the sound of the gongs is very important, and craftsmen spend an incredible amount of time making sure the notes are just so.

Other chiming watches are the sonnerie, which strikes the time automatically on the quarter of the hour and the hour (which can be embarrassing in a meeting), five minute repeaters and quarter repeaters.



## TOURBILLONS

The tourbillon is considered one of the great watchmaking challenges and only a select few companies can make these masterpieces of the movement art. Originally designed to compensate for the effects of gravity on a pocket watch, the tourbillon is a mesmerizing complication and the most precise of mechanical watches—winners of the *Concours International de Chronométrie* (International Competition of Chronometry) have all been tourbillons.

## QUARTZ COMPLICATIONS

One interesting trend in quartz watches is when companies like Citizen and TX duplicate traditional complications (like perpetual calendars, minute repeaters, retrograde displays, etc.) in quartz watches. What they lack in gravitas and value they make up for in price.

Useful complications can paradoxically simplify your life by keeping you on time, aware of the passing hours and giving you the semblance of controlling time.

— K.W.S.





There is one name that shines brighter than all the others when it comes to pearls, and that is **MIKIMOTO**. The company's founder, Kokichi Mikimoto, was the first person to culture pearls back in 1893, and the rest, as they say, is history. However, it isn't only the pearls that are exceptional; the brand has a never-ending stream of innovative ideas to present these natural gems in a variety of jewelry forms that keep them at the forefront of their field. [www.mikimotoamerica.com](http://www.mikimotoamerica.com)

# KEYBOARD DAZZLE

*Cocktail rings look great even before happy hour*



It is on the banks of Turkey's Bosphorous strait where Muharrem and Ferhan **GILAN** can be found working on their many creations. The brothers inherited their artistic flair from their grandmother, who was head seamstress to the Ottoman Court, and it is this period of opulence that inspires them the most. The company's Big Moon ring showcases the many talents that Gilan has to offer in the realm of heritage jewelry making. [www.gilan.com](http://www.gilan.com)

**MATHON** has been creating jewelry in the heart of Paris's *Palais Royal* jewelry quarter for more than three decades. Each of Mathon's pieces has a sensual French feel to it, as it combines colorful stones and textured precious metals. The company's Odyssey collection is inspired by Homer's epic poem of his long voyage after the Trojan War. As his travels revolved around the sea, each piece is evocative of seashells and sea creatures. A perfect example is the Nausicaa ring with its amethyst, pink and purple sapphires and diamonds set in red gold. [www.mathon-paris.com](http://www.mathon-paris.com)



**T**here has never been a better way to add some sparkle to a working wardrobe than the addition of a cocktail ring. Big, dramatic rings come in all shapes, sizes and colors and can add a touch of femininity to even the severest power suit. And the greatest thing of all is that you can enjoy them all day long as you type away. —S.F.



Nature is the inspiration for all of **CARLO PALMIERO**'s work, whether based on the fauna and flora on earth or the wonders in space. The artist's *Galassia*, or Galaxy, ring comes from his Stardust Collection and was created in the brand's workshop/laboratory in Valenza, Italy. The tightly set stones of the Galassia depict an astronomical star cluster, which is a formation of hundreds of thousands of stars that are gravitationally bound and float around the galaxy together. [www.palmierogioielli.com](http://www.palmierogioielli.com)

The Urwerk UR-202 redefines the way time is read. Incredibly, the minute pointer telescopes as the three-pronged hour wheel turns.



# TIME TO TURN HEADS

*Broadway means innovation and creativity*





**T**he Great White Way, a moniker assigned to Broadway because of the millions of lights in the theater marquees found there, is where New Yorkers look for talent, innovation and new interpretations.

In watchmaking, a new breed of watchmaker is turning heads and making waves in this very traditional industry. These watchmakers do things completely differently—relying on fantastic new ideas to fuel their popularity, as well as a self-imposed limited availability.

## PUSHING WATCHMAKING LIMITS

Established companies have a hard time doing things radically different, as they have a core group of customers they need to satisfy. Which leaves groundbreaking innovation to the smaller companies that can take chances, use new materials, designs and more.

Freed by no obligation to service a watchmaking legacy, these companies can do just about anything they want—they can use a sledgehammer to bring down the watchmaking walls.

And that is exactly what they are doing—no slave to tradition, they think out of the watchmaking box and come up with ideas, forms and features that have never been explored before.

Here are a few of the “New Breed” that are taking the watch industry by storm:

**URWERK:** Founded by Felix Baumgartner and Martin Frei, Urwerk stood watchmaking on its ear with unique time displays and complications that include telescoping hands, owner time regulation and more.

**GREUBEL FORSEY:** Run by Englishman Stephen Forsey and French-born Robert Greubel, Greubel Forsey focuses only on tourbillons and has shocked the watch industry with its incredible inventions.

**HAUTLENCE:** Company COO Guillaume Tetu conceived Hautlence as an alternative to mainstream brands, still focusing on the highest quality in watchmaking and materials, while using interesting movements with levers and locomotive-like connections,

**MB&F:** Max Busser ran the very successful Opus program at Harry Winston, where a famous watchmaker would design a limited-edition “master work” every year. Busser went out on his own with a similar concept—MB&F stands for Max Busser and Friends

The F.P. Journe Chronometre à Resonance uses resonance theory, a first for watches, to provide incredible precision.



(Top) Hautlence’s HLQ 04 uses a decidedly nontraditional jumping hour and retrograding minute display in a traditional round case.

(Middle) Antoine Prezioso’s 3volutionII combines three tourbillons in one visually stunning timepiece.

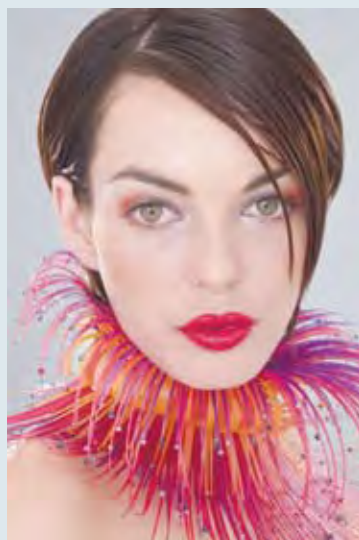
(Bottom) The U.S.-made Devon Tread I uses belts and mechanisms to show time in a brand-new way.



# CURTAINS UP

*On or off stage, innovative jewelry is a sellout*

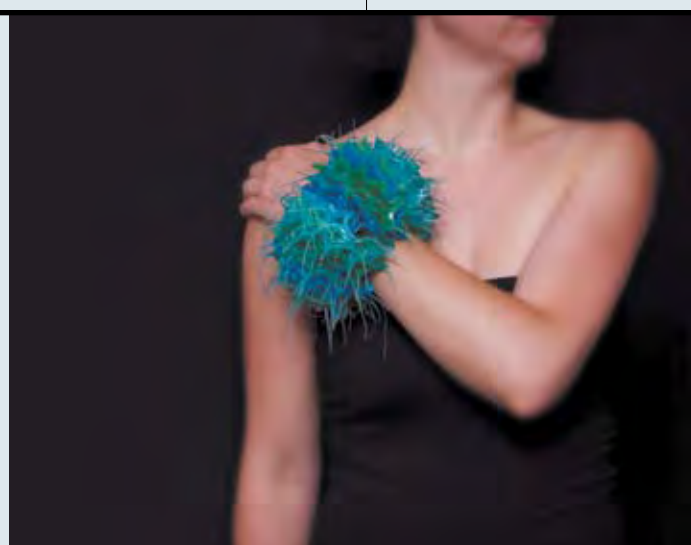
Instead of finding jewelry to match an outfit, why not find an ensemble to match your jewelry? More and more contemporary jewelers are using unusual materials and substances to create theatrical pieces that will make you feel like the star. —S.F.



Many jewelry designers start their professional careers doing completely different jobs. **AURÉLIE BIDERMAN** is no exception. After studying history of art and working at Sotheby's, she decided to go back to school and study gemology. Ten years on and this young French designer has created a world-wide name for herself. Her creations vary greatly from medieval-inspired pieces to insects and acorns. Photographed here is her *Plastron Premier Bal* necklace made out of poplin cotton.

[www.aureliebidermann.com](http://www.aureliebidermann.com)

Jewelry and plastic—two words that really don't sound good together—are stunningly combined in the work of **ANOUSH WADDINGTON**. This British-based designer has overcome all the difficulties of working with polypropylene (a strong and lightweight plastic) and has learned how to dye, mould and sculpt it into pieces of jewelry art that range from featherlike necklaces to bracelets and rings that resemble sea anemones. [www.designer-jewellersgroup.co.uk](http://www.designer-jewellersgroup.co.uk)



Silicon is one of the favored mediums of Pennsylvania designer and Winthrop University jewelry professor **COURTNEY STARRETT**. She has worked with many materials in her career, but has a current fascination for silicon and its unpredictable nature. The beauty of her pieces resides in their uniqueness, vivid color, futuristic shape and the fact that there is an overwhelming desire to squeeze them!

[www.courtneystarrett.com](http://www.courtneystarrett.com)



Christophe Claret introduced the Dual Tow to commemorate 20 years in business, making some of the most complicated watch movements ever.

and he uses the best of the best in the watchmaking industry for each of his "horological machines."

**ANTOINE PREZIUOSO:** This eponymous brand by master watchmaker Prezioso specializes in unique movements and special materials, like meteorite.

**F.P. JOURNE:** Journe's motto is *Invenit et Fecit*, which means "Invented and Made," and he focuses on a new vision of watchmaking, fusing his singular style with an emphasis on the traditional watchmaking value of precision.

**CHRISTOPHE CLARET:** Claret labored for years in the shadows, making incredible complications for well-known brands. With his own Dual Tow, Claret is showcasing his company's phenomenal abilities and making something new and interesting for the industry.

**DEVON:** A rare U.S. brand making watches in America, Devon promised to make a watch like no one had ever seen before. To the company's credit, and its founder, Scott Devon, the Tread One has delivered on that promise.

## LIMITED ON PURPOSE

These companies have limited production as part of their *raison d'être*, something that goes against conventional thinking. Rather than making hundreds of thousands of watches, they make much fewer and when they are gone, they're gone.

At least until the next wonderful invention.

## THE FUTURE

One of the challenges facing watch lovers is knowing which companies are for real, making cutting-edge watches that will be around for the long term, and which are flashes in the pan, here today and gone tomorrow. It's not easy, as companies have come and gone over the years. The only way to be sure is to do your research into the company, consult established magazines and people in the know, then go visit your trusted retailer and listen to what they have to say. —K.W.S.





# TIME TO PLAY

*Central Park is the city's favorite place to get physical*



The Chopard 1000 Miglia GT XL Chrono is also a COSC-certified chronometer. This limited-edition chronograph features the six and 12 hour numerals transferred onto the crystal itself.



The Frédérique Constant Healey Chrono is inspired by the classic Austin Healey automobiles. The brand has a partnership with Austin Healey Owner Clubs around the world.



**G**oing for a run? A bike ride? Roller blading? Most people think first of Manhattan's Central Park, a "center" for sports activities in the city. One of the strongest segments of watches is the sports watch, ranging from feature-heavy quartz watches to robust mechanical timepieces. Today, there is a sports watch dedicated to just about every sporting activity under the sun (or the moon), as well as plenty of all-around sports watches that are versatile enough to climb mountains, dive the oceans and finish the New York City Marathon.

## TO QUARTZ OR NOT TO QUARTZ

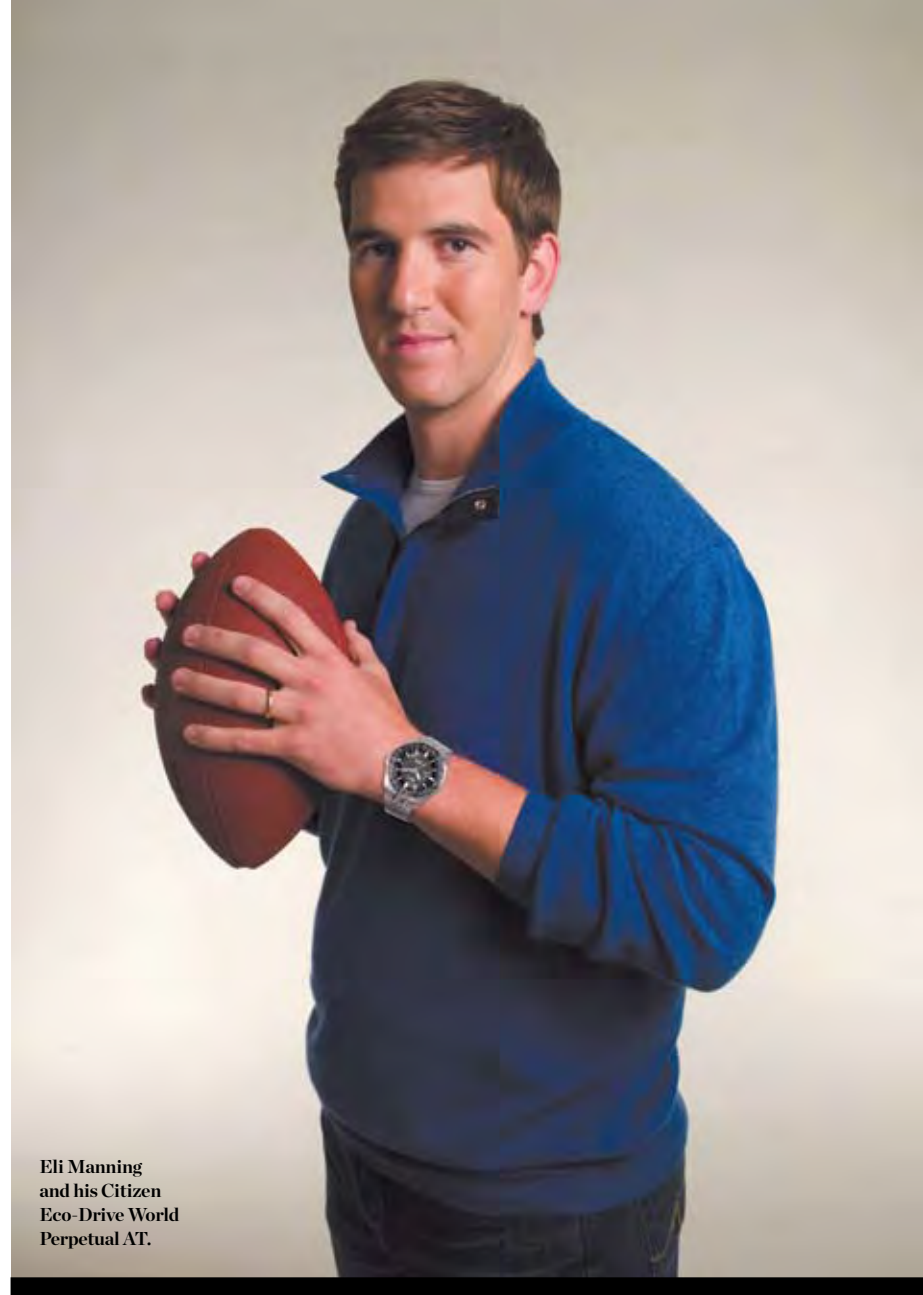
Watches break into two very distinct categories—quartz and mechanical. Quartz is basically a battery-powered watch that can offer some features and functions that mechanical watches cannot—features like an altimeter, compass, barometer, syncing with a computer and more.

If those kinds of features are important to you in a sports watch, then quartz is the way to go. If you prefer the mechanical "engine" on your wrist, then an automatic timepiece is up your alley. Many fine mechanical watches offer good water resistance (at least 100 meters, and up to 1,000 meters and longer), shock resistance, high visibility and long-lasting luminosity.

## THE BEST SPORTS WATCHES

There is no one best sports watch. It all depends on what you want to do. If you want to climb Mount Everest, or Bear Mountain, you probably want a Suunto, Tissot T-Touch Professional or a Casio.

Going diving? Wear a Rolex Sea-Dweller, a Panerai Luminor Submersible, a Jaeger-LeCoultre Master Compressor Diving Automatic Navy SEALs, an Audemars Piguet Royal Oak Offshore Diver, a Citizen Aqualand, a Luminox Navy SEAL, a Seiko Diver, a Doxa SUB750T Professional, a



Eli Manning  
and his Citizen  
Eco-Drive World  
Perpetual AT.



The TAG Heuer Monaco TwentyFour is an iconic watch (it's the style worn by Steve McQueen) restyled to honor the 24 Hours of Le Mans.



The Officine Panerai Luminor 1950 Flyback features one of the most useful chronographs, a flyback—a press of the bottom pusher "flies" the chronograph hand back and starts it again.



Pilot watches have to be big, rugged and extremely easy to read, and the Hanhart Pilot doesn't disappoint.

**ELI MANNING**, the quarterback of the New York Giants, is a watch lover. "I have always worn a watch, even when I was 8 years old," he says. "If I forget to put one on, I feel like I'm missing something. My watch is like a part of me now."

When Manning gets on the field, time changes and goes to the 60-minute clock and how much time is left on the clock as it counts down each quarter. "As I got more comfortable as a player, time has slowed down for me on the field," he says. "When I came into the NFL, things were happening so fast and I was thinking so fast. Now that I am more experienced, I am thinking ahead and know exactly what I am doing. That's when things slow down—but it's really my mind that has caught up. When the blitz comes, I know exactly what to do."





The Zenith El Primero Striking 10th uses the famous El Primero chronograph movement and displays its incredible timing capability by having the chronograph hand make one dial revolution in 10 seconds (most chronograph hands make the circle in 60 seconds!).



## Chronographs

*Chronographs are one of the most popular complications in watch-making and are used in timepieces for both men and women. There is something about the chronograph that captures people's imagination and, as such, this complication is certainly in high demand.*

### KINDS OF CHRONOGRAPHS

**STANDARD:** This watch has two or three subdials (also known as totalizers), and the standard two pusher layout (the top pusher starts and stops the timing, while the bottom pusher returns the timing hand to zero).

**MONOPUSHER:** This chronograph only has one pusher, which is sometimes integrated into the crown and in other cases is set off by itself. This pusher starts, stops and resets the timing mechanism.

**FLYBACK:** A flyback chronograph allows the user to restart the timing hand at anytime during the timing process. One of the most useful chronographs, it's not easy to make.

**SPLIT SECOND:** A split-second chronograph has two timing hands, allowing the user to "split" these hands, effectively timing two things at once.

**COMPLICATIONS:** One popular thing for watch brands to do is to include the chronograph in complicated watches. For example, the tourbillon chronograph, the perpetual calendar chronograph and more.

**QUARTZ:** Quartz chronographs are very popular indeed. Extremely precise, these chronographs often use the subdial layout popularized by mechanical watches, but they often also use digital displays, which help showcase the quartz chronograph's phenomenal accuracy.

Tissot SEA-Touch or a CX Swiss Military (the current record holder at 20,000 feet of water resistance).

How about a pilot's watch? There are plenty to choose from, including IWC's Big Pilot, Breitling's Navitimer, Hanhart's Pilot, the Hamilton Khaki X-Wind and more.

If you just want a watch to run around the park with, most sports watches come in a chronograph version (see sidebar). For something more sophisticated, you can get watch systems with heart rate and GPS built in, so your watch can tell you exactly how far you ran, how fast, what your average, slowest and best pace was, and more. The Timex Speed and Distance System is a great option, as are the Garmin and Suunto watches.

## KEY CHARACTERISTICS

The most encouraging thing about today's great sports watches is that the days of the black plastic sports watch are pretty much gone. Sure, some of the cheaper watches on the market still fit that description, but even the finer entry-level watches have design elements that let them stand apart.

A good sports watch should have at least 100 meters of water resistance, a chronograph built in (to time your runs, swims and bike rides, and your egg in the morning) and shock resistance, because sports watches are jostled and jolted more than regular watches. And in general sports watches should be a cinch to read at a glance, in the middle of the action, and have good luminosity for nighttime use.

Sports watches are great multifunction watches. Most, except for the extreme watches, are thin enough to double as an everyday watch that can go to work and out at night to a nice restaurant, and still time your run in between.

Some people love having a watch they don't have to worry about, and sports watches, while looking great and being incredibly easy to read, fit that bill exactly. You just put it on and you don't have to worry about it, from jumping in the pool with your kids to timing that boring meeting.

Sports watches rule! — K.W.S.



The Bremont MBI is only available for survivors who have ejected from Martin Baker aircraft ejector seats. Luckily, Bremont offers the MBI to regular folk.



The Audemars Piguet Royal Oak Offshore Diver combines rugged style with serious capability: water resistant to 300 meters and equipped with a special locking, unidirectional inner bezel (controlled by the crown at 10 o'clock).

Rafael Nadal wears his Richard Mille RM 027 Tourbillon watch all the time, even when he wins championships. Constructed using carbon, titanium and aluminum lithium, the RM 027 weighs less than 20 grams (including the strap) and is one of the lightest watches ever produced.





# GREEN FINGERS

*Saving the planet can be so much fun*

**E**ven the smallest step toward conserving the environment is beneficial to the world we live in. Purchasing products that have been created using recycled materials or produced using sustainable methods is a great way to start, especially when it's jewelry and it looks this fabulous. —S.F.



**GÜLNUR ÖZDAĞLAR** is a Turkish architect, photographer, graphic designer and digital artist. And when she isn't doing all that, she is busy recycling plastic bottles to create some truly spectacular ecological jewelry. She starts by heating the plastic and then she cuts it, melts it, drills holes into it and reshapes it into surprising forms. She calls it "upcycling" rather than "recycling," by creating products of a higher value. It is certainly amazing to think that her collections started life as a bottle of water! [www.gulnurozdaglar.com](http://www.gulnurozdaglar.com)



**MONIQUE PÉAN**'s ecological fine jewelry is inspired by indigenous cultures and uses only eco-friendly, sustainable and conflict-free materials. Péan works with Alaska Native Eskimos to combine unique materials in innovative and glamorous designs. Photographed here is a fossilized woolly mammoth bead necklace made with 18-carat recycled gold and conflict and devastation-free white diamonds. (First Lady Michelle Obama is one of the brand's fans.) [www.moniquepean.com](http://www.moniquepean.com)



In Iceland, hip product designer **HAFSTEINN JULIUSSON** has created a jewelry line with a completely different approach to respecting nature. Juliusson's Growing Jewelry line includes ring and necklaces that contain live, growing moss (and yes, you do need to water it!). The idea is to bring people living in metropolitan areas closer to nature. So in addition to strolling around Central Park, why not carry a little bit of it around with you? [www.hafsteinnjuliuss.com](http://www.hafsteinnjuliuss.com)





# TIME TO TREASURE

*It isn't time that we women need, but a reminder to appreciate the time we have*

**I**t is estimated that we check the time around 130 times a day. From the beep of our alarm clock in the morning, to the microwave as we rush out the door, to the car dashboard, clocks in the street, the school bell, the computer tool bar ... our lives are governed by time as we attempt to keep up with it. So what better way to remember to slow down and appreciate our time than with a beautiful timepiece that has been crafted with love, skill and lots of patience?

This elegant diamond wristwatch, the Dual Time Ladies by Ulysse Nardin, not only features a big date, but has an additional aperture that displays a second time zone—great functions for women on the move.







## MAGNIFICENT MECHANICALS

There are two main ways of powering a women's timepiece—with a quartz movement or a mechanical mechanism. Quartz watches are extremely accurate and practical, and will only need a battery change every three years or so. Mechanical movements, on the other hand, will need a few winds of a crown every morning, or the movement of a wrist, to keep the cogs and wheels in motion. But there is something fascinating and nostalgic about the ticktock of a mechanical timepiece, and watchmakers are beginning to realize that women are just as susceptible to that magic as men. With open windows on the back of the cases and skeleton dials, mechanical movements can be as stunning as a piece of jewelry.

## CRAZY FOR COMPLICATIONS

For women who love to make a statement, especially in the workplace, what better way to show everyone who the smart girl is than with a fabulous complicated wristwatch. Complications are the technical term for any additional mechanical functions after the time, such as a moon phase, a perpetual calendar, a chronograph, world time, dual time or an alarm, to name a few. Not only do they look amazing, but they are also incredibly useful functions to have on a watch. So forget counting hour differences between New York and London on your fingers, asking the bank clerk for the date or wondering if it's a full moon—some watches can do it all for you.

## JAW-DROPPING JEWELS

Until recently, jewelry watches were mainly reserved for evening wear, but a gorgeous, sparkling timepiece can look just as dramatic with a pair of jeans in the daytime as it can with a ball gown at night. Most watch brands are now adding sparkle to their collections with diamonds and precious gems on the in-



Penguins are just one of 150 animals to be celebrated in Chopard's Animal World 150th Anniversary Collection, which also supports the WWF.

dexes, bezels, dials, cases and bracelets. The trend has also continued into the fashion-watch segment, where crystals are adding extra twinkle to women's watches.

## A CHANGE IN TIME

Most of us read the time with two hands or digitally, but the latest thing is to have a watch that challenges us to read the time differently. Retrograde hands are one way of doing things unconventionally, with hands that jump (from hour to hour, minute to minute or second to second) in a line or an arc and then fly back to the starting position. Other inventions use turning discs, cones, off-centered subdials or even binary lights. It may take a little while to get used to, but once you get it, you may never want to go back to two hands.

## READY, SET, GO

Chronographs have typically been a male complication, but they can also be a vital tool for today's busy women. From timing pasta al dente to the quickest route to work, from challenging children to see how quickly they can get dressed in the morning to disciplinary time-outs, a chronograph is a great function to have on a watch. The chronograph also has an attractive, sporty design with its technical-looking subdials, numerous hands and pushers on the side of the case.

## OVER THE RAINBOW

One trend that has been sweeping the watch industry is colored watches, and the craze has just exploded in the fashion-watch segment. In fact, the brighter the color the better, and some companies are even going one step further and creating multicolored and fluorescent timepieces. And if you can't decide which color you like best, buy a few and pile them on together to create a really fun look.

With so many beautiful and innovative timepieces for women, it is a great time to put a new timepiece on your list for Santa Claus so that you can start the New Year with the good resolution to appreciate your time more. —S.F.



Audemars Piguet's Royal Oak Offshore 57th Street Limited Edition was designed for women in the Big Apple. With its chronograph function, girls can test if things really go faster in Manhattan!

GETTY IMAGES



Patek Philippe's Ladies First Chronograph is just one of many mechanical watches that the brand designs for feminine wrists.



Is it an owl? Is it a bracelet? No, it's an horological machine created by MB&F and Boucheron that is surely going to fly out of the stores fast!

Designed by women for women, Frédérique Constant's Ladies Automatic Love Heart Beat timepiece gives a little peek at the mechanical workings below the dial.







# CONTEMPORARY CURVES

*A modern interpretation of circular jewelry*

Circles and curves have been popular in jewelry since the beginning of time. Their shape is pleasing to the eye and comfortable on the skin, and the never-ending circles are synonymous with endless love. —S.F.

**Yael Sonia**'s Perpetual Motion Collection captures rolling and spinning balls inside golden cages, catching your attention both visually and audibly. Inspired by the kinetic movement of children's toys and the fascination children have when playing with them, Yael Sonia also offers interactive kits with some of her pieces, so you can choose what colors and gems to wear depending on your mood or outfit.

[www.yaelsonia.com.br](http://www.yaelsonia.com.br)



Personalizing jewelry used to entail engraving a date or a message on the inside of a ring or the back of a pendant, but today's lovers are sending secret messages to their sweethearts with encrypted jewelry that only the wearer can decipher.

**Wempe**'s Feel Me Collection by Kim Wempe uses the ingenious system of Braille dots to deliver a declaration of love. Inverted black diamonds in a curvaceous gold band spell out *amor manet*, a Latin phrase that means "love endures." A portion of the proceeds generously go to Hamburg's Central Library for the Blind.

[www.wempe.com](http://www.wempe.com)



Yellow diamonds have suddenly hit the spotlight, and their popularity just keeps growing. When the glowing color of the diamond is combined with gold and sensual curves, it is easy to understand why the world's celebrities are going crazy for them. **Tiffany & Co.** is renowned for its yellow diamonds and the company's new fall collection includes a vast array of yellow diamond pieces, including these Bezel oval and cushion rings that will keep your hands warm through the cold months.

[www.tiffany.com](http://www.tiffany.com)



**Leviev** is best known for its spectacular diamonds that have gained international acclaim for their size, purity and different cuts. It is estimated that one in three of all diamonds on the planet have been touched by Leviev in some way, either from the ownership of the mine, the cutting and polishing of rough diamonds or the creation of jewelry with in-house jewellers. Even though most of us think of diamonds as white, there are so many different hues of diamonds hidden in the earth, as Liviev illustrates so beautifully here with a stunning light pink 76.51-carat diamond necklace surrounded by a further 73 colored diamonds.

[www.leviev.com](http://www.leviev.com)

# TIME TO BUY

*Finding the right watch is easy in New York City*



## Ruediger “Rudy” Albers, Wempe NY

*Watch lover, master watchmaker and retailer*

Albers has been in the watch industry for more than 30 years and loves watches. “I grew up under my father’s workbench,” he remembers. “I have always had an affinity for mechanical timepieces. By the time I became a master watchmaker, mechanical watches were thought to have run their course, due to quartz. Luckily, we have seen a huge renaissance in mechanical watches. Today, everything is electronic and digital, so to have something that is mechanical on your wrist is really cool. As men, there are very few things we can choose to show our personalities, so our watches fill that role. I like to think that you can have a watch for decades and hand it down to the next generation.”

Albers is very serious about the responsibility of a watch retailer when it comes to helping customers find the right watch. “Your retailer should ask how you plan to use the watch, where you will wear it, what kind of style you are looking for—this helps you narrow your choice down. We try to infect our customers with the watch ‘bug.’ You are not just buying a watch; it’s really a mechanical marvel. The watch is no longer the prime source for the information about time; it’s more of a work of art and a source of self-expression, and it has to suit you.”

**C**hoosing the absolutely right watch for you and your lifestyle is no easy task. The good news is that there have never been more products to choose from, making it possible to find the perfect timepiece for you.

The only bad news is that there have never been more products to choose from—making your choice of retailer all the more important.

### THE CHOICE IS YOURS

Ultimately, the choice of the watch you buy is completely up to you. Be forewarned, however, as everyone you know will attempt to influence your decision.

The first thing you should do is determine the kind of watch you want to purchase and your price range.

### THINGS TO CONSIDER

**USE:** How do you want to use your watch? Is it for a particular activity, like diving, or do you want a general-purpose watch? For example, a true dive watch that is water resistant to 200 meters will be pretty thick on your wrist, due to the case design and the additional gaskets required, so it may not look very good under a sleeve or a suit jacket—not the best choice for a dress watch.

**STYLE:** Do you want something traditional or cutting edge? Round, square, tonneau, or something altogether different?

**MATERIALS:** Do you want a steel watch, titanium or something in precious metal (yellow gold, rose gold, white gold or platinum)? Steel is, of course, less expensive yet great-looking, but noble metals make a watch much more valuable.

**PRICE RANGE:** Knowing how much you want to spend will help narrow down the number of watches you have to consider. If you want something Swiss-made and mechanical, for example, you’re looking at a starting price of around \$700. If you want a quartz watch, the prices start at \$50 or less.

**ESTABLISHED BRAND OR NEW:** Does it matter to you if a brand is new, or does it need to be an established brand to gain your confidence? There’s something to be said about a Vacheron Constantin that has been around for more than 250 years, but some very cool brands, like Devon with the Tread 1, have just been introduced.

Once you have narrowed down the parameters, it’s time to start researching.

### INFORMATION AND DISINFORMATION

Reading this special section is a good start, but there are watch-specific publications, as well as all sorts of Web sites, where you can continue reading and researching. Be careful with the Web sites and blogs, as often bloggers are not journalists but watch lovers, so the information isn’t very objective.

Once you have a couple of brands in mind, pay a visit to your local authorized retailer and try the watches on, ask the salespeople questions and get comfortable with the watches. Don’t



The Tourneau Time Machine on 57th is just one of the great retailers in the New York area.

hurry into your decision—take your time and make sure you love the watch you buy. Searching for the perfect purchase is all part of the enjoyment.

### THE IMPORTANCE OF AN AUTHORIZED RETAILER

The best retailers are storehouses of watch knowledge and are relatively impartial—sure, they want to sell you a watch, but the best salespeople will listen to your wants and needs and recommend something that will satisfy you. An authorized retailer is in it for the long haul, so they don’t want any unhappy customers.

An authorized retailer also means peace of mind for you—you know that you are buying watches from someone who works directly with the factory, offers and honors warranty coverage and can help you with repairs.

With unauthorized and Internet retailers, you don’t know anything about the watches—at best, they have been sourced from someplace other than the brand, and at worst, the watches might be secondhand, counterfeit or even stolen. You might be tempted to buy a replica watch, as the prices are quite appealing, but keep in mind the sale of these watches is illegal, violating the intellectual property and trademarks of the best brands. In addition, many replica makers have been linked to organized crime, terrorism and child labor. Also, when the hour hand of that knock-off falls off, your only recourse is to throw it away.

### GETTING STARTED

Here is a list of some of the top authorized retailers in the New York area. Any of these fine stores is a great place to start.

Cellini Jewelers  
Golden Door  
Hamilton Jewelers  
Hartgers  
Joseph Edwards Watch Gallery  
Kenjo

London Jewelers  
Question of Time  
Timepiece Collection  
Tourneau  
Wempe NY