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THE FINE TIMEPIECE BRANDS OF NORTHPARK CENTER

OFFICINE PANERAI AUDEMARS PIGUET DAVID YURMAN FRANCK MULLER Ω OMEGA BAUME & MERCIER BLANCPAIN Glashjitte original ROLEX BOUCHERON PARIS swatch: ∦ HUBLOT **TAG**Heuer BREITLING IWC SCHAFFHAUSEN TIFFANY & CO. 40 Jaeger-leCoultre ULYSSE NARDIN BUCCELLAT J_{*}D ¥ VACHERON CONSTANTIN BVLGARI JAQUET DROZ Cartier Louis Moinet Van Cleef & Arpels MONT[©] BLANC **CHANEL** PARTIAL LISTING



40MM, 18K YELLOW GOLD CASE WITH FLUTED BEZEL, CHAMPAGNE ROMAN DIAL, ON A PRESIDENT BRACELET.

EISEMAN JEWELS 214.369.6100



NORTHPARK CENTER

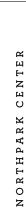




38MM, IN 18K ROSE GOLD WITH A DIAMOND BEZEL AND ROTATING DIAMOND-SET CHARM.

NEIMAN MARCUS 214.363.8311









40MM, 18K ROSE GOLD CASE, THREE-HAND SELF-WINDING MECHANICAL MOVEMENT, DIAL WITH WHITE SOLEIL FINISH, GOLD POUDRÉ NUMERALS, ON A BLACK ALLIGATOR STRAP.

TIFFANY & CO. 214.378.9800







THE ART OF SHOPPING



AUDEMARS PIGUET ROYAL OAK CHRONOGRAPH

41MM STAINLESS STEEL CASE AND BRACELET, AUTOMATIC CHRONOGRAPH WITH DATE DISPLAY AND SMALL SECONDS AT 6 O'CLOCK, BLACK DIAL.

AUDEMARS PIGUET MILLENARY HAND-WOUND

39.5MM, 18K WHITE GOLD CASE, HAND-WOUND MOVEMENT FEATURING SMALL SECONDS, DIAMOND-SET BEZEL AND LUGS (116 BRILLIANT-CUT DIAMONDS, 0.60 CARATS TOTAL), CROWN SET WITH A PINK CABOCHON SAPPHIRE, WHITE MOTHER-OF-PEARL OFF-CENTERED DIAL, PINK GOLD HANDS, ON A "LARGE SQUARE SCALE" BEIGE ALLIGATOR STRAP.

EISEMAN JEWELS 214.369.6100





AUDEMARS PIGUET

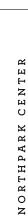


BAUME & MERCIER PROMESSE 10199

34MM STAINLESS STEEL CASE AND BRACELET, OVAL BEZEL SET WITH 61 DIAMONDS, MOTHER-OF-PEARL DIAL WITH DIAMOND HOUR MARKERS.

EISEMAN JEWELS 214.369.6100

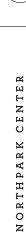






BAUME & MERCIER









42MM, 18K WHITE GOLD CASE WITH DIAMOND BEZEL,
SILVER DIAL WITH BLUED STEEL HANDS AND A MIXTURE
OF RADIAL INDEX HOUR MARKERS AND ARABIC
NUMERALS, AUTOMATIC MOVEMENT, WATER RESISTANT
TO 30 METERS/100 FEET, ON A BLACK LEATHER STRAP
WITH DEPLOYMENT CLASP.

EISEMAN JEWELS 214.369.6100



NORTHPARK CENTER





45MM, 18K RED GOLD CASE, MECHANICAL HAND-WOUND

43.5MM STAINLESS STEEL CASE, MECHANICAL CHRONOGRAPH MOVEMENT, 68-HOUR POWER RESERVE, ON A BLACK RUBBER STRAP (REF. IW390503).

EISEMAN JEWELS 214.369.6100



NORTHPARK CENTER



IWC SCHAFFHAUSEN



39.6MM CASE (AVAILABLE IN STAINLESS STEEL AND ROSE GOLD), IN-HOUSE AUTOMATIC CALIBER 770 MOVEMENT WITH THE TRUE SECONDS MECHANISM, FINELY GRAINED DIAL, EXHIBITION BACK, OSCILLATING WEIGHT WITH JAEGER-LECOULTRE'S SIGNATURE ANCHOR MOTIF.

JAEGER-LECOULTRE GEOPHYSIC® UNIVERSAL TIME

41.6MM CASE (AVAILABLE IN STAINLESS STEEL OR 18K ROSE GOLD), AUTOMATIC JAEGER-LECOULTRE CALIBER 772, WORLD MAP ON THE DIAL, 24 WORLD TIME ZONES DISPLAYED ON THE TURNING DISC.

EISEMAN JEWELS 214.369.6100





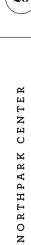


ULYSSE NARDIN EXECUTIVE LADY

40MM STAINLESS STEEL CASE, AUTOMATIC DUAL
TIME MOVEMENT WITH TIME ZONE QUICK SETTING,
BIG DATE, SMALL SECONDS, WHITE MOTHER-OF-PEARL
DIAL, ROMAN NUMERALS SET WITH 49 DIAMONDS,
ON AN ALLIGATOR STRAP.

EISEMAN JEWELS 214.369.6100









28.40MM X 38.67MM, 18K 5N PINK GOLD TONNEAU-SHAPED CASE, QUARTZ MOVEMENT, ON A WARM GRAY ALLIGATOR STRAP WITH AN ARDILLON BUCKLE.

EISEMAN JEWELS 214.369.6100



NORTHPARK CENTER



VACHERON

CONSTANTIN



AUDEMARS PIGUET OPENWORKED ROYAL OAK OFFSHORE GRANDE COMPLICATION

44MM TITANIUM/BLACK CERAMIC CASE, SELF-WINDING GRANDE COMPLICATION MOVEMENT (MINUTE REPEATER, PERPETUAL CALENDAR, SPLIT-SECOND CHRONOGRAPH), OPENWORKED DIAL, ON A BLACK RUBBER STRAP WITH TITANIUM PIN BUCKLE. LIMITED TO THREE PIECES WORLDWIDE.

AUDEMARS PIGUET TIMEPIECES AVAILABLE AT EISEMAN JEWELS 214.369.6100 LUGS

MINUTE TRACK

HOUR HAND

DATE COMBINED
WITH SMALL SECONDS



KEY PARTS OF A FINE TIMEPIECE

AS YOU BECOME MORE INTERESTED IN WATCHES,
YOU WILL READ AND HEAR THE SPECIALIZED
LANGUAGE OF FINE TIMEPIECES. HERE IS A GUIDE
TO WHAT YOU CAN SEE FROM THE OUTSIDE.

MINUTE REPEATER SLIDE

HOUR MARKERS

CASE

SPLIT-SECOND CHRONOGRAPH HANDS (TWO, BLACK AND WHITE)





OF SHOPPING

ART



PERPETUAL CALENDAR

THE ULTIMATE CALENDAR
BECAUSE IT KNOWS HOW
LONG EACH YEAR IS, NO
MATTER IF IT IS A LEAP YEAR.
KEEP A PERPETUAL CALENDAR
RUNNING AND YOU WON'T
HAVE TO RESET IT UNTIL THE
YEAR 2100 OR LATER.



MINUTE REPEATER

THIS IS A WATCH THAT CHIMES
OUT THE TIME (HOURS AND
MINUTES) WHEN A LEVER
IS ACTIVATED. THE MINUTE
REPEATER IS CONSIDERED ONE
OF THE MOST COMPLICATED
WATCHES TO MANUFACTURE.



MOON PHASE

THESE WATCHES HAVE A
DISPLAY ON THE DIAL THAT
SHOWS THE PHASES OF THE MOON
(FULL, HALF, CRESCENT, ETC.).
MANY OF TODAY'S WATCHES
ARE PLAYING WITH THE MOON
PHASE DISPLAY, MAKING IT
HYPERREALISTIC OR VERY ARTISTIC.

TIMEPIECE TERMINOLOGY

A BASIC WATCH IS A THREE-HAND TIMEPIECE — HOURS, MINUTES AND SECONDS.

ANYTHING MORE, EVEN A DAY OR DATE DISPLAY, IS CONSIDERED A COMPLICATION.

COMPLICATIONS ARE MODULES PLACED ON TOP OF, OR ELEMENTS INTEGRATED INTO, A WATCH'S BASE MOVEMENT. HERE ARE SOME KEY COMPLICATIONS IN SIMPLE TERMS.





POWER RESERVE / RÉSERVE DE MARCHE

THIS COMPLICATION IS AN INDICATOR SOMEWHERE ON THE WATCH (USUALLY ON THE DIAL)

THAT SHOWS THE STATE

OF WIND FOR THE WATCH.

LIKE A FUEL GAUGE IN YOUR

CAR, IT SHOWS HOW MUCH

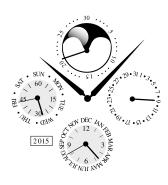
POWER IS LEFT IN YOUR

MECHANICAL TIMEPIECE.



TOURBILLON

THE TOURBILLON FEATURES A SMALL
CAGE HOLDING THE BALANCE
AND THE ESCAPEMENT, TURNING
INDEPENDENTLY OF THE WATCH —
ALL DESIGNED TO COUNTERACT
THE EFFECT OF GRAVITY,
THEREBY INCREASING ACCURACY.
THE TOURBILLON, MEANING
"WHIRLWIND" IN FRENCH, IS ONE
OF THE MOST INVOLVED AND
ELEGANT COMPLICATIONS.



GRANDE COMPLICATION

THIS RARE WATCH COMBINES
AT LEAST THREE HIGH
COMPLICATIONS — USUALLY
FROM THE FOLLOWING
GROUPS: CHRONOGRAPH,
CALENDAR/MOON PHASE
(ANNUAL, PERPETUAL, PHASES
OF THE MOON, EQUATION
OF TIME), TOURBILLON
AND CHIMING (MINUTE
REPEATER, ALARM, ETC.).



NORTHPARK CENTER

WHEN SHOPPING FOR A FINE TIMEPIECE, A COMPREHENSIVE

COLLECTION OF AUTHORIZED RETAILERS OFFERING AN

UNPARALLELED SELECTION IS PARAMOUNT TO ENSURE

YOU FIND PRECISELY WHAT YOU WANT. NORTHPARK CENTER

FEATURES THE MOST BOUTIQUES, FINE JEWELERS AND

SPECIALTY STORES EXHIBITING THE WORLD'S MOST PRESTIGIOUS

TIMEPIECE BRANDS IN THE SOUTHWEST — ALL IN ONE

CONVENIENT LOCATION. THE FOLLOWING PAGES PRESENT

NORTHPARK'S FINE TIMEPIECE PURVEYORS SO YOU CAN LEARN

MORE ABOUT THEIR BRANDS AND WHAT THEY OFFER IN-STORE.





BVLGARI





/ BVLGARI OCTO /

/ BVLGARI LVCEA /

SINCE 1884, THE BVLGARI BRAND HAS EXEMPLIFIED ITALIAN EXCELLENCE.

TODAY AN ICON OF LUXURY, BVLGARI IS KNOWN FOR ITS UNRIVALLED DESIGNS, STRIKING

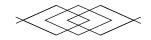
VOLUMES AND BOLD COLORS. FINDING ENDLESS INSPIRATION IN THE ETERNAL CITY,

BVLGARI REINTERPRETS THE MAJESTIC SYMBOLS OF ROME INTO EXQUISITE EDITIONS OF JEWELRY,

WATCHES AND ACCESSORIES. THE BVLGARI NAME HAS BECOME SYNONYMOUS WITH BRILLIANT COLOR,

SYMBOLIC STORYTELLING AND PEERLESS CRAFTSMANSHIP — FOR OVER 130 YEARS.

BVLGARI BOUTIQUE / 214.414.9666



CARTIER





/ CLÉ DE CARTIER /

/ CLÉ DE CARTIER /

ESTABLISHED IN 1847, CARTIER CREATES EXCEPTIONAL WATCHES THAT COMBINE DARING DESIGN AND WATCHMAKING SAVOIR-FAIRE. CLÉ DE CARTIER OWES ITS NAME TO ITS UNIQUE CROWN.

CONSIDERABLE MASTERY WAS REQUIRED TO CREATE FLUID LINES AND A HARMONIOUS

ENSEMBLE, A TESTAMENT TO ACCURACY AND BALANCE. A NEW SHAPE IS BORN.

CARTIER BOUTIQUE / 972.726.7670



NORTHPARK CENTER

DAVID YURMAN





/ ALBION /

/ MEN'S REVOLUTION /

DESIGNER DAVID YURMAN FOUNDED HIS EPONYMOUS BRAND IN NEW YORK IN 1980,
AND IT QUICKLY BECAME KNOWN AS AMERICA'S LEADING FINE JEWELRY AND LUXURY
TIMEPIECE BRAND FOR MEN, WOMEN AND CHILDREN. THE SIGNATURE GOLD AND SILVER
DESIGNS; DIAMOND, PEARL AND GEMSTONE JEWELRY; AND SWISS-CRAFTED TIMEPIECES
ARE RENOWNED FOR CAPTURING THE ESSENCE OF RELAXED AMERICAN LUXURY.

DAVID YURMAN BOUTIQUE / 469.232.4500



EISEMAN JEWELS





BRANDS

AUDEMARS PIGUET

BAUME & MERCIER

BREITLING

CARTIER

HERMÈS

IWC SCHAFFHAUSEN

JAEGER-LECOULTRE

LOUIS MOINET

ROLEX

ULYSSE NARDIN

VACHERON CONSTANTIN



/ ROLEX OYSTER PERPETUAL DATEJUST /

/ ROLEX OYSTER PERPETUAL GMT-MASTER II /

EISEMAN JEWELS IS PROUD TO HAVE BEEN THE PREMIER MULTI-BRAND RETAILER OF FINE SWISS TIMEPIECES

FOR THE ENTIRE 50-YEAR HISTORY OF NORTHPARK CENTER. SERVING NORTH TEXAS SINCE 1965, EISEMAN

OFFERS VIRTUALLY EVERYTHING FOR TODAY'S SAVVY WATCH CONNOISSEUR, INCLUDING THE

ONLY FULL-SERVICE DEDICATED ROLEX SPACE IN DALLAS AND FORT WORTH. FROM TOURBILLONS AND

MINUTE REPEATERS TO THE MOST FASHION-FORWARD STYLES, AS WELL AS CERTIFIED PRE-OWNED

TIMEPIECES, EISEMAN FEATURES ONE OF THE MOST IMPRESSIVE AND EXTENSIVE COLLECTIONS IN

THE SOUTHWEST. FACTORY SERVICE IS ALSO OFFERED ON ALL SWISS TIMEPIECE BRANDS AVAILABLE

IN THE SALON, REGARDLESS OF WHERE THE WATCHES WERE ORIGINALLY PURCHASED.

EISEMAN JEWELS / 214.369.6100



ORTHPARK CENTER

HUBLOT





/ BIG BANG JEANS STEEL DIAMONDS /

/ CLASSIC FUSION TOURBILLON SKELETON /

A DREAM INITIATED AND DEVELOPED BY HUBLOT'S CHAIRMAN JEAN-CLAUDE BIVER WITH CEO RICARDO GUADALUPE. THESE TWO MEN ARE RESPONSIBLE FOR TURNING THE HUBLOT BRAND INTO A GENUINE SUCCESS STORY IN WHICH THE BIG BANG, KING POWER AND CLASSIC FUSION COLLECTIONS ARE THE SYMBOLS OF A CONSTANTLY EVOLVING TRADITION.

FROM WATCH COMPLICATIONS AND REVOLUTIONARY MATERIALS TO WORLD-CLASS COLLABORATIONS SUCH AS FIFA WORLD CUP AND FERRARI, HUBLOT CHARACTERIZES ITSELF THROUGH ITS "ART OF FUSION" PHILOSOPHY, BRINGING TRADITION INTO THE FUTURE.

HUBLOT BOUTIQUE / 469.232.9449



MONTBLANC





/ TIMEWALKER URBAN SPEED CHRONOGRAPH /

/ HERITAGE SPIRIT ORBIS TERRARUM /

FOR OVER 100 YEARS, MONTBLANC HAS EMBRACED THE TRADITIONS OF LASTING VALUE AND EXQUISITE CRAFTSMANSHIP. THE COMPANY'S UNCOMPROMISING PRINCIPLES OF DESIGN, STYLE, QUALITY AND WORKMANSHIP HAVE ALLOWED THEM TO CREATE HEIRLOOM COLLECTIONS THAT ARE PASSED FROM GENERATION TO GENERATION. THE ICONIC MONTBLANC EMBLEM IS A SYMBOL OF EXCELLENCE — THE PINNACLE OF LUXURY WRITING INSTRUMENTS, TIMEPIECES, LEATHER GOODS, ACCESSORIES, FRAGRANCES AND SUNGLASSES — AND THE MAISON HAS MADE AN ENDURING COMMITMENT TO ENCOURAGE EXCELLENCE THROUGH CULTURAL ADVANCEMENT.

MONTBLANC BOUTIQUE / 214.890.0908



NEIMAN MARCUS

BRANDS

BOUCHERON

BUCCELLATI

CHANEL

FRANCK MULLER

HERMÈS

VAN CLEEF & ARPELS







/ HERMÈS ARCEAU MILLEFIORI GALUCHAT /

/ HERMÈS ARCEAU MILLEFIORI NEW POÈTE /

"I HAVE THE SIMPLEST TASTES," STANLEY MARCUS LIKED TO SAY. "I AM EASILY SATISFIED WITH THE BEST."

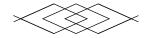
NEIMAN MARCUS NORTHPARK IS ONE OF 41 STORES ACROSS THE COUNTRY THAT CONTINUE HIS LEGACY

— OFFERING FASHION AND UNPARALLELED QUALITY AND SERVICE. VISIT THE PRECIOUS JEWELS SALON

AT NEIMAN MARCUS NORTHPARK TO VIEW THE EXTRAORDINARY FINE WATCH COLLECTION. MR. MARCUS

WOULD DEFINITELY APPROVE. NEIMAN MARCUS AND NORTHPARK CENTER — 50 YEARS OF PARTNERSHIP.

NEIMAN MARCUS / 214.363.8311



OFFICINE PANERAI





/ RADIOMIR 1940 ORO ROSSO /

/ LUMINOR 1950 10 DAYS GMT AUTOMATIC ACCIAIO /

FOUNDED IN 1860 IN FLORENCE AS A BOUTIQUE, A WORKSHOP AND A WATCHMAKING SCHOOL,
OFFICINE PANERAI WAS FOR YEARS THE SUPPLIER OF PRECISION INSTRUMENTS TO THE ITALIAN NAVY,
IN PARTICULAR MEETING THE REQUIREMENTS OF THE COMMANDO FROGMEN. THE PROJECTS DEVELOPED
AT THAT TIME — INCLUDING THE LUMINOR AND RADIOMIR WATCHES — CONTINUED TO BE SHROUDED
IN MILITARY SECRECY FOR MANY YEARS, UNTIL THEIR LAUNCH ON THE INTERNATIONAL MARKET TOOK
PLACE FOLLOWING THE ACQUISITION OF THE BRAND BY THE RICHEMONT GROUP IN 1997. TODAY,
OFFICINE PANERAI DEVELOPS AND PRODUCES ITS OWN MOVEMENTS AND WATCHES AT ITS MANUFACTURE
IN NEUCHÂTEL, COMBINING ITALIAN DESIGN AND HISTORY WITH SWISS MANUFACTURING SKILL.

OFFICINE PANERAI BOUTIQUE / 214.206.9860



NORTHPARK CENTER

OMEGA





/ OMEGA LADYMATIC /

/ OMEGA DE VILLE /

OMEGA, THE PRESTIGIOUS SWISS BRAND AND MEMBER OF SWATCH GROUP LTD., WAS FOUNDED IN 1848.

FOR MORE THAN 167 YEARS THE BRAND HAS BEEN SYNONYMOUS WITH EXCELLENCE, INNOVATION

AND PRECISION. OMEGA HAS ALWAYS BEEN DEFINED BY ITS PIONEERING SPIRIT, DEMONSTRATED

BY ITS CONQUESTS OF THE OCEANS' DEPTHS AND OF SPACE. SINCE ITS CREATION, OMEGA'S HISTORY

HAS BEEN DEDICATED TO INNOVATION, RECORD PRECISION, AUDACIOUS DESIGN, PIONEERING SPIRIT

AND A TRADITION OF EXCELLENCE IN WATCHMAKING. THIS LEGACY CONTINUED IN 1999 WITH

THE LAUNCH OF THE REVOLUTIONARY CO-AXIAL ESCAPEMENT, AND IN 2014 WITH THE

INTRODUCTION OF THE FULLY ANTI-MAGNETIC OMEGA MASTER CO-AXIAL CALIBER.

OMEGA BOUTIQUE / 469.232.9999



TAG HEUER





/ CARRERA CALIBRE HEUER 01 /

/ AQUARACER CALIBRE 16 /

FROM ITS INCEPTION IN 1860, TAG HEUER HAS BEEN STRIVING TO PUSH THE BOUNDARIES FURTHER, CREATING STYLISH, SPORTY TIMEPIECES FOR THOSE WHO LOVE TO DEFY CONVENTION.

LONG-STANDING PARTNERSHIPS WITH MOTOR RACING, INCLUDING THE MCLAREN F1 TEAM AND THE INDY 500, AS WELL AS CHAMPIONS AND AMBASSADORS INCLUDING TOM BRADY, CRISTIANO RONALDO, CARA DELEVINGNE, DAVID GUETTA AND STEVE MCQUEEN, REFLECT THE DISRUPTIVE ATTITUDE THAT DRIVES TAG HEUER TO GO BEYOND THE TRADITIONS OF THE WATCHMAKING INDUSTRY. ITS SLOGAN, #DONTCRACKUNDERPRESSURE, IS MUCH MORE THAN AN AFFIRMATION — IT IS A STATE OF MIND.

TAG HEUER BOUTIQUE / 214.346.5381



NORTHPARK CENTER

TIFFANY & CO.





/ THE TIFFANY CT60™ /

/ TIFFANY DIAMOND COCKTAIL WATCH /

WITH THE OPENING OF HIS FIRST STORE IN NEW YORK CITY IN 1837, CHARLES TIFFANY
ESTABLISHED A TRADITION OF EXCELLENCE AND INNOVATION. HIS TIMEPIECES WERE
MASTERWORKS OF DESIGN, COVETED FOR THEIR ELABORATE CASES AND HANDCRAFTED
WITH THE FINEST SWISS MOVEMENTS. THIS GREAT TRADITION CONTINUES WITH MODERN
TIMEPIECES BRILLIANTLY DESIGNED TO BECOME THE CONSUMMATE SYMBOLS OF A LIFETIME.

TIFFANY & CO. / 214.378.9800



THE ART OF SHOPPING

TOURBILLON BOUTIQUE





BRANDS

BREGUET

BLANCPAIN

GLASHÜTTE ORIGINAL

JAQUET DROZ

OMEGA

SWATCH

39

/ BLANCPAIN VILLERET GRANDE DATE /

/ JAQUET DROZ LADY EIGHT MOTHER-OF-PEARL /

TRUE TO THE SPIRIT OF THE MASTERPIECES BY BREGUET, BLANCPAIN, GLASHÜTTE ORIGINAL,
JAQUET DROZ AND OMEGA, AS WELL AS THE EXCEPTIONAL SWATCH MODELS, TOURBILLON

CONSTITUTES THE HAUTE HORLOGERIE DISTRIBUTION NETWORK FOR ALL OF THE SWATCH GROUP'S

PRESTIGE BRANDS. COMMITTED TO EXCELLENT SERVICE, THE TOURBILLON BOUTIQUE OFFERS

CLIENTS AN INCOMPARABLE EXPERIENCE — LUXURY BASED ON THE VALUES OF THE PRODUCTS

THAT MAKE UP THEIR SPECIAL WORLD. SPENDING A FEW MOMENTS IN THE BOUTIQUE IS

ABOUT EXPERIENCING AN EMOTION, A RARE MINUTE, A TOURBILLON MOMENT.

TOURBILLON BOUTIQUE / 214.346.3431



Q. WHAT SETS THE FINEST WATCHES APART?

IN MY VIEW, THE BEST WATCHES ARE A
COMBINATION OF DESIGN, ENGINEERING AND
ARTISTRY. TODAY'S WATCHES ARE NOT SO
MUCH ABOUT TELLING TIME, THOUGH I STILL
PREFER TO LOOK AT MY WATCH RATHER THAN
MY PHONE, BUT THEY ARE AN EXPRESSION OF
WHAT YOU VALUE IN LIFE — I VALUE GREAT,
TIMELESS DESIGN, BUT I ALSO LOVE REALLY
"OUT THERE" WATCHES. I ENJOY ALL WATCHES,
BUT THE ONES THAT I REALLY COVET MAKE
SENSE FROM ALL PERSPECTIVES.

Q. WHICH DO YOU PREFER, OUARTZ OR MECHANICAL?

I LOVE THE CONVENIENCE OF QUARTZ, SO
THAT THE WATCH WILL ALWAYS BE RUNNING,
WHETHER I WORE IT YESTERDAY OR A
MONTH AGO. BUT THERE IS SOMETHING
POETIC AND MAGICAL ABOUT A MECHANICAL
WATCH THAT DEPENDS ON YOU TO KEEP
ACCURATE TIME. TO KNOW THAT THE
WATCH ON MY WRIST IS SPINNING AWAY,
TURNING STORED ENERGY INTO AN ACCURATE
TIME DISPLAY, IS REALLY SOMETHING THAT
I APPRECIATE AND IT MAKES ME SMILE.



FINE TIMEPIECE Q&A

Q. WHAT IS NEW IN THE WORLD OF TIMEPIECES THIS YEAR?

ONE OF THE GREAT THINGS ABOUT THE WATCH INDUSTRY IS THAT THERE IS ALWAYS SOMETHING NEW. EVERY YEAR, AT THE BIG WATCH SHOWS IN GENEVA AND BASEL, THE BRANDS INTRODUCE NEW TIMEPIECES THAT FEATURE INCREDIBLE DESIGNS, AUDACIOUS NEW COLORS, SURPRISING COMBINATIONS OF COMPLICATIONS, NEVERBEFORE-USED MATERIALS AND MUCH MORE. STAINLESS STEEL CONTINUES TO BE A POPULAR METAL, AS IS TITANIUM, AND IN PRECIOUS METAL, RED GOLD (ROSE, PINK, RED, ETC.) SEEMS TO BE THE COLOR OF CHOICE.

Q. WHAT IS YOUR FAVORITE COMPLICATION?

OF THE AFFORDABLE COMPLICATIONS, I REALLY LOVE THE CHRONOGRAPH — I FIND IT SO USEFUL. WHETHER IT'S FOR TIMING MY RUN AFTER WORK, MY EGG IN THE MORNING OR HOW LONG IT TAKES MY SEVEN-YEAR-OLD TO RUN AROUND THE HOUSE, I USE MY CHRONOGRAPH JUST ABOUT EVERY DAY.

ON THE "I WISH I HAD" SIDE OF THINGS, I WOULD LOVE TO OWN A MINUTE REPEATER. IT'S SUCH A BEAUTIFUL AND COMPLICATED FUNCTION, ORIGINALLY DESIGNED TO BE ABLE TO TELL THE TIME IN THE DARK BY CHIMING OUT THE HOUR, QUARTER-HOUR AND MINUTES ON COMMAND. THERE ARE SEVERAL GREAT EXAMPLES OF THIS FANTASTIC COMPLICATION, AND A MINUTE REPEATER IS DEFINITELY ON MY WISH LIST

Q. IS IT A GOOD IDEA TO COLLECT WATCHES AS AN INVESTMENT?

MANY WATCHES DO APPRECIATE IN

VALUE, AND THE ONES THAT DO RECEIVE

QUITE A LOT OF PRESS, BUT IT'S A RISKY

PROPOSITION TO COLLECT ONLY AS AN

INVESTMENT. IT'S BETTER TO COLLECT

WATCHES THAT YOU LOVE AND WILL

WEAR, AND IF THEY APPRECIATE IN

VALUE, FANTASTIC. IF NOT, YOU STILL

WILL GET ENJOYMENT OUT OF YOUR

PURCHASES AND CAN PASS THEM ON

FROM GENERATION TO GENERATION.

Q. WHY DO YOU LOVE WATCHES?

WATCHES ARE ONE OF THE FEW MECHANICAL PRODUCTS THAT TOUCH OUR SKIN, WHICH MAKES THEM INTENSELY PERSONAL. WATCHES, AT THEIR BEST, CAN TRULY REFLECT WHO WE ARE — SPORTY, ELEGANT, CASUAL AND MORE. THE CHOICE OF THE RIGHT WATCH IS AN IMPORTANT ONE, AND THE EXPERIENCE SHOULD BE CHERISHED.

Q. HOW SHOULD I CHOOSE THE RIGHT WATCH TO BUY?

YOU NEED TO GET SOME EXPERT ADVICE,
AND THAT'S WHAT SPECIALIZED WATCH
RETAILERS AND BOUTIQUES ARE FOR. THINK
ABOUT THE KIND OF WATCH YOU WANT AND
ESTABLISH YOUR PRICE RANGE, THEN GO
SEE YOUR LOCAL RETAILER. THEY WILL HELP
YOU FIND THE PERFECT WATCH FOR YOU.

Q. IS IT IMPORTANT TO BUY FROM AN AUTHORIZED RETAILER?

IT'S VITAL. IN TODAY'S WORLD, THERE ARE SO MANY WAYS TO BUY A WATCH, IT CAN BE VERY CONFUSING. IF YOU BUY FROM AN UNAUTHORIZED RETAILER, ON THE INTERNET, FOR EXAMPLE, YOU COULD BE BUYING A SECONDHAND WATCH BILLED AS NEW, A COUNTERFEIT OR EVEN A STOLEN WATCH. IT'S REALLY "BUYER BEWARE" IF YOU BUY FROM ANYTHING BUT AN AUTHORIZED RETAILER, AND OFTEN THE WATCH WILL HAVE NO WARRANTY. AN AUTHORIZED RETAILER HAS BEEN VETTED BY THE BRAND, AND THE RETAILER ENSURES THAT THE WATCH HAS BEEN LEGALLY IMPORTED INTO THE U.S. AND THAT THE WATCH WILL BE COVERED BY ALL APPLICABLE WARRANTIES. AN AUTHORIZED RETAILER WILL ALSO TAKE CARE OF ALL YOUR NEEDS (SERVICE, REPAIR, ADDITIONAL STRAPS, ETC.) AFTER THE SALE.

Q. WHY BUY A TIMEPIECE AT NORTHPARK CENTER?

BEING ABLE TO VISIT ONE PLACE AND
SEE JUST ABOUT EVERY FINE WATCH
BRAND ON THE PLANET IS REALLY UNIQUE.
HAVING ALL THESE GREAT RETAILERS
TOGETHER IS A REAL BENEFIT AND
MAKES FINDING THE PERFECT WATCH
THAT MUCH EASIER.



KEITH W. STRANDBERG is an acknowledged expert in the watch industry and is currently the International Editor for Watch Journal. He has written about fine timepieces in the New York Times, the New York Observer, the Chicago Tribune, the Miami Herald and the Los Angeles Times, among others. Keith currently resides in Switzerland.



HE ART OF SHOPPING



OVER THE PAST FIFTY YEARS, NORTHPARK CENTER HAS BEEN
A PIONEER IN THE RETAIL WORLD, OFFERING THE FINEST STORES,
RESTAURANTS AND ENTERTAINMENT IN A TRULY UNIQUE SETTING
WITH MUSEUM-QUALITY, WORLD-CLASS ART FOR ALL TO ENJOY.
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