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A NEW WATCH BRINGS TOGETHER THE CRAFT'S FINEST ARTISANS

In 2008 the Maîtres du Temps (Masters of Time) brand introduced a new concept to the watch industry: the collaboration of several famous watchmakers on a single watch.

"The concept was to be able to work with the best in the different areas-master watchmakers, designers, enamellers, movement constructors and so on," says company president Steven Holtzman. "We have put together about a dozen different masters and we're forming groups of collaborators. The masters will vary from watch to watch."

Maitres du Temps' "Chapter I" brought together one of the industry's foremost watchmaking minds, Roger Dubuis, and paired him with movement maestro Christophe Claret and master watchmaker Peter Speake-Marin. Chapter II, debuting this year, brings back Dubuis and Speake-Marin and joins them with one of today's premiere designers, Daniel Roth, who has designed for many of the world's best watch brands.

"Getting Daniel to work with us was a coup," Holtzman says. "He only makes two or three watches a year, out of his house, and everything he does is handmade. He contributed on the finishing-different types of guilloché, movement engraving, input on the mass of the movement as seen from the back."

Chapter II, an annual calendar-the watch only has to be reset once a year, at the end of February-feels similar to Chapter I. It uses double rolling bars, top and bottom, to display the month and the day of the week, a challenging feature that Maîtres du Temps has perfected.

This watch, however, will be available in greater quantities and at a lower price (about \$60,000) than the \$400,000 Chapter I. "Chapter I was too small a production run—there was never going to be enough product to go into the markets that wanted it," Holtzman explains. "With Chapter II, we wanted to build a watch that more people can buy." For more information, visit maitresdutemps.com.

