

The Time Place

#69

INDONESIA

FENDI

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Dichotomy

Diesel

Urban
Edge

Reborn:

TUDOR

Black Bay
Power

Breitling

Timely
Beach
Clean-Up



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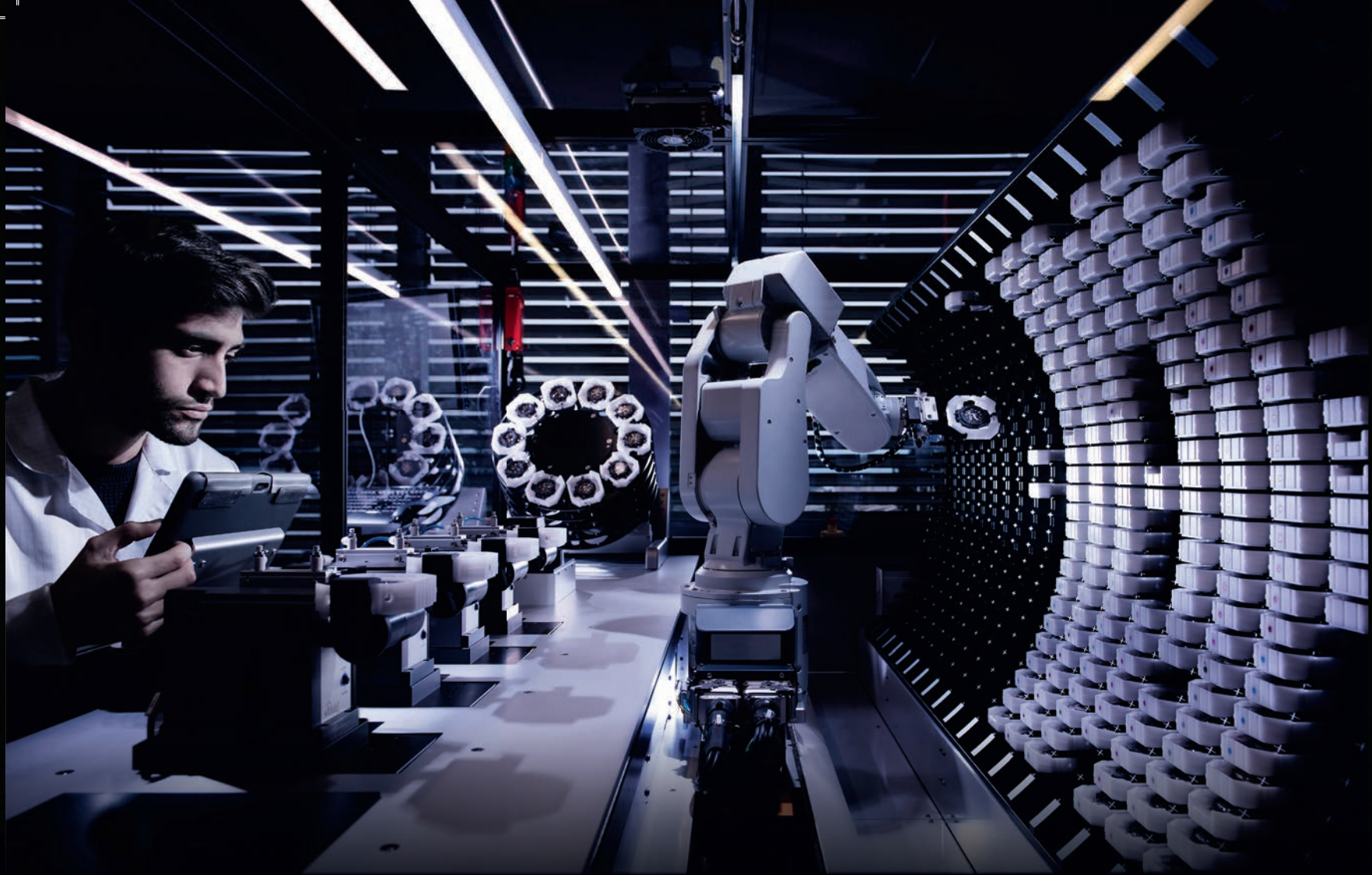
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20^{YEARS}
THE TIME PLACE



For over 30 years, CHANEL has been making waves in the watchmaking world. In 2019, the Maison introduces the latest iteration of the J12. Highlighting an array of novel features, the new J12 graces the cover of The Time Place magazine. Get to know the icon created in the late 90s and find out what updates have been added to it in “An Iconic Evolution”.

In this issue, we are privileged to present an exclusive coverage of the Breitling and Ocean Conservancy beach clean-up held in Sanur, Bali. As part of raising awareness for this advocacy, the Breitling Surfers Squad lent its support and participated in the auspicious event together with local families, schoolchildren and government officials.

For our Reborn article, we put the spotlight on the TUDOR Black Bay. An emblematic model, it remains a steadfast diving tool. Learn about the evolution of the timepiece in “Perfect for Diving”.

As a follow-up to our previous coverage on Baselworld 2019, we now present interviews exclusively undertaken at the important event. We spoke with the distinguished luminaries of Bell & Ross, Breitling, CHANEL, Chopard and Gucci about their new releases, future plans and thoughts about the world’s biggest watch and jewellery fair.

From haute horology to haute couture, we highlight the Pre-Fall 2019 offerings of Tory Burch, FENDI, DIESEL, Valentino and REDValentino.

Lastly, we deliver the latest news from the world of luxury lifestyle in our High Living section. Discover all these and more in this edition of The Time Place magazine.

Irwan Danny Mussry
Editor-In-Chief and Publisher
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YOU MUST FIRST MASTER
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THE TIME PLACE
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NURULITA
Photographer

Born and raised in Bandung, Nurulita earned a chemical engineering degree from an esteemed university but decided to pursue her love of capturing the persona in people's faces. She now lives in Jakarta with her dog, Bonzo, where she runs her own studio for commercial and editorial production.



DENVERINO DANTE
Writer

Dante has been writing about watches since 2013 and sometimes represents The Time Place Magazine at SIHH and Baselworld. He is the Marketing Head of one of Indonesia's leading entertainment and lifestyle groups.



ALEXA PICAULIMA
Writer

Alexa Picaulima has been writing professionally for a number of years. She has written for several lifestyle magazines and has gained an uncommon perception on the culture, which led her deeper into the industry. She is now editor at a digital media outfit.



KEVIN SJAHRIAL
Writer

In the couple of years he has spent writing for luxury lifestyle media, Kevin has written on a host of topics, including fashion, food, automobiles, travels and more. Watches quickly became a favourite as they combine some of his main interests: design, craftsmanship, and technology.



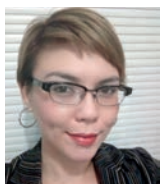
TRISKA AGUSTI PUTRI
Stylist

Departing from a fashion design background, Triska has cut her teeth at one of the leading men's fashion and lifestyle magazines, as well as an established e-commerce brand, in Indonesia. She is on a journey to explore the intersection of design and styling, while pursuing her passion for French culture.



DEBORAH ISKANDAR
Art Consultant

With more than 20 years' experience in the art trade, in 2013, Deborah founded her own art advisory firm, ISA Art Advisory. It aims to aid buyers, sellers and collectors to approach art with ease and to build collections that will grow in value over time. She is also the Founder of Indonesian Luxury.



LISA JOHANNA KEEMINK
Writer

Bookworm, copy editor and watch nerd, Lisa spends most of her days working behind the computer or immersed in the latest fantasy novel. After 13 years of teaching, she ventured into media several years ago. Lisa works as a watch journalist while serving as copy editor for a Jakarta-based newspaper.



RETTA OKTAVIANI SUPARLI
Writer

Writing has always been Retta's passion. She worked for more than seven years in the lifestyle media industry, before jumping into the world of Public Relations. She loves cappuccinos, travel and books, especially historical fiction and biographies. She counts Anne Frank as one of her role models.



MULYADI KURNIAWAN
Writer

Mulyadi is a seasoned watch and jewellery writer who loves to travel and seek new adventures. Based in Jakarta, Indonesia, he has a wealth of experience in marketing and public relations, as well as a retail background, with more than a decade of professional experience.

A COCKPIT INSTRUMENT FOR THE WRIST.



— **Pilot's Watch Chronograph Spitfire.**
Ref. 3879: An IWC Pilot's Watch is more than a mere timepiece – it is a precision instrument, originally developed to aid navigation in the cockpit. The black dial with beige luminescent elements on the Pilot's Watch Chronograph Spitfire was inspired by the iconic Mark XI navigation watch that


served the British Royal Air Force so well for so many years. It is our first Pilot's Watch chronograph model with a reduced diameter of 41 millimetres and the IWC-manufactured 69380 calibre. With this stylish cockpit instrument on your wrist, you can be sure of cutting a fine figure, even down on terra firma.

Mechanical chronograph movement · Self-winding · IWC-manufactured 69380 calibre · 46-hour power reserve when fully wound · Date and day display · Stopwatch function with hours, minutes and seconds · Small hacking seconds · Soft-iron inner case for protection against magnetic fields · Screw-in crown · Glass secured against displacement by drops in air pressure · Engraving of a Spitfire on case back · Water-resistant 6 bar · Diameter 41 mm

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INDONESIA



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The Time Place Magazine, Edition 69

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#DontCrackUnderPressure



TAG Heuer

SWISS AVANT-GARDE SINCE 1860



MONACO CALIBRE 11 AUTOMATIC CHRONOGRAPH

Steve McQueen's legacy is timeless. More than an actor, more than a pilot, he became a legend. Like TAG Heuer, he defined himself beyond standards and never cracked under pressure.



Happy 12th!

DA MAN Magazine, together with INTime, recently celebrated its 12th anniversary with the biggest party of the year. Held at Residence ONFIVE of the Grand Hyatt Jakarta, the festive dinner and cocktail party was attended by the who's who of society – prominent and pertinent individuals who are also loyal followers and readers of DA MAN. As part of the evening's programme, the magazine's publisher and editor-in-chief, Ronald Liem, warmly welcomed the guests and led a toast to commemorate the happy occasion. This was followed by the handing out of several awards, including International Model of the Year, DA MAN Rising Star of the Year, DA MAN Darling of the Year, and DA MAN Gentleman of the Year.



1. Cosmas Gozali, Irene Kusuma & Robert Harianto 2. John Halls, Jefri Nichol, Ronald Liem, Irwan Danny Mussry, Pevita Pearce & Nicholas Saputra
3. Asmara Abigail 4. Sean Rumsey 5. Ketty Sari 6. Raphael Maitimo.



7. Kevin Maharis 8. Kelly Tandiono 9. Richard Kyle 10. Jessica Iskandar 11. Daisy Musin & Haydn Dare 12. Samuel Wongso & Maria Jacqueline
13. Mia Egron, Putri Soedarjo & Stefanie Soewono 14. Paula Verhoeven 15. Laura Muljadi 16. Aimee Juliette 17. Yosie Irawan.



Memorable Eve

The Libris Restaurant in Gunawarman, South Jakarta was the fitting venue for the intimate UWCSEA Alumni event for 2019. With its well-appointed setting, guests were warmly welcomed to the hip restaurant and bar. Upon arrival, the school's alumni were asked to register and were promptly served drinks and canapès. A representative from the institution was on hand to give the welcome remarks. For dinner, attractive food stalls serving a variety of dishes were especially prepared for the occasion, as acoustic music enlivened the ambience.



1. Ardhanita Cahyani Adjie & Ardhani Eprillia 2. Andre Mudigdo 3. Intania Fajar 4. Marvin Suwarso 5. Michelle Punjabi & Melati Purnamasari 6. Monica Kesuma 7. Richard Sung 8. Rachmalia 9. Hana Makarim & Alisha Leow.

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Zenith CEO Julien Tornare, Yang Shuo and Jose María López Inchaurre, Development Vice President Corporación Habanos, S.A

TRIBUTE to Excellence

ZENITH CELEBRATES THE 50TH
ANNIVERSARY OF THE TRINIDAD
HABANO WITH THREE LIMITED
EDITION WATCHES

Creative collaborations are the cornerstone of pushing boundaries and revolutionary innovations. When a shared philosophy of excellence, sophistication and exclusivity bring together two leaders of different industries, the results are nothing short of spectacular. Zenith, a watchmaking manufacture with more than 150 years of expertise, and Habanos, S.A., the celebrated creator of the world's most sought-after cigars, have formed a successful collaboration, and now the two Maisons are celebrating a truly special milestone.

Zenith has been at the top of the Swiss watchmaking world for more than a century and a half. Since its founding in 1865, Zenith has always been guided by authenticity, daring, and a passion for pushing the boundaries of excellence, precision and innovation. Founded by visionary watchmaker Georges Favre-Jacot in Le Locle, it did not take long for Zenith to be recognised for the precision of its chronometers. The 2,333 chronometry prizes it has won have not only become an unbeatable record,



Zenith Pilot Type 20 Chronograph Trinidad Edition in white gold

they are also possibly the best testament to Zenith's mastery of haute horlogerie.

This year, following up on the success of the collaboration's first series – the Pilot Type 20 Chronograph Cohiba Edition – Zenith is introducing the Pilot Type 20 Chronograph Trinidad Edition in celebration of the cigar's 50th anniversary. The Trinidad 50th Anniversary cigar is made at Cohiba's exclusive El Laguito factory. This habano is renowned for its rich, aromatic and medium flavour. The Pilot Type 20 Chronograph Trinidad Edition embodies the luxury of the cigar with a multitude of exclusive features.

The Pilot Type 20 Chronograph Trinidad Edition appears in a trio of 45 mm rose, yellow and white gold cases, with the Trinidad 50th Anniversary logo engraved on the back. Each variant is available in a limited edition of 50 pieces. Powering the special timepiece is the automatic El Primero column-wheel chronograph movement – a descendant of the world's most accurate series-made chronograph calibre that also turns 50 this year. It drives the central hours and minutes, small seconds and chronograph functions, displayed on a clearly legible dial bearing oversized beige luminescent numerals. The dial features a distinctive tobacco leaf pattern as well as Zenith and Trinidad logos. The Havana brown calfskin leather strap features a pattern of the Trinidad logo, as well as a protective rubber lining with the same logo on the inner side. An 18-carat rose, yellow or white gold pin buckle matching the case holds the strap securely in place.

The legendary 1969 El Primero calibre, which enabled short-time measurements accurate to the nearest 1/10th of a second, was the progenitor of the Manufacture's impressive collection of more than 600 movement variations developed throughout the years. Today, Zenith offers new and fascinating vistas in time measurement, including 1/100th of a second timing with the Defy El Primero 21 and a whole new dimension in mechanical precision with the world's most accurate watch, the 21st century Defy Lab.

Topping off Zenith's tribute to the iconic cigar is an identical one-off Pilot Type 20 Chronograph Trinidad Edition in platinum. It will be auctioned during the Habanos Festival as a part of the exclusive Trinidad humidor developed in honour of the anniversary of the brand.

This special collaborative timepiece is a showcase of how both the legendary Maisons infuse passion and expertise into their creations so as to bring unmatched enjoyment to experienced connoisseurs.

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HydroConquest



Lewis Hamilton stars in the new IWC Spitfire collection campaign movie

IWC Pilot's
Watch
Chronograph
Spitfire

LIGHTS, Camera, Action!

IWC BRAND AMBASSADOR LEWIS HAMILTON STARS IN THE NEW IWC SPITFIRE COLLECTION CAMPAIGN MOVIE

In the recently premiered movie, the five-time Formula One™ World Champion Lewis Hamilton drives the Mercedes-Benz Silver Arrow W 125 around the Goodwood Race Track, when a Spitfire aircraft overtakes him. The movie continues with the Spitfire approaching again in low flight, at the same moment that Hamilton pushes the 'stop' button on his IWC Pilot's Watch Chronograph Spitfire. It is riveting as the movie shows time freezing and the aircraft comes to a complete standstill in mid-air. Hamilton looks at the Spitfire and admires it from different angles before finally releasing it by pressing the push-button on his watch. The slogan 'I can stop time, but nothing stops me' marks the end of the movie. Here, Hamilton is seen as a man who is in control of his destiny and the IWC Pilot's Watch Chronograph Spitfire is the watch designed for those who require precision to master new challenges.

"With the Mercedes-Benz Silver Arrow W 125, a Spitfire aircraft and our new Pilot's Watch Chronograph Spitfire, the movie brings together the spirit of adventure of the driver with the performance, precision and beauty of the machine. We pair these icons with IWC brand ambassador Lewis Hamilton, who is not only a living legend in his sport but also a style icon. In doing so, we underscore IWC's appeal to a discerning audience with an appreciation of masterful engineering and timeless design," explains Franziska Gsell, Chief Marketing Officer of IWC Schaffhausen.

Flashing back to the previous campaign movie released in 2017, Hamilton used his IWC Ingenieur Chronograph to stop time and halt a Mercedes-Benz Silver Arrow W 196 in its tracks. Reflecting the same concept, the new movie is a natural evolution of the 2017 campaign. It celebrates IWC's passion for mechanics and engineering. Hamilton's relationship with IWC builds on the long-standing and fruitful collaboration between the Swiss luxury watch manufacturer and Mercedes-AMG Petronas Motorsport.

Regarding the location, IWC has strong ties to the Goodwood Estate in the South of England, where the movie was shot. What makes this country retreat so special is that it has been synonymous with the exhilarating worlds of aviation and motorsports for decades. Back in 2015, IWC became the Official Timing Partner of the Goodwood Members' Meeting, which is known as an exclusive classic motor racing event. The Goodwood Aerodrome is also the home of the Boulton Flight Academy acknowledged as the first recognised Spitfire flight school in the world, which has had a close partnership with IWC since 2018.



TIME INSTRUMENTS
FROM THE COCKPIT TO THE WRIST

Bell & Ross

DIVER 300M

▷ BR 03-92 Diver Blue

Automatic

Ø 42mm

• 300m water-resistant

bellross.com



Breitling Superocean Heritage Ocean Conservancy Limited Edition

TIME TO Clean Up

BREITLING AND OCEAN
CONSERVANCY COME TOGETHER
TO CHAMPION THE SEAS

It was a fine and sunny morning in mid-May in Sanur, Bali, when hundreds of individuals, schoolchildren and government officials gathered for a beach clean-up. Breitling, together with Ocean Conservancy, spearheaded the worthwhile event. Breitling and Ocean Conservancy foster a shared commitment to help maintain a healthy ocean and clean beaches. With the aim to protect the oceans and ensure that they are free of trash, the brand is putting its support

behind Ocean Conservancy's beach clean-ups. Breitling CEO, Georges Kern, stressed the importance of lending support to Ocean Conservancy's projects to raise global awareness of its mission and conservation initiatives, "This clean-up initiative in Bali underscored the power of our partnership with Ocean Conservancy." Speaking of partnerships, both Breitling and Ocean Conservancy value their collaboration and their common objectives.



The key to Ocean Conservancy's years of success is partnerships. "No matter how good we are we can't solve the world's ocean problems on our own," said Nick Mallos, Director of the Trash Free Seas Program of Ocean Conservancy. "We want the brightest, smartest, and most tenacious in the water with us." Aside from the local Balinese people and government, Ocean Conservancy's partner for this particular beach clean-up project was Breitling timepieces.

Breitling might resonate more as an aviation-inspired watch brand, but here is a fun fact: the company's bestseller is actually the Superocean Heritage collection, a line imbued with a nautical spirit. Special guests that took part picking up trash at the beach clean-up were Breitling's Surfers Squad: Kelly Slater



2



3



4

1. Alvin Soon, Breitling President for Asia, gave a speech at the event
2. Kelly Slater of the Breitling Surfers Squad was on hand at the event
3. Sally Fitzgibbons and Stephanie Gilmore of the Breitling Surfers Squad played their parts at the beach clean-up
4. The case back features an engraving of the Ocean Conservancy logo

from the US (arguably the best surfer of all time), along with Sally Fitzgibbons (currently ranked number 3 in the World Surf League Women's Championship Tour) and Stephanie Gilmore (seven time World Champion on the Women's ASP World Tour), both from Australia. Breitling's Surfers Squad is one of many "squads" created by Breitling CEO Georges Kern as part of the "Squad on a Mission" campaign consisting of members who are the best and most passionate in their fields. Having the Surfers Squad take part in the clean-up made the most sense as the ocean is indeed a surfer's playground and office.

To commemorate the partnership between Breitling and Ocean Conservancy, Breitling

launched the new Superocean Heritage Ocean Conservancy Limited Edition on the same day of the beach clean-up. Limited to 1,000 pieces, the 44 mm timepiece enlivens its ocean heritage with blue highlights. Dominating the timepiece is the navy blue scratch and shock-resistant unidirectional rotating bezel with a luminescent blue central dot at 12 o'clock, a key feature for divers. Its silver dial is home to the chronograph function, as well as a date window at 3 o'clock with a blue "Superocean" inscription. The minute and hour hands are coated with Super-LumiNova® that emit a blue light instead of the typical green. Blue is the colour of choice for the central seconds hand as well as for the chronograph hands. At the heart of the timepiece is the Breitling Calibre

13 mechanical movement, and the case back is engraved with the Ocean Conservancy logo as well as the limited edition "1 OF 1000". Securing the watch on the wrist is a NATO strap made of Econyl® yarn, an innovative material repurposed from nylon waste, one source of which is fishing nets from oceans around the world. The straps are extremely durable, and the Econyl® yarn material can be recycled indefinitely. The watch packaging is made from 100% recycled material – Breitling aims to have all of their watch packaging made from recycled material by the end of the year. Supporting the clean ocean cause further, Breitling is committing a portion of the sales as a donation to Ocean Conservancy.

The beach clean-up resulted in hundred of kilograms of plastic trash being removed from the beach. This might not be able to fix the immediate ocean trash problem, but it does play a role in shaping the minds of those involved to bring and spread the energy of awareness for this issue, that we can all play a role in maintaining clean beaches. After all, not only wildlife is impacted by plastic pollution, but also mankind, as approximately 30% of the world's population depends on ocean life as a source of protein. Not to mention economies and tourism such as Bali, which is known for its beautiful beaches.



A. Lange & Söhne Lange 1 Time Zone "Como Edition"

BEST of Show

A. LANGE & SÖHNE PRESENTS
THE LANGE 1 TIME ZONE
"COMO EDITION"

While the latest most advanced cars take centre stage in motor shows in Geneva, Los Angeles and Shanghai, the ultimate show of glamorous classic cars is held in Lake Como, Italy. Dubbed the Concorso d'Eleganza Villa d'Este, 50 rare cars in mint condition dating back to 1925 were put on display on the lawn of the historic Grand Hotel Villa d'Este, a favoured destination for European aristocrats. The event was held last 24-26 May 2019, and this year marks its 90th anniversary.

When it first began, the Concorso d'Eleganza Villa d'Este was also a motor show of new cars, but now, it has been transformed into a beauty pageant of vintage cars owned by private collectors from around the globe. Like any beauty pageant, there is a list of winners from various categories, with the most coveted award being the "Best of Show".

This year's winner was the Alfa Romeo 8C 2900B Touring Berlinetta owned by classic car collector, David Sydorick. The vehicle has

a history of being a show car, presented in the Paris Auto Salon and Milan Auto Show in its production year of 1937, and then the Berlin Motor Show in 1938. In 2001, the vehicle was already winning awards, and when the car was obtained by David Sydorick, it underwent a meticulous restoration with every detail being carefully made to the 1938 Berlin Motor Show specifications. David is indeed serious with his car collecting business as he also won the "Best of Show" in 2015 with his Alfa Romeo 8C 2300 Spider Zagato.

Sharing a passion for fine craftsmanship and sound engineering similar to that of the vintage cars at Concorso d'Eleganza Villa d'Este is A. Lange & Söhne, which has been a proud sponsor of the event since 2012. "The Concorso d'Eleganza is all about the idea of collecting, preserving and making sure these works of art survive the test of time. That is why we are committed to the world of classic cars," said Wilhelm Schmid, CEO of A. Lange & Söhne. "It reflects our passion for sophisticated mechanics and thrilling design, which is deeply rooted in the corporate culture of A. Lange & Söhne."

The Saxon watchmaker only produces timepieces made of precious metals such as gold

or platinum, and manufactures only a few thousand timepieces annually which is relatively low in the watch industry. A. Lange & Söhne creates its own movements that are lavishly decorated and carefully assembled by hand. With a total of 63 in-house movements in the past 25 years, A. Lange & Söhne's place is cemented as one of the world's finest watch brands. One of its iconic collections is the Lange 1, with its instantly recognisable dial, hallmarked by the outsize date.

The manufacture introduced the Lange 1 Time Zone "Como Edition", especially for the Concorso d'Eleganza Villa d'Este. This watch is definitely one of the most exclusive timepieces made by A. Lange & Söhne, as only one piece is made each year and presented as a prize for the winner of the "Best of Show" award. The main feature of this 41.9 mm timepiece is its



Duccio Lopresto with A. Lange & Söhne CEO, Wilhelm Schmid



The Central European Time (CET) is indicated by Como on the dial

dual time zone function. The (bigger) subdial at the 9 o'clock position indicates the home time accompanied by a subsidiary seconds dial and a night and day indicator. Meanwhile, the (smaller) subdial at 5 o'clock reads the local time, and also comes with a day and night indicator. This local time subdial also has an arrow marker at 5 o'clock, which is to indicate the time zone that is being applied - all 24 global time zones are represented by a city name on the city ring encircling the dial.

For the Lange 1 Time Zone "Como Edition", the Central European Time (CET) is indicated by Como (the classic Lange 1 Time Zone has Berlin indicating CET). At the 8 o'clock position is

the time-zone correction pusher allowing for easy selection of the desired local city/time zone. Powering the timepiece is the manual wound in-house Calibre L031.1 with a power reserve of 72 hours. Another "Como Edition" differentiation from the regular Lange 1 Time Zone is that its case back has a hinged white gold dust cover, hand-engraved with the logo and coat of arms of Concorso d'Eleganza Villa d'Este.

Apart from the festivities of the car show, A. Lange & Söhne CEO Wilhelm Schmid also conversed with automobile collector Duccio Lopresto. The highlight of their discussion was the Lopresto family's sensational 1957 Alfa



Case back of the watch

Romeo Giulietta Sprint Speciale Prototipo, which won the main prize in 2017. While Duccio showed off his family's prized possession, he was wearing the 2017 Lange 1 Time Zone "Como Edition".



The Hublot Classic Fusion Chronograph Berluti comes in a bespoke box containing a complete Berluti leather care set

LEATHER Fusion

HUBLOT AND BERLUTI COMBINE
THEIR EXPERTISE FOR A TRULY
SPECIAL COLLABORATION

With its pursuit of the “Art of Fusion”, Hublot timepieces are about cutting-edge innovation and a penchant for collaboration with individuals and brands that share a common passion, including French fashion house, Berluti. Established in Paris in 1895 by Alessandro Berluti, the shoe company has stood apart with its unique combination of technical skill and creative flair, firmly grounded in bespoke

know-how. For the most part, the modern day Berluti shoes boast visual cues that include a unique patina and the “Scritto” text. The Scritto pattern comes from an 18th century French letter bought in auction by third generation matriarch of Berluti, Olga Berluti. Olga’s pivotal role in preserving the Berluti legacy lies in inventing and developing the iconic Venezia leather, the key to the highly regarded patinas of Berluti shoes.



Ricardo Guadalupe, CEO of Hublot

Patina is achieved through many techniques for colouring and bleaching leather, by way of using solvents, essential oils, pigments, and dyes. Since the 1980s, Olga Berluti developed this carefully studied process which give the shoes their unique character, in order to defy time and the rules of colour. The result is supple leather that makes it possible to bring forth colours of unusual depth. Venezia leather is so supple and fine, it permits all kinds of creative undertakings. Apart from Venezia leather, Berluti also serves its customers with bespoke options of ostrich, alligator, shark, lizard and shagreen. During a time when men's shoes were simply black or brown, Olga broke the mould by presenting men's shoes with various shades of patina that hold evocative names such as Nero Grigio, Saint-Emilion



At the launch of the Hublot Classic Fusion Chronograph Berluti



The new Hublot Classic Fusion Chronograph Berluti versions

Red, and Autumn Leaf. This special tanning process is a well-guarded secret by Berluti. Some say moonlight has something to do with the depigmentation of Venezia leather, which allowed Olga to invent the colour range, contrasts and transparencies that give each Berluti shoe its signature. To this day, Berluti continues to innovate their emblematic patination techniques using natural and mineral tanning.

Based on this shared passion for innovation, Hublot and Berluti have collaborated in crafting several timepieces since 2016. The result has been to marry Hublot watchmaking expertise with Berluti leather on the strap as well as the dial. For their fourth collabora-

tive timepiece launched this year, the Hublot Classic Fusion Chronograph Berluti, they are taking it further by not just incorporating Berluti leather, but also engraving the case with the "Scritto" text and featuring the patinated leather palette, which are signature elements of Berluti. The challenge for Hublot was to develop an innovative method to transpose the Scritto text and achieve the perfect patina colours onto the case.

Two case materials are available: black brushed titanium and bronze, matched with either Cold Brown or Cold Gold Berluti patinated Venezia leather on the dial, and a strap made from a fusion of rubber and patinated



Pair the watch with Berluti footwear

Venezia leather. Aside from the two chronograph subdials, visible on the watch dial are the embossed indexes, the Hublot logo, "Automatic" and "Swiss Made" indication. The timepiece is powered by the 280-component HUB1143 self-winding chronograph movement with a power reserve of 42 hours and water resistance of up to 50 metres. The timepieces are limited to 200 pieces per version, and are presented in a bespoke box containing a complete Berluti leather care set.



The Roger Dubuis Excalibur Spider Pirelli Double Flying Tourbillon was expertly crafted at the Roger Dubuis manufacture

ADVENTURE of a Lifetime

ROGER DUBUIS PROVIDES
AN UNFORGETTABLE
SUPERCAR ADVENTURE

The mere mention of Monaco often evokes images of exclusive yacht parties paired with the thunderous roar of cars speeding down the streets in a blur. Because of this, Monaco is the mecca for fans of motorsports around the world. Indulging this penchant for amazing experiences, and boldly flaunting its all-conquering attitude, Roger Dubuis once again served as official timer to one of the world's most exclusive driving odysseys, the 2019 edition of the Run to Monaco. The annual event brings together an exclusive group of thrill-seekers, and reaches heights of luxury beyond that of any other conventional rally. This year's edition packed an even more powerful punch as the event was graced by a

friend of the brand: the middleweight boxing champion, Saul Alvarez. In addition to being a fan of the Maison's extraordinary timepieces, Alvarez is also a keen devotee of the adrenaline pumping sensations provided only by supercars. He participated in the Run to Monaco 2019 behind the wheel of a Lamborghini Aventador SVJ.

With its fantastic scenery, powerful injection of adrenaline and total opulence from start to finish, the Run to Monaco certainly qualifies as one of life's most extraordinary experiences. As its name implies, the Run to Monaco culminates in an opportunity to indulge in the most lavish VIP treatments at a racing event.



Saul Alvarez at Run to Monaco

The motoring escapade takes participants past famous vineyards, over dramatic peaks, and through timeless open country. Organisers spend weeks researching the best possible routes through France that will guarantee drivers the best possible experience in a supercar. The days of thrilling open road driving are capped with dream-like nights that look straight out of a fine art painting. Participants get to indulge in the finest food and wine the country has to offer. Performers and artistes of the highest calibre ensure that the fun continues throughout the night. The journey ends on the French Riviera, just in time for the world's most glamorous race – the Monaco Grand Prix.

Participants get to enjoy the race in the most lavish way possible: on a super yacht berthed right next to the race track. On race day, festivities start in the morning, and continue well into the night.

Roger Dubuis has been at the forefront of contemporary haute horlogerie since 1995. Its audacious creations, firmly anchored in the 21st century, embody substantial expertise expressed through the finest watchmaking mechanisms combined with powerful and daring designs. Boldness and extravagance are the brand's signatures, and determination its driving force. The quest for excellence, as well as the development of unique skills are all defining characteristics of the Geneva-based Swiss Maison.

As such, Roger Dubuis is the clear choice for timekeeper as it is renowned for pushing limits, and thrives on the kind of adrenaline-charged experiences that are deeply embedded in its DNA. In addition, the manufacture never passes up any opportunity to demonstrate its unbridled creativity in developing timepieces characterised by a complete disregard for convention.

Saul Alvarez – affectionately known as Canelo – is the new face of boxing. Having turned professional at the age of 15, Canelo has held multiple world championships at three different weight classes. He is the sport's biggest pay-per-view star with both his fights in 2017 registering one million buys – a feat previously achieved only by legends of the sport. Outside of boxing, Canelo is a connoisseur of the finer things in life. From high fashion to haute horlogerie to supercars, Canelo partakes in them all.

As a longtime collaborator of the Maison, Lamborghini has proven time and again its willingness to boldly push the limits of design



Saul Alvarez wearing the Roger Dubuis Excalibur Spider Pirelli Double Flying Tourbillon



Concluding the Run to Monaco with the Monaco Grand Prix

and technology. Choosing the supercar that best fits Canelo's explosive fighting style and impeccable fashion sense was a natural and easy process and the Lamborghini Aventador SVJ was the perfect fit. Packed with the new 770 CV naturally-aspirated V12 engine, the supercar goes from 0-100 kph in a blazing 2.8 seconds, and is able to reach top speeds of 350 kph. Encased in an ultra-lightweight body with a superior design, the Aventador SVJ driving experience is a stupefying mix of exceptional performance, groundbreaking technology and perfect aerodynamics.

No event with Roger Dubuis is complete without standout timepieces. On this occasion, the Manufacture introduced two masterpieces: the Excalibur Spider Pirelli Double Flying Tourbillon and the Excalibur Spider Pirelli Automatic Skeleton. The Excalibur Spider Pirelli

Double Flying Tourbillon features a skeleton double flying tourbillon, one of the most sophisticated complications in the world of haute horlogerie. Limited to just eight pieces worldwide, the Excalibur Spider Pirelli Double Flying Tourbillon comes with a powerful blast of exclusivity along with a complementary motorsport experience for each lucky purchaser. Echoing Roger Dubuis's nature as a serial innovator, the Excalibur Spider Pirelli Automatic Skeleton also features the micro-rotor which provides a direct view of the mechanism. It is limited to just 88 pieces worldwide.

Both Excalibur watches come with straps bearing rubber inlays from certified Pirelli winning tyres that have competed in real races. The inlays reproduce the profile of a Pirelli Cinturato™ intermediate tyre – a tyre that is considered to be the gold standard in motorsport.

The new
CHANEL J12



AN ICONIC

Evolution

CHANEL MAKES SUBTLE
CHANGES TO ITS
QUINTESSENTIAL
TIMEPIECE, THE J12



CHANEL
J12 in black
ceramic



The new
CHANEL J12
is powered
by an
entirely new
movement

Few haute couture brands can pride themselves in also having a significant presence in the haute horlogerie world. For CHANEL, renowned the world over for its profound legacy in the fashion world, this feat can only be surpassed by the quality of watches that have left its workshops since 1987. Now with more than 30 years of fine watchmaking under its belt, CHANEL has proven that it can compete with the key players of modern watchmaking.

But what sets the Maison apart? One answer to this is its unparalleled aesthetics. Guided accordingly by the very values and standards set by the brand's seminal founder, CHANEL Watches takes inspiration from the details of Gabrielle "Coco" Chanel's life and uses these to create watches that are undeniably CHANEL.

Take for example the Premiere, CHANEL's very first timepiece from 1987. Inspired by Coco Chanel's beloved Place Vendôme, the watch case was designed in the shape of an octagon, a detail that succeeding versions retain to this very day. Following this initial offering, CHANEL Watches took the world by storm in the year 2000, when it released the archetypal



Jacques Helleu Sketch of the original J12, 2000

J12. Available in black, the timepiece was so revolutionary because of its use of ceramic for the case. Designed by Jacques Helleu, who drew from his passion for cars and sailing, the J12 was a representation of what the designer wanted in a watch: sporty, timeless and black. The combination of these facets led to the iconic status and unparalleled popularity of the J12. In 2013, the J12 white was released. Twenty years later, this timelessly sporty aesthetic is once again captured in the new J12.

The new J12 was introduced at Baselworld 2019 earlier this year. Available in black and white, the watch looks strikingly similar to its predecessors, but upon closer inspection, it's apparent that some changes have been made. Director of the CHANEL Watch Creation Studio, Arnaud Chastaingt, spearheaded the timely redesign. Chastaingt and his team refashioned the timepiece but retained its unparalleled visual appeal, which is instrumental for its esteemed status and popularity. CHANEL's Global Head of watches and fine jewellery, Nicolas Beau, said, "At first sight, you don't really see the difference, but we changed up to 70% of the components." Amazingly, the Maison changed everything, without chang-



Along with the Maison's efforts to fortify its movements, CHANEL has also invested greatly in its proprietary use of ceramic. At its CHANEL Watch Manufacture – G&F Châtelain – at La Chaux-de-Fonds, Switzerland, it continues to perfect the creation of ceramic. Using the most advanced machines and choice materials, the different parts of CHANEL watches are prepared judiciously. This includes the ceramic that CHANEL uses for the J12. The ceramic begins as pellets in their raw state before firing. Using a kiln, CHANEL fires all its J12 high-tech ceramic components, after which they are moulded and then go through a debinding stage. This is followed by a sintering phase then polishing. Before they are used, the various pieces are thoroughly inspected for quality. Finally, the different polished parts are intricately assembled by hand.

1. Assembling the dial onto the movement
2. Assembling the mass onto calibre 12.1
3. The new CHANEL J12 features the Calibre 12.1

ing anything. "As with any iconic model, we believe it has to evolve very subtly," added Beau, stating that "an icon's evolution should be contemporary, but very subtle so the iconic elements remain."

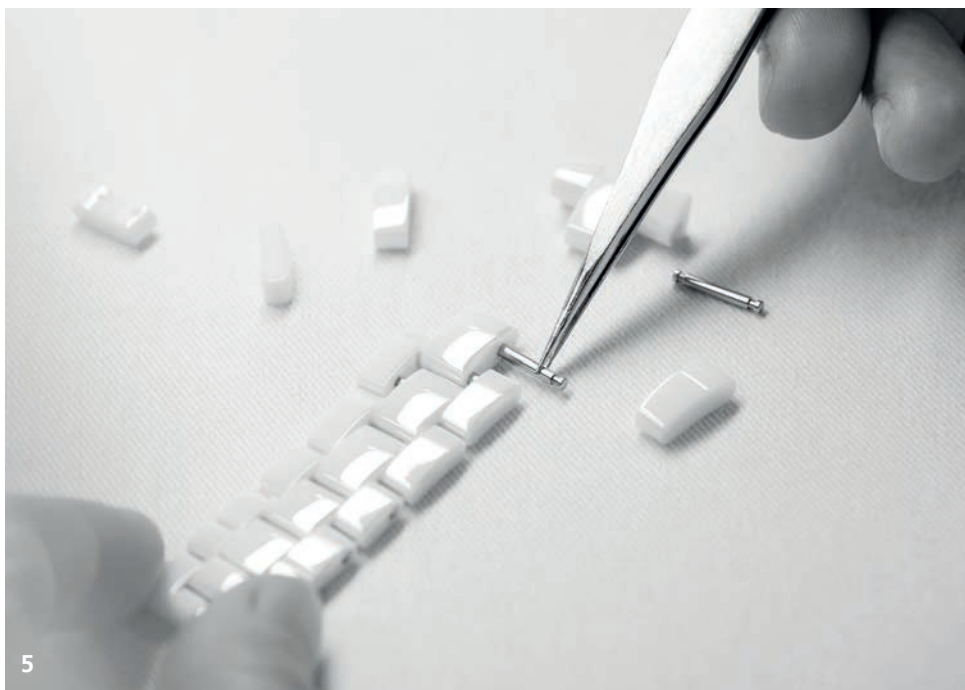
IN THE MAKING

But before we get to the details of these slight changes, let us first get to the gist of the matter. The greatest difference in the new CHANEL J12 is in the watch's beating heart. Over the past 30 years, CHANEL has been continuously building its watchmaking capabilities. The new J12 is now equipped with the CHANEL-exclusive Manufacture self-winding movement, Calibre 12.1, especially crafted by Kenissi Manufacture. A bit of a backstory is that the Maison acquired a 20% stake in Kenissi Manufacture earlier this year, which puts it at a great advantage in terms of the development of its movements for future releases. Though Kenissi Manufacture creates movements for other brands, the Calibre 12.1 powering the latest J12 was particularly made – including its design and components – according to the Maison's exacting specifications. Calibre 12.1 has 191 components, 28 jewels and has a frequency of 28,800 vph. Its main plate and bridges are in rhodium-plated brass with a combination of finishes, including linear satin-finishing, snailing and diamond-polished angles. Driving the hours, minutes, seconds and date function, it has a power reserve of approximately 70 hours. What's even more remarkable about the Calibre 12.1 is that it is chronometer-certified by the Contrôle Officiel Suisse des Chronomètres (COSC).





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A CLOSER LOOK

Renowned for its sporty and stylish appeal, the J12 is distinguishable by its white or black steel and ceramic case, ceramic bracelet, and easy to read dial. Since its release in 2000, it has received a loyal cult following. Fans of the original J12 will love the updated version as it retains the identifying elements of the watch and now boasts a number of almost inscrutable improvements.

The timepiece comes in a substantial case size and is crafted of black or white ceramic and steel. Parallel to this change, the bezel is now thinner and features 40 grooves, compared to the original 30. This makes the watch opening appear larger, allowing for easy reading of the

time and giving the illusion of girth. Additionally, the sound the bezel makes when turned has also been improved. It's these little things that CHANEL has spent significant time on that makes the novel offering such an enticing model.

Now let us go from the exterior to the interior modifications. Whereas previous models had applied numerals, the 2019 iteration boasts ceramic numerals. A new typeface was also applied to the AUTOMATIC and SWISS MADE inscriptions, while the SWISS MADE has been integrated on the flange. The hands have similarly been revised; they have been refined and are now the same width. CHANEL has also developed black SuperLuminova, which re-

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FANS OF THE ORIGINAL J12 WILL LOVE THE UPDATED VERSION AS IT RETAINS THE IDENTIFYING ELEMENTS OF THE WATCH AND NOW BOASTS A NUMBER OF ALMOST INSCRUTABLE IMPROVEMENTS ”

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6

4. Debinding phase. The injected middles are immersed in an aqueous solution for several hours
5. Assembling the bracelet
6. CHANEL J12 with 12 diamond indicators in white ceramic and steel

places the white luminescence in former editions. To balance the overall redesign, the size of the crown has been reduced, as well as the ceramic cabochon. Anybody familiar with the CHANEL J12 would also be able to notice that the bracelet is substantially thinner. Moreover, the links on the bracelet have been extended, giving it a pared down, slimmer look.

Apart from the signature black and white versions, the new CHANEL J12 is also available



1. The new CHANEL J12 has a thinner bezel with 40 grooves
2. The new CHANEL J12 has a thinner bracelet with longer links

with diamond-set iterations. In these pieces, 12 sparkling diamonds take the place of Arabic numerals. This aesthetic alteration lend the two bejewelled watches – available in black and white – even greater aesthetic appeal.

CELEBRATION OF LIFE

Along with the release of this newly redesigned icon, CHANEL has also launched a campaign to impart the importance of the passing seconds in our lives. Titled “It’s All About Seconds”, the campaign features 10 distinguished individuals who share their own experiences about a “second that changed their lives”. Nine women and one man convey their personal stories and model the new J12, a unique time-piece that helps them keep in touch with their lives and form their destinies all in a matter of seconds.

British actress Keira Knightley has a multitude of film and theatre work to her name. She has been wearing CHANEL fine jewellery and clothing for more than 10 years. Supermodel Claudia Schiffer, the Maison’s fashion Ambassador from 1990-1997, counts “the second you make a decision and jump in the cold water” as her life-changing moment.

Another supermodel close to CHANEL is Naomi Campbell. She has graced the top runways in the fashion world, including

SPECIFICATIONS OF THE NEW J12

Case:	White or black highly resistant ceramic and steel
Diameter:	38 mm
Dial:	White or black lacquered
Bezel:	Unidirectional rotating bezel
Crown:	Steel screw-down with white or black highly resistant ceramic cabochon
Bracelet:	White or black highly resistant ceramic bracelet with steel triple folding buckle
Movement:	Calibre 12.1, self-winding manufacture movement, chronometer-certified by COSC
Functions:	hours, minutes, seconds, date
Power reserve:	Approximately 70 hours
Water-resistance:	200 metres
Movement components:	191
Number of jewels:	28
Frequency:	28,800 beats/hour (4 Hz)

“

RENOWNED FOR ITS SPORTY AND STYLISH APPEAL, THE J12 IS DISTINGUISHABLE BY ITS WHITE OR BLACK STEEL AND CERAMIC CASE, CERAMIC BRACELET, AND EASY TO READ DIAL ”

3. Naomi Campbell is wearing the new CHANEL J12 in white highly resistant ceramic and steel, calibre 12.1
4. Keira Knightley is wearing the new CHANEL J12 in white highly resistant ceramic and steel, calibre 12.1
5. Claudia Schiffer is wearing the new CHANEL J12 in black highly resistant ceramic and steel, calibre 12.1



CHANEL's shows by the late great Karl Lagerfeld. CHANEL Ambassador since 2002, Anna Mouglalis entranced Karl Lagerfeld with her allure when she was only 22 years old. Liu Wen, one of the top 5 highest paid models in 2013, was chosen by CHANEL in 2015 and became CHANEL ambassador in 2017.

Talented multi-hyphenate Vanessa Paradis has been a notable CHANEL muse since 1991 and in 2015, made an appearance with her daughter, budding actress and model, Lily-Rose Depp, in New York at the restaging of the Métiers d'Art Paris-Salzburg show. Lily-Rose says this of CHANEL, "Our bond goes so much deeper than just a professional relationship."

Carole Bouquet, an actress who is committed to charitable causes, embodied the CHANEL N°5 fragrance in 1986 and did so for 10 years.



CHANEL J12 with 12 diamond indicators

She was preceded by legendary actress Ali MacGraw, who posed for a CHANEL N°5 ad in 1965 and was the face of the renowned perfume until 1971.

The only thorn among the roses, Chinese actor and singer William Chan's journey with CHANEL has only just begun. The popular celebrity became the CHANEL China Watch Ambassador in 2017. Asked what his decisive second is, he says, "The moment when I open my eyes in the morning."

Knowing that life is made of irreplaceable seconds, these successful personalities choose the new CHANEL J12 as the witness to all their successes and failures. Inversely, this beautifully enhanced timepiece is more than equipped to accompany them in all of their important milestones.



Rolex Oyster Perpetual Day-Date 36 in 18 ct yellow gold with a green ombré dial

SYMBOL of Exclusivity

ROLEX PRESENTS ALL
NEW VERSIONS OF THE
OYSTER PERPETUAL DAY-DATE 36

What do leading politicians, movie directors and visionaries have in common? They are afforded the highest prestige by their peers and followers. This is an inspiring quality that is shared by the Rolex Oyster Perpetual Day-Date 36. Dubbed the “presidents’ watch”, the revolutionary timepiece has adorned the wrists of some of the world’s most prominent leaders. It also comes with the emblematic President bracelet, hence its name. This year, Rolex showcases an array of new Day-Date 36 versions which

will surely grab the attention of movers and shakers and watch connoisseurs alike.

Available in 18 ct yellow, white or Everose gold, the new generation of Oyster Perpetual Day-Date 36 highlights distinctive new dials and gem-set bezels on some versions. Two variants showcase a novel dial design with a concentric gradient; the 18 ct yellow gold version is produced with a green ombré dial, while the Everose gold iteration has a brown ombré dial. Both offerings are embellished with dia-

mond hour markers in 18 ct gold settings; the diamonds at 6 and 9 o'clock are baguette-cut, a detail that is reserved for the Day-Date collection.

Two other watches showcase decorative stone dials; the 18 ct white gold model boasts a pink opal dial, while the 18 ct yellow gold iteration highlights a slightly veined turquoise dial. These are enhanced by sparkling hour markers, including the Roman numerals VI and IX, in 18 ct gold set with diamonds. To add dazzling appeal, the bezels of these timepieces are adorned with 52 brilliant-cut diamonds. Last, but not the least, is an 18 ct white gold model with a full diamond-set dial. The shimmering dial features ten colourful baguette-cut sapphires that serve as hour markers, while the bezel is illuminated by 52 brilliant-cut diamonds. The sparkle extends to the bracelet which is set with 412 brilliant-cut diamonds along the centre links.

ESTEEMED ELEMENTS

Created in 1956, the Day-Date was the first calendar wristwatch to show not only the date, but also the day of the week spelt out in full. This innovative display, available in 26 languages, is presented in an arc-shaped window at 12 o'clock. Apart from this novel feature, the Day-Date is comprised of the brand’s most distinctive elements, first of which is the Oyster case.



Rolex Oyster Perpetual Day-Date 36 in 18 ct white gold with a pink opal dial

Guaranteed waterproof to a depth of 100 metres, the Oyster case is robust and exudes unparalleled elegance. It boasts a middle case crafted from a solid block of 18 ct yellow, white or Everose gold. Its case back, which is edged with fine fluting, is hermetically screwed down with a special tool. This means that no water or moisture can penetrate it and only Rolex watchmakers can access the movement. In addition, the winding crown is fitted with the Twinlock double waterproofness system; this ensures it screws down securely against the case. These features, along with a virtually scratchproof sapphire crystal adorned with a Cyclops lens at 3 o'clock for easy reading of the date, provide ideal protection to the movement found at the heart of the watch.

The Perpetual calibre 3255 is a new generation movement entirely developed and manufactured by Rolex. Offering substantial gains in terms of precision, power reserve, resistance to shocks and magnetic fields, convenience and reliability, this self-winding mechanical movement is a demonstration of the technology Rolex has adopted in its watchmaking processes and has led to the filing of a number of patents. Calibre 3255 features high energy efficiency with great dependability thanks to the Rolex-patented nickel-phosphorus Chronergy escapement, which is also sensitive to mag-

netic fields. The movement is fitted with an optimised blue Parachrom hairspring, which is manufactured by Rolex in an exclusive paramagnetic alloy that makes it up to 10 times more precise than a traditional hairspring in case of shocks. To ensure regularity in any position, the blue Parachrom hairspring is fortified with a Rolex overcoil. Equipped with a self-winding module via a Perpetual rotor, calibre 3255 has a power reserve of approximately 70 hours.

As previously mentioned, one of the defining elements of the Day-Date 36 is the three-piece link President bracelet. Created specifically for the Day-Date in 1956, the President bracelet is still reserved exclusively for the line, as well as some variants of the Datejust family. For 2019,



Rolex Oyster Perpetual Day-Date 36 in 18 ct white gold with diamond paved dial

the President bracelet continues to adorn the new versions of the Day-Date 36 and now comes complete with an elegant concealed folding Crownclasp as well as ceramic inserts inside the links to enhance flexibility and longevity. Rendered in 18 ct gold, the bracelet also includes a concealed attachment system to guarantee visual continuity between the bracelet and the case.

“

CREATED IN 1956, THE DAY-DATE WAS THE FIRST CALENDAR WRISTWATCH TO SHOW NOT ONLY THE DATE, BUT ALSO THE DAY OF THE WEEK SPLIT OUT IN FULL ”

Just like other Rolex timepieces, the Day-Date 36 is covered by the Superlative Chronometer certification redefined by Rolex in 2016. This exclusive designation affirms that every watch that leaves the brand's workshops has successfully undergone a series of tests conducted by Rolex in its own laboratories according to its own criteria, which exceed watchmaking norms and standards. The Superlative Chronometer certification is symbolised by the green seal that comes with every Rolex watch and is coupled with an international five-year guarantee.



Rolex Oyster Perpetual Day-Date 36 in 18 ct yellow gold with a turquoise dial



The new HYT H0 with red fluid, snow-set diamonds and a red alligator leather strap

VIBRANT

Red

THE NEW HYT H0 MODEL IS STRIKINGLY STUNNING

Like any HYT watch, the H0 was also born out of a question on the nature of time. The new collection invites highly precious stones to flow through its design to shine light on time's essential passage. Very poetic, the focus of this watch is the beauty of the seamless interplay between the past, present and future.

The 48.8 mm watch comes with a red alligator strap and titanium folding buckle; it is powered by a manual winding mechanical movement equipped with a 65-hour power reserve.

The beauty of the piece lies underneath its drop-like sapphire glass. Snow-set diamonds, consisting of 1,206 diamonds totalling 7.423 carats, are found all over the dial giving the impression of water droplets delivered directly by nature. Through this new model in the H0 collection, HYT would like to once again emphasise that time is constantly in motion. This watch is also a reminder of time's fluidity as coined in the words of Greek philosopher Heraclitus, who once said, "No man ever steps in the same river twice as it's not the same river and he's not the same man". Engraved num-

bers around the largely transparent case cast individual shadows to reinforce the three-dimensional theme.

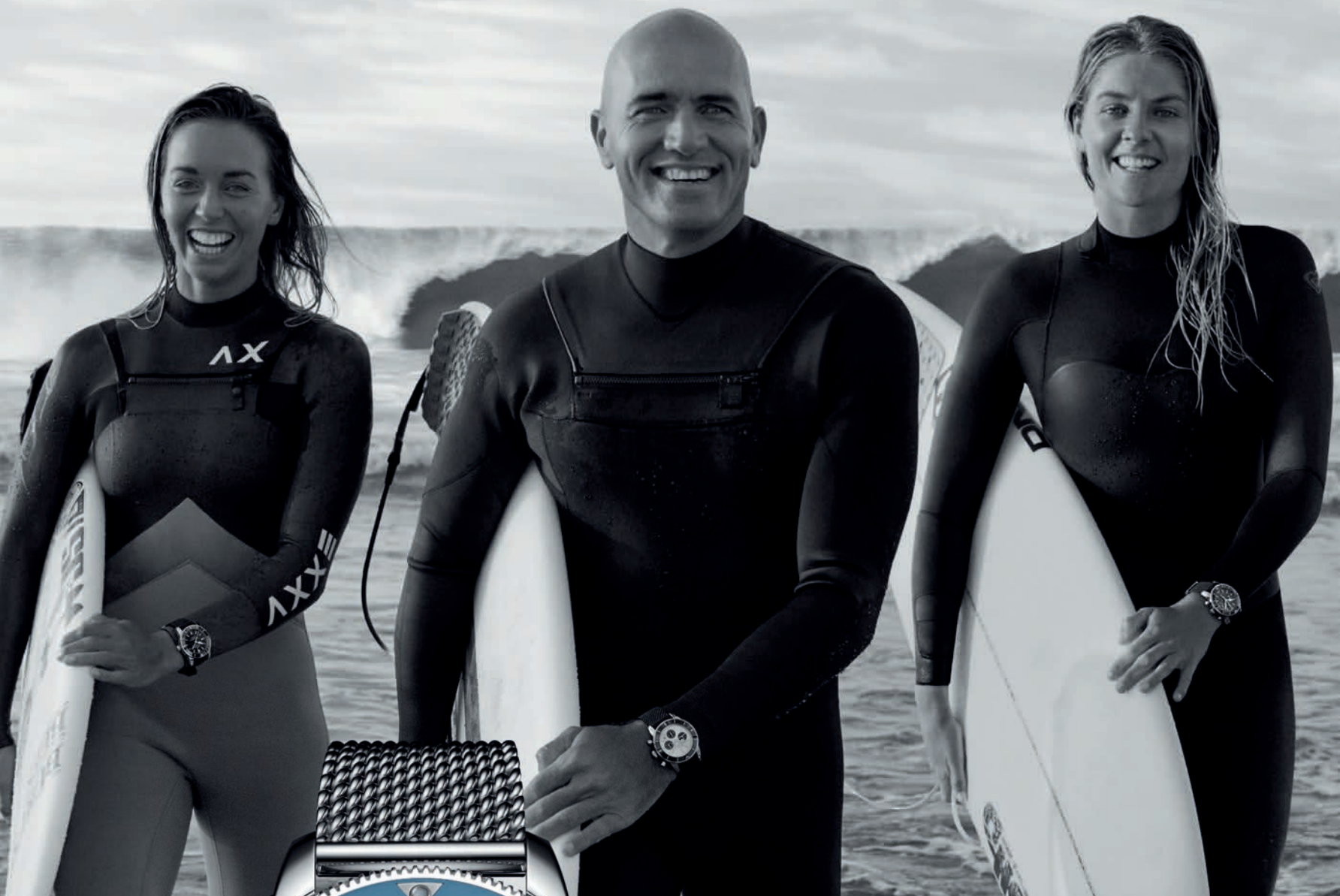
In line with the main principal of HYT, the H0 is a watch that overcomes the force of gravity to indicate the passage of time with liquids. Regarding liquids, this new collection comes with HYT's exclusive patented micro-fluidic module, which consists of a borosilicate glass capillary tube with nano-coating interior, multi-layer metal bellows, two immiscible liquids (one is transparent and the other is coloured with a highly resistant dye), a thermal compensator with a dedicated bellow and specific liquid, and finally, high-tech ceramic fluidic restrictors.

As obviously seen through the red colour of its liquid and strap, the new H0 is very vibrant. The precious timepiece underlines the vibrancy of life and is dedicated to people who are full of energy and are ready and eager for challenges. Its counterpart contrasts the sparkling backdrop with black as a further character of sophistication. Three words to describe this beautiful timepiece: brilliant, memorable and enlightened. Time is not eternal, but it must be memorable.



The snow-set diamonds extend to the side of the dial

The Breitling Surfer Squad
Sally Fitzgibbons
Kelly Slater
Stephanie Gilmore



AIR
LAND
SEA
SUPEROCEAN HERITAGE II


BREITLING
1884

#SQUADONAMISSION

BREITLING BOUTIQUE
PLAZA SENAYAN
JAKARTA



Audemars Piguet Royal Oak Selfwinding Perpetual Calendar Ultra-Thin

EXCEPTIONAL

Mastery

AUDEMARS PIGUET BREAKS
THE RULES WITH THE ROYAL
OAK SELFWINDING PERPETUAL
CALENDAR ULTRA-THIN WATCH

The timepiece
has satin
and polished
finishes, as
well as a
blue satin
finish dial



Audemars Piguet first ran its global ad campaign, "To Break Rules, You Must First Master Them," in 2012 which coincided with the 40th anniversary of the iconic Royal Oak model. Seven years on, and the campaign has become a rule that the brand lives by. Audemars Piguet recently released the world's thinnest automatic perpetual

calendar watch – the Royal Oak Selfwinding Perpetual Calendar Ultra-Thin Ref. 26586IP. OO.1240IP.01.

The watch is a direct evolution of the initial 950 platinum RD#2 prototype watch that was presented in 2018 at the SIHH in Geneva. The prototype model took five years of research

and development and it was finally realised this year; it measures a mere 6.3 mm in height with a movement that's only 2.89 mm thick – or thin – for that matter. The technological marvel is made possible through the rigorous work of the Manufacture's R&D team to integrate movement development with the design and ergonomics that has resulted in a new robust and reliable timepiece. The ultra-thin selfwinding perpetual calendar watch is equipped with a complex movement re-engineered to integrate an elegant ultra-thin case, which slides perfectly underneath your shirt sleeve while having one of the most revered complications in the watch industry.

In order to make the ultra-thin 2.89 mm movement, the perpetual calendar functions, normally arranged on three levels, have been merged into one single layer. This was made possible with the development of two pioneering and patented innovations: the end-



Case back of the Audemars Piguet Royal Oak Selfwinding Perpetual Calendar Ultra-Thin



The watch has a thickness of only 6.3 mm

of-the-month cam has been integrated to the date wheel, while the month cam has been combined to the month wheel. The dial has also been redesigned: the day, date and month subdials have been enlarged for optimum legibility, while the night and day indication at 8 o'clock has been added symmetrically to the leap year indication positioned at 4 o'clock. Another glaring difference from the usual Royal Oak model is the missing blue "Grande Tapisserie" motif on the dial – a major signature design code for the Royal Oak line – which has been replaced by a blue satin finish that serves as a blank canvas to the already busy perpetual calendar dial.

The Royal Oak Selfwinding Perpetual Calendar Ultra-Thin comes in a 41 mm case with a combination of satin-brushed titanium for the case and bracelet as well as polished 950 platinum on its bezel and links, giving off an elegant look and providing a significant lighter feel on the wrist. The alternation of polished and satin-brushed surfaces adorning the case, bracelet and bezel elevates the aesthetic contrast provided by the two materials. The Calibre 5133 that runs the perpetual calendar function provides an ample 40-hour power reserve.

When we look back at past achievements in the world of ultra-thin watchmaking, Audemars

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IN ORDER TO MAKE
THE ULTRA-THIN 2.89
MM MOVEMENT, THE
PERPETUAL CALENDAR
FUNCTIONS,
NORMALLY ARRANGED
ON THREE LEVELS,
HAVE BEEN MERGED
INTO ONE SINGLE
LAYER ”

Piguet certainly stands out. Its achievements in this field began in 1921 with the thinnest pocket watch movement, which was only 1.32 mm thin; followed up in 1938, when it unveiled an extra-thin wristwatch with a movement that was 1.64 mm thin. In 1967, the Manufacture released a self-winding movement called Calibre 2120 that was only 2.45 mm thin, while in 1978, it presented a self-winding perpetual calendar movement, the Calibre 2120/2800, measuring 3.95 mm thin. In 1986, Audemars Piguet set the record for an automatic tourbillon watch that was just 5.3 mm thin. Clearly, the brand has mastered the rules, and it has been breaking them repeatedly over the years to astonish watch collectors and watch aficionados alike.



TWICE as Nice

ARMIN STROM CONTINUES
TO PUSH THE LIMITS OF
WATCHMAKING TECHNOLOGY

A resonance watch is one of the rarest types of watches. With two balance wheels, resonance watches are extremely scarce. The idea is to have the two balances oscillate in resonance with one another, which results in a higher rate of stability. Many have tried over the centuries to varying degrees of success. Finding the delicate balance between form and functionality provides an additional challenge that few are able to accomplish elegantly. Enter Armin Strom. Through years of research, calculations and validations, the Swiss-based manufacture has finally done what no one has before: develop

functional resonance watches that are also pleasing to the eyes.

Armin Strom started his career as an independent watchmaker in 1967 in his hometown of Burgdorf, Switzerland. In addition to running a small shop, Armin also offered the service of restoring watches. The more restorations he did, the more he developed a knack for the art of hand skeletonising, long before it became a fashionable feature among mainstream brands. His mastery of the craft soon caught the eyes of more established brands. With his desire to push limits and his constant pursuit

of innovation, the first watches bearing the Armin Strom name were presented in 1984 at the Basel Watch Fair.

In 1990, Armin earned a Guinness World Record for creating the world's smallest hand-skeletonised women's watch. In 2006, Armin Strom became a full-fledged manufacture with the help of Serge Michel, watch collector and close friend of the founder, and watchmaker Claude Greisler. The two uphold Armin's legacy, and the brand is now the top name in skeletonising and the creator of very unique watches.

In 2016, Armin Strom introduced the world to the revolutionary Mirrored Force Resonance. The watch was widely recognised as a breakthrough in the modern watchmaking industry. This year, the brand unveils the next stage in the development of dual escapement watches: the Masterpiece 1 Dual Time Resonance.

The Masterpiece 1 Dual Time Resonance shines a spotlight on resonance: two independent movements sit side-by-side in a distinctive oval case; their regulators are wedded by Armin Strom's patented Resonance Clutch Spring performing a continually horological two-step between the two counter-oscillating balances. The Resonance Clutch Spring is the key to Armin Strom's mastery of resonance. It was the result of three years of intensive research and development. Two independent movements display two independent time zones – not simply one movement with two displays.

Claude Greisler, Armin Strom Co-Founder and technical director explains, "Developing a perpetual calendar or tourbillon would have been far easier than the years we spent calculating and validating the Resonance Clutch Springs, it was uncharted territory."

Independent movements enable the Masterpiece 1 Dual Time Resonance to indicate GMT, or a second time zone, as well as a function used as a timer or countdown. Power reserve indicators are located on each of the hand-guilloché dials and a 24-hour indication can be found at the 6 o'clock position.

The phrase "form follows function" seems perfect for the Masterpiece 1 Dual Time Resonance: the two movements side by side – rather than stacked vertically – naturally led to the oval-shaped case. The increased space afforded by the movements in this configuration allowed for two barrels per movement and a longer power reserve. Gazing through the case back at all four barrels winding simultaneously is as mesmerising as watching a ballet performance of the highest calibre.



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The Jaeger-LeCoultre Master Grande Tradition Gyrotourbillon Westminster Perpétuel is powered by Calibre 184 which is visible through the transparent case back

RESONANT

Beauty

JAEGER-LECOULTRE PRESENTS
AN AMAZINGLY INTRICATE AND
PLEASANT SOUNDING TIMEPIECE

Some timepieces come with complications but have its technical mechanism hidden underneath the dial. Meanwhile, some watches just look good on the surface. However, there is a rare breed of watches that can look oh-so-desirable, while packing in an excess amount of watchmaking prowess. This can be said of the Jaeger-LeCoultre Master Grande Tradition Gyrotourbillon Westminster Perpétuel.

Easily one of the top three most prized watches presented during the most important haute horlogerie fair, Salon International de la Haute Horlogerie (SIHH), in Geneva earlier this year, the Master Grande Tradition Gyrotourbillon Westminster Perpétuel is the pinnacle of achievement by 186-year-old watchmaker, Jaeger-LeCoultre. Its rather long name is a sure giveaway of this fact, as one would be hard pressed to find another timepiece that has

both “Gyrotourbillon” and “Perpétuel” in its title. First up is the Gyrotourbillon, the spinning sphere located at 6 o’clock. Its main function is to improve the watch’s timekeeping precision, while also enhancing the timepiece’s visual appeal due to its hypnotic rotation.

The gyrotourbillon works like a regular tourbillon that has a horizontal cage. It is then turned into a gyrotourbillon by adding a vertical cage. The result is a tourbillon in both a vertical and horizontal titanium cage spinning in different directions, instead of the unidirectional movement of a regular tourbillon. The gyrotourbillon is not a new creation to the Maison, as a matter of fact it has been in the arsenal of Jaeger-LeCoultre since 2004. The challenge for Jaeger-LeCoultre to develop its fifth multi-axis tourbillon timepiece was to slim down the size of the gyrotourbillon. And, in the realm of timekeeping, miniaturising an existing mechanism is highly valued as it is complex to execute. This is necessary as the timepiece is to be made with a sonnerie and perpetual calendar complication while keeping the white gold case size at just 43 mm and 14 mm thick. The watchmakers successfully maintained the miniature gyrotourbillon’s accuracy with the use of a one-minute constant force mechanism. This is a secondary hairspring that regu-

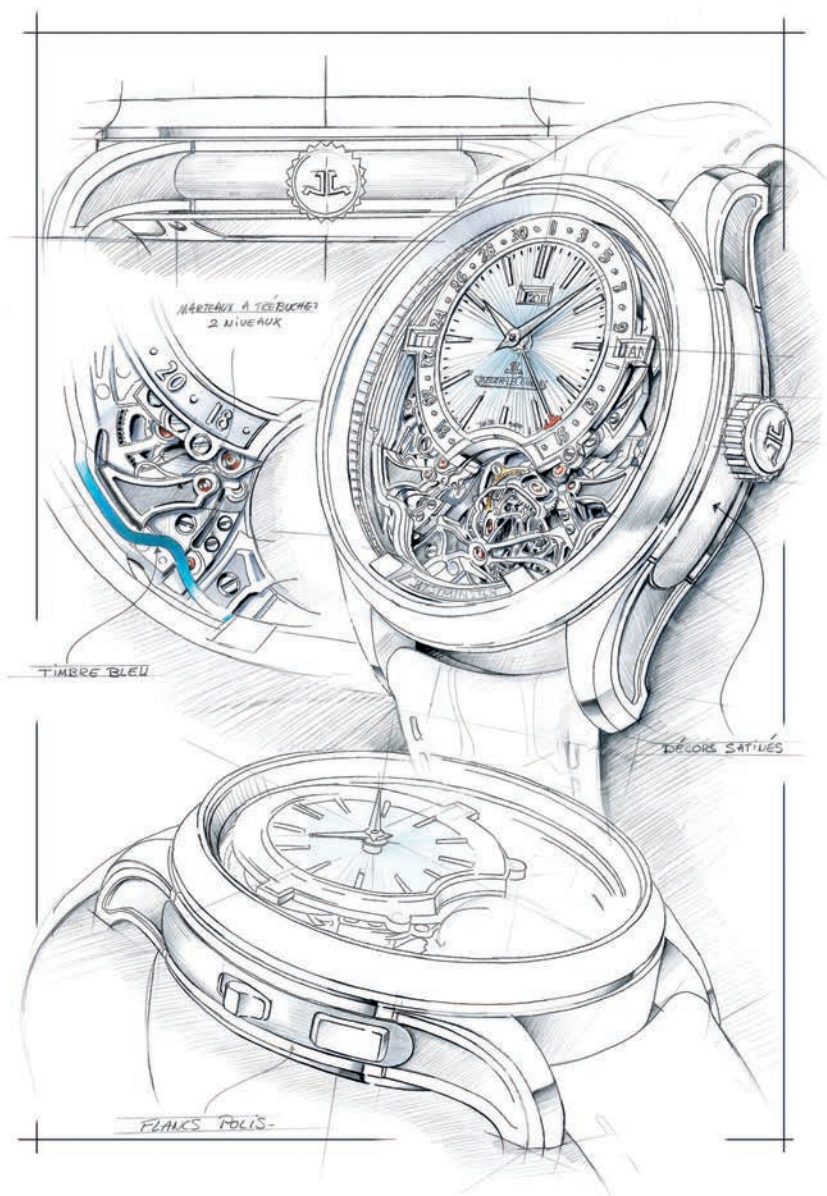
lates the energy that goes to the gyrotourbillon, allowing for the delivery of the same – constant – energy throughout its power reserve duration, which normally differs in energy delivery from a watch first being wound compared to the end of its power reserve. Speaking of power reserve, this watch can store energy of up to 52 hours.

After a visual tour-de-force, the next immersive bit of the timepiece is the audio experience with gongs chiming to the hours, minutes, and quarter hours – better known as the minute repeater complication in the watch-making world. Jaeger-LeCoultre is no stranger to minute repeaters, as they have been developing them since the 1870s. What makes the minute repeater function unique in this particular timepiece is that it plays the iconic Westminster chimes of Big Ben in London. In order to create this melody, the watchmakers incorporated four sets of gongs and hammers. Trebuchet hammers on a minute repeater normally hoard plenty of energy and at the same time lose a lot of it. For this timepiece, the trebuchet has been carefully designed to transmit 80% of the energy from the barrel. To amplify the sound of the chimes, the gongs are welded on to the dial's sapphire crystal.

Completing the timepiece is the perpetual calendar complication. It does not require a monthly correction as the function will recognise months ending with 30 or 31, and even takes into account February during leap years. When the date hand is at the 16th, it will pass



The gyrotourbillon is located at 6 o'clock on the dial



Sketch of the watch

“THE WATCHMAKERS SUCCESSFULLY MAINTAINED THE MINIATURE GYROTOURBILLON’S ACCURACY WITH THE USE OF A ONE-MINUTE CONSTANT FORCE MECHANISM”

over the gyrotourbillon to the 17th. In the case of date adjustments, typical perpetual calendars only allow a unidirectional adjustment. This is not the case for the Master Grande Tradition Gyrotourbillon Westminster Perpétuel as its users can adjust the date forwards or backwards without harming the movement. Last, but not least, is the high-end, or better known in French as “haut-de-gamme” finishing on its parts which are polished and some even feature guilloché (intricate patterns); the Calibre 184 manual winding movement is visible through the open case back. The only drawback of this timepiece is perhaps its quantity, as only 18 lucky collectors will have the opportunity to own this ambitious and industry-defining timepiece made by Jaeger-LeCoultre.



Cara Delevingne wears the TAG Heuer Carrera Lady



SHIFTING to High Gear

TAG HEUER REVAMPS
A CLASSIC WOMEN'S
COLLECTION WITH MODERN
AND ELEGANT FEATURES

TAG Heuer Carrera Lady watches have always been imbued with the right combination of sporty toughness and everyday elegance. The signature designs of TAG Heuer, inspired by motor racing, are gracefully translated in this collection for discerning and confident modern women. This year, TAG Heuer revamps the collection with features designed to further embolden the

watches, all while staying true to its daring personality and iconic heritage.

The TAG Heuer Carrera collection was introduced in 1963. Its bonds with the world of motor racing continue to be at the heart of the line. It has also become one of the brand's most popular and well-known collections. The Carrera Lady line is no different; focus, drive and a



TAG Heuer Carrera Lady with diamond-set bezel and steel bracelet

TAG Heuer
Carrera Lady
with black
dial



TAG Heuer
Carrera
Lady with
diamond-
set bezel
and taupe
alligator strap



TAG Heuer
Carrera Lady
with purple
dial



daring attitude distinguish both the adventurers who race for a living and the woman who knows what she wants to achieve and will not take her foot off the gas until she gets it. With this Carrera Lady collection, women can wear a timepiece that has been created just for them without compromising on state-of-the-art innovation, stunning design and a rich heritage. To capture the style and personality of the new Carrera Lady watches, the Swiss watchmaker called upon brand ambassador, model, actress, and general badass, Cara Delevingne, for a photo shoot. Fearless and feminine, Cara's personality and reputation are the perfect complement to these contemporary timepieces.

And according to Cara, the pieces also let her true self shine through, "For me a watch is not only a fashion accessory, it's also something that reflects who you are and your way of life. In that regard, I like my watch to be daring, bold, and noticeable. The first thing you notice when you look at the Carrera watches is the design, the lines, and the elegance without being too classic. I really like the touch of colour, the stainless steel bracelet, and how you can wear them with different looks throughout the day". The new Carrera Lady features a new design that enhances the entire 36 mm collection.

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THE TAG HEUER
CARRERA COLLECTION
WAS INTRODUCED IN
1963. ITS BONDS WITH
THE WORLD OF MOTOR
RACING CONTINUE TO
BE AT THE HEART OF
THE LINE”

From bold colours to improved readability of the dial, the revamped Carrera Lady watches deftly combine performance and style. The watches are powered by either a quartz or an automatic movement. With their feminine flair and understated sophistication, any one of the new models in the Carrera Lady 36 mm collection will make the ideal accessory for any occasion. This blend of trendy design and traditional precision is the perfect choice for revving things up by day or going full speed ahead at night.

A quick glance at the dial reveals refined indexes and hands. The dial is available in white mother-of-pearl, purple, blue, grey and black, and is perfectly legible thanks to its strikingly clean design. A seconds scale is printed on the flange around the dial and is surrounded by a smooth bezel. If you are looking to add a touch of brilliance to your ensemble, models with a diamond-set bezel are also available. A final detail that sets the new Carrera Lady watches apart from their predecessors is the date window at the 3 o'clock position. The frame boasts an intriguing trapezoidal shape – providing a subtle, yet decidedly feminine touch – as opposed to the square shape of the original.

The stainless steel timepieces now feature curved lugs that are fastened to the strap. There are a variety of straps available: a brushed and polished stainless steel bracelet, a calfskin strap or an alligator leather strap with a satin finish. The alligator leather straps come in purple, taupe, and grey; while the quilted calfskin straps come in black and blue – giving a feminine touch to the overall look. The case size, coupled with the automatic movement, makes the Carrera Lady a contemporary watch that stands out from the avant-garde Swiss watchmaker's other ladies' timepieces.

The models powered by an automatic movement are available with a taupe alligator leather strap or a stainless steel bracelet. This will be the first TAG Heuer collection to utilise the brand new folding clasp for leather straps. The thinner silhouette gives the overall aesthetic of the watch a wonderfully refined appearance. The case back of the quartz-powered models is stamped with the TAG Heuer logo and collection name, along with a cross-hatched pattern that serves as a nod to the Carrera line's motor racing heritage. Alternatively, the watches with mechanical movements feature a sapphire case back that provides an unobstructed view of the automatic calibre within.

At 36 mm, the Carrera Lady is certainly a bigger timepiece than the conventional standard for a women's watch. This iconic watch line's design is inspired by the world of motor racing, which explains why it has never quite shaken off its casual sporty cachet. The new details, like the smoother lugs, the more legible dial, and the unique window date display, do not diminish the sporty appeal but make it a more sophisticated everyday timepiece that one can pair with a blazer or even a t-shirt. And if you intend to dress up for the evening, with accessories that can give you added flair, the Carrera Lady is at your beck and call.



The new Longines HydroConquest in all-black ceramic

SEAFARING

Sophistication

LONGINES INTRODUCES AN ALL-CERAMIC MODEL TO ITS ICONIC SPORTS COLLECTION

Based in Saint-Imier, Switzerland since 1832, Longines watchmakers enjoy an expertise steeped in tradition, elegance and performance. With generations of experience as the official timekeeper for world championships, and as a partner of international sports federations, Longines has created strong and long-lasting relationships in the world of sports. Known for the elegance of its timepieces, Longines is a member of Swatch Group Ltd., the world's leading watchmaker. The Longines brand, with its winged hourglass emblem, is established in over 150 countries.

Longines can boast a long tradition characterised by the sophistication and performance of its watches. These values are perfectly exemplified by the Longines Sports collection. The HydroConquest is the most iconic representation of Longines' mastery of creating sports watches. HydroConquest watches exude the ruggedness of the open seas while staying true to the elegance of Swiss watchmaking. The HydroConquest line is dedicated to men and women looking for high performance timepieces. Combining the technical excellence and traditional elegance of the brand, the



The watch's chemical composition is highlighted on the dial



Water-resistant to 300 metres, the timepiece exudes the ruggedness of the open seas

HydroConquest collection draws its inspiration from the world of aquatic sports.

Standing out with its clean and pragmatic lines, the Longines HydroConquest was introduced more than 10 years ago as part of the brand's sports collection. The dynamic profile of this watch completes a line recently augmented with variations featuring a bezel enhanced by a coloured ceramic insert. Now, the brand is going even further in using this exclusive material – meet the new Longines HydroConquest in all-black ceramic.

Its dial proudly displays its chemical composition: ZrO_2 . This highly technical and scratch-resistant material is perfectly suited to the sporty look of the new HydroConquest watch. Its boldness is further heightened by the different finishes of each of its components: a matt dial, a polished case, a round satin bezel and a back blending a circular satin and matt finish. The timepiece stands out among the different versions of the HydroConquest with a stealth, full-black look giving it a modern, sportier character.

The newest addition to the iconic collection is a versatile timepiece that was designed to impress – both functionally and aestheti-

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LONGINES CAN BOAST
A LONG TRADITION
CHARACTERISED BY
THE SOPHISTICATION
AND PERFORMANCE
OF ITS WATCHES”



The case back and buckle feature the Longines winged hourglass logo

cally. Preserving the traditional style of diving watches, the new HydroConquest is inspired by the unique requirements of aquatic sports. It has water resistance of up to 300 metres, a unidirectional rotating bezel, a screw-in crown and a double security folding clasp. The case back is emblazoned with the Longines winged hourglass logo.

The self-winding mechanical movement, L888.3, developed exclusively for Longines, powers this three-hand watch with calendar – the date is displayed in a window at the three o'clock position. The movement comes with an upgraded power reserve of 64 hours, instead of 50 hours. The indexes and hands, coated with Super-LumiNova®, provide excellent contrast against the deep black of the dial, further increasing legibility. The sapphire crystal features multiple layers of anti-reflective coating on both sides, rendering it practically invisible. The black rubber strap comes with precise size adjustment for optimal comfort. The strap also boasts a ceramic double security folding clasp with fine tuning.

With its strong identity and highly distinguished lines, this all-ceramic version will find its rightful place on the wrists of aquatic sports lovers who seek to combine performance with elegance.



The dial bears marea style guilloché

BRAVING the Waves

BREGUET'S NEWEST COLLECTION
PAYS TRIBUTE TO MODERN-DAY
WOMEN EXPLORERS

Inspired by the vast and seemingly infinite oceans, the House of Breguet has created a collection dedicated to modern-day women explorers – the Marine by Breguet. The collection is an embodiment of the desire to travel the mysterious seas and to be carried by the winds and currents.

The new Breguet Marine references for women are a celebration of the marine world in many aspects. The Roman numerals resemble nauti-

cal pennants. For use at night, the open tips of the hands, the five-minute markings, and the hour markers are coated with luminescent material. Details further echoing the wonders of the marine world include the second hand, which is decorated with a maritime flag representing the initial of Breguet.

The guilloché (engine-turning) artisans of the House of Breguet have created a unique design evoking the sea as it laps the shore. This



Breguet
Marine
Dame 9518
in steel



Breguet
Marine
Dame 9518
in rose gold

pattern, called marea, incorporates curves; in contrast to the classic guilloché, which consist of straight lines and circles. The curves in this design capture the natural movement of the water. The development of the marea pattern took several months, including the manufacture of special cams for the engine-turning lathes. The artisans of the House of Breguet have made this demanding design come alive on mother-of-pearl, a particularly fragile material, which graces the dial and rotor of the movement for this collection.

True to Breguet's tradition, this collection combines refinement with technical performance. This watch beats to the rhythm of the self-winding 591A calibre, a manufacture movement which is 3.41 millimetres thick with a date display. The Marine will fit even the finest of wrists. Flexible strap fasteners extend from the case with a diameter of less than 34 millimetres.

The sapphire crystal case back shows the self-winding 591A calibre. Its bars are decorated with double engine-turned Côtes de Genève, also known as Geneva stripes – arguably the most well-known of all decorations adorning watch movements. The Côtes de Genève works especially well in this collection as it calls to mind a ship's deck boards. The words *Horloger de la Marine* – in this case chronograph-maker

to the French Royal Navy – are engraved on the rim of the case, referring to the title bestowed upon Abraham-Louis Breguet in 1815.

Available in steel as well as rose or white gold, the Marine also features precious variations, with a bezel illuminated by diamonds. For the gold models, the diamond setting is continued on the bevel of the rotor and the crown protection, bringing the total to 1.26 carats. Depending on the variant, the Marine dial is adorned with an ocean blue lacquer with light reflections, or with polished or engine-turned mother-of-pearl.

Breguet has also reworked the flutes on the sides of the case. This new design, more distinct and spaced – barely one centimetre thick



Case back of
the Breguet
Marine
Dame 9518

– lends the watch a more daring look. The crown protection, with diamonds set on gold pieces, appears like a wave at the three o'clock position. Screws in the shape of navigational markers provide a flexible hold for the strap fasteners.

Another motif created for the collection – found on the white rubber strap – involves seagrass arabesques. This plant is found on the bottom of the Mediterranean Sea and is known to help keep the water clean. In addi-

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THE NEW BREGUET MARINE REFERENCES FOR WOMEN ARE A CELEBRATION OF THE MARINE WORLD IN MANY ASPECTS. THE ROMAN NUMERALS RESEMBLE NAUTICAL PENNANTS”

tion to the sporty white rubber strap, alligator leather straps in midnight blue and white are also available – depending on the model. A sapphire cap marked with the letter B for Breguet adorns the clasp of the folding buckle.

The first watch of the Marine collection is the Marine Dame 9518 Diamond-Set. This is available in white or rose gold, with dials enlivened by engine-turned mother-of-pearl in the marea style. The white gold version is adorned with pale blue mother-of-pearl, while the rose gold variant features opaline mother-of-pearl. Depending on the model, the rotor is decorated with engine-turned mother-of-pearl of the same colour, and also inlaid with diamonds. The bezel is illuminated by a setting of 50 brilliant-cut diamonds. Their sparkle extend to the strap buckles and crown protection.

The Marine collection also features the Marine Dame 9517 in Steel and the Marine Dame 9518 in Diamond-Set Steel. The dials of these models are in natural opaline mother-of-pearl or marbled blue lacquer. The face of the watch comes to life by way of clearer volutes reminiscent of the white horses of the sea or a starlit night sky, which was used for navigation in the past. To achieve this decor, the artisan applies a layer of clear lacquer on the still liquid azure material. When they come into contact, the colours marblise and create a unique image, thus rendering each piece a one-of-a-kind exclusive. Visible by the sapphire crystal case back, the rotor bears the engine-turned marea motif in azure or white mother-of-pearl, depending on the shade of the dial. The bezel is enlivened by 60 brilliant-cut diamonds.

As early as the 18th century, Abraham-Louis Breguet created watches for daring women. Today, dedicated to the modern adventurer, the Marine by Breguet evokes an exhilarating sense of adventure at sea.



The Clash de Cartier rings can be conveniently stacked together

PUNK Glamour

CARTIER MASTERS THE ART
OF DUALITY, WHILE
CHALLENGING ITS HERITAGE
AND PRESENTING A NEW TWIST

By pushing the limits of the Maison's historic signatures, the new Cartier collection brings stylistic and rebellious elegance to its wearer. The Clash de Cartier boasts characteristics which eschew the classical forms that balance the House's clean design with an excess of energy and a serious spirit with original charm. Featuring sharp studs, smooth beads, and the classic clous car-

rés, the collection shakes up Cartier's aesthetic heritage. Put together, these elements form a new jewellery trademark that is enveloped in the glamour that Cartier has been renowned for throughout its history.

As a whole, this collection acts as a chic balancing act, a mix and match of aristocratic codes. It is a highly complex feat of craftsman-



Clash de
Cartier
earrings



Another
version of
the Clash de
Cartier ring



Clash de Cartier necklaces



Each accessory goes a long way



The Clash de Cartier is for individuals with attitude

ship that will remind you of just how versatile the Maison can be. The necklaces, earrings and bracelets hint at a punk sensibility that in-

dicates rebellion. The jewellery series is sharp to look at but soft to the touch; geometric but generously sized and feminine; mechanical

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THE ESSENCE OF EACH PIECE IS OPPOSITION: BRIGHT, FEMININE CURVES, AND SOFT CONTOURS, ALL CONTRASTED WITH THE NERVOUS TENSION OF TAUT STRUCTURE”

yet still assembled to be free to move. The essence of each piece is opposition: bright, feminine curves, and soft contours, all contrasted with the nervous tension of taut structure.

Presented innovatively in volumes and reliefs, circles and squares, the Clash de Cartier also honours the brand's affinity for geometry, which dates all the way back to the 1930s. The collection carries an elemental sense of symmetry that evokes Cartier's authentic style. It is neo-classical, singular, unisex, and whimsical. The bright, flowing, and pulsating designs break up the conventional architecture of shapes, bringing forth a generous touch of surprise and fluidity. That being said, the collection distributes a charming impression to be worn by both women and men. Stack them together and you're good to go.

Crafted in 4N pink gold, the rings can be stacked and layered in all versions so that the wearer can use them creatively. With deceptively clean and simple lines, as well as even spacing, the pieces are constructed in a highly complex feat of savoir faire. The studs are orderly, interconnected yet mobile; this is because of the articulated mechanism that was entirely developed by the Maison's artisans in their jewellery workshops. The brand makes sure that each element is neatly mounted and highly polished. All of the Clash de Cartier pieces are precisely calibrated to magnetise the forces, holding the studs in place. The iconic buff-top domed clous carrés are finished with a bright polish that is especially produced over a series of operations. And to top it off, the inside of each piece is delicately scalloped for comfortable wear. The Clash de Cartier is for modern men and women; they can be used every day, for night or day, but what's undisputable is that they are all wrapped in the unparalleled elegance and grace of Cartier.



Ulysse Nardin Marine Mega Yacht

ANCHORS Aweigh

ULYSSE NARDIN PRESENTS
A WATCH THAT'S READY
FOR SAILING ON A YACHT

Making waves during the 2019 Miami Yacht Show was the Ulysse Nardin Marine Mega Yacht, the latest flagship timepiece from the Swiss watchmaker. This 44 mm platinum cased watch is an extension of the Marine Grand Deck Tourbillon launched by the watchmaker in 2016, which pays tribute to the Maison's deep history with the sea. Ulysse Nardin is indeed inseparable from nautical exploration: even an anchor is

incorporated onto the brand's logo. This bond has been cultivated ever since the watch company was first founded in 1846 by Mr. Ulysse Nardin; the watchmaker wanted to answer the rising demand for reliable marine and pocket chronometers at the time.

As its name implies, the concept of the Ulysse Nardin Marine Mega Yacht is about presenting a luxury yacht voyaging through the blue



The case back was designed to resemble the engine room of a yacht

ocean. Commanding the dial is the bow (front side of a yacht) and the ocean waters illustrated with grand feu blue enamel. Surrounding the dial are complications instilled with characteristics of the yachting world. At 6 o'clock is a flying tourbillon, with its cage designed with the spinning propeller of a modern yacht, which makes a full rotation every 60 seconds. At 3 o'clock is the timepiece's 80-hour power reserve indicator presented in the form of a rising and falling anchor with its chain connected to the windlass (rotating device to lift a ship's chain) at 12 o'clock. This type of power reserve indicator is second to none, with its patent still pending. At 9 o'clock is the moon phase complication engraved with a 3D replica of the moon's actual surface. Half of the moon is treated in blue PVD for night time, and the other half is rhodiumised to indicate daytime. Below the moon phase complication is a tide indicator for either a neap tide or high (spring) tide, occurring in a specific location. Ocean tides are affected by the moon's position relative to the earth and knowledge of



A closer look at the dial of the Ulysse Nardin Marine Mega Yacht



A peek at the creation of the dial

tides are important for ship captains to navigate and manoeuvre their ships.

Visible through the crystal case back of the timepiece are parts of the hand wound UN-631 calibre movement. Ulysse Nardin, together with renowned watchmaker, Christophe Claret, created this 37 mm movement which has a total of 504 pieces, designed to resemble the engine room of a yacht. Naturally, adjusting the hours and minutes hands is done by rotat-

ing the crown. The said crown is also used to adjust the moon phase position and for winding the watch. Next to the crown is a window to inform the user of the current crown position setting S/TM/W: S is for setting the position of the hands, TM is for Tide and Moon setting, and W is to indicate the winding position.

While in the TM setting, the moon phase and tide volume is set by turning the crown counter-clockwise, where each single turn of the crown

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AS ITS NAME IMPLIES, THE CONCEPT OF THE ULYSSE NARDIN MARINE MEGA YACHT IS ABOUT PRESENTING A LUXURY YACHT VOYAGING THROUGH THE BLUE OCEAN ”

represents four days. Meanwhile, adjusting the crown in the clockwise direction will regulate the level of the tide depending on a user's location – one turn of the crown represents a 0.25 turn of the disc, equivalent to 9.5 hours. The design of this setting indication window is inspired by the Chadburn Telegraph, a traditional ship communication device for the pilot on a ship's bridge to command engineers in the engine room to set a certain desired speed for the ship. Ulysse Nardin will only produce 30 pieces of this timepiece, and every single one can be personalised by way of engraving a name or motto on the plaque found on the side of the watch band.



The new 2019 Piaget Polo

SPORTY Chic

PIAGET CHANGES THE GAME OF SPORTS WATCHES WITH A SPLASH OF COLOUR AND BRILLIANT GEMS

The elegant Piaget Polo has always been the embodiment of the brand's sporty and casual side since its launch in 1979. The collection of luxury watches for men quickly rose to unprecedented heights to become the new benchmarks in masculine elegance, with models inspired by the Maison's legendary collection. Understated and dynamic, with their curved cases and polished or satin-finished bracelets, these luxury watches reflect the splendour and high standards of the sport from which they take their name.

Whether it is a morning gathering or a glamorous evening soiree, the Piaget Polo is your trusty wrist accessory.

With sapphire case backs that reveal the watch movements, and cases that bring together round and cushion shapes, the Piaget Polo collection is just one in the long line of iconic collections of the Swiss Manufacture. It stems from a rich heritage that nonetheless leaves room for the Piaget Polo to create its own story and celebrate every instant.



The 2019 Piaget Polo in pink gold with fully diamond paved bezel and dial

Since the Piaget Polo was introduced 40 years ago, the most prominent feature that has continuously defined the collection is its relevance to the modern era. It did not take long after its launch for the Piaget Polo to become a style icon. Its dauphine hands and a dial distinctively marked with horizontal godroons replicated all along the integrated bracelet drew the admiration of watch connoisseurs all over the world.

In 2016, the Piaget Polo debuted a refreshed look that updated its signature design for the new millennium. The slender proportions remained, but it was given a larger case size and a bezel that blended oblong and round shapes for an exuberant celebration of Piaget's signature aesthetic. The classic faceted dauphine hands embraced a friendlier approach, trading sharp angles for softer curves. The bold horizontal dial and case godroons transitioned into dial guilloché that offered subtle texture without overpowering it.

Following the popularity of the steel models and the acclaimed introduction of gold to the Piaget Polo in 2018, the 2019 models confidently move the collection into other areas of the Maison's expertise — the use of colour and gem-setting.

The steel 42 mm Piaget Polo comes dressed in verdant hues, with a green dial that changes in tone and intensity depending on the angle of light that hits the guilloché surface. A dark green alligator leather strap completes the tone-on-tone look. In a world of monochrome timepieces, this model, limited to 500 pieces, is a refreshing feast for the eyes.

For those who prefer something more sparkly, the new Piaget Polo comes in two 18-carat pink gold diamond-set versions. The first features a halo of brilliant-cut diamonds on the emblematic bezel. The second is fiercely spirited with a fully paved dial and bezel. Both models come with alligator straps for maximum versatility. The sober blue alligator leather strap sets off the sparkle of the diamonds, while the second brown mahogany alligator leather strap emphasises the warmth of the pink gold hues of the case.

The movement powering the 2019 Piaget Polo models is the automatic Calibre 1110P of Manufacture Piaget. Piaget's long history and proven track record in creating movements ensure that the watches will execute a high level of timekeeping performance designed for modern times. The self-winding calibre provides a power reserve of approximately 50 hours.

The Piaget Polo is a versatile watch for day or night



“

SINCE THE PIAGET POLO WAS INTRODUCED 40 YEARS AGO, THE MOST PROMINENT FEATURE THAT HAS CONTINUOUSLY DEFINED THE COLLECTION IS ITS RELEVANCE TO THE MODERN ERA”



The 2019 Piaget Polo in pink gold with diamond paved bezel

The 1979 Piaget Polo was inspired by the noble sport of the same name and was infused with the ethos of Piaget Society that drew close affinities with the worlds of art, music and film. These influences persist at the very core of the new Piaget Polo. By night or day, at work or play, the Piaget Polo is the purest expression of lifestyle for today's urban man or woman.



The new Panerai Luminor Marina 44 mm (PAM00978)

THE LEGEND Continues

OFFICINE PANERAI'S NEWEST LUMINOR MARINA IS A CONTEMPORARY ODE TO WATCHMAKING EXCELLENCE

As part of an exclusive circle of globally renowned watchmakers, Officine Panerai needs no introduction. It's been an industry staple for more than 100 years, producing functional, no-nonsense sports watches that are known for their clean dials and robust construction.

And with hugely popular collections such as the Radiomir and its successor the Luminor,

both pillars of the brand, each new offering from Panerai is widely anticipated by unwavering fans as well as budding enthusiasts of haute horlogerie.

Its latest launch is no exception. Panerai's newest Luminor Marina, fuelled by the manufacture's very own P.9010 mechanical movement, is an ode to watchmaking excellence and the latest in a line of powerful precision



Panerai
Luminor
Marina
42 mm
(PAM00977)

timepieces to come out of its Swiss-based workshop.

As die-hard fans would know, the Luminor Marina's pioneering iteration was introduced in 1993 as one of three replacements for the legendary Radiomir, an industry game changer for sports watches. Twenty-six years later and supported by constant innovations that represent "a natural blend of Italian design, Swiss technology and a passion for the sea," the line returns with a sleek, contemporary look.

Available in 42 mm (PAM00977) and 44 mm (PAM00978), the new Luminor Marina "has a brand new silver-coloured dial, with a special brushed finish formed of vertical stripes and large figures covered with white, luminous material ensuring excellent visibility at night and underwater," Panerai explains in a statement.

With a matching stainless steel bracelet, the Luminor Marina gets a monochromatic silver colour scheme that is clean and versatile — staying true to Panerai's tradition of offering aesthetically bold, no-frills watches for watch connoisseurs from every generation.

A subtle pop of colour is provided by the blue hands of the small seconds subdial at 9 o'clock, with "blue being the colour of Panerai and the sea, the element with which the brand has always been historically linked."

Fashioned from AISI 316L stainless steel, a corrosion-resistant alloy, the Luminor Marina's case sports Panerai's signature features; it's large and cushion-shaped with a "bridge" to protect the winding crown.

Turn the case around to marvel at the P.9010 movement's bidirectional oscillating weight through a porthole made of sapphire glass. With a power reserve of up to three days, the in-house calibre boasts a function that is particularly useful for travellers who frequently cross different time zones, namely a device that can quickly move the hour hand forward or backward — without affecting the minute hand — by stopping the balance wheel. This feature can also be used to adjust the date display at 3 o'clock with ease.

To further complement the model's superlative design and function, Panerai ensured that both versions of the new Luminor Marina are also comfortable on the wrist by attaching an ergonomic and flexible bracelet. "The shape of each link recalls the iconic bridge and it is harmoniously integrated with the other links — without any screws," Panerai adds.



A closer look at the small seconds subdial at 9 o'clock



The iconic 'bridge' device which protects the crown

“THE NEW LUMINOR MARINA HAS A BRAND NEW SILVER-COLOURED DIAL, WITH A SPECIAL BRUSHED FINISH FORMED OF VERTICAL STRIPES AND LARGE FIGURES COVERED WITH WHITE, LUMINOUS MATERIAL ENSURING EXCELLENT VISIBILITY AT NIGHT AND UNDERWATER”



The Corum Admiral 42 Full Black has a blackened brass dial

EDGY

Elegance

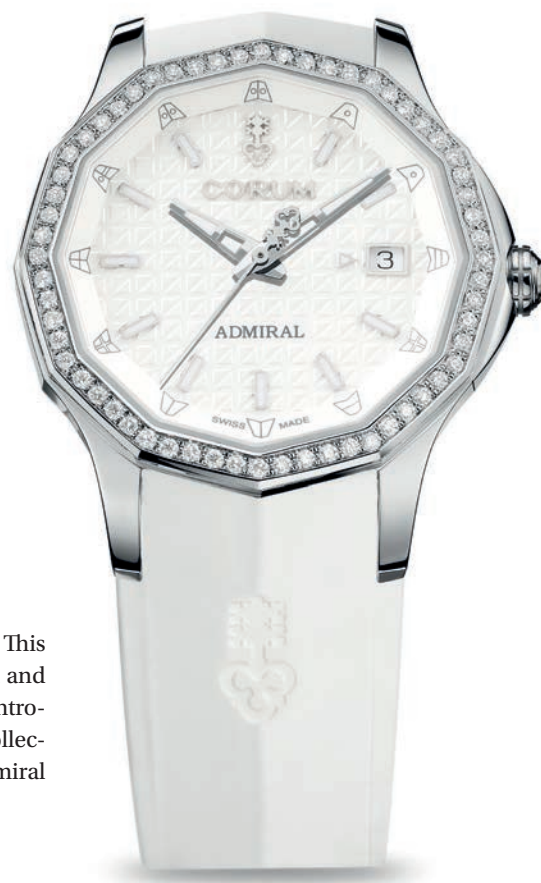
CORUM ADDS TWO NEW
TIMEPIECES TO ITS
CLASSIC COLLECTION

For Swiss-based watchmaker Corum, creativity and boldness have been major guiding principles since its founding in 1955. These principles have allowed Corum to stay loyal to its iconic collections while augmenting them with modern touches – the hallmark of an excellent watchmaker. The Admiral series is the perfect example of such a collection. Over the past five decades, the collection has become the brand's most emblematic,

elegantly combining form and function. This year, in its constant pursuit of innovation and technological breakthroughs, Corum is introducing the latest additions to the iconic collection: the Admiral 42 Full Black and the Admiral AC-One 38 Automatic.

ADMIRAL 42 FULL BLACK

Black-on-black watches have been steadily gaining popularity over the past few years.



Corum Admiral AC-One 38 Automatic

These watches are incredibly chic and versatile, pairing well with both formal and casual attires. They also bring out the best in both classical and contemporary designs. The Corum Admiral 42 Full Black is all that, and is the highly-sought after collection's first-ever model available in such a mysterious and edgy design.

"Corum has always been concerned to develop and evolve its different collections. In the past, we have already made a black titanium Golden Bridge and this year we will present a ruthenium coin watch. That's why we wanted to bring modernity to the Admiral collection with this full black edition," explains the brand's design team.

First launched in the 1960s, the very first Admiral's Cup model was an unusual yachting watch with a water-resistant square case. The Admiral collection that we know and love today is actually an evolution of the Admiral's Cup model redesigned in 1983, with its instantly recognisable 12-sided case and nautical pennants on the dial.

Over the years, this collection dedicated to the world-famous regatta has not only become an integral pillar of Corum, but also one of the most recognisable nautical-inspired timepieces in the market. The most identifiable characteristic of an Admiral timepiece is the use of 12 nautical pennants as hour markers. These flags in fact conform to the International Code of Signals for indicating numbers using coloured flags, so each hour is represented by its corresponding pennant.

The new Admiral 42 Full Black is the complete opposite of its colourful predecessors. It features the iconic dodecagonal case in black PVD-treated stainless steel, paired with a blackened brass dial. The nautical pennants and minute markers are now presented in greyscale tones to balance the austerity of the all-black design. The minute and second markers are made visible using a tone-on-tone effect. The CO 395 movement provides 42 hours of power reserve.

The dauphine-style hour and minute hands are also skeletonised and given black PVD treatment. The white superluminova ensures excellent legibility. A vulcanised black rubber strap with a black PVD-treated buckle completes the edgy look. Devoid of colours, this dark knight of a watch is mysterious, sporty, yet intriguingly handsome at the same time. Produced in a limited edition of 100 pieces, this timepiece is sure to be an instant classic.



Corum Admiral 42 Full Black

ADMIRAL AC-ONE 38 AUTOMATIC

When Corum realised that merely scaling down men's watches for ladies was no longer a viable option, the AC-One line was launched in 2013. The AC-One embraces the design identity of the iconic Admiral collection while breathing new life into the line with contemporary and feminine touches. In addition, timepieces for ladies have also gravitated towards designs with sportier overtones to complement their needs. The 38 mm versions quickly grew to become very popular amongst Corum's female fans, especially those leading busier and more active lifestyles.

Counting on the popularity of the earlier AC-One models, the Corum Admiral AC-One 38 Automatic aims to complement the 45 mm-diameter models with a more feminine version. The smaller diameter meant the proportions of the original dodecagonal case had to be scaled down and undergo a slight makeover – in order to make it more curvaceous than its counterpart.

With the creation of a shapelier and svelter silhouette for the Admiral AC-One 38, Corum had to redesign its signature Corum-decorated micro-rotor for the CO 082 automatic movement in order to fit the new size of its case. This watch has a power reserve of 42 hours and is water-resistant up to 50 metres. New straps and a triple-folding clasp were also created for the timepiece to make it more comfortable on the wrist.

“

THE NEW ADMIRAL 42 FULL BLACK IS THE COMPLETE OPPOSITE OF ITS COLOURFUL PREDECESSORS. IT FEATURES THE ICONIC DODECAGONAL CASE IN BLACK PVD-TREATED STAINLESS STEEL, PAIRED WITH A BLACKENED BRASS DIAL ”

The Admiral AC-One 38 Automatic comes with either a Titanium grade 2 or 5N 18-carat rose gold case. Its dauphine-style hands are partially skeletonised and filled with white superluminova. The white dial, decorated with three-dimensional "Grenadier fendu" finishing, is paired with a white rubber strap for a crisp and chic look. And the final touch to bring this exquisite timepiece to the next level: diamonds. The diamond-set bezel is decorated with 72 round VS-grade diamonds.

BRUNO BELAMICH,
BELL & ROSS CREATIVE DIRECTOR

DESIGNER'S Note



The Time Place magazine spoke with Bruno Belamich – the Bell in Bell & Ross – who shared with us how he goes about designing watches and his vision for the brand.

What is the most important thing you do when you design? Please take us through the process.

I listen to the market. Every year, we have to introduce novelties to maintain the interest in the brand and the models. When I work on new collections, I have commercial and marketing teams who give me inspirations on what could be next, ask me what to do, ideas I could have for the year, and we know that Bell & Ross is a niche brand with unique and original models, but it is also the source of our strength among other brands. To stay competitive, we have to complete the brand with another collection that appeals to the urban style – one you can wear with suits as a jewellery watch, or just simply when walking around town. So the brief from the commercial and marketing teams was to create a jewel watch for Bell & Ross.

Bell & Ross has watches representing Air, Sea, and Land; what are the other opportunities that you still see for the brand?

I see that Asians like innovations on designs, they also like the shape of our watches. By analysing the market, we feel the need for more compact, easy to wear watches. We have had older guys buy our watches for functionality and legibility, however, I have the vision of a 30-year-old guy, who wears a suit and tie for work, goes to work on his bike, a middle to upper class man who is stylish, active, and also collects watches, as our potential new customer for the brand.



The Bell & Ross Experimental BR-X1 R.S.19

Vintage watches are making a comeback. Do you see Bell & Ross going into vintage watches in the future?

We are a young brand, but having said that, Bell & Ross is more likely to turn into the future. It is, however, important to note the interest in the vintage watch market, therefore, we look into the vintage models and use it as inspiration to see what we could do with our brand, we visualise how vintage watch models would look for our young brand. There was a time when we tried to design watches that looked like they can be sold in antique shops, but as other brands started to introduce vintage models, Bell & Ross decided to offer modern watches instead. Going vintage is not our strategy, it does not correspond to our brand positioning, but we like vintage watches and we look at them as sources of inspiration.



Bruno Belamich and Carlos Rosillo, founders of Bell & Ross



Bruno Belamich at the Bell & Ross atelier

What are the biggest design inspirations behind Bell & Ross? How important is it to know your customer/s?

Our biggest design inspirations are fashion and technology. As a designer, what's most important is that I need to understand what the brand is, I need to listen to the market. I need to know who my customers are, what the watch market desires, and ultimately translate all these into a watch, to make sure a young brand like ours can carve its own place in such a highly competitive market.

How would you describe your designs? What would you consider as your strengths?

I have to be innovative to create the wow effect, to generate interest, but the design has to correlate to the brand. A good watch has to be able to tell you a story – about the brand, the brand positioning, the brand image, and also about the other models in the brand. One of our strengths is that we are a small company, we know our company, we know what we want to do, and we stay within our company.



The Bell & Ross BR 03-92 Diver

It also helps that our commercial and design departments are in the same team, and it helps to create synergy in our designs that are commercial-driven, yet are technical and functional as well.

FRED MANDELBAUM,
BREITLING WATCH COLLECTOR

IT NEVER Ends

Fred Mandelbaum sat down with The Time Place magazine at Baselworld 2019 to talk about his passion and his Breitling watch collection.

How did you get into collecting watches?

I was an IT guy who worked with computer and electronics production development in the 80s. At the time, everyone was wearing quartz watches. My life revolved around electronics so I wanted something mechanical on my wrist. Of course you don't start collecting immediately, you like the look, you like the mechanics, you like the ticking; it all started when I had a huge business contract and bought myself a mechanical watch as a present and no, it wasn't a Breitling, because my first interest in collecting was alarm watches. My next phase of collecting was in the mid-1980s with chronographs, and now, I've been collecting chronographs for more than 30 years.

What is it about chronographs that excite you?

Usability; it's the ideal tool watch for pilots, for doctors to measure heart rates, for industrialists to measure machine outputs. It is the tool aspect of the chronograph that appealed to me and continues to appeal to me. This is why the chronograph is my favourite complication, I like the mechanics behind it, and I also like the design language of the chronograph.

How important is Breitling as a chronograph specialist?

When you start understanding the chronograph, look into the history of chronographs, wherever you go, whichever relevant steps you take, you will always see Breitling as the first to do this. This is why the brand is the core of my chronograph collection; in fact, it



Historical Navitimer Ref.806 from 1959

should be the core of anybody's chronograph collection because of the functionality and design of its watches. I believe that 30 years from now, people will collect smartwatches and smartphones; they will have Samsung, they will have Huawei, but for sure they will also have to have the early iPhone as it was the original. This idea that all others will follow, can be applied to the chronograph, with Breitling as the leading innovator in the market.

Tell us about your collection. May we know how big it is?

Funny question, as everybody asks me this. But I have never answered this and I probably never will. I will tell you why, however, as this is what makes collecting relevant – quantity is the last thing you should think about. When somebody comes to you and says, "I have 800 watches", you don't have to be impressed, be-





Fred Mandelbaum sharing his knowledge with others



Breitling Navitimer Ref. 806 1959 Re-Edition



Breitling Premier B01 Chronograph 42 Norton Edition

cause most probably, some of those 800 are mediocre and irrelevant, considered junk and not collectible. So you could have 800 watches with not a single good one, or you can have three watches and be a world-class collector. This is why when you are a collector, don't amass quantity, don't amass value, but amass relevance, how important the piece is in history, or to a certain segment.

How do you define a watch collector?

To me, a collector should collect rare pieces, pieces that are not around in every corner, pieces that do not depend on how deep your pockets are, and of course, a collector has to look at conditions including originality. I have

a very large collection and I'm a little crazy that I have tried to get every chronograph that Breitling produced between 1938 to 1977 – that's a lot – but still, quantity is not something I'm proud of, but more on how well my collection covers a specific period.

You mentioned the word "try". Does this imply that there are still pieces you are hunting for?

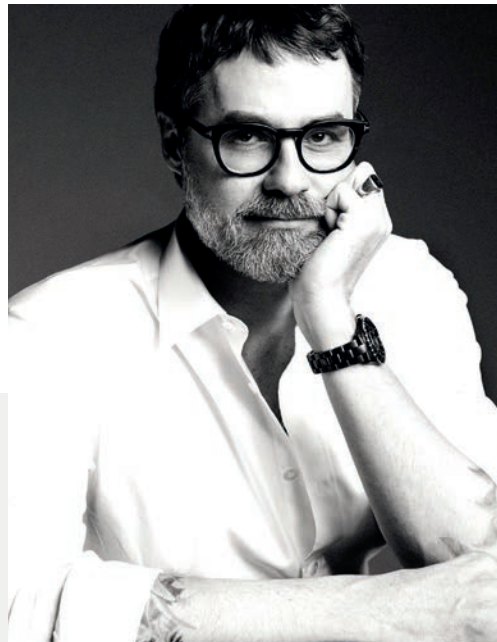
Actually, that is no longer true, a sad truth really. I was looking for two more Breitling watches that are so rare, almost impossible to get – including a Rattrapante Moonphase – which, I have not found yet. All the others I have already, and I'm no longer actively searching

because it would be like expecting to win the lottery – too unrealistic.

So what happens to the collecting game when you have collected them all?

That's a good question, the collecting game never stops. I still buy watches whenever I find a very nice second-hand watch, a very particular watch, and I never sell my watches. So the collection still grows, although not at the pace that it used to. What I do now is I teach – you start to spread the news, start to research and document the brands, how a specific model in a specific year looked, what is right, what is wrong, and growing the database of Breitling. At the moment, I have a wonderful situation that I can aid and spread the love for Breitling among avid watch collectors.

THOMAS DU PRE DE SAINT MAUR,
HEAD OF GLOBAL CREATIVE RESOURCES
FRAGRANCES & BEAUTY, FINE JEWELRY & WATCHES



EVERY Second Counts

Thomas du Pre de Saint Maur spared some precious time during Baselworld 2019 to take The Time Place magazine through the new CHANEL campaign, “It’s All About Seconds”.

What has been the challenge of doing a watch campaign?

It’s always interesting and challenging to work on a watch campaign. The watch industry consistently talks about their products, it’s always about technology, power, and movement, and to stand out from all of that is always an exciting challenge to me. I mean, I always try to think of what we can say about embracing the reality of the watchmaking industry, which is precision, accuracy, but also at the same time, talk about something that defines us in our terms, versus the others. This gave us the start of our creative reflection, which is there’s something quite exciting about time.

We all live through the same time. It means the same for everybody: a second is a second, a minute is a minute, a year is a year. But none of us has the same experience through time. It’s interesting how something that is so defined – time – gets to become something so different from one person to another. This is what we tried to capture in our campaign: the sense of looking at time in a very objective way and measuring it – which is what watches are for – and how we experience time, which is always in a matter of seconds. This is because whether you talk about an actual watch and its movement, it’s all about seconds, since accuracy starts with delivering the right amount of seconds, minutes, and so on.

The campaign is named “It’s All About Seconds”. Tell us more about this.

It reflects on how we all personally experience time, what happens every second.



Silhouette
of the new
CHANEL J12

There’s nothing linear in the way we experience time, it’s made of every single second of adventure, and this is precisely what we tried to capture in the campaign. For CHANEL, time is self-creation. The only thing vital about time is what you make of it. Big moments, important moments, every decision that you make, every minute, defines who you are, and will dictate your next move.

How did you choose the muses in this campaign?

When we chose the faces in the campaign, our reasoning was not to cover all the audiences, cultures, or age brackets, but that these faces would represent the notion of “If time is self-creation, this is a reality that concerns everybody”. Hence, we used a variety of people to



A closer look at the dial



Case back of the new J12



The new
CHANEL J12

convey the message that in each singularity, in every person, there's something that unites all of them. The idea of having 10 muses from different backgrounds, cultures and races, is to represent the one thing we believe in: that time applies to everybody. It is the sense of universality that is CHANEL.

And how do the 10 muses relate in the campaign?

All 10 of them have intense, true and genuine relationships with CHANEL; not necessarily those with the longest relationships with the brand, such as in the case of William Chan and Liu Wen, as opposed to Ali McGraw who was the face of CHANEL No.5 in 1965 – 54 years ago. The 10 muses then describe their personal experiences with time, what are the seconds

that count, the seconds that made a difference, those moments that lasted a few seconds but felt like an eternity, moments that are genuine, honest, and unscripted.

How do you relate the campaign to the product, the new J12?

It is related in one way: the watch measures time. I feel that there's a sense of purity in the campaign, with no set design, its shot in black and white, with minimal styling, giving it a sense of serenity and calmness which I feel is represented in the watch. The watch is not overly designed, simple, yet delivers perfection in measuring time. There's also a sense of power in the campaign and in the product as well, without forcing too much relation between the creative campaign and the product.

KARL-FRIEDRICH SCHEUFELE,
CHOPARD CO-PRESIDENT

ARTISAN of Emotions



Chopard continues to bring its A-game to quality watch creation.

One of haute horlogerie's foremost manufacturers, Chopard consistently challenges itself in terms of manufacturing new timepieces. This year, at Baselworld 2019, Chopard did not disappoint and introduced additional members to its prestigious L.U.C family, ranging from the high complication piece, the L.U.C Flying T Twin, with the first flying tourbillon for the Maison encased in 18-carat Fairmined rose gold, to the resilient L.U.C Chrono One Flyback with Titalyt® case, as well as the crowd favourite, the L.U.C XPS Twist Qualité Fleurier. However, it is the introduction of the L.U.C XP and L.U.C Quattro that greatly reflects Chopard's foray into classic contemporary design, which appeals to a wider scope of people.

Along with previewing these latest releases, The Time Place magazine was honoured to be granted an interview with Karl-Friedrich Scheufele, Co-President of Chopard, at Baselworld 2019. A renowned motoring enthusiast, Karl-Friedrich recognised early on that the future of watchmaking lay in mechanical watches. It was this foresight that led to the founding of the Chopard Manufacture, the brand's watch manufacturing company based in Fleurier, in 1996. With the manufacture serving as its base, Chopard now excels in creating unparalleled mechanical movements for its L.U.C watch collections.

The Time Place magazine spoke with the affable Chopard scion about his views on the younger generation and the importance of speaking their language, as well as his vision for Chopard in the coming years ahead.

There are plenty of changes going on in the watchmaking world of late. Where do you see Chopard in the next year? What are your plans and will you be



L.U.C Chrono One Flyback with Titalyt® case

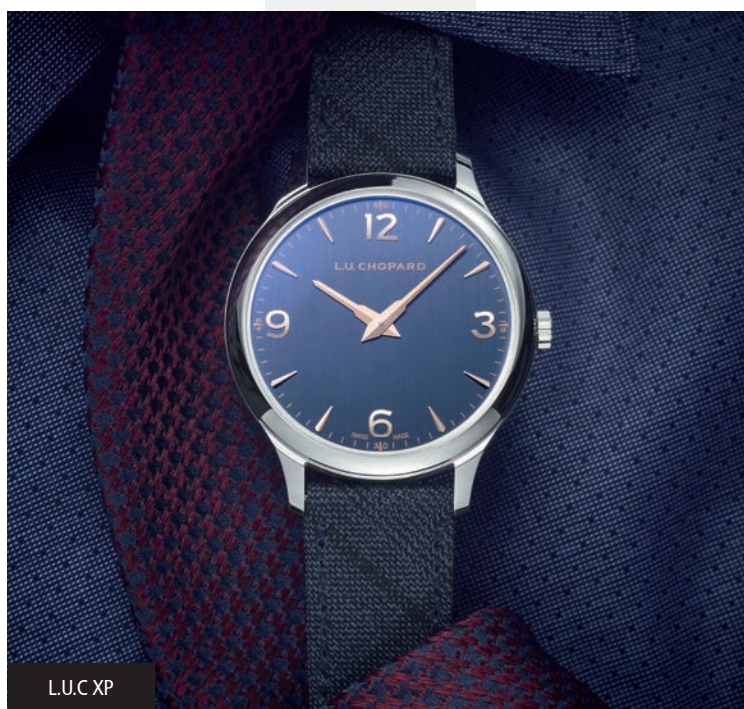
applying any changes in your strategies to accommodate the schedule change of Baselworld?

We will be in Baselworld next year, but it will be in April. Each brand has its own strategy; some brands release products throughout the year, some release specifically for Baselworld. Chopard will be somewhere in between. We feel some products are best presented here at Baselworld, while we will also be releasing new products in conjunction with events such

as the Mille Miglia race and the Cannes Film Festival. However, I do believe the need for events such as Baselworld, as it gives a unique opportunity for us, the watch manufacturers, to meet so many members of the press as well as partners who represent Chopard.

Who is the Chopard customer? How would you describe the Chopard customer?

I think Chopard has a comprehensive collection depending on what you're looking at.



L.U.C XP



Case back of the L.U.C Flying T Twin

The L.U.C collection, for the most part, is for the enthusiastic collectors or for people who really appreciate fine craftsmanship. While our sports watch collection, like the Mille Miglia, which is considered the entry level for Chopard, serves another purpose in the scheme of all our collections. It must be stated though that there's no one single Chopard customer. We have a new slogan called the 'Artisan of Emotions' which about sums up what we try to portray: to create emotions in different areas where we offer our products and to celebrate quality craftsmanship.

The L.U.C collection is known as one of the pillars of your brand. The designs of the watches are looking more contemporary these days. What are the reasons for this change?

I would say that we want the L.U.C collection to adjust and cater to the younger customer base. We have actively improved the line to be more affordable, to showcase contemporary aesthetics, yet still retain the inimitable spirit of L.U.C watches.

How do you see the future of the luxury industry? Do you think there will be significant changes, particularly with the development of goods for the younger generation?

The younger generation views luxury in a specific way. I look at my children, and I can see that they are interested in luxury products, however, they look at it in a very different way from us, the generation before them. I believe



Above: Case back of the L.U.C XPS Twist Qualité Fleurier
Right: L.U.C XPS Twist Qualité Fleurier



that in order for us to speak to the younger generation, we have to speak their language. We need to respond to their communication cues and be more receptive to the things they ask and look for.

Chopard is renowned as an esteemed company which manufactures only the highest quality watches. How do you maintain this kind of quality in each Chopard product?

Only the best will be good enough. We really try to build quality into every single component and apply the highest quality finishing on all parts, even the ones that you can't see. I firmly believe that this is the very spirit that we want to develop and uphold in Chopard.



L.U.C calibre 98.01-L powers the L.U.C Quattro

PIERO BRAGA,
PRESIDENT AND CEO OF GUCCI TIMEPIECES

GRIPPING Timepiece



Gucci Grip
watches
with steel
bracelets

Gucci Grip
watches with
leather straps

The Time Place magazine had a chance to speak with Piero Braga, the President and CEO of Gucci Timepieces, at Baselworld 2019 and he shared his mission for the brand, as well as his take on the new Gucci Grip collection.

The Gucci Grip is very eye-catching! Can you share more information about it?

It's inspired by the skateboarding trend from the aesthetic perspective, but the real story behind it is the jumping hour mechanics, which has resulted in a genderless product that covers a wide portion of consumers – from the most progressive ones to those who prefer a classic look.

Is personalisation also available?

Yes the straps are interchangeable, this allows a wider range of combination and personalisation possibilities to our customers.

How much does fashion influence Gucci Timepieces?

My mission is to streamline the Timepieces line with the main Gucci collection. We see the watch collections as part of our core assortment, and it is key for us to penetrate the market with products that are aligned with the Gucci aesthetic and that they speak the same narrative.

How do you feel about Gucci Timepieces being often considered as fashion watches?

Gucci has been in the Swiss watch manufacturing industry for 50 years; it is true, we don't have a deep history as most other watch brands, but 50 years of watch manufacturing gives us strong credibility in the industry. In fact, all of our watches are Swiss Made and we have our own production facility, Gucci Timepieces is not at all just about fashion watches.



We started manufacturing back in 1972, Swiss Made watch craftsmanship combined with Italian creativity and unique Brand DNA.



TIME TO REACH YOUR STAR

THE WORLD'S TALLEST BUILDING. FOR NOW.



DEFY
EL PRIMERO 21



ZENITH

THE FUTURE OF SWISS WATCHMAKING SINCE 1865

THE TIME PLACE

PLAZA INDONESIA
PLAZA SENAYAN
PACIFIC PLACE
TUNJUNGAN PLAZA

INTIME

INTIME SENAYAN CITY
INTIME KELAPA GADING



NICHOLAS Saputra & *GADING* Marten

In support of local cinema and to celebrate the achievements of some of Indonesia's leading actors, Time International invited Nicholas Saputra and Gading Marten to the INTime boutique in Plaza Senayan Jakarta. The award-winning actors were presented with Baume & Mercier timepieces as a form of appreciation for their contributions to the Indonesian film industry. Nicholas Saputra won the Citra Award in the Best Supporting Actor category at the Indonesian Film Festival held last year for his role as Bono in "Aruna dan Lidahnya", while Gading Marten was awarded the Citra Award for the Best Leading Actor category for his portrayal of Richard in the movie, "Love for Sale".



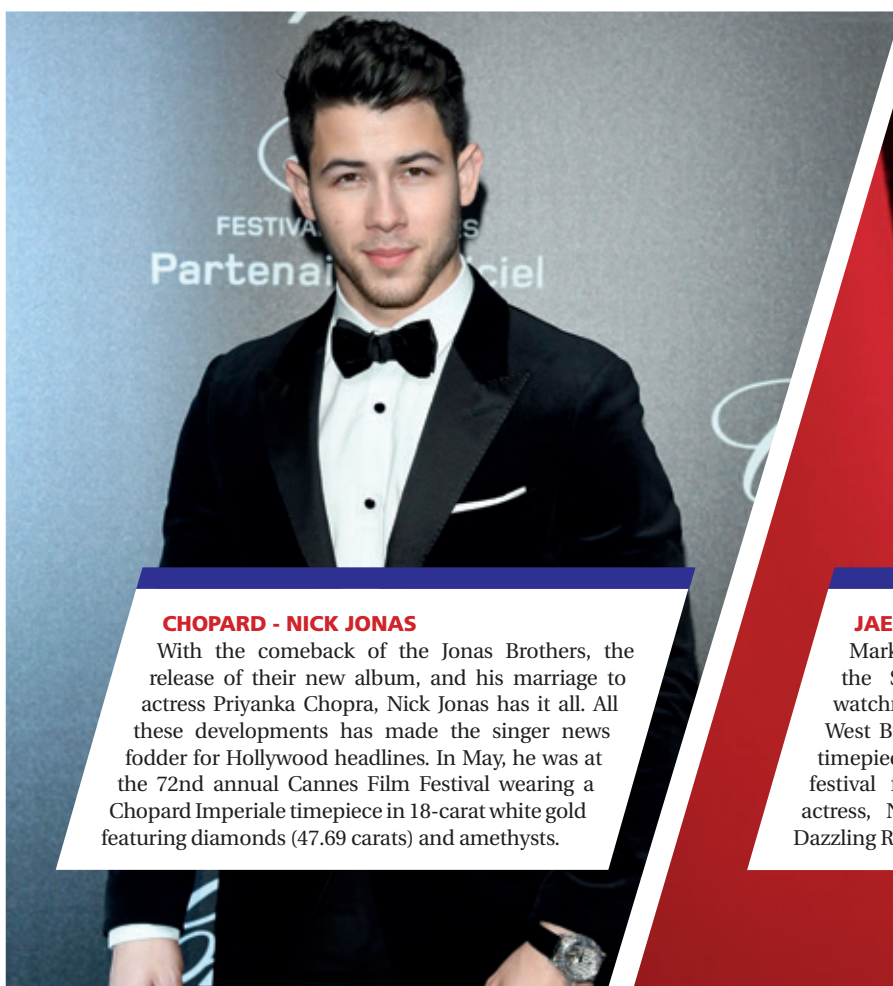
BREITLING – DANIEL WU

American-born Hong Kong actor, director and producer, Daniel Wu, has recently starred in a slew of Hollywood movies. In “Tomb Raider”, Daniel starred opposite Academy Award winner, Alicia Vikander. The actor also stars in the AMC TV series, “Into the Badlands”. He attended the 72nd Cannes Film Festival screening of “Rocketman” wearing a Breitling Premier B01 Chronograph 42 in stainless steel.



PIAGET – KONG HYO-JIN

South Korean actress Kong Hyo-Jin, who is best known for her work in “Crush and Blush”, is renowned as the queen of romantic comedies in her country. Her latest acting credits include “Hit-and-Run Squad” which premiered earlier this year, as well as “Door Lock”, which showed in 2018. A Piaget brand ambassador, she stars in a short film produced by the brand wearing the Piaget Limelight Gala watch.



CHOPARD - NICK JONAS

With the comeback of the Jonas Brothers, the release of their new album, and his marriage to actress Priyanka Chopra, Nick Jonas has it all. All these developments has made the singer news fodder for Hollywood headlines. In May, he was at the 72nd annual Cannes Film Festival wearing a Chopard Imperiale timepiece in 18-carat white gold featuring diamonds (47.69 carats) and amethysts.



JAEGER-LECOULTRE – NI NI

Marking Jaeger-LeCoultre's involvement with the Shanghai International Film Festival, the watchmaking brand hosted a charity dinner at the West Bund Art Centre and donated a customised timepiece for public auction. The opening of the festival featured a short film starring Chinese actress, Ni Ni, who wore the Jaeger-LeCoultre Dazzling Rendez-Vous Night & Day in pink gold.

BACK TO NATURE

INDIVIDUALS WHO LOVE THE OUTDOORS ARE ALWAYS LOOKING FOR THE PERFECT EQUIPMENT TO ACCOMPANY THEM ON THEIR ADVENTURES. HERE'S A ROUND-UP OF STURDY AND RELIABLE TIMEPIECES THAT CAN SUITABLY HACK ALL KINDS OF WEATHER AND TERRAIN.

INTO THE WILD

LEFT TIMEPIECE:
**HUBLOT SPIRIT OF BIG
BANG KING GOLD**

RIGHT TIMEPIECE:
**HUBLOT CLASSIC FUSION
CHRONOGRAPH
KING GOLD GREEN**





VERDANT ESCAPE

TIMEPIECE:
BELL & ROSS BR 03-92
DIVER GREEN BRONZE



BRAWNY GEAR

TIMEPIECE:
**ZENITH PILOT
CRONOMETRO TIPO
CP-2 FLYBACK**



SPIRITED ELEGANCE

TIMEPIECE:
**PIAGET ALTIPLANO
ULTIMATE AUTOMATIC**



**MADE FOR
OUTDOORS**

TIMEPIECE:
**TUDOR BLACK
BAY BRONZE**



FORCE OF NATURE

TIMEPIECE:
BREGUET TYPE XXI
FLYBACK CHRONOGRAPH



**BRAVING
THE ELEMENTS**

TIMEPIECE:
**PANERAI LUMINOR
CALIFORNIA
8 DAYS DLC**

Photographed by
Nurulita
Styled by
Triska Putri

TUDOR
Black Bay
P01, 2019



PERFECT for Diving

THE TUDOR BLACK BAY REMAINS
A STEADFAST DIVING TOOL UNTIL
THE PRESENT

Renowned as the younger brother of Rolex, TUDOR has truly come into its own. Established in 1926, TUDOR was registered under Hans Wilsdorf, with the intent of creating timepieces that reflect the traditional watchmaking philosophy of Rolex, but offering the products at much more accessible price points. Regardless of this difference, TUDOR has showcased quality watch creation through the years, as evinced by the bold adventurers on land, sea and ice who have chosen TUDOR watches to accompany them on their journeys.

Today, the brand offers a variety of emblematic models, including Style, Pelagos and the highly popular TUDOR Black Bay.

TRACING HISTORY

Part of TUDOR's Black Bay line and steeped in the history of the distinguished manufacture, the TUDOR Black Bay was inspired by some of the manufacture's first diving watches, including reference 7922, launched in 1954, reference 7923 which was unveiled in 1955, and reference 7924 that was released in 1958. The overall shape of



TUDOR Oyster Prince Submariner 7922, 1954



TUDOR Oyster Prince Submariner 7924, 1958

Marine nationale diver with TUDOR 7924, 1961 by Joël BRUN ECPAD Défense



TUDOR Black Bay, 2016





TUDOR
Black Bay
Dark,
2016



TUDOR
Black Bay
Red,
2016



The Manufacture Calibre MT5602 self-winding
mechanical movement

the Black Bay watch, as well as the domed dial and crystal, was taken from these pioneering models. The prominent winding crown was lifted from reference 7924 – also known as the Big Crown, which was the first TUDOR watch to be waterproof to 200 metres – while the line of red text on the dial, highlighting the maximum guaranteed water resistance, is an element derived from a number of 7923 references. Lastly, the distinguishable snowflake hands are typical of the watches made for the French Navy in the 70s, as adopted from TUDOR's 1969 catalogue.

An understated, functional and reliable tool, the Black Bay was first introduced in 2012. It received the highest praises and was honoured by the jury of the Grand Prix d'Horlogerie in Geneva in 2013. Through the years, the Black Bay has been interpreted in a variety of models.

In 2016, the iconic timepiece was updated with a mechanical movement developed, manufactured and assembled in-house by TUDOR. The Manufacture Calibre MT5602,

a successor of the brand's first mechanical movement announced in 2015, displays the hours, minutes and seconds, and offers a 70-hour power reserve. The movement is fitted into three Black Bay versions, including one with the same colouring as the original. The TUDOR Black Bay "Red" boasts a burgundy bezel, a black dial, rose gold hands and markers, and cream-coloured luminescent coating. It is available with a reworked steel bracelet inspired by the brand's riveted bracelets of the 50s and the

60s. A notable design addition is the famous red triangle on the unidirectional bezel, an element borrowed from 1950s TUDOR watches. The 2016 Black Bay also includes midnight blue and black versions.

These were followed by a delightful bronze iteration, as well as a full black one. The TUDOR Black Bay Bronze has a bronze case, brown dial and brown bezel insert; the unique offering is equipped with a brown aged leather strap, with the addition of a fabric strap with bronze hardware. Whereas, the TUDOR Black Bay Dark is crafted entirely of black steel with PVD-coating. The satin finish gives the 41 mm variant a highly military appeal.

With its efforts to continuously improve its diving watches, TUDOR presented the TUDOR Black Bay Chrono in 2017. Combining the brand's aquatic heritage with the queen of the racetrack, the chronograph, the timepiece is powered by the Manufacture Chronograph Calibre MT5813, a high performance movement with column wheel mechanism and vertical clutch. Faithful to

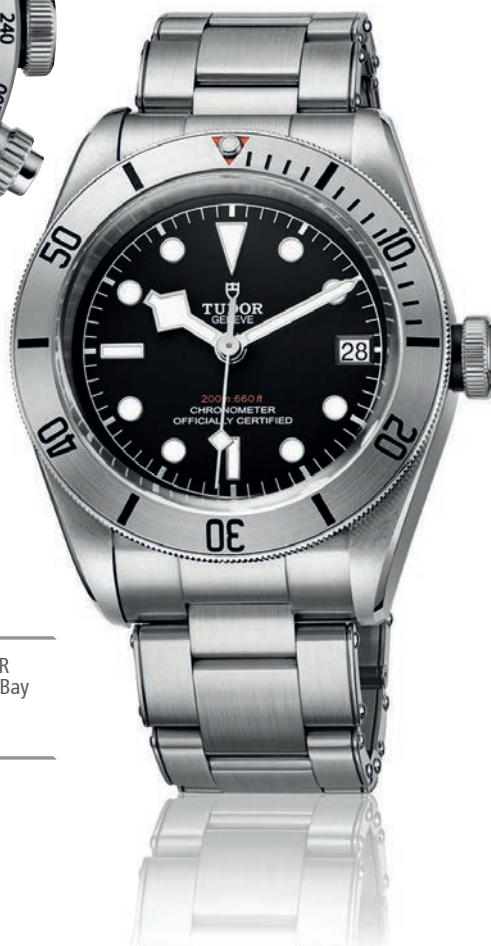
the quintessential Black Bay aesthetic, it features the iconic snowflake hands and a domed matt black dial. With hollowed out chronograph counters for optimum contrast and a date window at 6 o'clock, the 41 mm watch has pushers reminiscent of the first generation of TUDOR chronographs. To complete its sporty appeal, it has a fixed bezel in circular satin-brushed steel with an engraved tachymetric scale. In the same year, 2017, the brand similarly unveiled the TUDOR Black Bay Steel. Featuring a bezel insert in brushed steel, the timepiece also introduces the date function to the Black Bay line.

The ever growing Black Bay collection was further enhanced with the TUDOR Black Bay GMT in 2018. The highly functional GMT function enables the wearer to keep track of local time without losing sight of the time in two other time zones. Recogn-

TUDOR
Black Bay
GMT,
2018



TUDOR
Black Bay
Chrono,
2017



TUDOR
Black Bay
Steel,
2017

isable by its two-tone rotatable bezel – daylight hours are printed in the burgundy section, while the night-time hours are on the blue part – the model showcases a new manufacture movement, the Manufacture Calibre MT5652, which provides a power reserve of up to 70 hours. The TUDOR Black Bay Fifty-Eight was also introduced in the same year. With similar dimensions to the brand's first divers' watch waterproof to 200 metres which was launched in 1958 – hence the name – the compact Black Bay Fifty-Eight measures 39 mm, making it perfect for slimmer wrists. Highlighting a new colour combination, the black dial showcases finishing touches in gold, specifically on the hour markers, hands and minute track. Along with its release, TUDOR also presented a second family of movements, including the Manufacture Calibre MT5402, which powers the Black Bay Fifty-Eight.



TUDOR
Black Bay
36 S&G,
2019

THE PRESENT

For 2019, TUDOR unveils the TUDOR Black Bay P01. Based on a prototype developed in the 1960s for the US Navy which never saw the light of day, the Black Bay P01 combines a contemporary spirit with details taken directly from the proposed model – the winding crown at 4 o'clock and a prominent end-link system that provides a stop mechanism for the bidirectional rotating bezel at 12 o'clock. A cross between a divers' watch and a navigator's watch, the utilitarian timepiece is waterproof to 200 metres and features hours, minutes, seconds and date functions. The 42 mm steel case is entirely satin-brushed for a distinct matt effect. With the Manufacture Calibre MT5612 powering the watch, the Black Bay P01 has a power reserve of up to 70 hours and is equipped with a hybrid leather and rubber strap.

Another offering is the TUDOR Black Bay Bronze, which now comes with a slate grey dial and bezel. A departure from the manufacture's initial bronze offering, this latest piece features a sunburst gradient on the



TUDOR
Black Bay
Fifty-Eight,
2018



TUDOR Black Bay Bronze, 2019



Manufacture
Calibre
MT5402
powers
the TUDOR
Black Bay
Fifty-Eight

dial, which provides it with the illusion of depth. Available with a black nubuck leather or a slate grey fabric strap, this 43 mm timepiece has applied dots and Arabic numerals as indexes, as well as a bronze-coloured PVD stainless steel case back.

To further enliven the releases for 2019, TUDOR presents the new TUDOR Black Bay 32/36/41 models in steel and precious gold. These watches are all fitted with a new and exclusive five-link yellow gold and steel bracelet that enhances the elegance of the line. Furthermore, they are complemented by either a lacquered black or sunray satin-brushed champagne-coloured dial. Waterproof to 150 metres and fortified with a power reserve of approximately 38 hours, thanks to the self-winding mechanical movement Calibre 2824, these watches are the perfect additions to the constantly expanding and evolving Black Bay family.





ARTISTRY on the Runway

VALENTINO BRINGS FRESH LOOKS
TO ITS RUNWAY IN TOKYO

With its own identity and traditions, Japan becomes the inspiration for designer Pierpaolo Piccioli in designing the Valentino women's and men's Pre-Fall 2019 collection. Showcasing the collection specifically in Tokyo, the brand beautifully infused Japanese philosophy into its designs. This time, with a domination of red and black, Valentino confronts a non-clichéd direction that looks a lot like a marriage between street style and couture.

It is a collection that merges a perfect balance between grandeur and functionality as well as practicality. The silhouettes draw on classic detailing and tailoring, but in reimagined ways that come out more modern and appropriate for every





Ai Tominaga



Valentino is Japanese-inspired for Pre-Fall 2019



Justice Smith and Elizabeth Debicki



Amiaya

day looks. The intermissions allow meanings and possibilities to expand in translation. There is a Japanese syllable that captures this ideology: Ma. The syllable translates as an expansive and meaningful void, and it is this message that Piccioli has brought into the collection.

The Pre-Fall 2019 collection features balance, symmetry and harmony that is combined with asymmetrical cuttings, bringing a dialogue between perfection and imperfection, permanence and caducity. Although presenting a completely different line, many of the most iconic codes of Valentino could still be found

in thoroughly revived ways. Flowers are ever-present, adorning flowy dresses, parkas, and jackets. Other fundamental Valentino icons such as ruffles, lace, colours and motifs are interpreted in a wabi sabi key – a phrase which means “beauty in imperfection”. Prints are used on puffy down jackets, ruffled coats, silk dresses, and pleated culottes.

The brand’s famous “V” logo enhances a few of the centre pieces. Familiar signs are transposed and seen anew. Change is in the point of view: a simple quest for imperfect perfection. The code becomes inclusive, keeping the street as a focal ambience. For men, the brand

delivers a new perspective in tailored coats that are crafted in textured fabrics, as well as trousers with more relaxed silhouettes and unconventional jackets. The collection as a whole has implanted a definition of modern beauty that is creatively refined.

Many international celebrities showed up to witness the fresh creations of designer Pierpaolo Piccioli, among them were Japanese model and actress Ai Tominaga, young Hollywood actress Amandla Stenberg, J-Pop twin sisters Amiaya, South Korean actor Song Joong-ki, American actor Justice Smith, as well as Australian actress Elizabeth Debicki.



Earrings by House of Goossens for CHANEL Métiers d'art

FORGED by Fantasy

GOOSSENS BLURS THE LINE
BETWEEN ART, HISTORY AND
JEWELLERY

The exclusive world of high jewellery has been an inextricable part of fashion and its ever-changing trends for decades — if not centuries. But not many luxury jewellers can boast of not only standing the test of time and transformations but also being closely connected to one of the biggest and most revered names in haute couture.

Paris-based House of Goossens, a self-professed parurier (adornment maker) of high fashion, can tick off both boxes and much more, attracting the discerning eye of influential designers soon after its establishment in 1950.



Detailed work by the House of Goossens

This was made possible by none other than Gabrielle “Coco” Chanel, who had met founder Robert Goossens in 1953 and was instantly captivated by his ability to interpret the unique jewellery stylings of Antiquity, Byzantium and ancient Egypt. Without hesitation, Chanel made Goossens an official supplier for her legendary brand.

“From then on, he never stopped enamelling, casting and chiselling jewels, eclectic objects, both new and paradoxical. Gabrielle Chanel always encouraged him to push the limits of his imagination ever further,” Goossens explains in a statement.

Their partnership only blossomed over the decades, with Goossens ateliers joining CHANEL's highly anticipated Métiers d'art show in 2005.

In addition to exquisitely handmade jewellery fashioned from gold, silver, crystal rock, bronze and glass paste, the house of goldsmithery has used the same materials to create home decor such as lamps, mirrors and coffee tables.

But whatever the medium, Goossens blurs the line between decorative accessories, history and art — a tradition that Robert's son, Patrick, vows to continue. “Our creation exists thanks to our freedom of tone, of expression and because we have understood how to make our classical training into a fantasy,” he says. “And this insistence upon quality, this excellence will remain our hallmark.”



CHANEL

THE NEW J12

NEW SELF-WINDING MANUFACTURE MOVEMENT

Caliber 12.1. Chronometer-certified by the COSC*. 70-hour power reserve.



DARING Dualities

FENDI EXPLORES THE BEAUTY
OF CONTRASTS IN ITS PRE-FALL
2019 COLLECTION

If the late high-fashion icon Karl Lagerfeld has taught us anything, it's that there's both strength and beauty in contrast and incongruity. The expansive scope of his sartorial constructions has taught us that haute couture is never singular nor uniform; it thrives in diversity and the seamless interaction of many different influences.

With FENDI's Pre-Fall 2019 collection, which Lagerfeld oversaw along with fellow Creative Director Silvia Venturini Fendi, he passed on this invaluable piece of fashion wisdom and ensured that his legacy will live on.

Launched prior to his passing earlier this year, the noticeably functional collection is an alluring balance of contrasts: feminine and masculine, structured and soft,



FENDI plays
with
contrasts
for Pre-Fall
2019





maximalism and minimalism. It may sound like a mishmash of dualities, but the concrete result is a visual feast intricately put together with the finest materials and fabrics.

“Boundaries are blurred to develop a new fashion language, which is highly inclusive and versatile,” FENDI explains in a statement. “For the 2019 Pre-Fall season, FENDI’s Creative Directors bring the brand’s signature dualities to the next level.”

The collection is further nuanced by prints and patterns that draw inspiration from 19th century French gates and vintage men’s kimonos from Japan. They make their mark on an assortment of items, but arguably the stand-out pieces are a range of exquisitely tailored, slightly over-sized blazers with asymmetrical lapels. Some are adorned with belts or fur details at the cuffs, but all are beautifully matched with cropped, wide-legged trousers and midi plissé skirts.

The silhouettes are sharp and structured, conjuring up a clean-cut masculine appeal that gets an unmistakably feminine distinction with intricate detailing and a colour palette of rich red and beige, icy greys and blues, and intense green hues.

The FENDI Pre-Fall 2019 collection also has a diverse range of dresses, including form-fitted minis for fans of knitwear, ankle-length slip dresses enhanced with swathes of lace, an extravagantly beaded pleated gown with peek-a-boo embellishments across the bodice and even Edwardian-inspired lace dresses garlanded by the elegant swirls of antique gates.

These “sinuous graphics” can further be found on bold power coats, which join an assortment of outerwear that “gets a hyper-luxurious treatment” with faux-fur cuffs or collars. One particularly alluring example is a calf-length knitted coat with colour-blocking maxi pockets. The piece is structured yet soft in its material and gets an almost 1970s aesthetic when combined with a printed scarf and high-heeled boots.

Of course, no FENDI collection is complete without the maison’s iconic handbags: the Baguette and Peekaboo. Both now come in unlined Selleria leather. “The chic and lightweight Peekaboo X-Lite, crafted from a rich selection of materials, including suede, is in leather with a vintage glossy effect, while the FF logo is embossed on both leather, velvet and shearling on the legendary Baguette.”

Meanwhile, FENDI has taken this opportunity to introduce its new Kan U bag. Boasting a multifunctional shape, the contemporary accessory “merges timeless design and modern functionality in the FENDI way. The practical flap closure is enriched by the iconic FF logo metallic buckle and a beautiful hot stamped FENDI Roma signature, giving the bag a distinctive FENDI trait.”

The Kan U bag is available in both smooth and shiny leather, as well as a range of colours from brick red to beautiful purple and luxurious black. Offered in three ideal sizes, the Kan U bag can complement every modern woman’s stylish needs. Those who like to carry plenty of things can choose the Large, which is equipped with an adjustable leather strap with metallic buttons. Whereas, the Regular, with its adjustable leather strap and aged-gold chain handle, can be the easy tote for hectic days, while the Mini, with a long and sliding aged-gold chain, can be used for evenings out or for a special date. The bags can be worn multiple ways as all the straps and chains are removable, and they can easily be adjusted to be suitable from day-to-night. This contemporary functionality is a true embodiment of FENDI’s heritage and immeasurable creativity.



IMPORTANCE of Inclusivity

A DREAM YOU MAKE ALONE IS
A DREAM. A DREAM YOU MAKE
TOGETHER BECOMES REALITY

REDValentino collaborates with students from Rome's Academia di Belle Arti (Academy of Fine Arts) to actualise a prominent social concept of inclusivity into its collection. This Pre-Fall 2019 collection is all about bringing artists' dreams into reality, honing new visions, and drawing new perspectives by putting in passion, strength, and dedication into each work. Students from the school were given the permission to translate the REDValentino code by exclusively staying

authentic to themselves in the spaces where they grow and create.

Twenty-three students, consisting of girls and boys of different appearances, were gathered to communicate their creativity in the brand's lookbook. The book shows them honestly depicting their nature and what they aspire to be, while accepting reality with all its flaws and poignant imperfections. These young visionary individuals come out unique from the lens

of photographer Luca Strano, who cleverly captured their prolific straight gazes. The result of this creative collaboration is a delicate combination of romantic and resilient personalities, successfully speaking out about authenticity as a value.

The collection itself features a lot of black, though the visual collective is far from dark. REDValentino portrays its chic and pretty spirit rather boldly, as per usual, bringing a sense of casualness in the collection. Heart symbols and romantic colours – soft pink, dreamy blue, sensual red, and nude – appear in many of the pieces. There is an underlying point in the collection from the ballet ruffles and sheer silhouettes. Quirky outerwear such as a glossy puffer coat, a cropped leather jacket, and a houndstooth oversized knitted coat become such important finishing elements in this collection.

The message behind this line is simply conveyed: the freedom to be oneself, while still cherishing romanticism as a characteristic, as opposed to a dress code. REDValentino makes inclusivity an important element in



this Pre-Fall 2019 collection. As an issue often discussed and debated by the youth of this generation, REDValentino points out that individuality is a strength. To live in the moment, to dream in the moment, to seize the moment, and to use style as personal discourse, those are the precepts of how REDValentino youth choose to express themselves.



REDValentino encourages individuality in its Pre-Fall 2019 collection





WORK of Art

TORY BURCH FINDS A MUSE
IN ONE OF AMERICA'S MOST
CELEBRATED PAINTERS

Renowned American designer Tory Burch is known for drawing inspiration from globally acclaimed figures that have made an indelible mark on their respective fields — including her own globetrotting parents.

For her eponymous fashion brand's Pre-Fall 2019 collection, the Pennsylvania native looked to the art world and found a thought-provoking muse in painter Georgia O'Keeffe. She was particularly drawn to "the way she lived her life and how she interpreted the American Southwest," Burch explains in a statement.

Art inspires
Tory Burch's
Pre-Fall 2019
offerings



O'Keeffe rose to fame in the 1920s and went on to become the United States' first female artist to achieve critical and commercial success through pure abstraction. She's best known for her vibrant paintings of flowers, New York's towering skyscrapers and the majestic landscape of her adopted home of New Mexico.

These provocative works of art are emulated in the latest Tory Burch collection through saturated colours and textured finishes. "Modern shirtdresses, cotton tunics and easy dresses are done in stripe-on-stripes, smocking and Japanese indigo prints," Burch adds.

The collection's invigorating colour palette indeed invokes images of lush, vibrant flora and the vast, earthy terrain of the American Southwest. Bursts of sunset pink join warm desert hues such as clay red and rust brown, as well as swathes of fresh indigo and lavender. These are balanced by ivory and white as neutrals, and of course, the brand's signature Tory navy.

Meanwhile, silhouettes were inspired by O'Keeffe herself and her simple yet elegant styling, or what Burch describes as an "austere and effortless approach to dressing."



Interestingly, they also hint at minimalist Japanese influences, creating a whimsical range of billowing skirts, simple shirtdresses, smocks and understated workwear. They are further enhanced by mirrored embellishments for "a subtle shine", ombre and layered stripes, floral prints, sequin flowers, as well as a sun motif dubbed The Poetry of Things.

Japan's influence plays a part with traditional indigo dyeing techniques such as shibori — an ancient method that uses pleating and binding — to promote an artisanal appeal that O'Keeffe would surely approve of.

The collection is exquisitely crafted from materials that are light and airy, such as cotton poplin and featherweight silk, to further reflect O'Keeffe's "pared down aesthetics" and almost no-frills approach to fashion. Lace trims, smocking and pleating also make an appearance, while cowhide hair calf leather on footwear and handbags adds an authentic flavour of the American Southwest.

Completing the Tory Burch Pre-Fall 2019 collection is a range of accessories that also pay homage to O'Keeffe by including headscarves (a personal favourite of hers) and her love of clean, organic shapes with swirled jewellery.

"Jewellery and accessories continue the story in organic sculptures, woven leather bags and pony clogs and lace-up shoes," Burch adds.





DIESEL presents a contemporary edge for Pre-Fall 2019

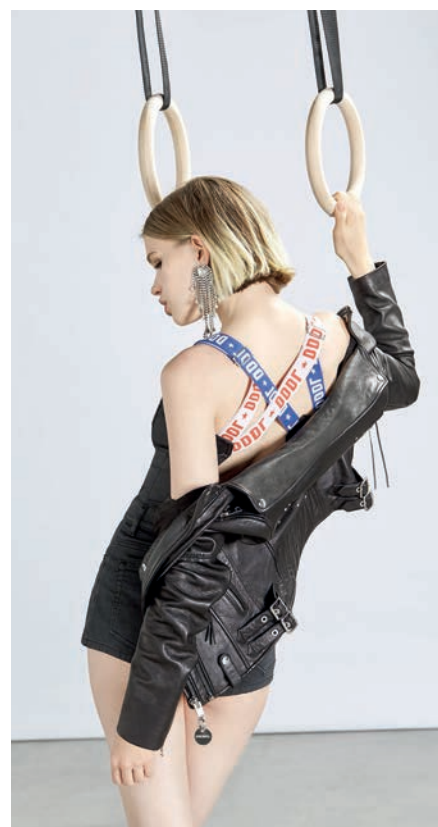


FROM GRITTY to Glossy

DIESEL HAS YOU COVERED WITH
ITS LATEST PRE-FALL LINE-UP

Italian lifestyle brand DIESEL is no stranger to the world of sports, having looked to it for style inspiration on numerous collections. The label is continuing this tried-and-tested trend and further elevates it for this year's Pre-Fall line-up, which offers up an exciting range of urban wear with a "gritty-meets-glossy edge."

The end result is a fresh and energetic mix of utility and athleticism, with a dash of military-inspired elements. Combined, they give off a city-street vibe that is very contemporary, "something far more 2019-ready (and far more relaxed)," the brand explains in a statement.





And because everything DIESEL does stems from denim as the core of its signature aesthetic, the material once again plays a major role here, nuanced by “artfully executed vintage washes.” JoggJeans, jackets, mini-skirts and shirt dresses come in a range of blues, as well as white and faded black, and are elevated by treatments such as colour-blocking, applications of transparent plastic foil, “dirty vintage” finishes, as well as ripped-and-repaired distressing.

The different materials used in the collection are stark juxtapositions of each other — a deliberate and emphasised feature that is made even more apparent with the addition of zips and detachable embellishments. But the lineup is not all severe and in-your-face, DIESEL assures.

“There’s a softened severity in the clothes, too, which further nods to uniforms – and with a palette of bleached white and icy silvers, the tone of the collection transitions perfectly between hot and cold seasons.”

Sporting influences can be seen in the bold graphics and contrasting colours that are commonly associated with team logos. These make an appearance on shirts and souvenir jackets for both men and women. But a particularly interesting stylistic choice are the embellishments that pay tribute to controversial figure skater Tonya Harding. Similar adornments could be found on the costumes she once wore on the ice, giving the collection a throwback 90s-era vibe.

But underneath all the innovative treatments and flourishes, DIESEL’s excellent craftsmanship shines. The brand says it is particularly proud of using only robust materials and uniquely intricate details across its latest lineup of the year, including footwear, accessories and bags.

DIESEL summarises its Pre-Fall 2019 collection with bold logos, refined denim and eye-popping colours. “Pre-Fall is DIESEL’s answer to the crossover from summer into cooler months: we’ve got you covered,” the brand adds.





CHANEL - CHelsea ISLAN

Indonesian actress Chelsea Islan was recently invited by CHANEL to Grasse, France to witness the creation of the legendary CHANEL No.5 perfume. There, the 24-year-old happily observed the complicated process of combining mayrose, iris, ylang-ylang, jasmine and vanilla as well as other choice ingredients, to concoct the iconic scent. During her trip, Chelsea wore CHANEL.



RITA ORA - DIESEL

English singer, songwriter and actress, Rita Ora, recently released her latest song, "Ritual", a collaboration with Tiesto and Jonas Blue. In the music video for the track, Rita sings and dances while wearing a denim belt on a pair of straight jeans, both from the DIESEL Spring/Summer 2019 Collection. Her dancing crew also donned total looks from the same line.



KERRY WASHINGTON - TORY BURCH

Known for her portrayal of Olivia Pope in the hit TV show, "Scandal", Kerry Washington stepped out at the 2019 Met Gala wearing a fashion statement. The Emmy-nominated actress wore a billowy pink skirt and jacket designed by Tory Burch. The ensemble drew the attention of everyone at the event with its message, "Negativity is Noise", which was highlighted in script.



NAOMI SCOTT - VALENTINO

Despite the divided response to the live-action remake of "Aladdin", fans of the original cartoon were happy to re-visit the engaging story and sing along to the much beloved songs that were revived especially for the film. Naomi Scott, the talented actress who played Princess Jasmine in the movie, was seen at the Berlin premiere wearing a stunning Valentino gown.



HIGH LIVING





POWERFUL Messages

DEBORAH ISKANDAR DELVES
DEEPER INTO THE ART OF THE
ISLAMIC WORLD

What is the correlation between these objects: the Taj Mahal, a Mina'i ware bowl and a silk carpet? All of these are examples of Islamic art. Still a relatively modern concept, the term 'Islamic art' was created by art historians in the 19th century in order to facilitate the categorisation and study of objects emerging in the 7th century from the region previously known as Arabia.

All of these traditional art forms that fall under the Islamic art category are commonly adorned with Quranic verses executed in beautiful calligraphy. Written in elegant script, these verses express Allah's divine word. The word Islamic is commonly used today to describe something of religious origin. Conse-

quently, using the label Islamic art could mistakenly be interpreted as art which is always religious by nature. In this case, it might be more appropriate to adopt the term arts of the Islamic world. This term and definition provide more room for artists to address issues that are not related to religious matters, for instance in the cultural and social fields. With this broader opportunity, artists can provide their own interpretation of important matters and help the public to increase their understanding of the Islamic world.

As researcher Tatiana Starodub from The Russian Academy of Arts explains in her book "The Islamic World": "The creativity of the Islamic artist is directed to God, not to a man".

In some ways, an artist surrenders his/her ego, imitates God in "his manner of operation" and acts as an intermediary transmitting universal and divine beauty. Islamic art is traditional art - functional, scientific, symbolic and, most importantly, of a superhuman origin. Being so traditional, are any innovations in Islamic art ever possible? When "freed from the constraints of patronage and functionality", can Islamic art still be considered truly Islamic in today's modern world?

Historically, innovations mainly touched upon new motifs and themes or new techniques and materials. Preserving traditional art forms is essential for Muslims to keep track of their own history. However, in order to thrive in the current world situation and to comprehend the challenges faced by - but also within - the Islamic world, Muslims should pave the way for contemporary Islamic art as a means to open the discussion around relevant issues. This would provide a more appealing way for Muslims and non-Muslims alike to understand them.

As a commemoration of the holy month of Ramadan and as an homage to Islam, ISA Art Advisory and PT Jakarta Land are currently holding an art exhibition: "Art of the Islamic World". Running until the 25th of July at WTC 2 and WTC 3 in Jakarta, the show presents four prominent and two emerging artists from In-



donesia. Their works depict the coalescence of their concerns and views regarding today's social and cultural issues, while also resonating with deep spirituality.

A.D. Pirous (b. 1932), together with Ahmad Sadali (b. 1924), are the two fathers of Indonesian abstract art. Through his paintings, Pirous portrays Arabic calligraphy with religious messages from an ancient period, still relevant in the present. Ahmad Sadali, whose particular skill was to create a balanced visual composition, also showed his version of Indonesia's

varied cultures through his works, which were greatly influenced by Islamic values. One of Indonesia's most influential and respected contemporary artists, Arahmaiani (b. 1961), examines the themes of spirituality, cultural syncretism, humanity's interconnectedness with nature, as well as the place of the feminine in religious traditions and in spiritual life in general.

Representing a younger generation of artists, Mujahidin Nurrahman (b. 1982) explores the world of perceptions. He borrows arabesque

motifs to challenge pre-conceived ideas and perceptions that exist in a multitude of social, political and spiritual beliefs and practices. In comparison, Lutfi Yanuar (b. 1994) plays with his concern towards his eclectic identity, which consists of sometimes contradicting values such as Islam (his religion), Javanese culture (his cultural background) and pop culture. In his works, he isolates each of these value systems in order to melt them into one mind-set, which he then uses to express himself to the world. Finally, young artist Dian Suci Rahmawati's works reflect her apprehension with psychological motives becoming sufficiently strong to influence a person to comply with God's command.

The exhibition "Art of the Islamic World" praises Allah, but moreover, it proves once again that art can be a powerful tool in identifying and bringing forward issues surrounding the Muslim communities. Not only addressed to practitioners of Islam, non-Muslims are welcome to examine or perhaps discover new aspects of the culture through a creative perspective. For any visitor, the exhibition is an invitation to find the correlation between traditional and contemporary Islamic art and to observe how Muslim artists voice their opinions, while juggling between presenting their work as both "a vehicle for personal expression" and Islamic art.

Deborah Iskandar is Principal of ISA Advisory, which advises clients on buying and selling art, and building collections. An expert on Indonesian and international art, she has more than 20 years of experience in Southeast Asia, heading both Sotheby's and Christie's Indonesia during her career before establishing ISA Art Advisory in 2013. She is also the Founder of Indonesian Luxury, the definitive online resource for Indonesians looking to acquire, build and style their luxury homes.

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1. Yang di Langit, dan Takdir Berada dalam Kekuasaan Nya by A.D. Pirous
2. Mujahidin Nurrahman's Straight Light, which explores the world of perceptions
3. Arahmaiani's Meditative Jawi painting, as seen on Indonesian Luxury's past event: Tetap Terang
4. Painting by Ahmad Sadali, whose characteristics was to create a balanced visual composition
5. Ageming Ati by Dian Suci Rahmawati



Beosound Edge from Bang & Olufsen

MAGICAL Sounds

BANG & OLUFSEN BRINGS
MAGIC TO YOUR HOME WITH ITS
NEWEST WIRELESS SPEAKER

Founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen, Bang & Olufsen has become the world leader in luxury lifestyle products. Often the first name uttered when it comes to high-performance audio products, the brand has achieved great success by building on the devotion and vision of the founders. Their relentless determination to create products that push the boundaries of audio technology continues to propel the company to the forefront of audio innovation. Every Bang & Olufsen product is characterised

by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. Enter Beosound Edge: Bang & Olufsen's newest wireless speaker that packs a punch.

Bang & Olufsen is introducing to the world a new powerful wireless speaker for the home that completely reimagines how we live with sound. Created in collaboration with globally acclaimed designer Michael Anastassiades, Beosound Edge features thoughtful design from the Danish luxury audio brand that will

transform the everyday mundane to musical mastery while also adding aesthetic value to your home.

Michael Anastassiades was trained as a civil engineer at London's Imperial College of Science Technology and Medicine before taking a Master's Degree in Industrial Design at the Royal College of Art. Founding his London-based studio in 1994, Anastassiades went on to establish his eponymous brand in 2007 to produce his signature pieces, a collection of lighting, furniture, jewellery and tabletop objects. The studio's philosophy is a continuous search for eclecticism, individuality and timeless qualities in design. He has designed products with various leading manufacturers including Flos, Herman Miller, Salvatori, Puiforcat, Lobbeyr, SCP and Svenskt Tenn.

The circular shape of Beosound Edge allows for two placement options: on the floor as a stunning centrepiece, amplifying and blending in with the colours of the furniture standing next to it, or placed on the wall as a gravity-defying statement that divides spaces in the home. Proximity sensors detect when you get close to the speaker, discreetly illuminating the aluminium touch interface. Interacting with Beosound Edge is its own magical experience. Gently rolling Beosound Edge forwards and backwards will increase or decrease the

volume respectively. A soft touch will change the volume moderately, while a stronger touch will change it more dramatically. Let go and it will gently roll back to its original position.

“With Beosound Edge, we are bringing forward a timeless design masterpiece that inspires the imagination with an interaction and experience never before seen in home audio. From a distance it is monolithic and discreet, hiding everything that suggests technology, yet it is unforgettable in sound performance, punching above and beyond what you would expect for the size of the speaker,” says Bang & Olufsen Concept Manager, Kresten Bjørn Krab-Bjerre.

DEBUTING THE WORLD'S FIRST ACTIVE BASS PORT

Drawing on acoustical technologies from Bang & Olufsen's advanced BeoLab portfolio, Beosound Edge is surprisingly powerful despite its compact footprint. To deliver impressive bass capabilities, the Bang & Olufsen acoustic engineers have put in a huge 10 inch woofer bass driver on one side. Its innovatively slim design and long excursion creates enough space for a dedicated four inch midrange and a three-quarter inch tweeter on both sides of the speaker.

To deliver a powerful sound experience at high volume, Beosound Edge debuts a groundbreaking acoustical technology named the Active Bass Port. The Active Bass Port unites two classical concepts of loudspeaker design: the so-called “closed-box” design and the “ported design”. The acoustic analogy resembles that of a car's spoiler that automatically raises as the car speeds up. When playing at lower volumes, it employs the closed cabinet principle for the most accurate sound reproduction. The Active Bass Port then opens up as the volume is increased in order to output more energised bass.

EXEMPLARY DESIGN

Since the 1950's, Bang & Olufsen has been the pioneer in using aluminium, making it almost synonymous with the brand. Remarkable craftsmanship and attention to detail are required to achieve the perfectly circular frame, and to polish the exterior to achieve a flawless finish. To add an element of magic, Bang & Olufsen has built the physical touch interface into the aluminium frame by creating microscopic holes invisible to the eye, allowing the slightest hint of light to shine through.

To contrast the polished aluminium body, Beosound Edge comes with a matt black fabric cover. The fabric cover is easily interchangeable



Beosound Edge is a collaboration between Bang & Olufsen and Michael Anastassiades

as Bang & Olufsen plans to introduce new on-trend fabric colours in the future. The black fabric surface seems to be drawing you in – an illusion created by minimising the transition between the two surfaces, and using matt fabric to contrast the reflective shine from the aluminium ring.

“It looks quite surreal as an object, because of the sudden depth change. A gap between the two materials would have allowed a tolerance to exist. Here, there is no tolerance, and the in-between space does not exist anymore which is amazing,” says designer Michael Anastassiades.

DIRECTIONAL SOUND CONTROL: YOU DECIDE THE RADIATION

Beosound Edge comes with 360-degree room filling sound from both sides of the speaker.

The new Directional Sound Control allows the user to define the direction in which the sound radiates, creating two acoustic fronts. This ensures that a room can be divided into an active listening area and a more passive listening area. The directional sound is controlled through the Bang & Olufsen app.

FREEDOM OF CONNECTIVITY AND VOICE-CONTROL

Beosound Edge comes with the major industry standard technologies to provide the best streaming experience, and to let you enjoy the streaming service of your choice. It comes with AirPlay 2, Chromecast2 and Bluetooth and it supports voice interaction when paired with either a Google Assistant-enabled speaker, such as Beosound 1 and Beosound 2, or an Amazon Echo device.



Chef Sam Leong with WGS Lifetime Achievement trophy

A STORY to Chew On

SINGAPOREAN CELEBRITY
CHEF, SAM LEONG, PRESENTS
AN EMPIRICAL FOOD
NARRATIVE

Those of you planning to visit the Lion City this summer might want to put an extra stop in your agenda. Forest 森 at Resorts World Sentosa has a unique offering created especially by the country's very own homegrown celebrity chef, Sam Leong. Chef Leong is known for introducing contemporary Chinese cuisine to Singapore during his long-standing career in the culinary world. The chef has, in brief, helmed the city's top Chinese restaurants, starred in television cooking shows,

been featured in international food events, mentored younger chefs as well as cooked for guests from all walks of life. With this in mind, Chef Leong decided to tell his story through a food series that will allow anyone to trace his inspiring journey by way of some of his most notable dishes.

The famous chef was recently awarded the Lifetime Achievement Award at the World Gourmet Awards, held in conjunction with



Crispy Wasabi Mayonnaise Prawn with Mango Salsa



Chef Sam's Coffee Pork Ribs

the World Gourmet Summit (WGS), held last April. The award honours the chefs who have dedicated their careers to refining the culinary arts and contributed solidly to the develop-



Cold and Hot Avocado Coconut served with Black Sesame Glutinous Rice Ball

“In the 1990s, I was inspired by the exquisite plating of French cuisine and started to introduce individually plated Chinese dishes at the restaurant I was heading. As contemporary Chinese cuisine was not heard of in those days, the new dishes were not welcomed by the guests as well as the service team who had to serve them,” he expressed. “I was discouraged but persevered, and I am very fortunate and grateful that my style of modern Chinese cuisine won me supporters over time. My journey for the last 30 years has been very eventful and I hope to share my story through this special menu.” The 54-year-old chef has remarkably proven himself over the course of his 30-year career, and now his dishes await you at Forest 森, Resorts World Sentosa. ‘I Am Sam’ has been available since 10 June 2019.

ment of the food and beverage industry. In order to impart his story, Chef Leong has specifically curated a menu entitled ‘I Am Sam,’ which conveys his hard work, perseverance, innovation, triumphs, loves, and family. The menu consists of eight dishes in total, including ‘Crispy Wasabi Mayonnaise Prawn with Mango Salsa’ and ‘Chef Sam’s Coffee Pork Ribs’ – the two dishes which he created in the late ‘80s and ‘90s that have become so popular that you can actually find them in many Chinese restaurant menus today.

Each of the dishes in the menu is created after an important moment of his life. Coated with wasabi mayonnaise, his famous crispy prawns are delightfully crispy on the outside and yummy on the inside. This dish represents his ‘Shooting to Success,’ as it was the one that brought him to international stardom. It was also the first time Leong used a Japanese ingredient in Chinese cooking back in 1989. Then, the ‘Pan-seared Lemongrass Chicken Roll stuffed with Glutinous Rice’ was ‘Born from Love.’ This dish is a ‘Chin-Thai’ entree that was created together with his Thai wife, Forest Leong, “It’s born from our love and respect for each other’s cuisines,” explains the chef. ‘Chef Sam’s Coffee Pork Ribs’ is mainly about ‘Taking Pride in Your Work.’ The story comes from when he succeeded to steal the hearts of the guests at the Wolfgang Puck Food and Wine Experience in Los Angeles in 1998. The dish subsequently became famous in Singapore the following year when then Manpower Minister Lee Boon Yang cited Leong’s innovative creation in Parliament as an example of how a “knowledge worker” can succeed despite a lack of academic qualifications.



Pan-seared Lemongrass Chicken Roll stuffed with Glutinous Rice



Barley Porridge with Condiments



Welly Tjandra

A DECADE of Trust

DRIVEN BY HIS PASSION FOR CARS,
WELLY TJANDRA SET UP
THE DJAKARTA AUTO LUXURY TOYS

Golf trophies, single malt whiskies, and timepieces; the private office of Welly Tjandra, Director of The Djakarta Auto Luxury Toys (TDA), is the ultimate man cave. The most striking piece inside his office? A shiny yellow Ferrari 430 Scuderia parked right next to the leather sofas. His private office sits on the third floor of the TDA automotive dealership building located in Jalan Kramat Pela Raya 31, Kebayoran Baru, South Jakarta. TDA deals in brand new luxury vehicles as

well as second-hand cars, the likes of Ferrari, Lamborghini and McLaren. A car elevator is connected to his private office and used to lift supercars to the second floor, where they house supercars, and to the building's top floor, where the interior detailing workshop is situated.

Throughout the years, Ferrari has steadily been the bestselling car brand for TDA. What has shifted is the colour options for the Prancing

Horse as now customers not only opt for the traditional red, but also blue, white or black. As of this writing, the most coveted vehicle in the showroom is a Ferrari 599 GTO, a rare breed of Ferrari, one of only 599 units ever made; it is a faster car than the iconic Enzo Ferrari.

It was earlier this year that TDA settled in to this new address, after previously calling Harmoni, Central Jakarta, home. "Since the early 2000s, I had a penchant for cars – buying and selling them, three to four times a year," said Welly, who was initially a construction materials importer. His first luxury car was a BMW 330ci. "Unfortunately, there were times a seller would tell me the car I'm interested in buying is in good condition, but after buying it, I'd eventually find out that the car had a bad history." To fuel his car hobby and to help his acquaintances get hold of premium used cars, he opened his own showroom in Harmoni in 2009. "The commitment for our customers is to inform them the true condition of a used car," said Welly, whilst sporting a 41 mm pink gold Audemars Piguet Royal Oak Chronograph. "What's for sure is that we do not deal with cars previously involved in traffic accidents."

Opening a showroom back then was quite a bold move considering the world was still recuperating from the financial crisis of 2008, the most severe crisis since the Great Depression of the 1930s. Admittedly, it was a tough first two years for Welly's new business, but he marched on, strengthened by his personal passion for cars. Luckily, he had a group of community friends that became his regular customers, and his challenge then was to expand his customer base. "It is common for new customers to have trust issues," said Welly. "Fortunately, after 10 years in the business, we have built a trustworthy reputation." So much so that Welly admits he has customers that have bought over a dozen cars in the past decade, without even once stepping foot inside the showroom.

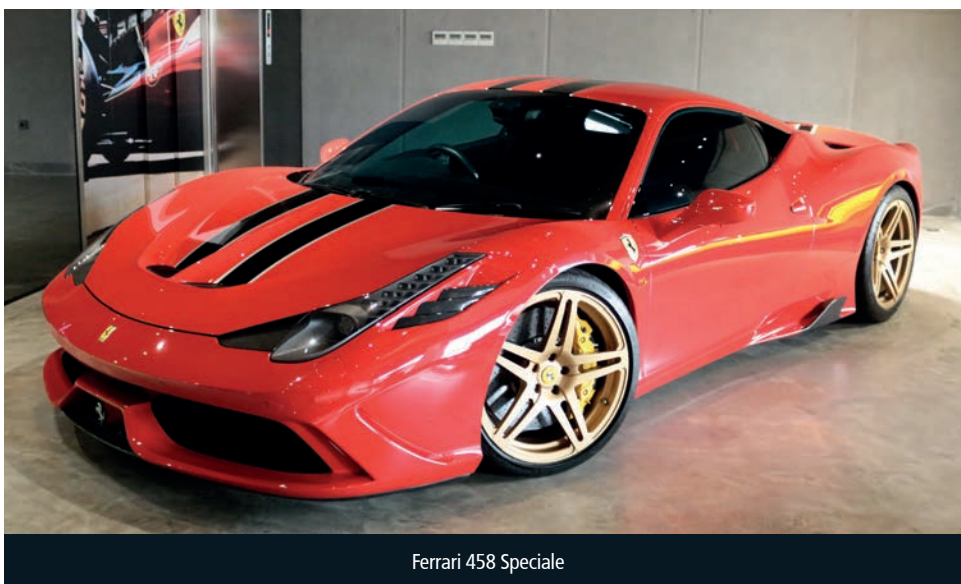
When he first started selling cars, Welly would share the roster of cars for sale through the Blackberry Messenger application "Update



Interior of the Lamborghini Aventador LP700-4



Scissor doors of the Lamborghini Aventador LP700-4



Ferrari 458 Speciale

Status" feature. Today, TDA has its own smartphone application which has also become its virtual showroom. "Aside from providing car specifications, the pictures are professionally taken with proper lighting and angling so customers can zoom in and have a clear view of the cars," said Welly about the smartphone application. "We keep this application up-to-date with our latest offerings, and if a car is sold we would take it down from the app."

Aside from the car specifications, Welly's customers would most frequently ask about a car's depreciation value within a year or two. In the event of an emergency, TDA customers are entitled to a car towing service, which will then take their car to an authorised auto repair shop. Welly indicates that a regular customer is one that would regularly trade cars every two to three years. His customers are mainly from Jakarta, although occasionally he does send cars to other cities. TDA doesn't officially have its own car community, but supports the activities of the Ferrari Owners Club Indonesia (FOCI).

Meanwhile for its internal customers, TDA would hold VIP as well as VVIP events, the latest being a gala dinner in collaboration with a property developer held in May. Aside from private customer events, TDA occasionally would hold a weekend breakfast in its showroom, which is open for various sports car communities.

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