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#50

Time Place

INDONESIA



The
Collector's
Edition





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Ref. 5034: Real icons have a special story to tell. And what was true of the great Portuguese seafarers also applies to IWC's own Portugieser. After all, the history of its genesis bears the stamp of courageous innovation and watchmaking expertise at its best. Seventy-five years ago, two Portuguese businessmen approached IWC requesting a wristwatch with the precision of a marine chronometer. In response, IWC's watchmakers took the unprecedented step of housing a hunter pocket watch movement in a wristwatch case. In so doing, they founded a watch family whose timeless elegance, sophisticated technology and unmatched complexity have been a source of wonderment ever

since. The movement itself is visible through a transparent sapphire glass back cover that provides an unimpeded view of the IWC-manufactured 52000 calibre's impressive precision. The watch's complexity is eloquently expressed by the perpetual calendar, whose functions can all be adjusted simply by turning the crown. And just as observing the star-studded heavens can guide a ship safely to harbour, a glance at the perpetual calendar and the moon phase display navigate the wearer safely through the complexities of time. This, in a nutshell, is how 75 years of watchmaking history became an icon of haute horlogerie. And how, thanks to its unique blend of perfection and timeless elegance, it has become a legend in its own time.

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The presence of the TAG Heuer Carrera – Calibre Heuer 01 on the cover is particularly appropriate for this #50th collector’s edition of *The Time Place* magazine. It is named in honour of founder Edouard Heuer, while 01 signifies the horological development of the calibre 1887.

The timepiece is a nod to tradition along with acknowledgement of the need to improve on the past. In some ways, it reflects our own story of producing the magazine during the past 11 years. In my first Welcome Note, I wrote that my intention in founding the magazine was to celebrate the selection of timepieces at The Time Place, and produce something specific to our country – we were the first watch magazine in Indonesia.

Hopefully, we have lived up to expectations, and we will continue to strive to do our best for our customers and partners. Of course, we could not have done it without you, and I extend my grateful appreciation to all involved. That includes all the members of the editorial team over the years, who shared the same goal to make the best magazine possible.

Many of our long-time partners, as well as more recent additions to our family, are featured in this 50th edition. We also showcase portraits of Jakarta figures in keeping with our inaugural campaign, “My Finest Hour”, asking them to reveal the precious moments when they are truly themselves.

Personally, mine is listening to music in the privacy of my home. As I listen to favourite tunes, I re-focus before returning to the business of life.

I hope you have your own finest hour. As I wrote in #1, time is a luxury – let’s enjoy it.

Irwan Danny Mussry
Editor-In-Chief and Publisher
@irwanmussry



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You would think that a mother of two's finest hour would be something related to spending quality time with her children. But it is my firm belief that unless you know how to truly love yourself, you will not be happy enough to be able to love others to the fullest.

And so my finest hour is actually when I am able to take my life fight gloves off – and just simply be me.

I've been dubbed the queen of multi-tasking by many; the fact is that I am a parent, a spouse, a daughter, a senior employee in a very active organization who also loves to go out with friends to watch movies, catch concerts and do some restaurant hopping – plus let's not forget writing.

True, it's a lot to juggle all at one time, so recharging and breaking away from everything is important to keep a balance and stay sane. This happens, most often, on a long flight to wherever my work takes me.

On a plane, with a bunch of strangers who could care less about what I do and what I look like on board, I get to wind down, forget everything and hit the reset button awhile. It's a big plus that I get to shut off my phone and be excused for being unreachable. When I'm able to disengage from everything for a while, I actually find that I come back even more engaged and sharper than before.

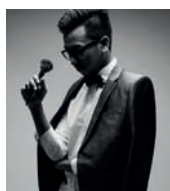
So that's me and my finest hour. What's yours?



Shannon Hartono
Chief Editorial Advisor

CONTRIBUTORS

In honour of our new campaign, these talented contributors reveal their finest hours in life.



"Watching movies at the end of a hard day of work."

Bubah Alfian
Makeup Artist



"Listening to my iPod on a holiday trip – I feel so serene and refreshed."

Diera Bachir
Photographer



"Getting the chance to go diving, and to see another level of the Earth."

Hakim Satriyo
Photographer



"Riding in the car, listening to '90s music and singing along with my best friends."

Ifan Rivaldi
Makeup Artist



"Getting to spend the day with my baby daughter."

Jacky Suharto
Photographer



"Joking around with my best friend."

Nicky Gunawan
Photographer



"Alone in my room at night, listening to good music with a glass of wine – or maybe a bottle."

Rahajeng Puspitasari
Stylist



"When I am dancing while no one is watching."

Rical Tedjoutomo
Stylist



"Cycling along in the countryside in France."

Yoonhye Shin
Production Coordinator
The Time Place magazine

THERE ARE EXCEPTIONS
TO EVERY RULE.



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The Time Place Magazine, Edition 50

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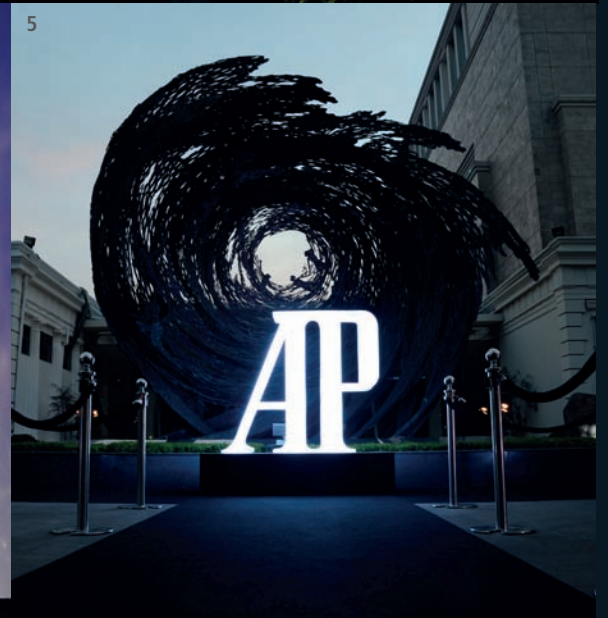
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Indonesian Inspired

It was an auspicious evening to pay homage to the nation as Audemars Piguet launched its limited edition Pride of Indonesia timepiece at Museum Nasional. Audemars Piguet Southeast Asia General Manager Antonio Seward mingled with guests over cocktails and a smorgasbord of local culinary delights before the high point, a charity auction of the first watch to benefit the museum.



1. David Bayu, Titi DJ & Irwan Danny Mussry 2. Titi DJ and David Bayu perform for guests 3. Antonio Seward, Erico Sitorus, Handojo S Mulyadi & Jeremie Comel 4. Oliviero Bottinelli, Intan Mardiana, Antonio Seward & Irwan Danny Mussry 5. Museum Nasional on the night.



7. Aimee Juliette 8. Robby Hermawan & Cynthia Veronica 9. Ade Andriani, Debby Setyawati & Sherryl Angelina 10. Jessica Widjaja, Heny Hartanto & Justin Widjaja 11. Juan Winston & Catherine Sutanto 12. Bruno Jenny & Poppy Dharsono 13. Rudolph & Novira Karundeng 14. Sebastian Togelang & Veronica Linardi 15. Lina Koswara & Eva Antonio 16. Fergus L, Felix L, Santoso Y & Robert.



Sweet Seventies

In celebrating the 75th anniversary of the Portugieser watch family, IWC South East Asia and exclusive Indonesian retailer The Time Place hosted an exclusive evening for a coterie of specially invited guests at The Prohibition. As they supped on canapes and French 75 cocktails and wine, invitees were treated to a special preview of the new collection from the renowned luxury haute horlogerie brand and IWC SEA Managing Director Matthieu Dupont.



1. Ati Nuri, Oge Arthemus & Iis Ceria 2. Angeline Chandra & Danny Cahyadi 3. Matthieu Dupont 4. Shoeb Kagda 5. Tju Fenddy Iswanto & Dylan Sen Putera 6. Anindya Harahap & Ardhana Utama 7. Christoph Choi.



8. Claudia & Paul F Lie 9. Sinta Karlina 10. Caroline Utama & Wirama Pratama 11. Sylvia Kinasih 12. Anton H Johannes 13. Kris Darmawan 14. Robby Alamsah 15. Astrid Veronica 16. Erianto Chang.



All That Glitters

A select group of ladies was in luck as Piaget presented its Possession Jewellery and timepiece collection at a cocktail evening for customers at the lofty venue of CLOUD Lounge. Apart from the sparkling jewels on show, there were photo opportunities, including with Piaget South East Asia General Manager Eduardo Tartalo and fun games galore to keep the VIP guests enchanted.



1. Kiki Amalia, Rina Herkiamto 2. Kevin Aprilio 3. Sulis Hajadi & Finn Cramer 4. Ovie Wu, Irwan Danny Mussry, Puput Carolina & Angela Prisa 5. Mona Felicia, Eka Luminov & Chone Futelone 6. Ati Sukirno & Nadia Sukirno 7. Sonia Seth & Andiarini Soeroso.

PIAGET

PERFECTION IN LIFE



- Manhattan, New York -

Piaget Altiplano

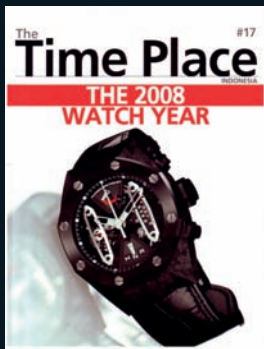
Pink gold bracelet 38 mm and
34 mm set with diamonds.
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The Time Place

INDONESIA



Through The Years





A. LANGE & SÖHNE
GLASHÜTTE I/SA

The Time Place magazine is a highly respected publication - not only in its home country Indonesia!

Over the last four years, your work in covering the development of the watch industry has been competent, up-to-date and fully informed at all times.

We wish you every success for the future and look forward to many more articles that are a joy to read.

Wilhelm Schmid
CEO

AUDEMARS PIGUET

Le Brassus

I would like to give you two thumbs up for a great work full of passion and dedication on the first 50 issues. If you keep on with this hard work, the quality of content and the love for this industry, then myself and other watch enthusiasts will be excited to read and collect the next 50 issues and more. Ciao.

Oliviero Bottinelli
MEMBER OF THE BOARD OF DIRECTORS

BAUME & MERCIER
MAISON D'HORLOGERIE GENEVE 1830

Being a brand strongly associated with celebration, I am pleased to share your joy of achieving 50 issues! A milestone indeed worth celebrating.

Congratulations and keep up the great work!

Alain Zimmermann

Alain Zimmermann
CEO

Bell & Ross

TIME INSTRUMENTS

*Congratulations to The Time Place
for celebrating their 50th issue!
Bell & Ross is proud and thankful to
have been working with such a key and
privileged partner as The Time Place
in Indonesia for the past years.
We wish you continued success for the next 50th ones!*



Carlos Rosillo
CEO


BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE



*Congratulations for
50 fantastic issues of the
Time magazine*

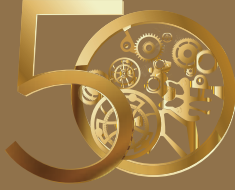
Marc Hayek
PRESIDENT & CEO


BREITLING
1884

*Heartiest Congratulations to
The Time Place magazine on your
#50 issue. We wish you continued
success and we look forward to
many more years of collaboration.*



Theodore Schneider
PRESIDENT & CEO



CHANEL

Dear Time Place Magazine Team,
Congratulations on your 50th issue!
We are happy to be celebrating
this milestone with you and
with you continued success.

Kind regards,
Stephanie Couette

Stephanie Couette
MANAGING DIRECTOR

Chopard

Congratulations on the 50th
issue of "The Time Place".
Thank you for providing such a great
platform for the watch industry in
Indonesia! Yours Karl-Fr. Scheufele

Karl-Friedrich Scheufele
PRESIDENT



CORUM
LA CHAUX-DE-FONDS · SUISSE

Through the last years, Corum has been moving
fast, recapturing legitimacy in the watch industry.
Today, true values are back, founded on human
relationships. And it is thanks to media like
THE TIME PLACE that Corum was able to be
back in the forefront of the high watch-
making industry.
We are very proud to count on THE TIME PLACE
in the Corum family and even more since
we started together from their very first
issue!
I sincerely congratulate THE TIME PLACE and
with them another successful decade!

Jacques-Alain Vuille

Jacques-Alain Vuille
EXECUTIVE VICE PRESIDENT



Congratulations
The Time Place Magazine
for your 50th issue !!
Hublot wishes you great success

Ricardo Guadalupe

Ricardo Guadalupe
CEO



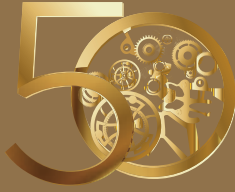
Congratulations on The Time Place's 50th
issue anniversary!! A fantastic milestone &
journey and one that HYT is honoured to be
a part of! All the best from HYT!
V.P.

Vincent Perriard
CEO

PANERAI

Happy Anniversary to
The Time Place from
Officine Panerai
Angelo Bonati

Angelo Bonati
CEO



PIAGET

To the team at Time International,
we congratulate you on the great
achievement in building a highly
reputable watch publication that is
known for its quality editorial contents.
Happy 50th edition anniversary to
Time Place magazine and we wish you
many more fantastic years to come.
Kindest regards

Philippe Léopold-Metzger

Philippe Léopold-Metzger
CEO



TAGHeuer
SWISS AVANT-GARDE SINCE 1860

*Congratulations for the 50th
edition of "The Time Place Magazine"
and wish you long life and a
lot of continued success.*

J.-C. Biver

Jean-Claude Biver
CEO



ROGER DUBUIS
HORLOGER GENEVOIS

*Congratulations on the 50th issue of
the Time Place!*

*My best wishes for another 50
great issues.*

Warmest regards.

JMae Pontroue

Jean-Marc Pontroue
CEO

TORY  BURCH

Congratulations
The Time Place
On your 50th issue

Tory Burch
FOUNDER & CEO



VACHERON CONSTANTIN

Manufacture Horlogère, Genève, depuis 1755.

Congratulations on your 50th issue!
As Vacheron Constantin celebrates its 260th
anniversary this year, we thank you for
the continuous support and contribution to
the magical world of watches
Juan Carlos Torres

Juan-Carlos Torres
CEO



ZENITH
WATCHES

Dear Partners and Friends,
More than a key milestone, this 50th issue celebrates Time Place
Magazine's dynamism and long-term collaboration. Thanks for
showing our Passion and Values: Authenticity, Pleasure and
Doing. We are looking forward to discover the next 50th
editions and more!!! Congratulations 😊 Best Regards
Aldo

Aldo Magada
PRESIDENT & CEO

Ricardo Guadalupe and his design team



Hublot is known for its innovation in combining materials

THE BIG League

CONTINUING TO CREATE A RESOUNDING STIR WITH HUBLLOT'S BIG BANG WATCH

Hublot exploded on the scene a decade ago with the release of its first Big Bang watch. In celebration of the 10th anniversary of the now-iconic Big Bang, Hublot unveiled its latest limited edition, the Big Bang Tourbillon 5-day Power Reserve Indicator, at Baselworld earlier this year.

The Big Bang Gold Ceramic – the very first watch in the Big Bang collection – was released in 2005. The launch of the groundbreaking

and award-winning Big Bang line was a game changer for Hublot and effectively put the watchmaking company on the map. The Big Bang was so successful it has since become the company's signature watch. Suffice it to say, a decade of Big Bang is most definitely something to celebrate.

Hublot is a company that is all about horology, innovation and fusion, with Big Bang watches embodying all of these things. Its name could

Big Bang Tourbillon Power Reserve 5 Days King Gold



Big Bang Tourbillon Power Reserve 5 Days Titanium

not be more apt; the whole concept of the original Big Bang design was to combine materials that do not naturally mingle. For Hublot this was rubber and gold.

The Big Bang Tourbillon 5-Day Power Reserve Indicator is housed in a traditional 45 mm case. It features a sapphire dial and its skeleton design reveals the intricacies of its mechanics. The attractive King Gold and titanium versions are both limited to 99 pieces each. The watches also feature a specialised bracelet attachment system which allows the bracelet to be switched quickly and safely.

But the real star is the traditional tourbillon. The eye-pleasing skeletonised design was produced in-house by Hublot's micro-mechanics, engineers and watchmakers. The manually wound tourbillon has a cage measuring 13.6 mm in diameter and is a minute tourbillon that performs a single revolution every 60 seconds.

The power reserve indicator is visible on the dial side and has also been remodelled with a new bridge and main plate architecture. It is also water resistant up to 30 metres, keeping with the brand's sporty and adventurous spirit. With its combination of traditional horology and modern style, Hublot's latest design commemorates the company's heritage and unveils the new generation of Big Bang.

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Big Bang Unico Full Magic Gold.
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Limited edition of 250 pieces.



The HYT H4 Gotham



The sturdy case is made of 3DTP™ carbon



The HYT H4 Gotham is powered by a new HYT exclusive calibre

DUAL Forces

THE H4 GOTHAM IS AN OUTSTANDING ADDITION TO HYT'S IMPRESSIVE ARSENAL OF TIMEPIECES

Fifty is the magic number for the H4 Gotham. Limited to 50 pieces, HYT's latest release combines the aesthetics of the H1 and the style of the Skull to create something completely different.

HYT launched its first hybrid timepiece, the H1, in 2012 and has remained on the cutting edge of the watchmaking industry ever since – especially when it comes to technology and design. Its signature (and some would say unconventional) hydro-mechanical designs indicate time with the unlikely pairing of liquid and mechanics. With each new collection, HYT continues to up their engineering game.

This year, HYT is celebrating its engineering prowess yet again with the H4 Gotham, an example of the new generation of HYT skeleton watches. As a company, HYT is known for defying the status quo, and in the spirit of the brand the H4 Gotham is full of firsts.

The ultra-sporty and highly-technical H4 Gotham is the first HYT watch to boast a case made entirely from 3DTP™ carbon, a material used in aero-

nautics due to its exceptional resistance and rigidity. It is also the first of its kind to display the time off-center, on the bezel rather than the flange.

Another first for the brand is its highly technical strap, which is an amalgamation of rubber and the high-performance fibre Nomex™ (a synthetic material used to create suits and helmets for racecar drivers). The H4 Gotham is nothing if not tough.

HYT's engineering and design might be mind-bogglingly complex but there are no secrets when it comes to the H4 Gotham. Its skeleton design puts its mechanics on full display. By eliminating the dial, the entire gear train and a portion of the barrel are visible. That being said, its chromium plated and metalised finish adds an air of mystery to the watch by creating a complex play of lights, shadows and mirrors, which functions to accentuate the tiniest of details. The large 52 mm watch also features hand-bevelled bridges decorated with Côtes de Genève and a power reserve of 65 hours.



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Breguet Marine
Chronographe
"200 ans de
Marine" 5823



EARNING Its Stripes

HONOURING BREGUET'S TWO
CENTURIES OF SERVING THE NAVY

Breguet was founded by Abraham-Louis Breguet in Paris in 1775, and over the years it has accrued a long list of achievements. In marking its long-standing history in the watchmaking industry, the company recently unveiled its latest watch, the Marine Chronographe "200 ans de Marine" 5823, which marks the bicentenary of Breguet's achievements as a chronometer-maker for the French royal navy.

In 1815, Breguet was called upon by King Louis XVIII to serve the needs of the navy. It was an immense honour but with the technological limitations of the 19th century this was no easy

feat. At the time marine chronometers were of vital importance to the safety of fleets, as they determined the position of ships at sea. In this sense, chronometers had to be unfailingly accurate, a task made difficult by the constant movement of ships.

The ingenious Breguet was up to the challenge and designed numerous marine chronometers that were mounted on customised boxes that were fashioned out of mahogany or walnut wood. Their gimbal suspension kept the chronometers level in spite of any dramatic movements.

In celebration of the 200th anniversary of Breguet's appointment to the navy, the exclusive Marine Chronographe "200 ans de Marine" 5823 pays tribute to Breguet's historic accomplishments and engineering prowess while serving in the navy as a chronometer-maker by releasing a limited collection of 200 pieces. The new design pays homage to the company's historical roots and groundbreaking designs while at the same time bringing this technology into the 21st century.

The self-winding watch boasts the company's trademark features, such as a fluted platinum case. Its hand-guilloché gold oscillating weight also features a two-tone black and rhodiumed exterior. The gold dial, in matt black, indicates the hours and minutes, while the chronograph seconds and minutes hands are in the centre.

Keeping with the company's rich maritime history, the diving watch is also water resistant up to 100 metres and comes with a rubber strap. The Marine Chronographe "200 ans de Marine" 5823 serves as the ideal tribute to the company's undeniable influence in the industry.



Grande Reverso Night & Day watch

Eduardo Novillo Astrada, polo Champion,
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THE TIME PLACE

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JAEGER-LECOULTRE

Open a whole new world

The Ocean Commitment Bathyscaphe Chronographe Flyback



OCEAN of Choice

BLANCPAIN PLUMBS DEPTHS OF INNOVATION WITH ITS NEW UNDERWATER CHRONOGRAPH

Blancpain's long and varied history has become inextricably tied to diving. Fifty Fathoms – the first modern diving watch – was created in 1953. As the story goes, the French Navy's "combat swimmers" requested to be armed with more reliable timepieces to use during their operations. Blancpain's answer was the Fifty Fathoms, a timepiece that changed the face of diving watches.

In commemoration of the company's long-standing tradition of creating revolutionary

watches and supporting oceanic environmental causes, Blancpain recently unveiled the Ocean Commitment Bathyscaphe Chronographe Flyback as part of a series of Ocean Commitment limited editions.

Along with Fifty Fathoms, the Bathyscaphe plays a legendary role in the brand. It debuted just three years after the original Fifty Fathoms and was intended for daily wear. For over six decades the Fifty Fathoms and Bathyscaphe collections have evolved side by side and become pillars of the brand.

Now more than 60 years after the birth of these two iconic designs, Blancpain has essentially fused Fifty Fathoms and Bathyscaphe. The result is the Ocean Commitment Bathyscaphe Chronographe Flyback, a fully featured underwater chronograph.

The collection is limited to 250 pieces and is aesthetically similar to the Bathyscaphe Chronographe. The major differences are that the dial and ceramic bezel now feature an apropos hue of sea blue – an homage to the maritime-oriented Fifty Fathoms – and the case is designed in a unique dark-matt grey ceramic.

In celebration of the company's history and commitment to the ocean, each piece is accompanied by *Fifty Fathoms: The Dive and Watch History 1953-2013*. The 475-page book offers an intriguing glimpse into the history and evolution of Blancpain's iconic dive watch.

With its passion for diving and ocean preservation, Blancpain is also a business with a cause. The company plans to donate 1,000 euros from the sale of each unit to select charities that are devoted to exploring and preserving the world's oceans.



The case back bears the Ocean Commitment logo



Villeret Collection

IB
1735
BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE

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Meet your
new Boyfriend



Introduce the Boyfriend watch to your special someone



The Boyfriend watch in beige gold with diamonds and white gold with diamonds

OH Boy

CHANEL'S INTRIGUING
NEW TIMEPIECE IS
LETTING LADIES BE
ONE OF THE BOYS

Gabrielle Chanel defiantly lived her life on her own terms and desires, shrugging off “proper” gender roles. That same unconventional spirit infuses Boyfriend, Chanel’s new timepieces that elegantly marry the masculine and feminine for liberated ladies of today.

While the name and irreverent marketing hashtag #meetmyboyfriend have people sitting up and taking notice, it’s the handsome design that is leaving them smitten. The octagon shape, a deliberate nod to the revered Premiere watch, also channels the N 5 bottle and the Place Vendome landmark with its contemporary and classic design of boldly defined lines with polished angles.



Make the Boyfriend a lifestyle choice

The large and lovely XL version at 37 x 28.60 mm boasts a manual-winding mechanism and a small seconds counter at 6 o’ clock, while the 34.60 x 26.70 mm size is replete with a quartz movement and small date counter.

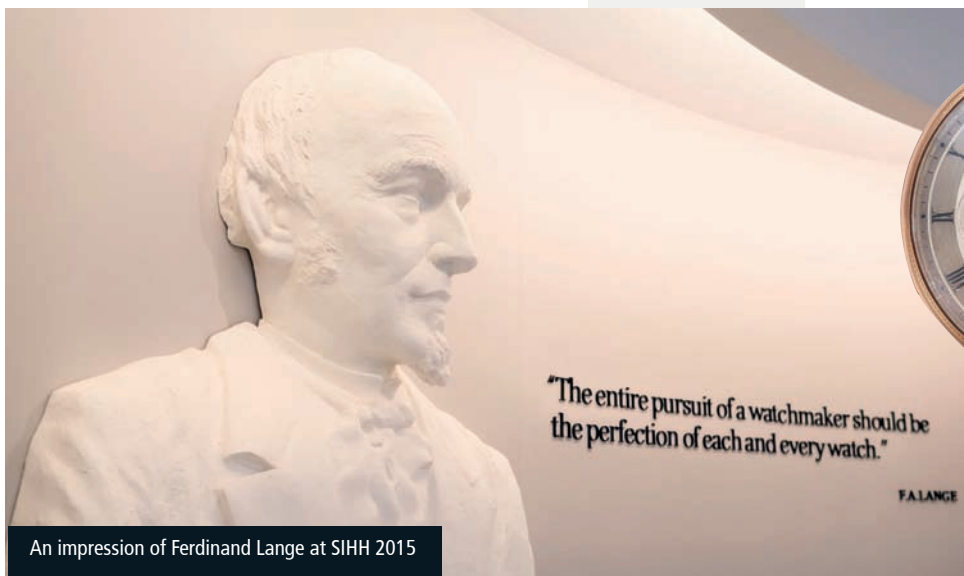
Another attention getter is the shapely watchcase, distinguished by its bevelled edges in satin and polished finish, in 18-carat beige gold; there is the choice of 18-carat beige gold, with or without diamonds, or the 18-carat white gold set with diamonds. Also bucking tradition is the oblong dial, sans numerals but with a sleek guilloché finish, complemented by the semi-matt Mississipiensis alligator strap.

Latter-day Cocos, with a penchant to bend the rules and show their other side, will likely be introducing their Boyfriends around town.



L'INSTANT CHANEL

THE CHANEL MOMENT



An impression of Ferdinand Lange at SIHH 2015

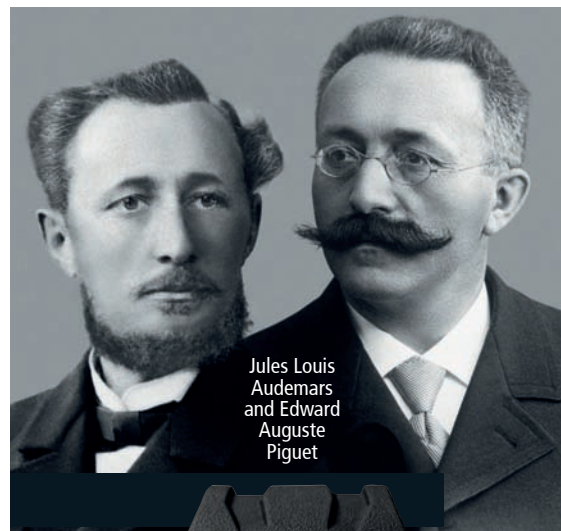


Vacheron Constantin pocket watch 1817

Vacheron Constantin pocket watch from 1918



Roger Dubuis Manufacture



Jules Louis Audemars and Edward Auguste Piguet

MARKING Milestones

THERE ARE ANNIVERSARIES APLENTY IN THE WORLD OF WATCHES

In big ways and small, many brands are celebrating their anniversaries this year.

A LANGE & SÖHNE

This year marks the 170th anniversary of the founding of A. Lange & Söhne's manufacture in Glashütte, Germany, as well as the 25th anniversary of Lange's rebirth (the brand was expropriated after World War II and only re-launched in 1990, after the collapse of the

communist regime). If founder Ferdinand Adolph Lange were alive today, he would also be celebrating his bicentenary.

But with characteristic Saxon restraint, Lange has chosen not to commemorate any of the aforementioned events. A celebration for the brand means proposing a new watch or idea, one that extols the virtues of the manufacture, pays tribute to the founding father, or advances watchmaking as a whole. And that's pre-



Royal Oak Concept

cisely what 2015's major launch, the Zeitwerk Minute Repeater, achieved.

As the world's first decimal minute repeater with a precisely jumping digital time display, the watch represents all that is beloved of the brand.

AUDEMARS PIGUET

It's been 140 years since Jules Louis Audemars and Edward Auguste Piguet established their atelier, making Audemars Piguet the oldest watchmaker still owned by descendants of the founding families. Despite the many changes and technological advances the industry has witnessed, the original independent spirit of the company has never changed. That is, to leverage on its independence to continually push the boundaries of watchmaking.

Although no festivities are planned for the year, nor any anniversary edition or collection, recent launches such as the Royal Oak Concept Laptimer Michael Schumacher, Royal Oak Concept RD#1, new Millenary collection for women and Diamond Punk cuff watch, demonstrate the manufacture's verve and intrepidity. The Concept watches showcase cutting-edge, experimental technologies, while the women's pieces establish the brand's dedication to female connoisseurs of technical/high complication watches.

BAUME & MERCIER

In 1830, brothers Louis-Victor and Célestin Baume opened a small watch dealership in the Jura valley of Switzerland, trading under the name Frères Baume (Baume brothers). The "Mercier" name did not enter the picture until 1918, when Louis-Victor's grandson, William Baume, partnered with Paul Mercier to forge a new company.

This year, Baume & Mercier celebrates the pioneering activities of the founding brothers, whose entrepreneurial spirit saw them successfully expand the company's footprint across the globe, long before globalisation became a buzzword. In recognition of their forward-thinking approach, a special commemorative edition will be launched at Watches & Wonders in Hong Kong in September 2015.

Until then, fans of the brand can look forward to another limited edition timepiece, produced in collaboration with race car marque Shelby. The sporty-looking Capeland Shelby Cobra comes in two versions, a steel chronograph (1965 pieces) and an 18-carat red gold flyback chronograph (98 pieces).

CORUM

Corum may be 60 years old this year, but its history stretches further back: 1924, to be precise. That's when watchmaker Gaston Ries opened a workshop in La Chaux-de-Fonds, in the Swiss Jura. In 1955, he was joined by his nephew René Bannwart, and together the pair transformed the workshop into a full-fledged company with its own brand and line of distinctive, innovative watches.



Baume & Mercier Capeland Shelby Cobra

“
BAUME & MERCIER
CELEBRATES THE
PIONEERING
ACTIVITIES OF
THE FOUNDING
BROTHERS AND THEIR
ENTREPRENEURIAL
SPIRIT.”

One such line, the Admiral's Cup, was unveiled in 1960. With its iconic 12-sided bezel, it quickly evolved into a Corum flagship and was chosen to host the 60th anniversary commemorative edition this year. Witness the Admiral's Cup Legend 42 Flying Tourbillon, which features a flying tourbillon and a micro-rotor, showcased to great effect thanks to smoked sapphire crystals. Housed in an 18-carat red gold case, it's the epitome of the watchmaking ideals espoused by its founders.

ROGER DUBUIS

Roger Dubuis (the brand) has had a tumultuous history, despite it being only 20 years old. Founded in 1995 by the eponymous master watchmaker and designer/marketer Carlos Dias, the brand quickly made a name for itself thanks to its bold designs and avant-garde technics. But the company was also beset by various problems, so much so that Dubuis himself left in 2003. However, he returned as



Admiral's Cup
Legend 42
60th
Anniversary

a consultant in 2011, by which time Dias had sold a majority stake to Richemont.

To show its admiration for its namesake founder, the company unveiled the Hommage collection at Watches & Wonders last year. The collection pays tribute to the daring genius of Dubuis with varied interpretations of classical watchmaking codes. The star of the show was the Automatic Minute Repeater Flying Tourbillon, a stunning piece of micro-machinery equipped with a double micro-rotor and silent



Hans Wilsdorf,
founder of
Tudor and
Rolex

regulator. It was released in a limited edition of 20 pieces in honour of the anniversary.

TUDOR

However you look at it, Tudor is fast stepping out of its big brother Rolex's shadow as it marks its 70th anniversary. The brand was introduced in 1945 – 40 years after Rolex – when Rolex founder Hans Wilsdorf decided to offer a more modestly priced alternative. Tudor reached the height of its popularity in the '60s and '70s, though the quartz crisis in subsequent decades exacted a heavy toll. The brand languished in obscurity until about 2010, when it made a striking comeback with the vintage-inspired Heritage Chrono.

The brand set BaselWorld ablaze with the release of its very first manufacture movement, MT5621. Housed in an entirely new collection, the North Flag, the automatic calibre is also the first from Tudor to be granted a chronometer certification by the COSC. It is also fitted with a silicon hairspring, which makes the watch resistant to magnetism.

VACHERON CONSTANTIN

It's a big year for Vacheron Constantin as the manufacture celebrates the 260th year since watchmaker Jean-Marc Vacheron founded his workshop on the Quai de l'île in Geneva (partner François Constantin joined the venture in 1819). Appropriately, the celebrations kicked off at the SIHH in Geneva with the unveiling of seven models in an entirely new collection, Harmony. Issued in limited editions, the watches feature a cushion-shaped case inspired by Ref. 3306, one of the company's earliest wristwatch chronographs from 1928.



“
TODAY, ZENITH PERPETUATES ITS FOUNDER'S LEGACY AS ONE OF THE WATCHMAKING INDUSTRY'S POWERHOUSE MANUFACTURES, PRODUCING HIGH-QUALITY CALIBRES FOR A MULTITUDE OF INTERNATIONAL BRANDS.”

That was just the start. On September 17th, the exact anniversary date, Vacheron will unveil what it touts as the world's most complicated timepiece, a bespoke pocket watch eight years in the making. Inspired by a request from a collector, it is set to top the record-breaking Tour de l'île wristwatch that the manufacture revealed for its 250th anniversary in 2005. To heighten anticipation for the launch, teasers have been released on the brand's website and forum.

ZENITH

Zenith founder Georges Favre-Jacot was a true visionary and industrialist. In the mid-19th century, watchmakers in the Swiss Jura region of Le Locle were mostly operating as small, independent workshops. But Favre-Jacot saw that it would have been more productive for

the various workshops to be united under a single roof, so he established the Zenith manufacture with that intent.

Today, Zenith perpetuates its founder's legacy as one of the watchmaking industry's powerhouse manufactures, producing high-quality calibres for a multitude of international brands. To maintain its lead as an industrial heavyweight, the brand set about refurbishing all 19 buildings of the manufacture and equipping them with state-of-the-art technology, a process slated for completion this year.

While no major festivities are lined up, the brand plans to hold small-scale celebrations in its various markets throughout the year, as a tribute to the enduring relationships enjoyed between the trading partners.



Breguet, the innovator.

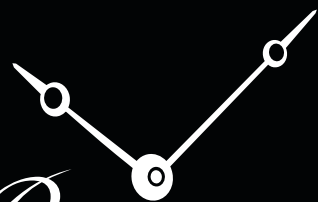
Invention of the Breguet balance spring, 1795

The balance spring gives time rhythm and sets its rate – the key to a watch's precision. With its many patented innovations, the Tradition 7047PT with fusee tourbillon pushes the limits of precision time-keeping by combining the accuracy of the Breguet balance-spring's terminal curve, conceived in 1795, and the anti-magnetic properties of silicon. History is still being written ...

www.breguet.com/inventions

THE TIME PLACE

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Breguet
Depuis 1775



TIMELESS CLASSIC

The Tradition Automatique Seconde Rétrograde 7097 is the ideal blend of historic style and modern technology.

With clients like Marie-Antoinette, Napoleon Bonaparte and the Queen of Naples, Caroline Murat, it's no wonder Abraham-Louis Breguet was considered the leading watchmaker of his time. The Swiss-born mechanical genius prided himself on pushing the boundaries of watchmaking and contributed numerous technological innovations that would forever change the face of the industry. The pare-chute shock protection, raised terminal curve (or overcoil) of the balance spring and, most famously, the tourbillon, are among his contributions to watchmaking. And as a company, Breguet is always quick to pay homage to the company's prestigious history.

In 2005, they launched their esteemed Tradition Collection, a collection inspired by Breguet's historic "subscription" watches which date back to 1796. The Tradition Automatique Seconde Rétrograde 7097 was introduced earlier this year and references these historic watches in myriad ways. The bridges, wheels, escapement, barrel and other components of the movement are all visible to the naked eye. The 7097's gold winding rotor also mimics the style from the period's movements. The silvered gold dial is offset at 12 o'clock, similar to many of the tact watches that Breguet created in the early 1800s.

Like all of Breguet's creations, the 7097 boasts the finest craftsmanship. The bridges and baseplate are peened – a feat that requires great skill and precision. The conventional engine-turned hobnail pattern is handcrafted, accentuating the silvery dial. As the name implies, there is a retrograde seconds hand at 10 o'clock. The pare-chute, which is located at 4 o'clock helps to balance the symmetry and improve shock resistance.



While the 7097 is entrenched in the brand's history, it also keeps up with the times. Its 40 mm case contains a precise movement with an inverted inline lever escapement with silicon pallets and a silicon Breguet overcoil balance spring. All in all, the 7097 is the perfect modernisation of Breguet's historical pieces.

TIME TRAVELLER

The Tradition GMT 7067 merges Breguet's historic aesthetics with a modern time zone indicator.

After Breguet's Tradition Collection was launched in 2005, it quickly emerged as one of the most iconic collections in the company's history. It's very first model, the 7027, was particularly revolutionary as it was the first of its kind to reveal the movement on the dial side of the baseplate.

The Tradition GMT 7067 stays true to Breguet's heritage, while adding modern elements to make it a truly timely wristwatch. In the spirit of tradition, the 7067 features some of Breguet's signature features, namely the finely fluted case back, the moon-shaped cutouts on the hands, the welded lugs and the custom-numbered, engine-turned dial.

However, the Tradition 7067 also incorporates a few truly modern touches. One of the most unique and contemporary features of this model is its time zone indicator. A button located on the 10 o'clock area of the caseband makes it simple to select a time zone. The silver dial for the second time zone is stylishly placed off-centre on the 12 o'clock sector of the dial. At 8 o'clock there is also a black-coated dial for the reference time. While the day/night indicator for the reference time is located at 10 o'clock.

Despite its extra functionality, which appeals to the global traveller, its anthracite-coloured movement helps to highlight the balance wheel at 4 o'clock. And of course, Breguet's signature spring, with its raised terminal curve, and the inverted inline lever escapement are both fashioned from silicon, ensuring the utmost reliability and stability.

Housed inside a 40 mm rose or white gold case, the movement is manually wound with a power reserve of 50 hours. For an appealing visual, the portion of the movement that is typically hidden from view is made visible through the sapphire-crystal case back.



A LASTING LEGACY

Breguet celebrates its prestigious heritage with the Tradition Tourbillon Fusee 7047

In the 1790s, Abraham-Louis Breguet thought up the idea for the now-iconic souscription (better known as “subscription”) watches. At the time, Breguet’s goal was to create affordable, quality and highly accurate watches for customers, who would reserve the popular timepieces with a down payment. The first model – with its simple, single-hand design – proved to be a resounding success for the always inventive Breguet.

Over two centuries later, the ingenuity of Breguet’s classic subscription watches is still being recognised. This time it is the Tradition 7047 that pays homage to the company’s historic timepieces. With its 18-carat rose gold case, delicately fluted band and sapphire crystal case back, the “Grande Complication” wristwatch celebrates a long history of finely crafted and highly technical watches.

Its tourbillon, fusee and chain transmission, and silicon Breguet balance spring, all represent a return to the company’s roots and continue the tradition of Breguet’s technological prowess. However, the Tradition 7047 also paints a portrait of the future of the brand with its modern aesthetics and patented technology. Unlike the edited, minimalistic design of the first of Breguet’s subscription watches, the Tradition 7047 possesses an air of technological complexity.

In addition to a black-coated, engine-turned 18-carat gold dial, the Tradition 7047 shows off the brand’s technical ingenuity with its balance spring. The company’s signature silicon balance spring is yet another revolutionary characteristic of Breguet, which was the first brand to incorporate a silicon balance spring and escapement into its watches in 2006.

In line with Breguet’s history of horological accomplishments, the Tradition 7047 is protected by four patents. As a company that has always been on the cutting edge of development and technology, the Tradition 7047 is another example of how Breguet has managed to remain on the forefront of aesthetic and technical ingenuity for centuries.



The Rafale combat aircraft with its pilot who is sporting the BR 03-94 Rafale watch



FIGHTING Spirit

BELL & ROSS PAYS TRIBUTE TO AN AVIATION LEGEND

Following the success of the Vintage Falcon model, which celebrated the 50th anniversary of the Falcon business jet, this year Bell & Ross and Dassault Aviation are joining forces once again in unveiling an instrument watch perfect in its legibility, reliability and performance.

The BR 03-94 Rafale chronograph is the Bell & Ross adaption of the highly exceptional Rafale fighter plane, known for its paramount multi-roles and remarkable speed. Through its complex design and structure that amalgamate watchmaker and military aviation - the two worlds revered by Bell & Ross - the BR 03-94 Rafale is here to present the very best in functionality, innovation, high-performance materials, legibility, and accuracy.



The BR 03-94 Rafale timepiece



The BR 03-94 Rafale is modelled after the fighter jet

The Rafale first entered operational service in 2004 in the French Navy and in the Air Force in 2006, bearing an extensive capacity in the different aspects of air defence such as long-range air strikes, anti-ship warfare, reconnaissance and aerial refuelling from fighter to fighter, to name a few. The aircraft is furnished with a Thales-designed RBE2 active electronically scanned array radar which provides it the added capability of “looking” anywhere.

Other features include an attack and navigation system that enables the Rafale to work on automatic mode and handle terrain with zero visibility, allowing it great odds of survival even in enemy airspace. A unique fuselage shape and composite materials afford the aircraft a weak radar signature. Of note is the fact that the Rafale is able to carry up to 1.5 times its own empty weight – the only fighter plane in the world that can do so – thanks to its external load capacity of up to 9.5 tons (14 hard points), in comparison with its weight of just 10 tons when empty, and the 4.7 tons of kerosene its internal fuel tanks can contain.

The BR 03-94 Rafale was built in adaptation of the same fundamental design principles of a cockpit clock, and in honour of the aerodynamic design that characterises the Rafale, as seen from its moderate size, extreme power, superb agility and high stealth. The Bell & Ross designers also reworked the proportions of the watch to create a strong, sporty, assertive and masculine impression.

From the very first glance, the BR 03-94 Rafale asserts a strong identity that boasts not only a

“*THE BR 03-94 RAFALE CHRONOGRAPH IS THE BELL & ROSS ADAPTION OF THE HIGHLY EXCEPTIONAL RAFALE FIGHTER PLANE, KNOWN FOR ITS PARAMOUNT MULTI-ROLES AND REMARKABLE SPEED.*”

stealthy look but also a mechanical chronograph movement. The style of its numerals are reminiscent of the registration numbers found on the plane’s frame. On the flange, the tachymeter scale enables speed calculation. To round off its design, the secondary counter of the small seconds bears the singular outline of the combat aircraft at 6 o’clock.

Paying tribute to its namesake, the watch was produced with innovative, high-performance materials. Ceramic was used for the matt black case of the BR 03-94 Rafale, chosen specifically for the merit placed upon it by the aerospace industry for its ability to withstand high temperatures, exposure to acids, corrosion and erosion.

Apart from these qualities, ceramic is also lighter than steel, hypoallergenic and possesses thermal-control properties, which contribute to the comfort of the wearer. With strength likened to that of diamond, ceramic is exceptionally hard and its colour doesn’t change because it was dyed in the mass.

The structure of the case is highly complex, built around the movement of the watch and the protective steel container. Further protection is provided by eight external screws which seal the watch entirely, making it solid and ultra water resistant. It is also equipped with a black natural rubber strap.

The black colour on the sophisticated case of the BR 03-94 Rafale stands in reference to the anti-reflective tints of instrument panels in plane cockpits, and the monochrome camouflage grey on the dial represents the Rafale’s characteristic colour. Meanwhile, the hands pointing out the chronograph functions are highlighted with orange tips, the colour of which in aviation determines essential features and test flights.

As versatile as the fighter plane whose name it proudly bears, the BR 03-94 Rafale is an absolute benchmark yet practical watch that has been perfectly adapted to professional use. Ideal to be worn every day, the timepiece also feels right at home on the wrists of high-flying aviators, flight enthusiasts and active men who believe that function must define form.

[B] Bezel



[A] Annual
Calendar
from IWC
Portugieser

IN THE Know

AN A TO Z OF FACTS
AND FIGURES FROM THE
WORLD OF WATCHES

The *Time Place* magazine is marking its 50th edition with a little history of horology, and the terminology that we believe will enrich your love of timepieces.

ANNUAL CALENDAR

Considered one of the more prestigious complications in the market, it measures, at the least, the day, date and month, often with the year as well. Some watches with the function also show the moon phase calendar, such as the A. Lange & Söhne Saxonia Annual Calendar. It does require adjustment every year at the end of February, as the complication does not take leap years into account.

BEZEL

The ring that holds the watch “face” in place, and comes in different shapes or sizes according to the dial. In luxurious watches, they can be made of precious metals or decorated

with diamond settings, while in sports watches the bezel often includes a way to measure speed of distance. One of the most iconic bezel is Rolex’s fluted bezel with teeth-like indentations circling the round metal.

CÔTES DE GENÈVE

One of the most popular fine watchmaking finishing methods, the Côtes de Genève – the Geneva stripes in English – came about in the early 20th century in the renowned Swiss watchmaking hub. Easily identifiable through the case back to decorate bridges and plates, the wave-like stripes serve as a mark of the fine Geneva craftsmanship.

DLC (DIAMOND LIKE CARBON)

A form of versatile carbon that is often used as a coating agent. Its unique properties allow DLC to be applied on almost any material,

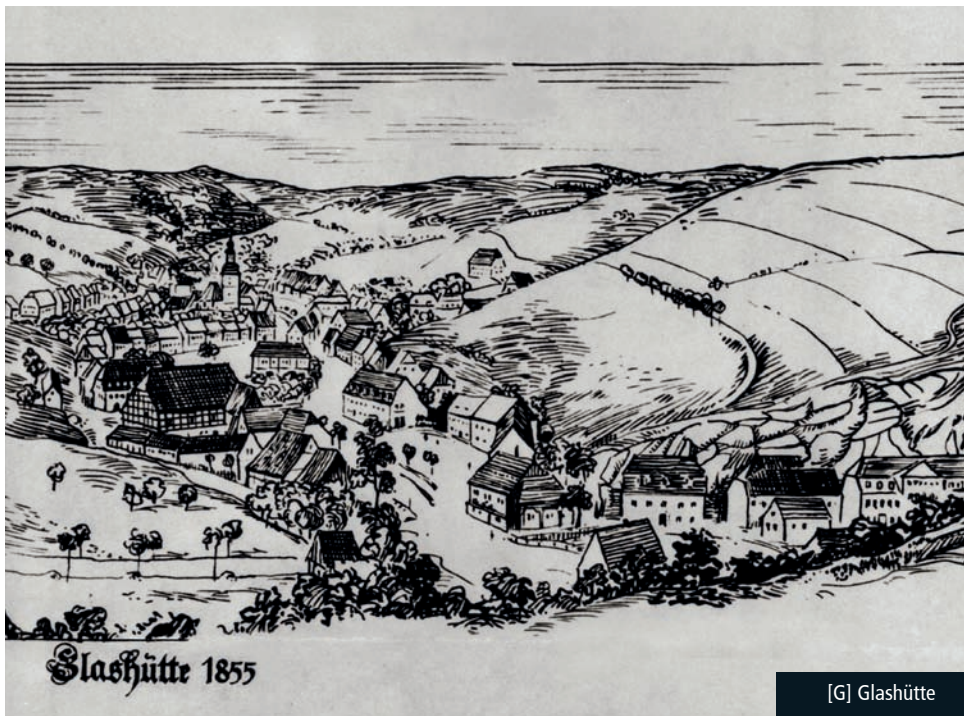


[C] Côtes de
Genève on
Calibre L.U.C
98.01

rendering it nearly unbreakable and highly scratch and corrosion resistance. Watch manufacturers incorporate DLC to form or coat cases to withstand shocks while giving a watch a sporty yet elegant look with its natural grey/black finish.



[D] DLC on BRX1 Carbon Forge Folded & [F] Flinqué from Ballon Blanc de Cartier



[G] Glashütte

EOT (EQUATION OF TIME)

Allows its wearer to tell the difference between true solar time and mean solar time. Historically used to set clocks since the mid-17th century, it dates back to Babylonian times as it measured true solar time using the sundial. Due to the eccentricity of the Earth's orbit over the course of a year, a discrepancy exists between true solar time and mean solar time.

The discrepancy ranges from minus 16 minutes and 23 seconds to plus 14 minutes and 22 seconds between November and February, and is called the Equation of Time.

FLINQUÉ

A rare technique of dial engraving employed on enamel surfaces. It uses a quill pen or brush repeated several times to achieve the

“*SMALL-TOWN GLASHÜTTE REBOUNDED FROM THE LOSS OF THE MINING INDUSTRY TO BECOME AN ESTEEMED WATCHMAKING HUB.*”

pattern; it is then fired at 820 degrees to obtain its unique colouring. Seen on Cartier's Ballon Bleu Flying Tourbillon with its unique, almost wave-like motion on the deep blue dial.

GLASHÜTTE

When mining declined in this town in Saxony, eastern Germany, in the 19th century, Ferdinand Adolf Lange saw horology as an economic panacea. Considered the German watchmaking symbol of quality, with most of the parts produced locally by master craftsmen, it is home to no less than nine German watch brands.

HAIRSPRING

An integral part inside every mechanical watch. The hairspring, also known as balance spring, is about as thick as a strand of hair and recoils the balance wheel. It acts as a time regulator depending on its length and adjustments.

INVENT ET FECIT

A Latin term meaning “he invented it and made it”, it best represents contemporary watchmaker François-Paul Journe and his independent brand F.P. Journe, specialising in chronometers. The spirit remains alive inside all F.P. Journe models, each of which is handmade and exclusively in platinum or 18-carat rose gold.

JUMPING HOUR

This is a definite attention-getter and one built to impress: the hour “jumps” at every hour, due to a highly crafted, time-intensive complication. The development of the complication is generally credited to Josef Pallweber, an Austrian who created them in the late 19th century for the then all-the-rage pocketwatch. Despite their all-star turn on the hour, every hour (there is also the rarity of the “jumping minute” complication), only a small number of watchmakers produce them today.



[O] Oscillation as seen in the transparent back of the Blancpain Fifty Fathoms Bathyscaphe

“
LUMINESCENCE
IS APPLIED ON
HANDS AND
NUMERAL MARKERS,
PARTICULARLY ON
SPORTS WATCHES.”



[H] Hairspring
[P] Poinçon de
Genève

MINUTE REPEATER

One of the oldest watch complications invented for explorers to tell time without having to look at the watch. Relying on chimes and gongs to represent hours, quarter hours, and minutes, it is activated by pushing a button on the side of the watch on demand.

NATO STRAP

A highly versatile, durable and affordable nylon strap, it dates back to when the British Ministry of Defence issued its soldiers with wristwatches on a nylon strap. Originally created in “admiralty grey”, today’s colourful and striped straps hark to the identifying hues that differentiated the military regiments. It got its close-up when Sean Connery’s Bond wore the Rolex Submariner with its distinctive strap in the inaugural 007 outing *Dr. No*.

OSCILLATION

The very basic form of timekeeping, it occurs when an object swings and creates a regular movement or pattern between two points with equal distance travelled. Today, oscillation is the heart of an automatic movement mechanical watch.

POINÇON DE GENÈVE

Better known as the Geneva Seal, this stems from a law and attendant standards created in 1886 to protect the Geneva watch industry from irresponsible parties. Every watch that bears the seal is entirely from the Canton of Geneva.

QUARTZ CRYSTAL

The term Quartz originates from the old German word, Quarz, which means hard. Quartz is differentiated by its colour that is formed during the crystallisation process of molten magma. Today, the quartz crystal is the beating heart of a quartz movement watch, which uses the synthetic crystal’s rapid oscillation of up to 32,768 times per second to generate the energy that powers the movement.

RATTRAPANTE

Also known as Split Seconds Chronograph, it is more complicated than a normal chronograph as two seconds hands are in play. This complication, invented in the 19th century by Adolphe Nicole, allows the wearer to measure two separate events of different durations.

SKELETON MOVEMENT

A watch with all of its moving parts visible from the front to the case back. True skeletonised movements also feature skeletonised parts inside the watch – usually the bridge, plate, wheel train –for added wow factor.



[L] Luminescence
on BALL
Hydrocarbon
AeroGMT

KINETIC

Kinetic watches are driven by energy stored from the movements of the wearer’s hand. Energy is stored in a capacitor that drives the quartz crystal, hence powering the watch. Often called an automatic-quartz movement, the kinetic movement combines the self-winding technique of an automatic watch and uses a quartz timekeeping mechanism.

LUMINESCENCE

Coined by Eilhard Wiedemann in 1888, luminescence initially used tritium or radium as the active material that emits light. Due to radioactive concerns, these materials were replaced by strontium. Luminescence is applied on hands and numeral markers as commonly seen on sports watches.

TOURBILLON

Often considered the most prestigious complication in the industry. Invented in 1801 by Abraham-Louis Breguet, it was intended to counter the effects of gravity and magnetic fields, which often affect the accuracy of time keeping. One of the most challenging to make, a tourbillon watch is easily recognisable because of its rotating cage that protects the escapement and balance wheel.

UNI-DIRECTIONAL ROTATING BEZEL

Often found in diver's watches, it rotates counter-clockwise to allow the wearer to keep track of time without having to look at the seconds hand.

VALLÉE DE JOUX

The lake-dotted valley is touted as the birthplace of Swiss horology, dating back to the mid-16th century when neighbouring French goldsmiths and jewellers worked together with Swiss craftsmen to create the instrument of time keeping.

WORLDTIMER

A watch that lists all 24 time zones around the world. The dial is filled with names of world cities representing each time zone. The world-timer also goes by other names such as GMT and Unitime. It essentially allows the wearer to tell the hour in a particular time zone by looking at the scale next to the city that the hour hand is pointing to.



[M] Minute Repeater making of Jaeger-LeCoultre Rendez-Vous Ivy



[R] Rattrapante from Breitling



[S] Skeleton Movement
[T] Tourbillon on Breguet Classique Grande Complication



[W] Worldtimer
from Frederique
Constant



[X] X-Wind
from Hamilton
Khaki Chrono
Worldtimer



[V] Vallée de
Joux, a hub
of watches

X-WIND

More commonly known as crosswind, it is a complication introduced specifically for aviation-inspired watches. Allows the wearer to calculate the crosswinds along the journey path; this weather pattern often causes pilots difficulties in navigating and during take-off and landing.

YOKE

Although small and often overshadowed by other components in watchmaking, this is an essential part. Often referred to as a yoke

spring, it appears more like a lever that has a little coil at the end.

ZIRCONIUM

A chemical element composed mostly of the mineral zircon. The word zircon is derived from the Persian word zargun, meaning "gold-coloured." Very strong yet lighter than steel, zirconium is highly resistant to corrosives and heat. Its shiny, grey-silver-white colouration and natural strength make it a frequent choice among watchmakers. Hublot used zirconium in the case of the Hublot Classic Fusion 45 mm timepiece.

WELCOME TO MY WORLD



In the lead role: John Travolta, movie legend and aviation aficionado. Guest star: the legendary North American X-15 that smashed all speed and altitude records and opened the gateway to space. Production: Breitling, the privileged partner of aviation thanks to its reliable, accurate and innovative instruments – such as the famous Chronomat, the ultimate chronograph. Welcome to a world of legends, feats and performance.



CHRONOMAT 44

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INSTRUMENTS FOR PROFESSIONALS™

The prized
A. Lange
& Söhne 1
stainless steel
model



The rare
Audemars
Piguet
reference
5528
surpassed
auction
estimates

RARE Finds

GREAT GAINS CAN BE HAD
FROM INVESTING IN RARE
AND EXCLUSIVE WATCHES

Devotees of collectible wristwatches know the prudence of their investment. Timepieces appreciate in value from year to year, and are justifiably considered tangible assets (the bonus is when you fall in love with them).

The most valuable wristwatches offer four characteristics: rarity; impeccable condition; great provenance, and life path traceability. The more these four criteria are fulfilled, the higher the potential for growth, and this usually also translates into higher purchasing prices.

The ideal situation for rarity is when a certain model was produced in small quantities and in limited numbers; perhaps they were only produced for a short period of time by the manufacture, or were made over a couple of years but always in small quantities.

A prime example of this rarity is the Lange 1 Doppelfederhaus model, in stainless steel. Introduced in 1994, it is the most mythical and exclusive A. Lange & Söhne wristwatch produced since the company's relaunch in the early 1990s. Officially, the celebrated Glashütte watch manu-



A 1971
Rolex Oyster
Cosmograph,
Paul Newman
model



This 1971
TUDOR Oyster
Date retains
its box and
tag

facture never cased any of its wristwatches in stainless steel but only in precious metals.

In nearly 20 years less than a handful of the watches have been seen or offered for sale in public (the manufacture only discloses that “a very small number” were made at the request of special clients or retailers).

The watch sold at Christie’s in Geneva in May 2013 for 147,750 CHF, from a preliminary estimate of 50,000-100,000 CHF.

Vintage minute repeater wristwatches, with their extreme cost of production, are also extremely rare and sought-after.

The Audemars Piguet 18-carat gold repeater is undoubtedly one of the finest examples of this ultra-rare category, with its large diameter of 38 mm, stylish visual appeal, excellent condi-

tion and superb repeating sound. Audemars Piguet produced only 47 of such small minute repeating movements between 1882 and 1900.

The reference 5528, due to its exceptional rarity, is the ultimate trophy for the collectors. In May 2015, one of only three examples of the 5528 was auctioned in Geneva. The watch, which had been re-cased in 1951 and was in excellent condition due to being only used for special occasions, sold for 605,000 CHF, from a preliminary estimate of 150,000-250,000 CHF.

CONDITIONAL GUARANTEE

Condition is also one of the most important factors when collecting vintage wristwatches. It should be in impeccable condition, meaning it has survived over the years without having been polished, had its dial cleaned or parts replaced; the more “untouched”, the better!

“
VINTAGE MINUTE
REPEATER
WRISTWATCHES,
WITH THEIR
EXTREME COST OF
PRODUCTION, ARE
ALSO EXTREMELY
RARE AND SOUGHT-
AFTER.”



A highly unusual
Piaget bangle
wristwatch,
manufactured 1970



A watch box, like this one available at The Time Place boutiques, keeps cherished timepieces in pristine condition.

The third criteria is the provenance of the watch. The price can soar depending on who was the original or previous owner, especially if the latter was a famous personality. Watches that have stayed among the same collection over several generations are also highly prized. In Christie's catalogues they are identified by "Property of the Original Owner" or "Property of the Original Family".

Also, the itinerary of a vintage wristwatch on the market can also be an important factor in its valuation, such as models purchased at anniversary auctions.

The final criteria is the traceability of the watch. The rarely found original invoice, orig-

“
NO MATTER WHAT
YOUR DECISION IN
TERMS OF BUYING
OR SELLING AT
AUCTION, IT IS
ESSENTIAL TO BE
“ACCOMPANIED” BY
A TRUSTED WATCH
SPECIALIST.”

inal guarantee, presentation box or the service paperwork are all key elements to identify the watch and retrace its life path. Collectors are willing to pay an extra premium for such perfectly complete examples.

TREND SETTERS

Although the safest brand on the market today for collectibles is still by far Patek Philippe, during the past three years there has also been burgeoning interest in vintage Rolex wristwatches. Christie's has sold five vintage Rolex watches above the symbolic threshold of \$1 million in the last two years alone, with the average never falling below \$62,000.

We are noticing a particular interest in models initially conceived by Rolex for a specific purpose: for example, military watches ordered by armies from around the world or wristwatches made especially for divers, such as the Comex (Compagnie Maritime d'Expertise). All these models were only delivered to the soldiers or divers they were made for, and never offered to the public.

The ultimate grail for Rolex passionates remains in the details. It could be a subtle difference in the dial, bezel, case, even the bracelet. Beyond the famous "Paul Newman" dial, there are also the "glossy" dials, "underline" dials, pointed crown guards, "tropical" dials, bakelite bezels - all rare attributes collectors seek when searching for the "perfect" vintage Rolex.

From the millions of watches produced by Rolex since 1905, it is the "small series", the different details on certain references and even "mistakes", that are the factors that drive up the price of these rare timepieces.

The vintage watch market is very dynamic and still relatively young compared to other categories such as art. It will offer great growth potential for the years to come because it is a market that is open to all generations and all nationalities; time speaks to everyone in the same language.

No matter what your decision in terms of buying or selling at auction, it is essential to be "accompanied" by a trusted watch specialist to ensure your passion rhymes with reason.

The writer, Alexandre Bigler, is watch consultant for Christie's, heading South East Asia.



Rafale - Dassault Aviation



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TIME INSTRUMENTS

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Certificate Poinçon de Genève is awarded to watches wholly made in Geneva that have passed strict requirements and testing

of the year – certification is a largely automated process. It requires movements to meet the ISO 3159 standard for chronometers.

Mechanical movements undergo a 16-day test in five positions and at three temperatures, during which they must maintain an average daily rate of between -4 and +6 seconds (for a mechanical movement of over 20 mm in diameter).



Roger Dubuis
Excalibur
Automatic
Skeleton

TO THE Limits

DISCOVER THE RIGOROUS TESTS
WATCHMAKING BRANDS CAN USE TO
TEST THE QUALITY OF THEIR TIMEPIECES

All watchmakers test their own timepieces for functionality and water resistance – that’s the norm. Some brands, however, get their watches tested by independent organisations like COSC and TIMELAB.

Each of these tests has different criteria, ranging from just timekeeping performance to more comprehensive testing.

COSC

The market leader is Contrôle Officiel Suisse des Chronomètres (Association for the Official Swiss Chronometer Certification). The organisation was founded in 1973 when Switzerland ended its observatory chronometer trials after Seiko won most of the top prizes in the late 1960s. COSC was founded by the trade association, Federation of the Swiss Watch Industry, and the cantons that count on watchmaking as a vital part of their economy – Bern, Geneva, Neuchâtel, Solothurn, and Vaud.

In 2013, COSC tested nearly 1.8 million movements, the vast majority mechanical, with just over 68,000 being quartz. Despite being the dominant player, it tests less than 6% of Swiss watch production, with most manufacturers still relying on in-house testing.

Its dominance is due to the support of Switzerland’s largest brands. Almost half of the watches tested are from Rolex – which tests nearly every watch it produces – with most of the remainder from Omega, Tissot and Breitling.

COSC assesses only movements, which are returned to the brands to be assembled into watches before in-house tests are conducted on the complete timepiece. Essentially, the watch that ends up on the consumer’s wrist is tested in-house, not by COSC.

Because COSC tests and certifies movements, both mechanical and quartz, on such a massive scale – averaging 5,000 movements every day

With a pass rate of over 95%, COSC testing is not exceptionally stringent. That said, it is mainly used by more affordable watch brands.

POINÇON DE GENÈVE

One of the oldest hallmarks in watchmaking, the Poinçon de Genève, or Geneva Seal, certifies both functional quality as well as movement finishing. As the name implies, it is also geographical, open only to watches made in Geneva.

The certification, enacted in 1886 by the Cantonal government of Geneva, was conceived to protect local watchmakers against shoddy watches falsely claiming Geneva origins. Even today, watches must be assembled, adjusted and cased-up in Geneva.

For most of its history, the certification was primarily found on watches from Patek Philippe and Vacheron Constantin. Patek Philippe,



Rolex Day
Date 40
COSC certified

Chopard
Calibre
L.U.C 96.09
- L - L.U.C
Qualite ü
Fleurier



OBSERVATOIRE CHRONOMÉTRIQUE+

Couleur observatoire

however, introduced its proprietary Patek Philippe Seal in 2009.

Its standards mostly remained unchanged over time, despite technological progress in watchmaking and the frequent criticism that they only dealt with aesthetics like movement decoration, not functional performance.

In 2011, TIMELAB, the body now administering the certification, announced sweeping upgrades to standards. The all-encompassing Geneva Seal criteria in place since 2012 range from traditional movement decoration to functionality.

Traditional requirements related to movement finishing expected in a high-end watch remain an integral part of the criteria. For instance, it requires the wheels of the gear train to “be chamfered above and below”. That is combined with testing of all functions, so a watch cannot deviate by more than a minute after one week of testing.

The certification is employed by many of the major high-end brands with facilities in Geneva, including Cartier, Chopard, Roger Dubuis, and Vacheron Constantin.

FQF

The Fondation Qualité Fleurier, or Fleurier Quality Foundation (FQF), was established in 2001 as an independent watch testing body by three watch brands in the town of Fleurier – Chopard, Bovet and Parmigiani – who continue to be alone in employing it.

Combining COSC requirements with specially designed Chronofiable and Fleuritest processes, it also demands certain standards of movement decoration, making it one of the most stringent certifications available.

“*ROGER DUBUIS, CHOPARD AND VACHERON CONSTANTIN USE THE GENEVA SEAL TO TEST THEIR TIMEPIECES.*”

Watches with the FQF seal must be entirely Swiss made, including all the manufacturing, decoration and assembly. This contrasts with the industry standard that requires only 50% of the value of a watch to be Swiss to qualify as “Swiss made”.

It also requires a high standard of movement finishing, similar to the Geneva Seal standards.

Chronofiable is a procedure performed by an independent laboratory over 21 days that mimics six months of wear. It includes 20,000

shocks to the watch, as well as stressing bracelets and straps to breaking point.

It is followed by the Fleuritest, which simulates everyday wear on a wrist – from office work to sports – with a patented machine.

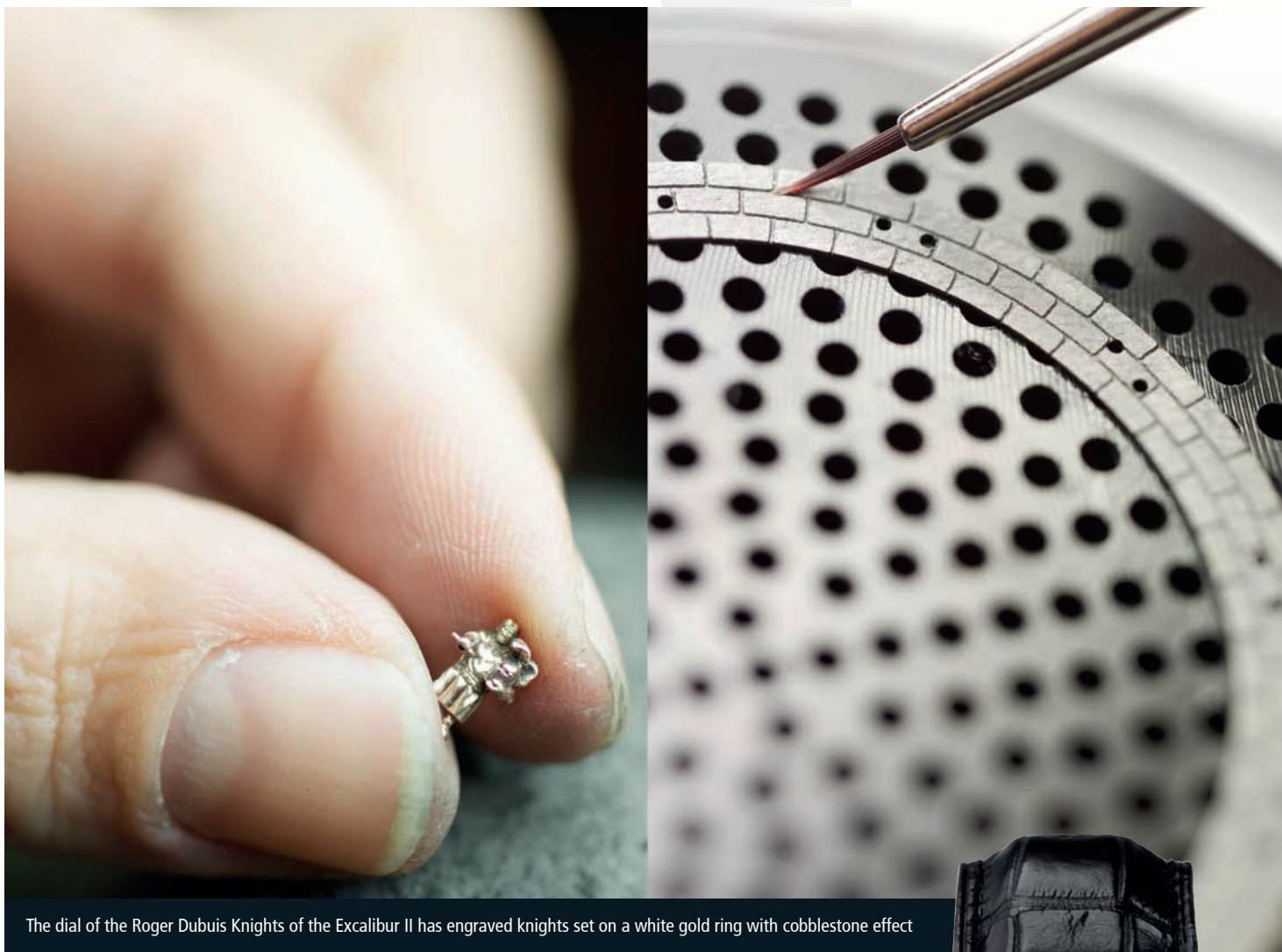
CHRONOMETRIC+

Announced in 2014, Chronometric+ Observatory was developed by TIMELAB, the same body that administers the Geneva Seal. It caters to mid-range watches while aiming to be more stringent than COSC.

Vacheron
Constantin
Patrimony
Contemporaine
Ultra-Thin
Calibre 1731
Minute Repeater
movement



It tests timekeeping to the same ISO 3159 standard that COSC uses, but tests complete watches instead of just movements. It also tests water resistance, magnetism resistance, power reserve and timekeeping on the wrist. As of mid-2015, no watch brands have adopted the Chronometric+ standard.



The dial of the Roger Dubuis Knights of the Excalibur II has engraved knights set on a white gold ring with cobblestone effect

FACE Value

THE TIME PLACE
PROVIDES
INSIGHT INTO
THE WATCH DIAL

The most important feature of a watch is arguably the dial. It is, figuratively and literally, the face of the timepiece. But collectors rarely pay as much attention to the dial as the movement, since the dial appears to be simple; it is essentially a thin, flat metal disc. The simple appearance, however, belies the truth. A complex construction that is often finished in elaborate ways, the dial is not unlike a watch movement.

A watch dial usually starts out as a dial blank, stamped out of a sheet of metal. Brass is the most common material, but sometimes gold and silver are used. Such precious metals are more frequently encountered in high-end timepieces. A. Lange & Söhne, for instance, equips its watches with dials made of solid silver that are plated for colour and protection.

A dial blank can be finished in various ways prior to plating, with the most common techniques being radial brushing, known as a sun-ray finish. This finish is usually paired with coloured metallic plating that results in a bright finish that catches the light. The brown dial of the Panerai Radiomir 1940 3 Days GMT Oro

A miniature painting in enamel in the Jaeger-LeCoultre Reverso Pavonia





The dial of the Vacheron Constantin Métiers D'Art Les Univers Infinis - Lizard represents various decorative techniques



Fully skeletonised dials in Linde Werdelin's Oktopus Moon Tattoo and Oktopus Titanium Red

Rosso is one example. To protect the dial, a coat of clear synthetic lacquer is applied, to ensure the finish is impervious to aging.

One of the more elaborate decorative techniques is known as guilloché, a repeating, engraved pattern. Such dials are synonymous with Breguet, which uses solid gold dials that are silver-plated. These silvered guilloché dials with blued steel hands have been the brand's signature aesthetic since Abraham-Louis Breguet himself founded the firm in the 18th century.

Guilloché dials can range from the conservative, like the signature checkerboard tapisserie dials of Audemars Piguet's Royal Oak, to more audacious designs like those found on Vacheron Constantin's Les Univers Infinis that are reminiscent of the work of M.C. Escher.

High horology watchmakers like Vacheron Constantin usually only employ guilloché done the traditional way, accomplished with hand-operated rose engine lathe that engraves a repeating pattern on the dial. This is time

“HIGH HOROLOGY WATCHMAKERS LIKE VACHERON CONSTANTIN USUALLY ONLY EMPLOY GUILLOCHÉ DONE THE TRADITIONAL WAY, ACCOMPLISHED WITH HAND-OPERATED ROSE ENGINE LATHE THAT ENGRAVES A REPEATING PATTERN ON THE DIAL.”

consuming work that requires considerable skill, since a minor mistake in the guilloché is immediately visible and means the dial has to be discarded.

But like most other decorative techniques, guilloché can also be done with an automated machine that swiftly engraves patterns onto the dial blank. Or it can also be stamped out, using a press to emboss the motif onto the dial. These techniques are industrial, lacking the craftsmanship and romance of hand-engraved guilloché. The differences between these and a hand-engraved dial are minute, but discernible up close. Hand-engraved dials possess a definition and slight variation in detail that mass-produced guilloché dials lack.

Precious metal dial blanks are also used as the base for enamelling. Richly coloured but de-

A. Lange & Söhne uses plated solid silver dials



Audemars Piguet's Royal Oak has a guilloché dial with tapisserie motif



ceptively simple in appearance, enamel dials are difficult to manufacture due to the skills required, and the high rejection rates.

Enamel is glass powder that's been melted and fused at high temperatures inside an oven. It starts with an enamel artist who mixes the enamel powder with water or oil, then paints it onto the dial with a tiny brush. It's an expensive technique due to the skill necessary to paint and fire the enamel.

Expert knowledge of the behaviour of enamel powders is necessary to achieve the desired colours, which might look completely different after firing in an oven. Because different colours require different temperatures to set, each colour is fired individually. That means multiple trips to the oven are needed for dials

“ ANOTHER TECHNIQUE FREQUENTLY USED IN WATCHMAKING IS CLOISSONNÉ. TINY GOLD WIRES ARE BENT TO FORM SHAPES ON THE DIAL, WHICH ARE THEN FILLED WITH ENAMEL AND FIRED. ”

with varied colours and tones - and something might go wrong in each one of those firings.

Beyond the artisanal craft put into producing them, enamel dials are expensive because of high rejection rates of the finished product. Even with an expert enameller, the results are unpredictable. Dials can emerge from the oven in the wrong colour, or marred by bubbles in the enamel.

Semi-glossy with a smooth surface, grand feu enamel dials are the most common in wristwatches. Most such dials have numerals and markings that are printed after the dial is fired, but the very best usually have markings that are painted enamel. Such dials can also be decorated with tiny paintings, a technique known as miniature painting. One of the few watchmakers to have mastered this technique in-house is Jaeger-LeCoultre, which boasts its very own enamel studio. Because the flip side



Two-colour Cerachrom bezel

GMT-Master II / g • m • t • m a s •

ter • two /: 1. A legend of the jet age, the original GMT-Master was embraced by airline pilots as their on-board navigation chronometer. 2. An iconic two-time-zone watch with an arrow-tipped 24-hour hand and a graduated rotatable bezel. 3. The first Rolex to feature a Cerachrom bezel, impervious to scratches and harder than steel. 4. The perfect way to navigate a connected world in style. 5. The Rolex Way.

More Rolex watchmaking at [ROLEX.COM](https://www.rolex.com)



OYSTER PERPETUAL GMT-MASTER II
IN 18 CT WHITE GOLD



ROLEX



The Rolex Way / ro • lex /: 1. A way of doing things unlike any other. 2. The way we make watches, the only thing we will ever make. 3. 'Precise' is too imprecise for our attention to detail. 4. 'Tradition' is too conventional for the innovation we undertake. 5. We sculpt, paint and explore. But sculptors, painters and explorers we are not. 6. There is no word for what we do. 7. There is only a way. 8. The Rolex Way.



More Rolex watchmaking at ROLEX.COM



Rolex-made in Switzerland

/ switz • er • land /: 1. Conceived, designed, manufactured and tested by Rolex in Switzerland. 2. The only way to ensure every part, every element and every assembly meets our own impossible standards. 3. Not the easiest way to make a watch. 4. The only way to make a Rolex. 5. The Rolex Way.



More Rolex watchmaking at ROLEX.COM



Jaeger-LeCoultre Grand Reverso with a stunning blue enamel dial

of the Jaeger-LeCoultre Reverso offers a perfect canvas, the Reverso is often the choice for enamel decoration.

Another technique frequently used in watchmaking is cloisonné. Tiny gold wires are bent to form shapes on the dial, which are then filled with enamel and fired. Typically cloisonné takes many trips to the oven to complete, since each gold-enclosed cell is filled with a different colour of enamel. One of the most well known cloisonné dial timepieces is the Patek Philippe World Time Ref. 5131, itself inspired by vintage pocket and wristwatches that combined the world time function with a cloisonné world map.

Vital as they are, some watches need no dials at all. Skeleton watches with open-worked movements have no dials, so as to reveal the mechanics inside. Some creative minds have managed to turn the movement into the dial, as Cartier did with its Santos Skeleton that features a movement with Roman numerals integrated into the base plate, which doubles as the dial. Similarly, Roger Dubuis engraves a radial motif on the dial-side of the base plate on its Hommage watches, so the guilloché dial is actually the movement.



The distinct dial of the Breitling for Bentley GMT Light Body B04S



The Breguet Classique Chronometrie 10 Hz has a classic guilloché engraved dial

The TAG Heuer
Carrera Calibre
Heuer 01



ON THE Starting Grid

CHASING INNOVATION, TAG
HEUER LAUNCHES THE NEW
CARRERA CALIBRE HEUER 01



Intricate craftsmanship go into the creation of the movement

more importantly, heads of a generation. A generation to whom technology is second nature and innovation is expected.

IN THE COCKPIT WITH THE CARRERA CALIBRE HEUER 01

In a conversation with us from the road, noted timepiece expert Ariel Adams offered up insights on the new Carrera. It was Adams who, back in March on his popular online publication, A Blog to Watch, framed TAG Heuer's new automatic chronograph, the Calibre Heuer 01, firmly in the context of the brand's overall strategy.

"You have to understand that the brand itself is undergoing a change in terms of who it's trying to appeal to, how it's trying to appeal to them, and the types of design," he put forth. His overall take is that TAG Heuer's approach under Biver is current, relevant and comprehensive. TAG Heuer chooses to not ignore the inevita-

Jean-Claude Biver seems to be everywhere these days – and for good reason. The enigmatic leader of Swiss watch company TAG Heuer is busy because the team he captains is more active than ever. The 155-year-old brand is buzzing with brand-new ambassadors and special edition watches; all while pushing a fresh ad campaign and announcing a new Carrera, the Calibre Heuer 01. Not to mention staking out territory in the emerging smartwatch landscape.

With his ready smile and passion for the industry, Biver possesses a youthful demeanour that he carries with him to each press event; evident as he embraces an unofficial role as merrymaker of the watchmaking profession.

A NEW TEAM STRATEGY

Biver's leadership has steered the TAG Heuer team to a renewed focus on a generation of "real-life brand ambassadors". Upwardly mobile, this is a clientele who, according to the interim CEO, want to convey a "sensation of power". Due to the brand's relatively affordable price range, it becomes possible for watch lovers who are still on the road to success to own a TAG Heuer power watch.

This active courting of the youth market is no flash-in-the-pan tactic. Biver's track record speaks for itself. He famously elevated the cachet of Hublot, rolling out the "Big Bang", and is widely credited as a huge player in the revival of the watch industry post-quartz crisis.

Today, there is no quartz crisis. Instead, there is a competition to win the hearts, minds and



A red column wheel draws the eye to the movement

“ WITH HIS READY SMILE AND PASSION FOR THE INDUSTRY, BIVER POSSESSES A YOUTHFUL Demeanour THAT HE CARRIES WITH HIM TO EACH PRESS EVENT; EVIDENT AS HE EMBRACES AN UNOFFICIAL ROLE AS MERRYMAKER OF THE WATCHMAKING PROFESSION. ”



The beautiful front view of the Calibre Heuer 01

bility of the smartwatch and they aren't afraid to play off a beloved classic design. As Adams put it in his post-Baselworld assessment of the Carrera, Biver "understands that the youngest generation of luxury watch buyers wants it all."

Part of what makes the Calibre Heuer 01 a compelling choice for both the new collector and fans of the brand alike is the level of value TAG Heuer was able to achieve at a relatively reachable price point. A 100% Manufacture Chronograph, it was continuously worked on and evaluated over five years. Production costs were carefully scrutinised, in order for the watch to remain below CHF 5000.

Case back
of the watch



It is an exciting design departure for the brand. The case, construction and presentation of the calibre are all new. Its name is a nod to the founder of the company, Edouard Heuer; an especially symbolic move, as all change tends to have its critics.

When he opened his watchmaking shop in the Swiss Jura, Edouard Heuer was only 20, and when Jack Heuer, his great-grandson introduced the Carrera line, he was around 31. A youthful energy and fresh outlook have always been part of the brand's story.

The number "01" signifies a turning point for the 1887 calibre, which forms the "backbone" of the new collection. The 1887, with its integrated column-wheel, 50-hour power reserve and re-engineered version of the oscillating pinion (patented by Edouard Heuer in 1887) is transformed.

The calibre design features a very attractive case back, through which you can see the column wheel - now in a blazing, eye-catching red. The chronograph bridge has been skeletonised, allowing for a deeper look into the movement's interior. The necessary beauty of self-winding watches, the oscillating weight, is rendered in black - a beautiful visual contrast to the black, red and steel colour scheme of the dial. The weight is skeletonised, while alternating triangular/rectangular "spoked" cutouts further offer glimpses of calibre components, and the TAG Heuer logo.



The new case design is bold, graphic and three-dimensional; yet there are touches of temperance. Geneva stripes (vertical ribbing) on the chronograph bridge and weight add an elegant touch of traditional watchmaking finishing. Etched across the back of the weight, in a decidedly modern font is "Calibre Heuer 01 Swiss Made" along with the TAG Heuer shield; both in the watches' signature red contrast colour.

Right off the bat, the most dramatic departure from the Carrera design code is a transparent dial with an openworked date disc. An open-work design draws the owner closer to the mechanism itself and in a larger sense to the craft of watchmaking.

At 45 mm, the case, made of titanium is lighter and more shock resistant. Its design is unabashedly masculine, angular and sporty. The "depth effect" achieved by the transparency of the dial and case back along with the skeletonised date disc has an intricate harmony. Somehow, the watch doesn't come across as overly aggressive - it's more futuristic than bravado and bluster.

The black skeleton dial has three chronograph counters. The minute counter is at 12 o'clock, and the hour counter is at six o'clock. The small counter (for the current seconds), is positioned at 9 o'clock. All in black, it is a nice

“THE CASE, CONSTRUCTION AND PRESENTATION OF THE CALIBRE ARE ALL NEW. ITS NAME IS A NOD TO THE FOUNDER OF THE COMPANY, EDOUARD HEUER; AN ESPECIALLY SYMBOLIC MOVE, AS ALL CHANGE TENDS TO HAVE ITS CRITICS.”

visual counterpoint to the red-rimmed date window at three o'clock.

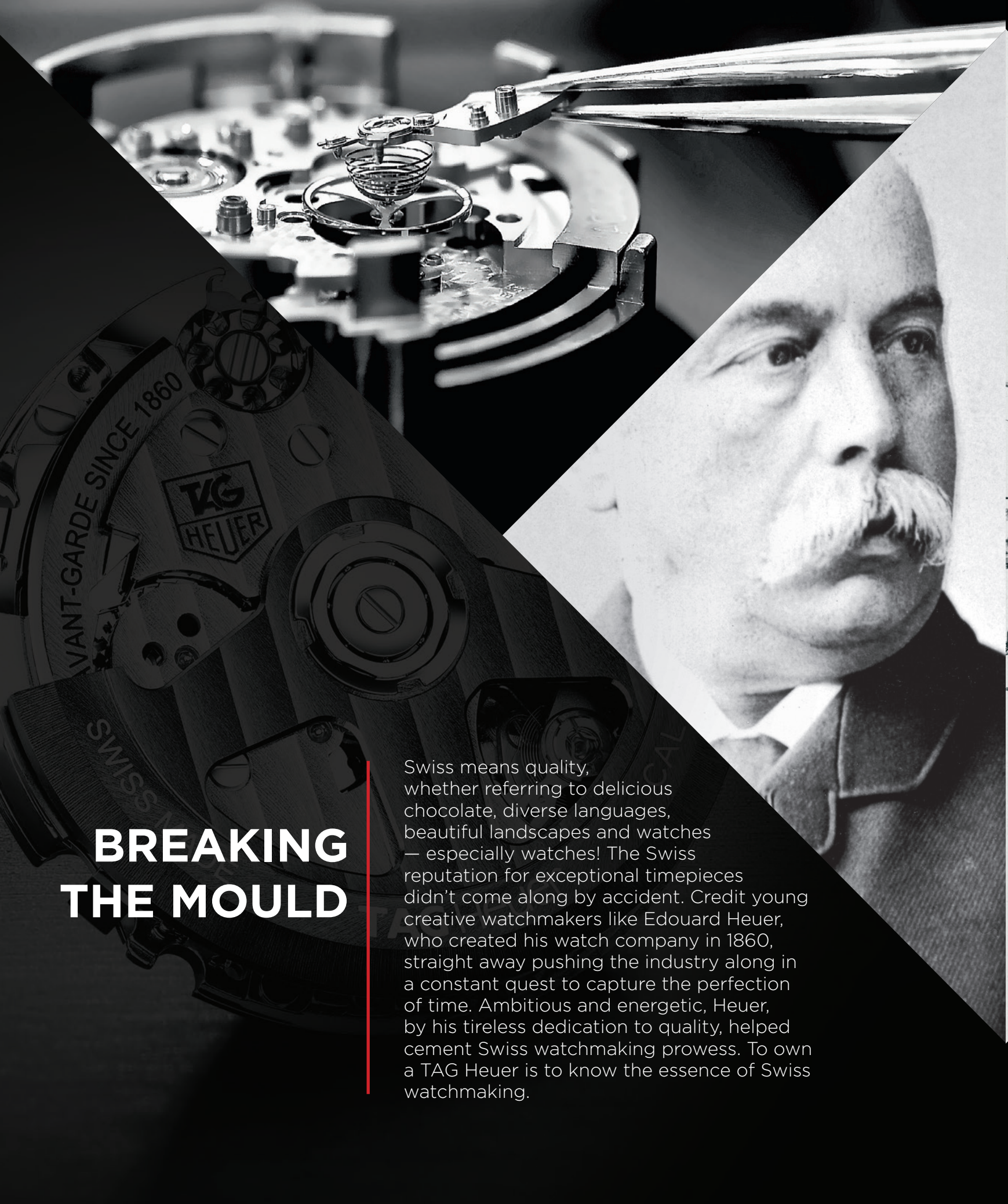
It's a chronograph for the designer, engineer and tech lover in all of us with its open work styling and cool interplay of texture and colour that reaches right to the edge without going over it.

The overall design of the case opens up the watch to interpretation. It is water resistant to 100 metres and modular: comprised of 12 components including the lugs, case middle, bezel, case back, crown, moulding, push-buttons, a gasket between the middle and bezel, and upper and lower sapphire crystals.



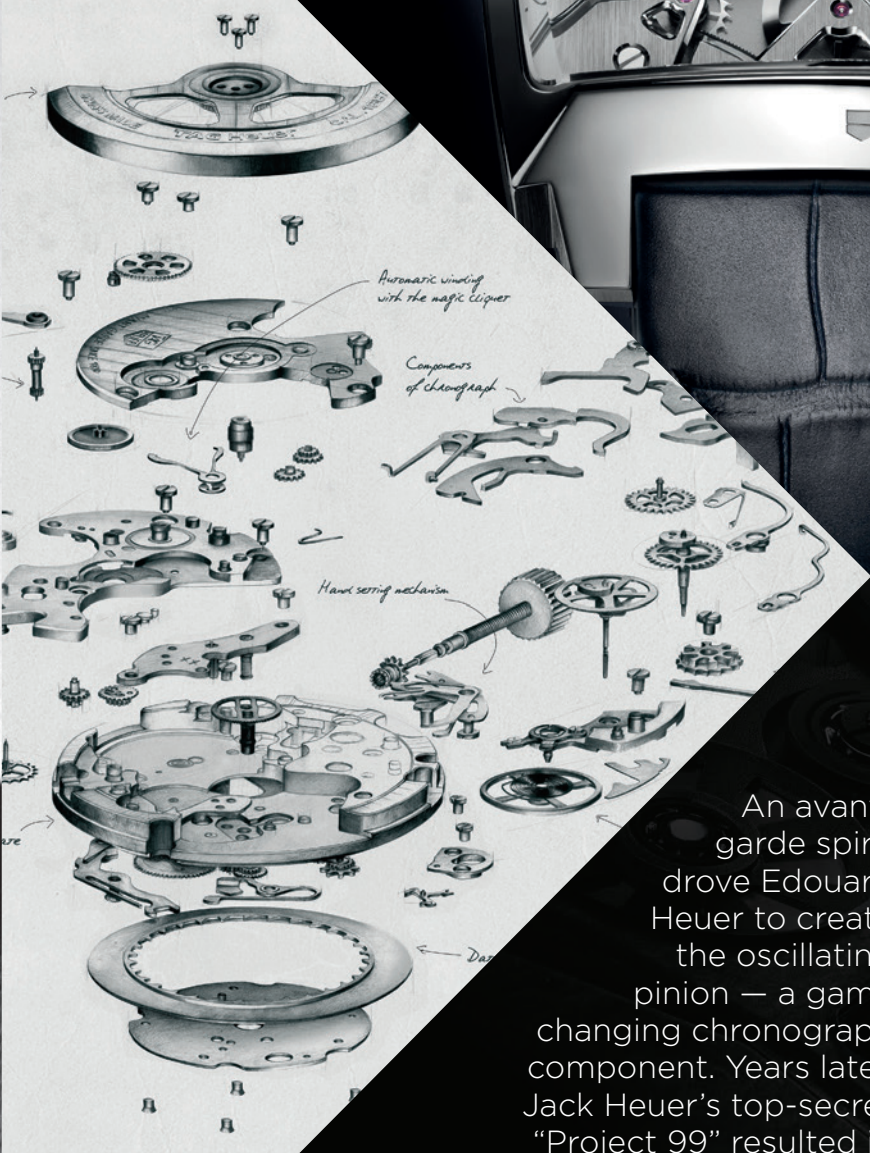
TAGHeuer

SWISS AVANT-GARDE SINCE 1860



BREAKING THE MOULD

Swiss means quality, whether referring to delicious chocolate, diverse languages, beautiful landscapes and watches — especially watches! The Swiss reputation for exceptional timepieces didn't come along by accident. Credit young creative watchmakers like Edouard Heuer, who created his watch company in 1860, straight away pushing the industry along in a constant quest to capture the perfection of time. Ambitious and energetic, Heuer, by his tireless dedication to quality, helped cement Swiss watchmaking prowess. To own a TAG Heuer is to know the essence of Swiss watchmaking.



An avant-garde spirit drove Edouard Heuer to create the oscillating pinion — a game changing chronograph component. Years later, Jack Heuer's top-secret "Project 99" resulted in Calibre 11 and the first automatic chronograph movement with a micro-rotor. In the new millennium, TAG Heuer's desire to break codes saw the birth of the Monaco V4: the first mechanism driven by belts. And today, the next avant-garde chapter is being written as TAG Heuer, Google and Intel combine forces to usher in the era of the smartwatch.

THE AVANT-GARDE ADVANTAGE



THE NEW CLASSIC

Jack Heuer, great-grandson of founder Edouard Heuer, knew what he wanted with the Carrera: "I wanted a dial that had a clear, clean design ..." he related in *The Times of My Life*. His original is reborn as the Carrera Calibre 18 Chronograph Telemeter. Taking cues from the 1963 Carrera, it has a sleek black and silver colouring and red vintage Heuer logo. Its chronograph dials are elegantly opposed at 9 and 3 o'clock while the telemeter scale circling the flange is a fascinating ode to military history. Retro never looked so ravishing.



Formula
One
racing is
intoxicating.
A match
of speed and
precision, the driver
melds with the car, his
turns like brush strokes
on a canvas. The Carrera
Calibre 16 Chronograph
Senna Edition pays tribute to
the ultimate “road artist”: the
late, great racing legend Ayrton
Senna. In ultra-light black titanium,
its 43 mm dial makes an impact
on the wrist. Senna’s stylised “s”
features on the dial and a stylish
black rubber strap composed in tire
treads, is a powerful reminder of
the racer’s daring and eternal spirit.

HEART OF A CHAMPION



A SYMBOL OF DARING

Adhering to its avant-garde spirit, TAG Heuer presents the Monaco Calibre 12 Automatic Chronograph 40.5 mm. Bearing the distinct shape of the Monaco line, the timepiece has a fine-brushed and polished steel case which pleasantly contrasts with a black opalin dial. Chronograph minute and hour counters are situated at 9 o'clock and 6 o'clock respectively, while the running seconds counter is at 3 o'clock. Powered by the automatic Calibre 12, the watch is equipped with 40 hours of power and complemented by a black textured calf leather strap.





FACES IN THE CROWD

TAG Heuer knows that it takes exceptional people to wear its exceptional timepieces. Outstanding men and women distinguished by a non-conformist, courageous character and the passion to pursue their dreams. Over the years, its ambassadors have included Formula 1 racing legend Juan-Manuel Fangio, whose gritty determination brought him five world championships after age 37, and actor Steve McQueen, Hollywood's "Mr. Cool" who chased his love of speed on the racetrack. Their contemporary descendants, drawn from entertainment and sports, include superstar DJ David Guetta and international football living legend Cristiano Ronaldo, whose generosity off the pitch for charitable organisations equals his talent on it. Today, the Carrera gets a new spokeswoman in British model, actress, activist and social media superstar Cara Delevingne who with her hard-to-pin-down personality is redefining what it means to be a woman in the spotlight.

TAG Heuer appears to have intentions to release versions that will switch-up and combine materials, colours, treatments and finishes – which is always a draw for the style-conscious collector.

The same vivid red colouring gracing the date window features on the column wheel as well as the chronograph hands. The top push piece has a red ring in contrast to the bottom push piece ringed in black. Eye-pleasing indices in a rectangular shape fan across the dial like wheel spokes. They are rhodium-plated and dashed with a red dot as well as coated with white and red Super Luminova™. The hour hands are also rhodium-plated and are either polished or satin-finished.

The crown of the watch is steel with moulded rubber as well as upper and lower anti-reflective sapphire crystals. Formed of anthracite, its bezel is ringed with a tachymeter scale that has legible Arabic numerals. And the lugs of the Heuer 01, while pretty aggressively sized, are bevelled, giving a nice taper into the strap.



Made of perforated rubber with a deployant buckle and safety push-buttons, the strap is a stylistic grip onto the track of Carrera's racing heritage.

For as many eye-catching elements as there are in the Calibre Heuer 01, it is the small details: the finishing, colour scheme and geometry that keep the timepiece balanced. It doesn't look like any Carrera that has come before, but doesn't veer completely off track from the spirit of the line. The ultimate value proposition is having a quality TAG Heuer skeletonised mechanism with an interesting dial.

Before he dashed off to a meeting, Ariel Adams gave us some final insight into the design



of the watch. He pointed out that people who like a more conservative case might think the new design is a bit wild but, "For a younger demographic it's a great design for sure. It has a really nice feeling on the wrist, and it [looks] a lot better in person than anywhere else."

But, perhaps one of the more thrilling aspects of the Calibre Heuer 01 is what it means for the future. Not only is it a new case, Adams says, but "What's interesting is that it's the same case that they will use for their upcoming smartwatch."

DRIVING A SMART CORNER TURN

It can be easy in the watch world to get lost in heritage. After all, protecting cherished traditions is imperative. Important not only from an artistic perspective – the beloved "human touch" element; but also in keeping alive the continuous evolution in mechanical development that has been ongoing since the dawn of watchmaking.

When we take a look at the history of watchmaking, we find that the innovators and rule-breakers of the past, often young and idealistic themselves, fully embraced new technology or invented new design codes to get around a problem.

Just think of Hamilton's electric watch or more recently, the liquid/mechanical hybrid watch-



Some stages of production are made by hand

es made by HYT. The watchmaker is a scientist-tinkerer who craves innovation. Sometimes this means to collaborate with materials and realms outside of tradition.

TAG Heuer wouldn't be the "Swiss Avant-garde since 1860" without being willing to turn the corner in watchmaking. The lesson learned from the quartz crisis was that an upending technology doesn't have to lessen the appeal or value of tradition. It can thrive in spite of it and even thrive alongside it.

So although there are people who say they will never give up a mechanical watch for a smartwatch, there are still others excited by what smartwatches mean for the future. As with anything, it's the execution that matters.

Biver smartly assesses that he can't miss out on a generation raised on smart technology. He is banking on this consumer who "wants it all"; who will want choices that speak to the quality and refined taste, and years of expertise that only Swiss watchmakers can offer.

"We are here this afternoon to introduce the merge of the best ever technology between watchmaking, hardware and software," said General Manager of TAG Heuer Guy Sémon, speaking at a March 19th press event announcing the company's first ever Swiss smartwatch.

Then, a curtain was pulled to reveal the names of the two Silicon Valley giants who partnered with TAG Heuer on the development of its smartwatch, Google and Intel. Biver went after the best; he sought out global leaders in innovation and computing technology.



Other stages are supported by mechanics

“*WITH ITS “DON’T CRACK UNDER PRESSURE” CAMPAIGN, TAG HEUER HAS FOUND A WAY TO COMMUNICATE THE CURRENT BRAND PHILOSOPHY IN AN UNCLUTTERED WAY AS THE DIAL ON ITS CLASSIC CARRERAS.*”

At the Baselworld press event, David Singleton, Director of Engineering for Android Wear (Google's operating system division for wearable technologies) gave his take on the collaboration; along with Michael Bell, Corporate Vice President and General Manager of Intel's New Devices group.

"By fusing beauty with technology, the Swiss watch has inspired generations of artists and engineers alike - including us at Google. So we're thrilled to be working with TAG Heuer and Intel to bring a unique blend of emotion and innovation to the luxury market," said Singleton.

Forbes online contributor Paul Lamkin revealed that the smartwatch would be called the TAG Heuer Carrera Wearable 01. As to

what the smartwatch may look like? He wrote what Biver revealed to him in an interview, "one should not see from a certain distance the difference between a Carrera Heuer 01 and a Carrera Wearable 01."

So we find TAG Heuer poised at a critical moment in its history. As ground-breaking as the venture into smartwatch technology is, the company continues to strengthen its classic brand identity and offer choice to its growing audience.

With its "Don't Crack Under Pressure" campaign, TAG Heuer has found a way to communicate the current brand philosophy in an uncluttered way as the dial on its classic Carreras. It speaks to the sports enthusiast, the race car driver, the lover of vintage, to men and, as Biver so wonderfully puts it to "intrepid women."



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CREATIVE DIRECTOR OF IWC – CHRISTIAN KNOOP

A FINE Line



Christian Knoop has a big responsibility. As Creative Director of IWC, it's his job to outline the look and feel of all IWC products. He leads a team of designers to come up with ideas for new collections, while also reinvigorating older collections as new materials, new technologies and new movements become available.

This year's Portugieser collection is one such example. To celebrate the 75th anniversary of the first production model, Ref. 325 (which later inspired the first Portuguese collection of 1993), IWC decided to update the current collection with a round of aesthetic improvements as well as new references. This includes a brand new Annual Calendar model, a first for IWC. For Knoop, the challenge was to give the collection a fresh outlook while retaining the features that have endeared it to its fans.

"In many of our design processes, we really study the history (of the watch) to be able to translate it for the future. Without knowing this history, every design would be random, and for us as designers it's very important that a beautiful product or design has a clear origin and a clear relation with the brand, functionality and context in which it was designed. There's nothing worse than a random beautiful design which could be for any brand or any customer. This is not what would interest me as a designer," he says.

THE PORTUGIESEER CELEBRATES ITS 75TH ANNIVERSARY THIS YEAR. WHAT ATTRIBUTES HAVE MADE THE COLLECTION ENDURE AMONG WATCH ENTHUSIASTS?

Watch enthusiasts appreciate the ultimate simplicity and purity that the Portugieser radiates: a clear-cut structure, no-frills reduction, and simple yet style-defining elegance. Secondly, as IWC is known for sticking to its historical roots, the Portugieser of today still

carries the same features that made this family so famous: a large case size, narrow bezel, and simplified, well-balanced dials. Thirdly, with sophisticated complications and a unique, pure and contemporary design, these iconic watches emanate elegant understatement and refinement on one hand, and independence and dynamism on the other.

“
I AM PARTICULARLY PROUD OF WHAT WE HAVE ACHIEVED WITH THE PERPETUAL CALENDAR WHICH IS DEEPLY ASSOCIATED WITH IWC AND THE PORTUGIESEER FAMILY.”

IN TERMS OF THE AESTHETICS OF THE NEW PORTUGIESEER COLLECTION, VERY LITTLE WAS CHANGED. WHY WERE SOME ASPECTS REFINED AND NOT OTHERS?

As designers we are constantly oscillating between the past and the future. We want to innovate and change the future, but we also want to cherish and honour iconic designs from the past. There is a very fine line between respecting the design codes and the signature look of the collection, while still surprising customers and introducing new elements. With the Portugieser, we reworked the entire line, and essentially we decided on an approach based

on three elements: a lighter, cleaner and more modern case design for select models; a new integrated bent strap attachment providing better ergonomics in all references; and aesthetic enhancements for selected references that include a new harmoniously shaped arched-edge front glass in order to provide an elegant and visually lighter look.

WHICH IS YOUR FAVOURITE PIECE FROM THE NEW PORTUGIESEER COLLECTION AND WHY?

I am particularly proud of what we have achieved with the Perpetual Calendar which is deeply associated with IWC and the Portugieser family. The watch has been very well received with extremely positive feedback from our clients. Also, it was very exciting to work on the Annual Calendar – the first annual calendar in IWC's history. Its advanced movement and pure date display perfectly fit the aesthetic codes of the Portugieser.

SOME PEOPLE HAVE COMMENTED THAT THE PERPETUAL CALENDAR WITH DIGITAL DATE DISPLAY LOOKS TOO MODERN AND SPORTY FOR A LINE AS CLASSIC AS THE PORTUGIESEER.

The digital date display gives a very clean and modern indication of the date. When we first explored that idea in design drawings we were actually surprised how well it fits the spirit of the Portugieser, with its pure and subtle dial layouts. We played with some carefully placed double line frames around the windows to underline the importance and uniqueness of this display. The flyback chronograph could be called an elegantly executed sports feature, which we have successfully introduced on the Portugieser Yacht Club in 2010 and is reminiscent of the Portugieser's roots as a navigation watch.

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BRAND DIRECTOR FOR SOUTH EAST ASIA AND AUSTRALIA
 ROGER DUBUIS – EMMUAL HUMAN



NEW KID

On The Block

Distinguished as a relatively new brand in the market, Roger Dubuis is building awareness of what it has to offer. During a visit to Jakarta, Brand Director for South East Asia and Australia, Emmual Human, revealed its strategy and direction.

TELL US MORE ABOUT THE DNA AND STRENGTHS OF ROGER DUBUIS.

Roger Dubuis Manufacture is 20 years old, a baby in the horology industry. But, we do things differently; being a newcomer we have the flexibility to be creative about our calibres. Being young does not bind us to pedigrees, but instead it gives us the power to break out of it. Our customers are like a blank canvas for us to paint; younger customers like the freedom to choose and they like something aesthetically pleasing, like Maserati or Ferrari as opposed to the classic Mercedes-Benz. We believe that luxury nowadays is bespoke, Roger Dubuis is possibly as close as you can get to bespoke in the market – and that’s what is going to appeal to our customers.

WITH THAT SAID, WHAT EFFORTS IN MARKETING HAVE BEEN DONE EFFECTIVELY?

The nature of our marketing campaign is very customer-oriented; private customer events, bespoke customer treatments such as inviting them to visit our manufacturing centre in Switzerland – we aim at a niche market, but with the right customers, the right media, and it’s been proven successful over the years.

WHERE IS YOUR BEST PERFORMING MARKET?

Without a doubt, Asia has been our best market ever since the brand was launched in Hong Kong 20 years ago. Today, however, our aim is to build an international presence, therefore



“ TO DESCRIBE THE INDONESIAN CUSTOMER, A ONE-LINER WOULD SUFFICE – THE INDONESIAN DNA RESONATES VERY WELL WITH ROGER DUBUIS. ”

AND WHAT DO YOU THINK OF THE INDONESIAN MARKET?

we’re opening three boutiques in the United States: Florida, Los Angeles, New York. We will be opening one boutique in Paris, and a flagship boutique in Geneva. In Asia, we are opening two boutiques in Hong Kong and three in Macau, and we’re investing heavily in China, including massive 200 square feet boutiques in the near future.

Across the world, luxury customers are getting younger. Young generations today enjoy the finer things in life. To describe the Indonesian customer, a one-liner would suffice – the Indonesian DNA resonates very well with Roger Dubuis. This gives us a good chance to do very well in the market; exciting things will be coming to the market in the next three years.



ULTIMATE TOOL WATCHES

TUDOR tool-watches are designed for the contemporary adventurer. Tested under extreme conditions, they know no boundaries but those of the imagination and courage of their wearers. Brushed finishing, sandblasted touches and matt colour for optimum legibility. High-tech materials – titanium, ceramic or silicone – for extraordinary performance. The ultimate tool-watches, they keep alive the spirit of adventure for which the brand has been known since its involvement in the British North Greenland Expedition of 1952.



TUDOR
WATCH YOUR STYLE

TAG HEUER VICE PRESIDENT OF GLOBAL SALES - LUC DECROIX

MARKET Changes



TAG Heuer has gone from strength to strength in the Indonesian market during this century. It's no fluke, of course; the company has long recognised the importance of reaching out to local customers.

"In my role, I oversee Indonesia and the region. Indonesia is, and always has been, a very important market to us," says the company's VP of Global Sales Luc Decroix during a visit to Jakarta.

"With the help of our partner Time International, we have achieved a very strong position in the market."

Decroix briefly discussed prospects for the future and what's up with smartwatch "smart talk".

OVER THE LAST 15 YEARS, HAS THERE BEEN A CHANGE IN YOUR CUSTOMERS?

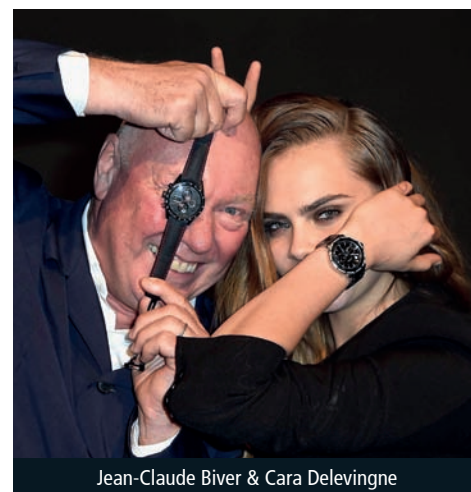
Customers today are definitely well informed, they'll have done some research on the product they like; its features, price and after sales service. This often makes the job of our sales people harder today, as customers may have a different opinion of the product and TAG Heuer; this was not the case 10 years ago.

SO HAS YOUR SALES TECHNIQUE EVOLVED TO ACCOMMODATE THE INTERNET SAVVY CUSTOMER?

Today's sales are about creating an emotional connection between the customer with the brand, and the salesperson. We need to make them happy with their purchase, because buying a watch is an emotional purchase. Thus, I see our salesperson as the biggest ambassadors of the brand, not Cristiano Ronaldo, not David Guetta, etc.

TAG HEUER CEO JEAN-CLAUDE BIVER EXPRESSED HIS WISH FOR THE APPLE WATCH TO SELL REALLY WELL IN LIGHT OF TAG HEUER'S ANNOUNCEMENT OF ITS OWN SMART WATCH. WHY WAS THAT?

Today we don't know yet if the smartwatch will be a big success. Apple products are seen as a gauge to see how well the market receives it. So, if the Apple Watch sells well, it may reflect a positive impact for TAG Heuer's smartwatch in the future. If it doesn't, the smartwatch is a complementary aspect to our core business, which is a mechanical watch manufacture, so it won't hurt much.



Jean-Claude Biver & Cara Delevingne

“WE NEED TO MAKE CUSTOMERS HAPPY WITH THEIR PURCHASE, BECAUSE BUYING A WATCH IS AN EMOTIONAL PURCHASE.**”**



GUCCI

TIMEPIECES

HORSEBIT COLLECTION

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Baume & Mercier
Capeland
Shelby Cobra



limited edition Capeland timepieces. The Capeland Shelby Cobra is actually modelled from the classic 1948 mono-push piece chronograph found in the Baume & Mercier Museum.

Every detail of the watch pays tribute to the Cobra 427 and the man who brought it to life. The generous 44 mm case (available in polished and satin-finished stainless steel or 18-carat red gold) references the Cobra's distinctive flared body lines. The dial features a Guardsman Blue colour and transparent white stripes, mimicking the uniforms worn by Shelby's team.

The Cobra logo is incorporated into the seconds hand, while the hour and minute hands mirror the form of the Cobra's elegant steering wheel. To pay further tribute, the sapphire crystal case back is emblazoned with Shelby's signature.



NEED For Speed

BAUME & MERCIER COMMEMORATES THE ICONIC COBRA 427 RACECAR WITH ITS CAPELAND SHELBY COBRA

In 1965, automotive legend Carroll Shelby had one goal - to create an automobile that would reign triumphant over the Europeans in the FIA International Championship of GT Manufacturers. He brought matters into his own hands and created a light, fast and powerful machine that would enable him to secure the first American victory in nearly 40 years.

It was then that the Cobra was born. With the help of the Cobra 427's massive Ford V8 engine and sleek aerodynamic design, Shelby went on to dominate in the 1965 FIA, winning an astonishing 11 out of 20 races.

In celebration of the 50th anniversary of Shelby's historic feat, Baume & Mercier partnered with the Carroll Shelby Company to create

To honour the 50th anniversary of Shelby's FIA World Championship and his iconic Cobra, the limited edition Capeland Shelby Cobra was designed to be of the utmost quality, precision and detail. The steel version of the chronograph is limited to 1,965 pieces, a reference to the year Shelby emerged victorious in the FIA International, while the 18-carat red gold model is limited to just 98 pieces, a tribute to Shelby's racing number.



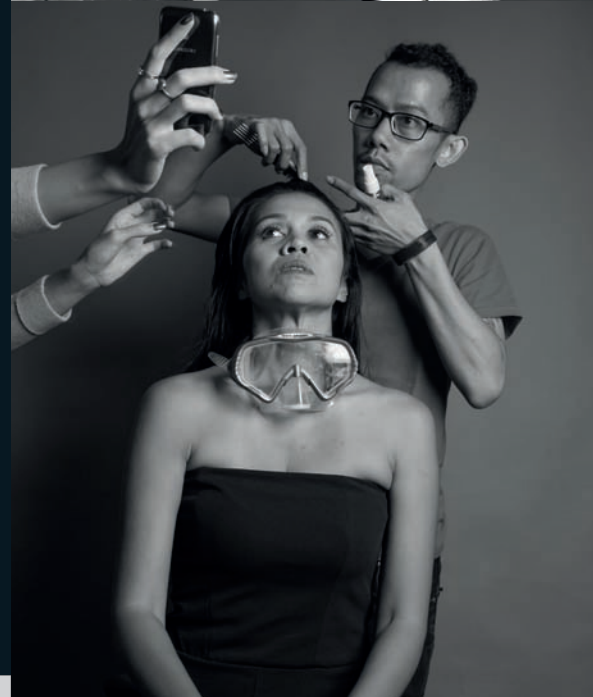
Our Fine Times

Most of us reveal only one side of ourselves to those around us. We keep up appearances, look the part in our professional and public lives and diligently put our best face forward.

There is, of course, the “other” part of us – our alter ego, if you wish – that is known only to ourselves or our intimates.

In celebrating more than 15 years of excellence, *The Time Place* has proudly introduced its inaugural campaign “When my mind wanders, that’s my finest hour”. At its core is the belief that the pursuit of freedom – especially relishing the freedom to be ourselves – is the highest form of luxury, priceless in its value to our being.

For this special edition of *The Time Place* magazine, we asked a group of our friends, drawn from a wide selection of fields, to reveal their finest hour. They graciously gave us their answers; we invite you to view the images and read their thoughts.



Susan Bachtiar

Entertainer, mother,
educator

Model, TV host, actress - Susan Bachtiar has assumed a variety of career roles. Her first calling, however, is shaping impressionable young minds as an English-language teacher.

"People think that I am in the entertainment business so it is what I want, but I feel the real me is when I enjoy time with my students and instill learning in them," she says.

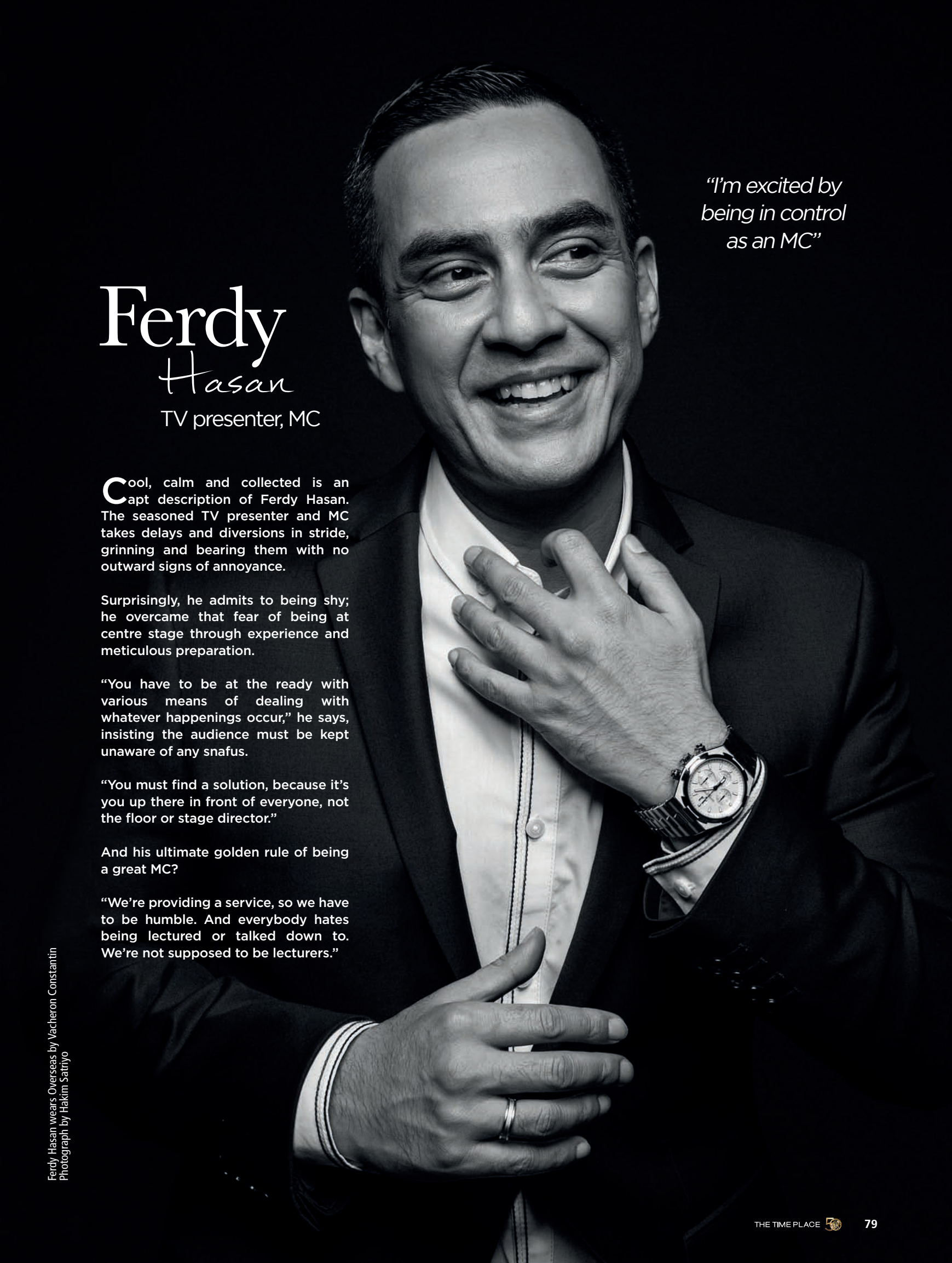
"They are so pure, naïve and genuine toward you. They can have a hidden agenda, but besides that they talk to you because you are their teacher, not a celebrity ... They have such enthusiasm for life. I can really learn from a little person."

Her finest hour comes at bedtime with her favourite little man, her young son Tristan. They pray and sing lullabies together (in the Indonesian, English and Dutch polyglot the boy is learning), before Susan reads a bedtime story.

"I must be the one who puts him to bed. I ask him what he did during the day, tell him that I am proud of him. If he has done something wrong, I give him some 'mommy' advice. It's our heart-to-heart conversation."

*"I enjoy one-on-one time
with my son at bedtime"*





*"I'm excited by
being in control
as an MC"*

Ferdy Hasan

TV presenter, MC

Cool, calm and collected is an apt description of Ferdy Hasan. The seasoned TV presenter and MC takes delays and diversions in stride, grinning and bearing them with no outward signs of annoyance.

Surprisingly, he admits to being shy; he overcame that fear of being at centre stage through experience and meticulous preparation.

"You have to be at the ready with various means of dealing with whatever happenings occur," he says, insisting the audience must be kept unaware of any snafus.

"You must find a solution, because it's you up there in front of everyone, not the floor or stage director."

And his ultimate golden rule of being a great MC?

"We're providing a service, so we have to be humble. And everybody hates being lectured or talked down to. We're not supposed to be lecturers."

Indra Priawan Djokosoetono

Entrepreneur, basketball lover

Indra Priawan Djokosoetono is a stickler for punctuality despite his young age. He abides by “chronographed” time management, aided by his personal watch collection.

The scion of the Blue Bird Group transportation company also has a lifetime love of basketball. Every morning, he practices on a quarter court in his backyard. His choices in attire are inspired by the clean-cut examples of NBA legends Kobe Bryant, Michael Jordan and LeBron James.

He vouches that the sport mirrors the qualities needed to succeed in business, from teamwork to continual training.

“There is not only physical strength [needed] but also the immediate result. The same can be implemented in business; [if] you try something harder, you will get bigger results.”

He is making his love of basketball his business, recently investing in a team from Bandung that he says is, “Just like the LA Lakers!” Who knows where this “net value” will lead?

*“Basketball
teaches me the
wisdom of life”*

Indra Priawan Djokosoetono wears Royal Oak Offshore Black Carbon by Audemars Piguet.
Photograph by Diera Bachir

*"I adore anything
to do with fashion"*

Cindy Angelina

Entrepreneur
& fashion enthusiast

Cindy Angelina has always worn her heart, and her passion, on her well-coutured sleeve: as a child, she played dress up and pored over fashion magazines and blogs. Soft-spoken, she brims with excitement when discussing her anointment as a fashion "it" girl.

"I love doing fashion photo shoots, watching fashion shows and getting dressed up for events, especially when people appreciate and compliment my style. I see fashion as art, a way that I can empower and express myself through style," says Cindy, who admires the devil-may-care style choices of editor Anna Dello Russo.

"Style is meant to be fun and to give people freedom. It's very important to not follow trends blindly," she says of her definition of being stylish.

She is not all style and no substance. The graduate in international business from Pepperdine University is setting up a foundation to provide clean water to communities in East Nusa Tenggara, site of many of her family's property developments.



Kinez Riza

Artist, photographer, filmmaker

Kinez Riza was a questioning child who tested her parents' patience with constant enquiries. That seeking of answers continues in her art and life.

At least once a year, she sheds the trappings of modernity to visit Indonesia's "hidden Edens".

"There is the special feeling of the equal measure between nature, beast and man. It's a very quiet moment. You slow down to the pace you would have been without all our extensions from technology, staying present and looking at your immediate environment," she says of waking up to the cries of hornbills and hunting deer for food.

But it's not an escape from modern life.

"I love everything that makes you feel alive. I'm not saying that there is a preferable state of reality, but you do have to balance yourself between the two. I can't disassociate myself from modernity; you have to know how to survive in both."

*"I find peace in
the isolation of
the wilderness"*

Kinez Riza wears Superocean by Breitling
Photograph by Hakim Satriyo

Kevin

Mintaraga

Digital & social media
entrepreneur

Surviving in life comes down to the willingness to adapt when change presents itself. Kevin Mintaraga's spiritual wake-up call dawned during his university studies in Melbourne in 2006. From a self-described "spoiled" upbringing, he was told to return home due to his father's illness.

For the first time, he prayed for God's help. He woke up the next day with a newfound positivity and a commitment to his faith.

The founder of Bridestory's daily ritual is to listen to worship music in the morning and before he sleeps.

"It makes my mind and soul peaceful, to surrender to the things that are uncontrollable in my life. It gives me strength and courage," he says.

*"Worship music
puts my mind
and soul
at peace"*

Richard *Sam Bera*

Swimmer, magazine editor, triathlete

Top athletes inevitably face the question of “what next?” after their heyday has passed.

Swimming legend Richard Sam Bera retired at age 34 to become a magazine editor. His clean break from his almost two-decade-long sports career included him unceremoniously stashing his haul of medals in a box.

“It almost scared me to look at them; I couldn’t believe that all those years I had been doing this whole thing. It was kind of an identity crisis,” he says.

He still yearned for an outlet to channel his competitive spirit and his need for achievement.

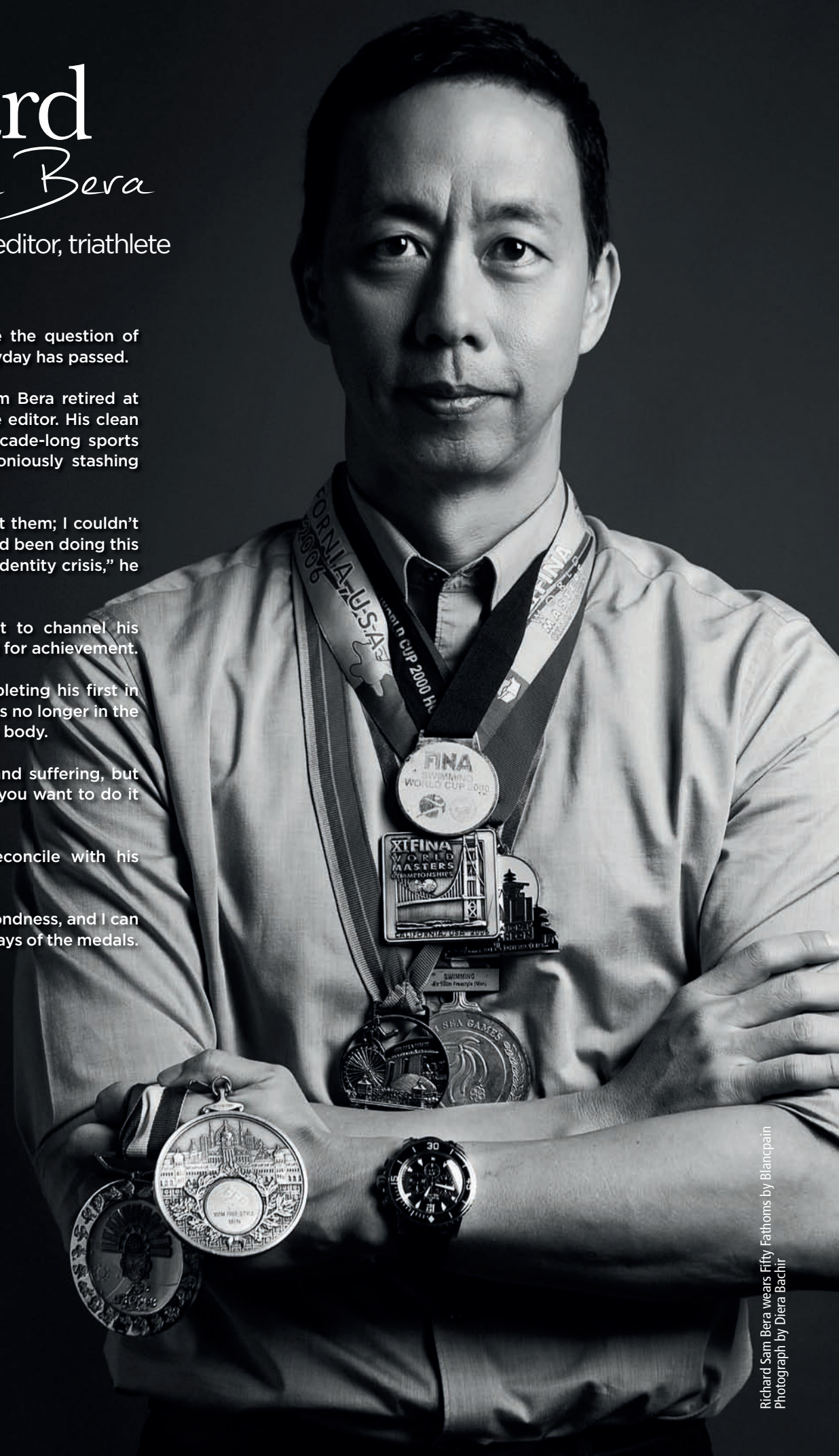
He found it in triathlons, completing his first in Singapore in 2010. His rival was no longer in the neighbouring lane, but his own body.

“There is the feeling of pain and suffering, but once you cross the finish line, you want to do it again,” says Richard.

He has also been able to reconcile with his legendary past.

“Now I can look at them with fondness, and I can embrace what I achieved,” he says of the medals.

*“I am driven by
the feeling of
achievement”*



Richard Sam Bera wears Fifty Fathoms by Blancpain
Photograph by Diera Bachir



Sigi Wimala

Actress, director

Sigi Wimala is not ashamed to admit her tendency to “be afraid of everything”. Acknowledging those fears is important to keeping her aware and overcoming them, she believes.

The former cover girl takes risks by cycling on Jakarta’s unpredictable streets.

“When I got married and had a daughter, the idea of being active and healthy became my priority. As you get older, you know your capacity and your limits. And I found mine in cycling,” she says.

She started slowly, trying to inch her way into traffic, graduating to going down a hill at high speed. She faces the dangers alone.

“It has brought its own sense of freedom and control. And it’s also my ‘me’ time to become a better person. I now see Jakarta in front of me, instead of from behind a window. You feel the heat, experience the smells, because you are right there.”

She is used to the double takes as a woman on a bike. “I want to show them that I can do it,” she says.

“Cycling on the streets gives me freedom and control”

*"I am at my best
when I am on
my own"*

Arimbi

Nimpuno

Chef, traveller, dog lover

Chef Arimbi Nimpuno brings her dab culinary hand to cooking classes and shows on the Asian Food Channel.

Naturally, food and also family are the focus of her day; meals are the time when gadgets are put aside and she, her husband and four daughters meet at the dinner table.

"I am very open with my children - you have to be today," muses Arimbi, who grew up in Austria and Spain.

Family oriented as she is, she is in her element when she is alone. She curls up with books - biographies and self-improvement works - away from the clutter of contemporary life.

"I think people in life need to have 'alone' time every now and then. The more you have people around you, the more you 'hear voices', and that doesn't always bring out the best in you," she says.

"When I am alone, I can centre myself and get my act together."



Arimbi Nimpuno wears Star Open Ladies by Zenith
Photograph by Diera Bachir

Adhika Maxi

Chef, restaurateur, father

*"I love mixing
it up in the
kitchen"*

Adhika Maxi

Adhika Maxi carved out his name as a chef – including a stint under notorious firebrand Gordon Ramsay – and today as a partner and the kitchen commander of UNION, the brasserie with a classy international ambience.


Tools of his trade – and what help him shine in his finest hour of cooking “power dinners” at the homes of well-heeled foodies – are a gleaming set of handmade Japanese carving knives.

“They must be sharp or else the food bruises when you cut it, and it won’t look good.”

But no cook is only as good as his equipment: it ultimately boils down to the taste test. Maxi combines haute cuisine training with his down-home love of street food.

Mie ayam foie gras anyone?

“I try to merge them and somewhere along the line it becomes what it is. It’s comfort food but with an open mind.”



*“My pleasure
comes from
sharing moments
with others”*

Tigor Siahaan

Dedicated banker

Although banking is serious business, Tigor Siahaan is no humourless dark suit. “I’m getting pranked here,” quips the President Director of CIMB Niaga, called upon to pose in the unfamiliar territory of a studio.

Even so, he says his finest hour is not in the boardroom, but gathering with family and friends.

“I believe in a balanced life. With so much work to do, sometimes you lose sense of what’s important and your real perspective on life. It’s the simple things: hanging out with the family, having a laugh with friends, watching my son’s soccer games, whether he wins or loses,” says the father of three.

“It’s about making a difference to others, however small it is.”

Swimming laps is a solitary pursuit that lets him work through ideas. Kicking back with friends at the end of the day also keeps him happy.

It’s not always fun and games though.

“I see life as a cycle; sometimes things can be great, you’re on top, and at others you’re at rock bottom. You need to share those moments, whatever they are.”

Teges

Prita
Soraya

Communications expert,
mother, diver

The boomtown of Balikpapan is the next destination for Teges Prita Soraya, all in a busy day's work for the director of Angkasa Pura Retail, which is sprucing up retail spaces of airports in eastern Indonesia.

The communications and PR expert has her diving equipment in tow, attesting to her fascination with the underwater world.

Her late mother introduced her to the activity in her early 20s.

"My diving holidays with my mother were always memorable. I still have the fins and mask that she gave me," she says.

The activity remains a family one: she explores the deep with her two daughters, father and her two siblings.

"It's my hobby where I can spend time with my kids. You have a totally different view. You can just sit there and it's like you are in an aquarium - you have found Nemo. And you also have to learn to control and monitor your surroundings."

*"Just let me be
underwater
with my girls"*

Maylaffayza

Classical-crossover violinist

Maylaffayza has become the go-to classical musician for mainstream events and galas.

These are the glamorous public interludes in her life. Most of the time, the violinist is alone with her instrument and the four walls of a practice room.

“When I practice by myself, I am vulnerable but that is what makes me strong. They are when I manifest my dreams,” she says.

“Every practice is challenging and different, and the amazing thing is you gain awareness every day. Sometimes, we cannot work something out even after many hours of practice. But the funny thing is the answer shows up later.”

Practice makes perfect – she abhors today’s preference for “instant” results – but she knows that life is about balance. She takes timeouts to run or catch a movie.

“It’s a struggle to find the time, but I want to show people that I enjoy this life. I don’t want to be the stereotypical unhappy and unhealthy musician – that’s so yesterday.”

“Practicing in solitude makes me strong”



Maylaffayza wears Villenay by Audemars Piguet
Photograph by Hakim Satriyo

Didit

Hediprasetyo

Fashion designer

Didit Hediprasetyo keeps a watchful, pensive eye out for creative inspiration. The fashion designer will be alone, wrapped up in his thoughts and soaking up the atmosphere on one of his many jaunts around the world.

He may be switched on to urban energy, perhaps during a subway ride in Manhattan, listening to his iPod and observing a motley group of fellow passengers, or in a cab racing along Hong Kong's frantic streets.

There are quieter times, too, lost in the serene beauty of Balinese ricefields or sipping a coffee, a sketchbook his lone companion.

"My finest hour is when I'm not planning about the future, and not evaluating the past," he says. "When I'm focusing on the present, like meditating."

His couture responsibilities have taken him away from his love of sketching people.

"I'm going to start making time to do that again for myself, and it's just the perfect quality time to get to know whomever I'm sketching, whether friends, clients or random inspiring people," Didit says.

*"I prefer to stay
focused on the
present"*

Rifat Sungkar

Motor racer & entrepreneur

Although Rifat Sungkar lives life in the fast lane in his sport, he likes to take things at a slower pace off the track.

Outgoing and warm, his interests include running safe driving courses and a roast chicken eatery that is a reminder of his postgraduate study days in Melbourne.

His other passion is Lego, a recently rekindled childhood hobby.

“As I got to know the Lego community again, it turns out we all share the same story: we played Lego as kids, stopped for a while, and came back when we had kids. But the kids play Lego, and the parents do Lego Expert,” he says of the advanced version of the building blocks.

His home has a room devoted to his Lego projects.

“It gives me pleasure because it’s outside of my stressful work. People ask if I make fast cars, but I don’t: I build a city, because my vision is to make a peaceful city,” he says.

“Doing Lego is a break from my stressful work”



Rifat Sungkar wears Ferrari by Hublot
Photograph by Hakim Satriyo

"I found
happiness
on my
wedding day"

Angelique Widjaja

Tennis player, baker

By age 16, Angelique Widjaja had the Wimbledon junior tennis title to her name and was anointed a future star. Her ultimate ambition lay beyond the sport's most illustrious crowns: to have her own family.

"I had already chosen the criteria I wanted for a husband," says Angie. "I knew he would have to share the same values because my goal was to have a happy family."

Her fairy-tale came true when she walked down the aisle in a dress by Adrian Gan.

"Andre brought happiness to me. For me he is perfect, he is responsible and humble. He has made me a priority in his life," she says.

"Sharing the same values makes it easier to deal with any misunderstandings. You know you cannot compromise on them."

Now 30 and pregnant with twins, she says she never regrets retiring from tennis.

"Getting married was the biggest decision in my life, and I can say that it was the right one."

SpidoSpeed
Titanium



RAISING The Stakes

AN ENDURING FRIENDSHIP
AND A DESIRE TO PUSH
SPORTING BOUNDARIES FUEL
THE LINDE WERDELIN BRAND

Linde Werdelin has a firmly held goal in mind: the creation of mechanical timepieces, along with optional attachable instruments, which are consummately designed for the rigours of skiing or diving. They are not your granddaddy's tried-and-true, and staid, sports watches: thrown into the mix is the unstinting regard for beauty along with the need for functionality and exclusivity.

The realisation of these aims combine to ensure that devoted high-altitude and underwater adventurers enjoy an enhanced experience in terms of safety and thrills.

Despite its comparative youth in the ranks of timepieces, Linde Werdelin, established in 2002, is always moving forward with the desire to scale new heights of innovation. The brand's passion comes from the two men who



Jorn Werdelin and Morten Linde, founders of the brand

founded it based on a mutual love of adventure, timepieces and sport.

Morten Linde and Jorn Werdelin met as primary school students in Copenhagen in the early 1970s and quickly struck up a lasting friendship. The Danes shared an enthusiasm for sports, learning to ski at a young age with their families in the Swiss Alps.

Werdelin's experience in 1996 – he broke his back after skiing off a cliff – led to the sobering realisation that a zeal for adventure must be tempered with a concern for safety, eventually leading to the founding of the eponymous brand with his childhood friend.

Linde is the creative force of the brand, and an advocate of sound design and aesthetics; his hand-drawn illustrations grace several of the timepieces. Complementing his qualities is Werdelin, who is from a long line of jewelers, and serves as the brand's visionary, who derives ideas from his adventures as an ardent skier and diver.

Their creativity and vision are brought to life through the creation of limited edition and numbered watches that reflect their shared thirst for excitement.

The SpidoSpeed and SpidoLite timepieces are crafted to be light and strong, reminiscent of a spider's web. They are built to withstand the tough conditions of high altitudes and their ultra-light skeletonised cases - inspired by technology of the auto racing industry - boost performance.

The SpidoLite Tech Green, limited to 75 pieces worldwide, fuses the ultimate technological materials to produce an incredibly light yet strong case - the lightest yet. The SpidoSpeed Gold, totalling only 99 individually numbered pieces, is a chronograph made from solid 18-carat rose gold.



SpidoLite Titanium Red



The stunning octopus engraving on the back of the Oktopus Double Date Green



The Oktopus Double Date and Oktopus Moon mirror the qualities of their namesake eight-armed denizen of the deep. Their exceptional functionality underwater is owed to an exceptional case construction and design, with total water resistance and strength.

Among them is the Oktopus Moon Black, which houses the inaugural in-house complication, and the lavish piece de resistance, Oktopus Moon Tattoo, crafted in 18-carat rose gold that bears an engraving of an octopus.

The Oktopus Double Date Yellow is considered the superlative dive watch, with its five-part case construction in ceramics and DLC titanium with double date construction.

Sports instruments - The Rock and The Reef - work to elevate the skiing and diving experience; they attach onto the outer case of the brand's Spido or Oktopus timepieces.

The Rock is a must for the avid skier; its properties include a 3-axis compass, chronograph, inclination sensor (with avalanche alerts) and barometer function displaying weather trends. Developed along with professional divers, the Reef is an essential diving companion due to its provision of advanced features, including intelligent software, a state-of-the-art 3-axis compass and alarm systems.



SpidoLite Black Gold and SpidoSpeed Gold

“THE OKTOPUS DOUBLE DATE AND OKTOPUS MOON MIRROR THE QUALITIES OF THEIR NAMESAKE EIGHT-ARMED DENIZEN OF THE DEEP.”

Marine
Perpetual



A LASTING Tradition

WITH NEARLY 170 YEARS IN THE INDUSTRY, ULYSSE NARDIN HAS WITHSTOOD THE TEST OF TIME



Black Sea
Limited
Edition

Daring and innovative pieces – from the Freak to the Astrolabium Galileo Galilei – have allowed Ulysse Nardin to remain at the forefront of the world’s watchmakers for the better part of two centuries. However, things haven’t always been easy for the manufacturer, which has had to overcome a series of obstacles during its historic career.

Watchmaker Ulysse Nardin learned from the best. He was born in Le Locle, Switzerland, in 1823, where he was mentored by his father, horologist Léonard-Frédéric. The younger

Nardin was later placed under the tutelage of William DuBois, one of the leading precision timepiece experts of the time. In 1846, at the tender age of 23, the talented Nardin set out on his own and founded the company that still bears his name.

Ulysse Nardin was born out of the highly-complicated pocket and marine chronometers developed by Nardin himself, and it was their sheer technical ingenuity that helped catapult the company to world renown early on. As Nardin set the bar for quality, technology and

innovation so high, the manufacturer was able to endure numerous setbacks during its nearly two centuries in the business.

The company received a major blow in 1876, when the 53-year-old Nardin died suddenly. His son, 21-year-old Paul-David, was tasked with taking over the business. Despite his youth, it was clear that Paul-David had inherited his father’s talent and drive. He managed to follow in his father’s footsteps, winning awards and keeping the company’s spirit of innovation alive.

During Paul-David's tenure, Ulysse Nardin thrived, winning multiple gold medals, obtaining three Swiss patents, creating nine chronometers fitted with tourbillon escapements, and breaking many performance records. Between 1876 and 1975 Ulysse Nardin garnered over 4,000 watchmaking awards, including 18 gold medals.

It was an impressive run, but there was another bump in the road for Ulysse Nardin. The quartz crisis of the 1980s put the company so far in debt that it had no choice but to sell.

A NEW ERA

This seemingly devastating setback turned out to be a blessing in disguise. Rolf W. Schnyder purchased the company in 1983 and embarked on a journey to restore Ulysse Nardin to its former glory. In a series of bold decisions, Schnyder collaborated with Dr. Ludwig Oechslin, a renowned scientist, historian and watchmaker. Schnyder was so impressed with Oechslin's abilities, he gave the doctor free rein to invent and create. Oechslin's genius is reflected in the complex engineering and astrological and historical themes that Ulysse Nardin is known for.

This collaboration marked a turning point for the manufacture. Some of the company's most impressive, successful and unique works emerged during Schnyder's era. Since the 1980s, it has released numerous award-winning pieces, proving that Ulysse Nardin is back and better than ever. They are divided into four categories: Marine (including the Marine



Dual Time Manufacture



Classico Lady Luna



The Freak InnoVision

Diver and Lady Diver); Functional, with the ground-breaking Perpetual Calendar; Exceptional; and Freak.

During this time, there was a true spirit of innovation. Oechslin's Trilogy of Time series (in the Exceptional category) was responsible for catapulting the brand's comeback. The first of the series, the Astrolabium Galileo Galilei, is so ingenious it was the first astronomical wristwatch to be featured in the *Guinness Book of World Records*. Released in 1985 it is a truly one-of-a-kind piece, made distinct due to its ability to tell the position of the sun, moon and stars.

In 2000, Schnyder and Oechslin unveiled the truly revolutionary Freak that helped the company reach a pinnacle of success. Aptly named, the Freak is best known for its distinctive de-

“ ULYSSE NARDIN WAS BORN OUT OF THE COMPLICATED POCKET AND MARINE CHRONOMETERS DEVELOPED BY THE COMPANY'S FOUNDER THAT QUICKLY EARNED WORLD RENOWN. ”

sign and outside-of-the-box engineering. It features a 7-day carousel tourbillon and has no hands or dial. With the Freak, Ulysse Nardin was the first manufacturer to incorporate a Silicium escapement in 2001.

The Genghis Khan was unveiled in 2002 as the first ever Westminster carillon minute repeater tourbillon with Jaquemarts. In 2003, Schnyder and Oechslin changed the face of the industry yet again with the Sonata, the first alarm watch that could be set a full 24 hours in advance with a dual time feature.

After the passing of Schnyder in 2011, Ulysse Nardin entered another new era. In 2014, the company joined Kering's "Luxury - Watches and Jewellery" division, an acquisition that will enable Ulysse Nardin's to continue its great legacy of innovation.

Matt Damon
stars in
The Martian



SUPPORTING Role

HAMILTON CONTINUES ITS
LONGSTANDING HOLLYWOOD
CONNECTION WITH *THE MARTIAN*

When moviegoers gaze up at astronaut Matt Damon on the big screen in *The Martian*, they will also be witnessing a piece of film history. The Ridley Scott directed sci-fi flick, also starring Jessica Chastain, Kate Mara and Kristen Wiig and scheduled for release in October, is the latest

in a long line of movies featuring Hamilton timepieces.

In fact, Hamilton stands proudly as a pioneer in the use of timepieces in mainstream movies. The relationship dates back to 1951, when the brand was used in *The Frogmen*, detailing

the exploits of a naval underwater demolition team during World War Two. It was a case of ideal "casting": the timepieces were the main choice for the military during the war, including submersible watches.

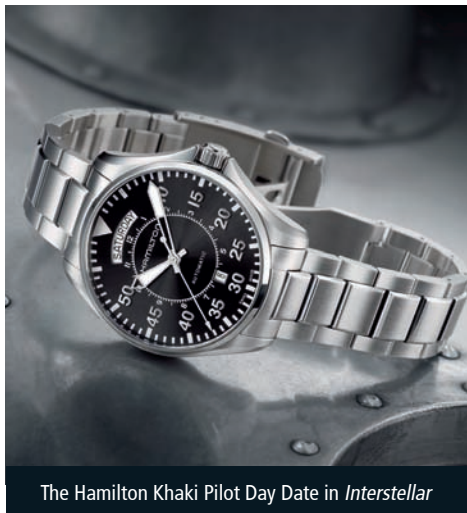
Hamilton's next cinematic appearance was in *Blue Hawaii*, the 1961 musical comedy starring Elvis Presley. The singer wore the Ventura, a watch that he himself favoured in his private life.

Those two appearances were just the beginning; since then, Hamilton has appeared in more than 450 films. These are not random product placements but instead partnerships that are carefully matched for relevancy to the brand and the respective movie characters. The company engages the film community by providing information about its variety of products.



Space Odyssey Watch

HAMILTON WATCHES HAVE FIT THE BILL FOR A RANGE OF MOVIES, FROM SCI-FI AND MILITARY EPICS, TO ROMANTIC COMEDIES AND EVEN AN ELVIS PRESLEY MUSICAL.



The Hamilton Khaki Pilot Day Date in *Interstellar*

for a movie. Specially designed watches and clocks were created for *2001: A Space Odyssey*, at the request of director Stanley Kubrick. The collection perfectly represented the promise of an exciting but also daunting future era. The prototypes created a buzz among watch enthusiasts and in the media upon the film's release in 1967, but it was only in 2009 that 2,001 watches inspired by those from the movie were made available by Hamilton.

This is not the only time the company has done the honours and designed a unique piece according to a storyline. Hamilton also stepped up to design a one-of-a-kind timepiece for Murph (Jessica Chastain) in *Interstellar* that was integral to the story and the character.

For example, the Ventura - a full 36 years after its Elvis association - was donned once again for the "Men in Black" trio of movies, as its futuristic quality was deemed ideal for the sci-fi action flick.

Another example is Matthew McConaughey's character of U.S. pilot Cooper in 2014's *Interstellar*, who wears a Hamilton Khaki Pilot Day Date.

There have also been instances when the company was enlisted to create unique timepieces

Another example of its commitment to film is the Behind the Camera Awards, launched in 2006 and honouring the unseen but vital contributors to film production: propmasters, costume designers, editors, producers and others who make cinematic dreams a reality.

With the release of *The Martian*, and its intriguing story of life on the "red" planet, Hamilton is taking another giant step in filmdom.



ONES TO WATCH

Hamilton watches also appeared in these movies:

- *You've Got Mail* (1998)
- *A Beautiful Mind* (2001)
- *Pearl Harbor* (2001)
- *I Am Legend* (2007)
- *Die Hard 4.0* (2007)
- *A Good Day to Die Hard* (2013)
- *Jack Ryan: Shadow Recruit* (2014)



HAMILTON

23

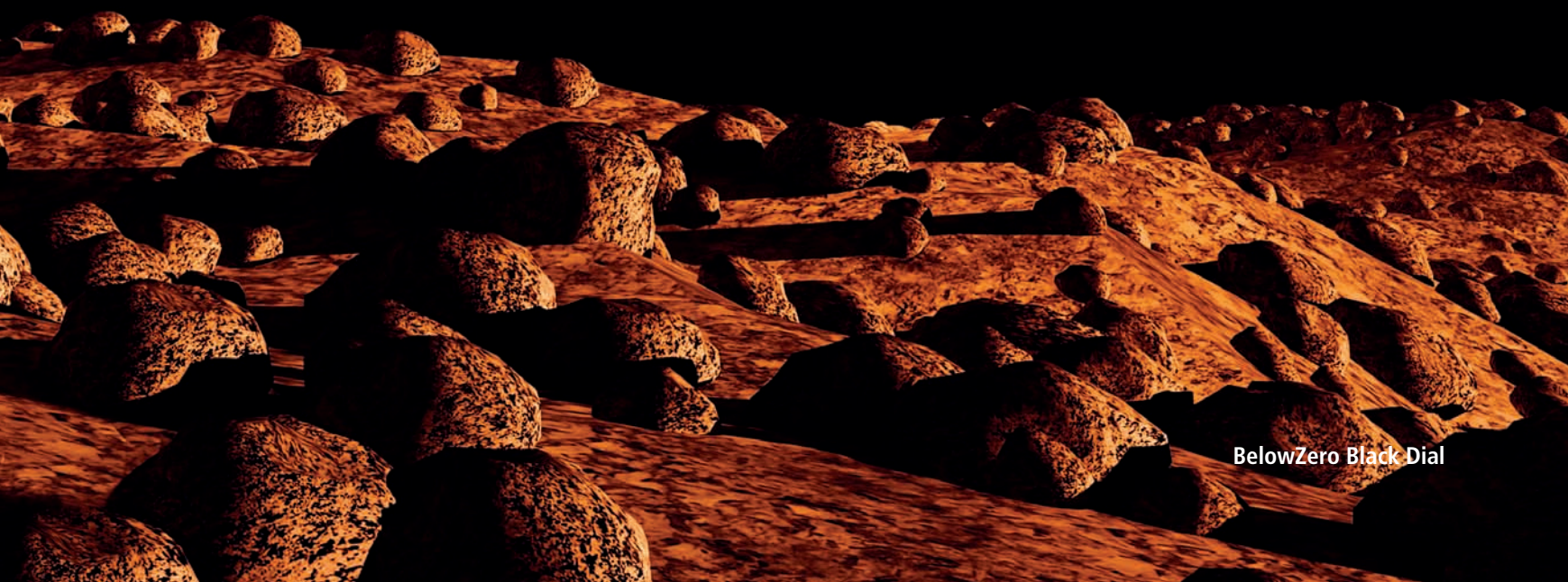
KHAKEI AUTOMATIC
3330ft / 1000m

SWISS 330 MADE

HAMILTON

SEEING RED

HAMILTON TIMEPIECES ARE
ALWAYS CAMERA READY.
THEY SHINE THROUGH IN THEIR
LATEST CINEMATIC ADVENTURE
IN **THE MARTIAN**.



BelowZero Black Dial

**ROCKS
OF AGES**

Jazzmaster Auto Chrono





**FAR
SIGHTED**

X-Wind White Dial
Khaki Pilot Pioneer

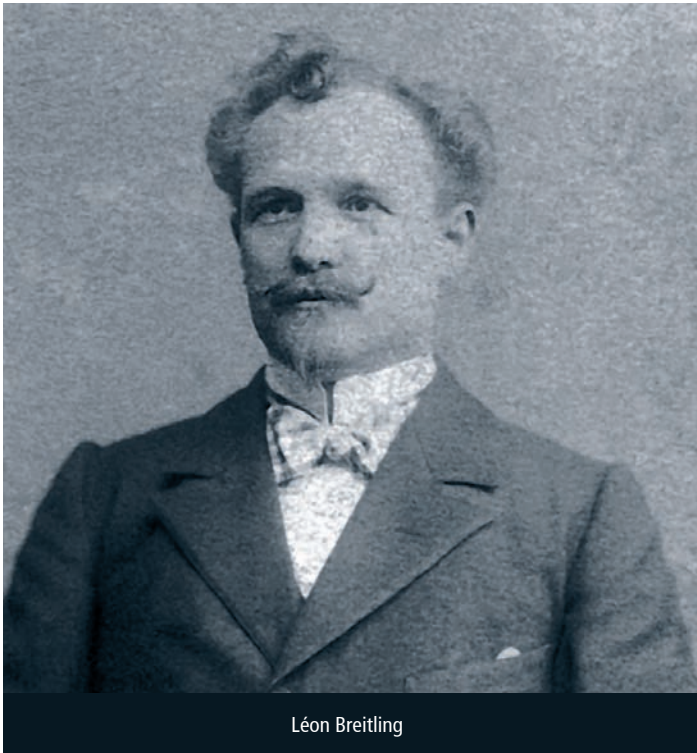
**OUT OF
THIS WORLD**

Pan Europ Silver Dial
Pan Europ Black Dial





Photography by
ISWANTO SOERJANTO



Léon Breitling



Gaston Breitling

ONE FOR The Pros

BREITLING FOSTERS ITS LEGACY OF HIGH-PERFORMANCE INSTRUMENT CREATION

No other luxury watch brand has conquered the skies as Breitling. Renowned in the aviation world as a company that has championed the creation of “instruments for professionals”, Breitling perseveres in providing even more aviators with highly dependable watches.

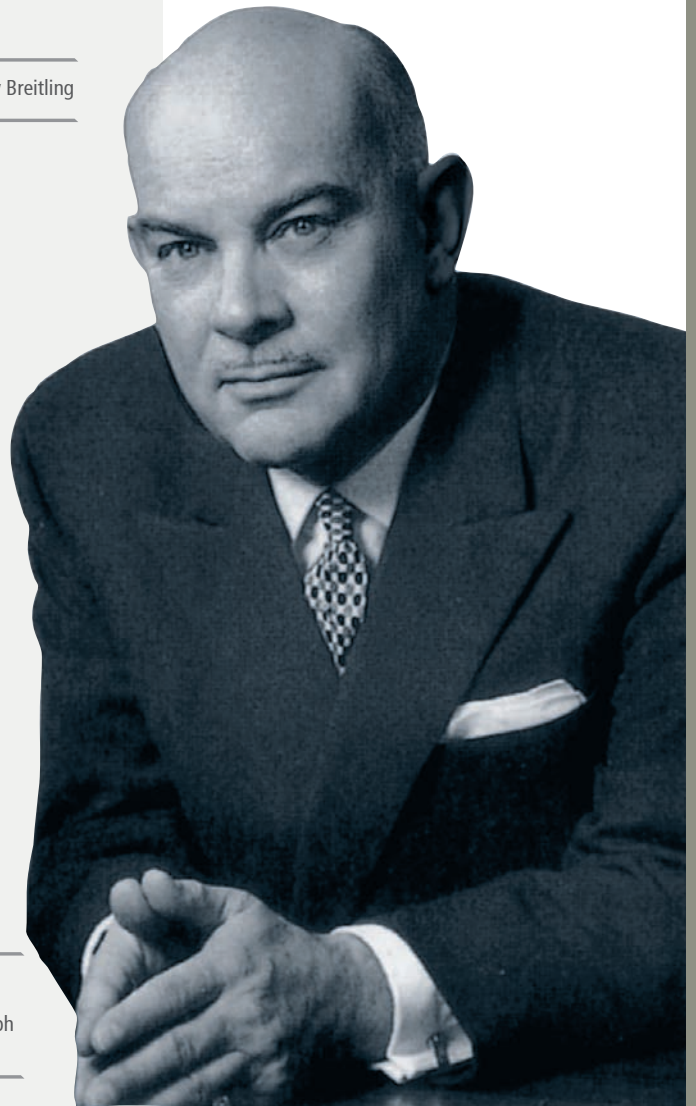
1884-1934

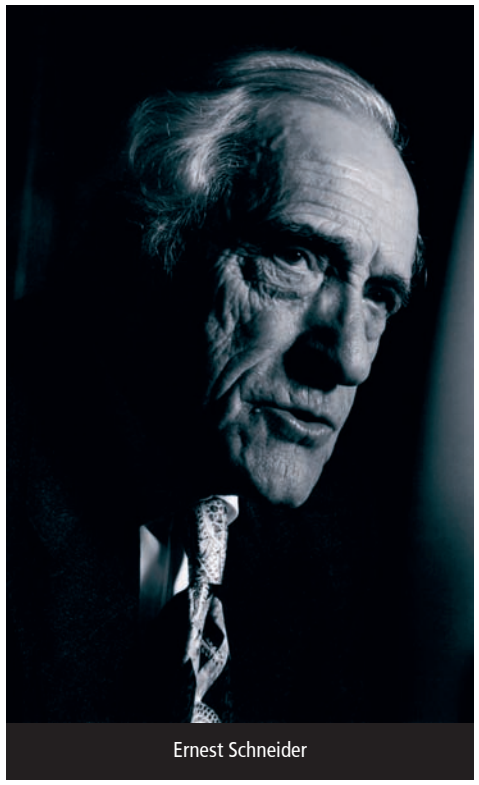
Founded in 1884, in the Swiss Jura, the workshop of Léon Breitling specialised in the creation of chronographs and timers, specific tools that were used in sports, science and industry. Developments in these three areas were instrumental in paving the way for the brand to flourish in the world of watchmaking.



Breitling first wrist chronograph 1915

Willy Breitling





Ernest Schneider

aircraft cockpits, a move that would garner it worldwide fame.

The chronographs were so well-received that various armed forces adopted them, including the Royal Air Force which added them as an important feature of its World War II propeller fighter planes. This prompted the beginning of Breitling's authentic partnership with aviation.

1952 - 1995

As one of the marks of an esteemed manufacture is its ability to continuously improve and develop its products, Breitling, as a brand, has effectively shown the world of haute horlogerie as well as its followers, that this spirit of constant evolution is innate in its soul. In 1952, it further forged its partnership with aviation with the launch of the Navitimer wrist chronograph. The timepiece featured a circular slide rule which performed all the calculations related to navigation.

Considered novel by pilots and aviation enthusiasts alike, including the world's largest association of aircraft owners and pilots (AOPA), the Navitimer evolved into a cult object and was chosen as the AOPA's official watch. Its undisrupted production for the past 60 years makes it the world's oldest mechanical chronograph still being produced until the present day. As if this was not enough of an achievement, the Navitimer

In 1914, Léon was succeeded by his son, Gaston, who invented the first independent chronograph push piece, a timely creation with the burgeoning popularity of the wrist chronograph. The brand followed this up in 1923 with a patented innovation, the separation of the stop/start functions from the reset button. With this new feature, the watch wearer could add several successive times without having to return the hands to zero, an especially useful function when timing sports competitions or calculating flight times.

Gaston's son, Willy, took over the helm of the company in 1932. Two years later, Breitling introduced yet another defining element to the modern chronograph: the addition of a

second independent reset pushpiece. This innovation secured for the brand the moniker, "inventor of the modern chronograph", and since then, Breitling has not slowed down in constantly putting forward novel improvements to the much-revered chronograph, ensuring that it is always worthy of this honourable title.

The early '30s were a prolific time for the company. As the Breitling family stressed the importance of precision and efficiency in the production of the brand's timepieces, the world of aviation slowly took notice. And Breitling was eager to prove it had the technical prowess to cater to the exacting needs of pilots. It was then that the brand introduced onboard chronographs designed for

Instruments for aviators Breitling catalogue, 1941



Navitimer
1952

also became the first space-going wrist chronograph, when it was worn by Scott Carpenter on his orbital flight in the Aurora 7 Capsule in 1962.

During the period between the 1950s and '60s, Breitling was once again lauded for the precision and reliability of its onboard chronographs when they were made standard equipment, initially just for propeller planes and later for modern jet aircraft as well. This development allowed Breitling to be instrumental in the boom of commercial aviation and helped it earn the status 'official supplier to world aviation'.

In 1969, Breitling tackled and successfully overcame one of the most difficult challenges faced by the world of 20th century watchmaking with the presentation of the first self-winding chronograph movement. However, Breitling suffered the impact of the quartz crisis, like many other Swiss watch manufacturers, and the company experienced a slowdown in the '70s.

Possibly prompted by his declining health, Willy Breitling sold the manufacture to Er-

nest Schneider in 1979. Schneider relocated the firm to Grenchen in 1982 and registered the company as "Breitling Montres S.A."

Despite the change in the brand's ownership, Breitling continued its watchmaking legacy and less than two decades after the introduction of its first self-winding chronograph movement, it paved the way for the rebirth of the chronograph with the creation of one of its most iconic watches – the Chronomat – in 1984.



Chronomat
1984

This was followed by other important product launches, specifically the introduction of the Emergency in 1995. Created for pilots and adventurers, the Emergency was the first wristwatch with a built-in emergency micro-transmitter. As its name implies, the Emergency was intended as a life-saving device. Equipped with a one-time use 121.5 MHz frequency antenna which when activated would send a distress signal, the Emergency could be the invaluable tool to save a stranded pilot (or mountain climber) from untimely death.

2002 TO PRESENT

To facilitate its steady growth and streamline the production of its mechanical chronograph movements, Breitling built an ultra-modern facility in La-Chaux-de-Fonds. Recognising the efficiency afforded by the latest technology, the brand successfully applied high-tech advancements to its manufacturing processes and developed an industrial production chain which has greatly transformed its traditional movement assembly.

With this in place, every movement in the assembly is monitored by a computer program and automatically directed to the appropriate work station at each stage of production, regardless if the next step is automated or requires invaluable manual input. This harmonious marriage of technology and impeccable craftsmanship has increased the accuracy of Breitling's production and further improved the reliability



Emergency
1995

Limited Edition Navitimer AOPA with black leather strap



of its products, making it the true supplier of 'instruments for professionals'.

In 2009, the company celebrated a milestone with the unveiling of the calibre B01, the brand's first in-house mechanical chronograph movement. Showcased in the Chronomat 01 timepiece, calibre B01 was developed over the course of five years and was finalised in time for Breitling's 125th anniversary. This was followed up with the introduction of Calibre B04, equipped with a crown-adjustment system and a dual timezone display, and Calibre B05, which features a user-friendly worldtime function.

Earlier this year, Breitling showcased an array of watches at Baselworld 2015 specifically catered to true aviators, busy travellers and avid flight enthusiasts alike. This line-up includes the exclusive 500-piece Navitimer AOPA, the Galactic Unitime SleekT and the Chronoliner.



Navitimer AOPA with Navitimer steel bracelet



Galactic Unitime SleekT with Antarctica white dial and a second version of the Galactic Unitime SleekT with Trophy black dial



A tribute to its 1950s namesake, the new Navitimer AOPA proudly bears the logo of the 'Aircraft Owners and Pilots Association' and features the Manufacture Breitling Calibre B23. Meanwhile, the Galactic Unitime SleekT is powered by the self-winding worldtime movement, Calibre B35, the very first Manufacture Breitling Calibre with no chronograph function. This timepiece also sports a new bezel made of ultra-resistant tungsten carbide, which boasts hardness of up to five times that of steel as well as ideal scratch-resistance, making it the perfect watch for active travellers.

Lastly, the Chronoliner is a precise instrument capable of measuring flight times. Equipped with a second timezone display, the watch allows the wearer to go from one timezone to the next, as indicated by its red-tipped hand. At its heart beats the Breitling Calibre 24.

Upholding its strong ties with aviation, Breitling has worked with formidable figures in the field. Some of the world's noted



Chronoliner with Ocean Classic (steel mesh) bracelet

pilots have even lent their time and expertise to form the Breitling Jet Team. Renowned for its aerobatic feats, the Breitling Jet Team participates in the greatest air shows in the planet and captivates the very hearts of spectators on the ground.

Furthermore, Breitling fosters an ongoing partnership with seasoned pilot and Hollywood celebrity, John Travolta. For Breitling's 2015 campaign advertisement, Travolta is photographed alongside another flying legend, the North American X-15. Both Travolta and the North American X-15 represent the unceasing quest to conquer the skies.

In the same manner, Breitling perseveres in its commitment to quality and its aim to provide aviators and flight enthusiasts with ever reliable and durable timekeepers. Faithful to the values established by the Breitling and Schneider families, Breitling endures as one of the last remaining independent Swiss watch brands. With its identity and integrity intact, the brand will surely take the passion for flight into the future and beyond.



BELL & ROSS MARKS A DECADE OF THE BR 01, WITH ITS HIGH-TECH CERAMIC "BR 01 10TH ANNIVERSARY" WATCH



SQUARE ROOTS

In 2005, Bell & Ross had the progressive idea to model a wristwatch off an aircraft cockpit. The BR 01 was concocted exactly one decade ago by a team of professional watchmakers, designers and aviators. It was intended to be a durable and practical instrument watch, made for men who must face the most extreme of situations. Just like the cockpit of an aircraft, the timepiece was crafted to be highly functional, accurate and easy to read. With its square case, round dial and four screws in each of the corners, the BR 01 is known for its highly-distinct, aeronautic look. There is nothing superfluous about the BR 01's design; its simple case and easy-to-read numerals and hands are all modelled after aeronautical instruments. In the past decade, the professional yet utilitarian BR 01 has remained a pillar of the company. In that time, Bell & Ross has released over 150 models, including 50 limited editions.

Bell & Ross

TIME INSTRUMENTS



CELEBRATING 10 YEARS

In commemoration of the iconic BR 01's 10th anniversary, Bell & Ross is releasing the "BR 01 10th Anniversary" watch. The latest model is an exclusive limited edition consisting of 500 pieces. Much like the original, the anniversary edition features the same square-shaped case (with four screws) as the original, but incorporates a few modern elements. Staying true to the BR 01's aeronautic roots, the anniversary watch is comprised of high-tech ceramic, a material used by aerospace engineers due to its reliability and resilience. The high-tech ceramic has been re-engineered by Bell & Ross and formulated into a matt-black, scratch-resistant and thermo-regulated material - a fitting addition to the new model. As an aesthetic reference to the nose and streamlined fuselage of a spacecraft, the steel "box section" of the "BR 01 10th Anniversary" is housed in a ceramic case. The result is a modern and highly-technical piece that pays homage to the original BR 01.



ALTHOUGH HE'S REACHED SUMMIT AFTER SUMMIT, HE'S STILL CHASING HIS PEAK.

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TO BE YOURSELF



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UNSCRIPTED

&

UNFILTERED

TV HOST JASON
GODFREY TAKES
A LIGHT-HEARTED
TIMEOUT WITH
SHANNON HARTONO

Watch:
Capeland Shelby Cobra by
BAUME & MERCIER

Wardrobe:
White Shirt & Black
One Button Suit by
**ERMENEGILDO
ZEGNA**

“Writing is a lot more personal. You actually try to be good at it.”

Watch:
BR 03 by
BELL & ROSS

Wardrobe:
Printed Shirt &
Black Wool Cardigan
by **LANVIN**

If you think television travel show hosts are stiff, boring, and scripted, then clearly you have never met Jason Godfrey, and you haven't watched any of his shows on Life Inspired TV. And we think you should.

Over breakfast one Thursday morning at Keraton at The Plaza, Jakarta, the self-professed DOTA addict served up helpings of his endless wit and charm.

H IS FOR HOST

The ear-to-ear smile he has on when he walks into the room is a tell-tale sign that our interview for the special issue #50 is going to be a fun one. In shorts and carrying a man-bag that his girlfriend bought for him, he offers his hand and says, "Hi. I'm Jason."

It's actually our second meeting with the tall, brooding Mr. Godfrey. Granted, the first time probably does not count because we never actually exchanged words. He was waiting around to shoot in front of the Rolex booth at Baselworld, surrounded by a posse of a production crew. We spotted him yawning and didn't want to intrude.

The reason for his tiredness? The non-stop shooting schedule for *Art of Time: Baselworld* and commuting back and forth from Basel to Lucerne. "I've been to Baselworld twice," he says. "Basel is always impressive, just because it's, well, Basel. It's such a huge production."

His work for *Art of Time: Baselworld* over two years involved a series of interviews with prominent watch industry figures, the legendary Jack Heuer from TAG Heuer and Chopard Co-President Caroline Scheufele included.

"Interviews are always interesting. Jack Heuer was inspiring to talk to and we talked for quite awhile. He was totally relaxed and we had a normal conversation," he says.

"It was really great to talk to a guy who has been in the business for so long and still driven. Then he autographed his memoir for me."

Being in Basel and around so many interesting, avant-garde and innovative watches clearly had an effect on him – although not enough to turn him into a complete watch fanatic just yet.

"I can't afford them," he says ruefully, flipping through our copy of *The Time Place* magazine.

But there were more than a few watches that caught his eye during the fair. His choice for the perfect watch, he claims, is a sports one.

"I'm more of like a sporty watch guy, I wouldn't go for like a rose gold piece. More like rugged looking. I wouldn't go diamonds. That's not really my thing."

H IS FOR HUMOUR

The 38-year-old model, host and writer has a hilarious take on almost everything. From his hosting and modelling abilities (he avows that he is not that good), his horrifying Asian-kid mullet that his barber gave him when he was 12, his experience working with George Clooney – they worked together on a Mercedes-Benz commercial in 2012 – and the wide range of topics of his regular newspaper column, covering everything from serious issues like Internet hacking,





to flatulence on airplanes. Yes, you read that correctly – he actually wrote about flatulence.

So, does all the wit and humour for his articles come from real life experiences?

“It comes from desperation,” he chuckles. “A lot of times, I’m shooting something for like 13 hours a day and I get an email from my editor from ‘The Star’ asking, ‘Hey, are you going to be sending in your article for this week?’ and I’m like... I write about whatever is kind of happening to me.”

We ask him to describe his most interesting experience from all the travel shows he’s done, and though it’s hard – thanks to his self-proclaimed shooting amnesia – he settles on the *Stopover: Switzerland* experience, when he had the chance to visit the Dada house, where the artistic and literary movement started back in 1916.

And it turns out to be a rollicking story, with the animated Godfrey nearly jumping out of his chair for effect.

The curator of the house, he says, “Was cool looking with a shaved head, wearing this long trench, dark sunglasses. He’s got this German, Swiss accent – and he says, ‘You want Dada blessing? I can do Dada blessing,’ and I’m like, ‘What’s a Dada blessing, man?’ so he says ‘I’ll show you, we go near fountain,’” he says, his mimicry and expressions upping the hilarity.

“Everyone moves outside to this fountain and so the camera crew has to set up and everything and he asks me, ‘Are you ready?’ and he takes my head and he shoves it into the fountain. Later he tells me Dada blessings can be different things. Sometimes it’s just shots. Why couldn’t I have just shots? It made the cut and my producer said, ‘Oh that’s good TV,’ and I’m like, is it good TV when you nearly drown the host?”

H IS FOR HUMBLE

Perhaps the most endearing of Godfrey’s many qualities is the fact that he doesn’t think he has any good ones at all. The former K-mart catalogue child model is all too quick to admit that as a host, “I’m not good with scripted. Some people are, I’m not.”

Preferring to just let things come naturally, he says that *Savour Australia*, the series airing at the moment, was not scripted at all. Basel, on the other hand, was a different story.

“Basel had to be a little scripted,” he says. “It’s a different kind of show.”

8023

514

Watch:
Gucci Dive by
GUCCI

Wardrobe:
White Shirt &
Grey Suit by
ERMENEGILDO
ZEGNA
Black Knitted
Sweater
by EMPORIO
ARMANI

22G1

24,000 KG.
2,910 LB.
290 KG.
650 LB.

*"Whenever I go
someplace and
order local stuff,
I always order
the wrong thing."*

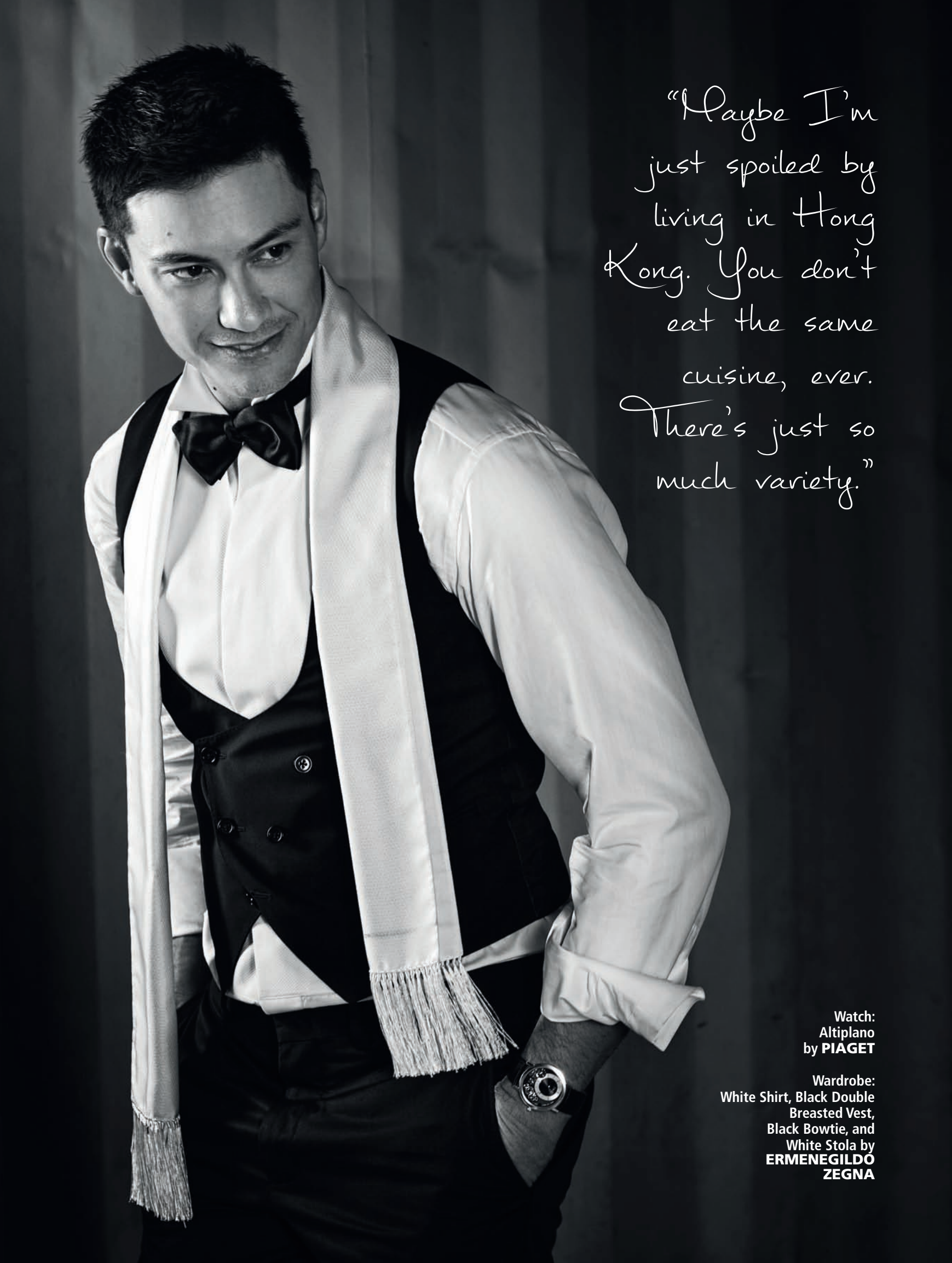




"My finest hour — when I try to do things more creatively — is probably when I'm sitting on my couch staring into space, wondering how to make my novel better."

Watch:
Heritage by
TUDOR

Wardrobe:
Printed Shirt &
Blazer
by **EMPORIO
ARMANI**
Black Chino Pants
by **LANVIN**



“Maybe I’m
just spoiled by
living in Hong
Kong. You don’t
eat the same
cuisine, ever.
There’s just so
much variety.”

Watch:
Altiplano
by **PIAGET**

Wardrobe:
White Shirt, Black Double
Breasted Vest,
Black Bowtie, and
White Stola by
**ERMENEGILDO
ZEGNA**

Another thing he's really bad at, he confesses, is music.

"I'm not musically inclined at all. I'm half Filipino and it hurts me. It seems like all the Filipinos have singing and dancing genes, and I've got none."

So, does this mean he actually tried out singing and dancing? He nods. "I did a show years ago, it was called 'Obsession', and went to a vocal coach. I figured I couldn't sing but I tried anyway and the vocal coach pretty much confirmed it. She said 'you just can't sing,'" he laughs. "Not that I had any illusions of being a singer anyway."

Is all this self-deprecation a nod to his Canadian roots, we ask, wondering why he's so willing to self-profess all his flaws and inadequacies.

"Self-deprecate your way to a better fate," he says in response, prompting laughter to fill the room yet again. He is quick to add, "It's not really working out so far."

HE IS FOR HOPEFUL

So, what is next on the list of things to do for the multi-faceted, multi-talented host?

"Lots!" he says. "I wrote a novel, and I've got a publisher in New York [who is] shopping for it, so that's my immediate future. I would like to have my book actually get published. I don't care if it sells, I just want it to be actually, like, published."

The novel, he shares, started out as a self-deprecating memoir about being a really bad male model. It then transformed into fiction, presented in a present first person narrative that crosses different genres, making it just that much harder to pitch to publishers.

Indeed, getting published is very hard. Ask anyone who has ever written anything; they'll tell you about multiple gut-wrenching rejections from literary agents and about temptation to self publish – not that there's anything wrong with that.

Godfrey owns up that he had his fair share of rejections, too, before finally landing his current agent. Perseverance and persistence are key when it comes to publishing, he declares.

"Don't worry about that [rejection]. The best line I've ever heard, especially when trying to get published, is from the movie 'Rocky'. His line was like, it's not about how much you can dish out, it's about how much s*&\$ you can take and keep going forward."






“When you write about real things,
it’s completely absurd, it doesn’t
make any sense unless you can
spin that narrative [because] it
can come off as totally unbelievable.”

Watch:
Altiplano by
PIAGET

Wardrobe:
Navy Blue Shirt &
Light Grey Suit
by **EMPORIO
ARMANI**





Watch
Oktopus Moon Tattoo
by **LINDE WERDELIN**

Wardrobe:
White Shirt, Black
Double Breasted
Suit, White Bowtie,
and White Stola by
**ERMENEGILDO
ZEGNA**

Photographer: Jacky Suharto
Stylist: Rahajeng Puspitasari
Makeup: Bubah Alfian
Location: The Foundry No. 8,
SCBD, South Jakarta



Behind The Scenes





FASHION





ART Inspired

THE HOUSE OF FENDI
UNFURLS ARTISTIC FLAIR
IN ITS FALL/WINTER
2015-16 COLLECTION

The front row sat up and took notice as Dutch model Doutzen Kroes led the parade down the catwalk in Milan, her hair pulled back from her striking face in a headband, her hands tucked insouciantly into her snow-white felt coat. Cool and class personified.

The other statuesque models followed, most wearing leather headbands, fur-fringed suede gloves and carrying Fendi's latest line of bags from which gold-and-green shards peeked enticingly. An errantly nesting toucan perchance? Closer inspection revealed it was a

single bird-of-paradise flower, beckoning as an unvarnished symbol of beauty.

It is fittingly representative of the Fendi Fall/Winter 2015-16 collection that is based on the cut of leather panels and is thus precise and clean-cut without becoming austere; its vaunted artistic inclinations assured that.

And so it was that the collection caught the eye with its coats of many colours - white, rust, brown, burgundy, mustard, black - and exact dimensional cuts and lines, displayed on a variety of materials and surfaces, either alone,

The modern collection is punctuated by form and structure



A playful yet elegant take on leather is seen in the line's beautiful pieces



mixed and matched or overlaid. The models appeared as walking canvases, almost Mondrianesque in their panel-like attire.

Little surprise that the inspiration for Fendi's design duo of Karl Lagerfeld and Silvia Venturini-Fendi is an artist, Sophie Taeuber-Arp, a Swiss member of the Dada movement of the 1920s, whose works are defined by her use of colours to construct unique abstract geometric shapes.

Art is the inspiration, but seamless, sophisticated wearability is always key for the Fendi woman. Take the collection's various length dresses, from long to minis, including some in leather; they bear a statuesque quality, but they are not rigid and ungainly, with the strategic and shrewd use of softer materials that in-

clude pony hair and shearling. There are also gorgeous, elegant mink-trimmed trousers; sheared mink is also a presence on the powder pink and cream sheath dresses.

In the hands of anyone but the consummately talented Lagerfeld, the collection could have appeared clinical and detached. Instead, he infused it with a thoroughly contemporary feel.

It would not be Fendi without its must-have retinue of bags, as always pushing the envelope of creativity by adhering to superior workmanship and materials. The Peekaboo boasts a new clutch shape and daring use of materials and colours for a geometric touch. The 3Baguette is distinguished by its new shape and hues, while leather inlays are an appealing addition to the beloved By the Way.

The shoes came in from the cold; the world of ice is the clearly defined element, with a plexi-glass heel that resembles a cube of ice. Apart

from the headbands and gloves, another accessory in perfect step with the collection are futuristically shaped eyeglasses.

Taeuber-Arp's art, taking pride of place on the walls of the venue for the show, was not the only influence in this moving mosaic of art. Lagerfeld, with his lifelong love of drawing, architecture and history, acknowledged to media that this season's innovative use of construction also may be an unconscious nod to Fendi's new Rome headquarters, the Palazzo della Civiltà Italiana. Inaugurated in 1940, the building and its surrounding complex - imposing but simple and unadorned in grandness - are hailed as epitomising Fascist architecture prominent through the 1940s.

There may be references to other eras and personalities, but Lagerfeld and Fendi are always about originality and innovation.

"Today we live in a world too much of homage, of anniversaries, of what one did," Lagerfeld told Fendicatalogue recently. "I only believe in what I am doing [now]."



Karl Lagerfeld



In the famously fickle world of fashion, creative collaborations come and go as swiftly and resoundingly as the fleeting looks of the seasons.

One partnership that has survived the test of time unites Karl Lagerfeld, the intriguing impresario of couture, and luxury house Fendi, renowned for its 90-year history of fine furs. Their twains met, and flourished, and they marked 50 years of partnership in 2015.

In celebrating the longest partnership between a designer and fashion house, Fendi made its much-anticipated debut at the Paris Haute Couture Fashion Week in July.

The Haute Fourrure collection was a splendid showcase of the House of Fendi's creative craftsmanship in its signature fur pieces. Fendi Chairman and CEO Pietro Beccari declares the show is the "the ultimate expression of our expertise and creativity in fur, a unique savoir faire



FENDI

1966 K. Lagerfeld's debut

Karl Lagerfeld's debut in 1966

TWO OF A Kind

KARL LAGERFELD AND FENDI SCALE NEW HEIGHTS IN THEIR 50-YEAR PARTNERSHIP



The fur Karl Lagerfeld made for Silvia Fendi when she was four



The designer with Silvia Venturini-Fendi

that has revolutionised the fur world thanks to constant research and experimentation that is always seen through the eyes of modernity”.

German-born, Paris-based Lagerfeld is similarly ebullient, giving a nod to the unmistakable double FF logo that he designed; “for me, fur is Fendi, and Fendi is fur, fun furs ... [the show] is the opportunity to stage the royal fur of furs”.

Founded in 1925 by Adele and Edoardo Fendi, the House of Fendi welcomed a youthful spirit with the entry of the couple’s five daughters – Paola, Anna, Franca, Carla and Alda – into the company in the late 1950s. In 1965, design wunderkind Lagerfeld set about changing the traditional image of furs from a stiff, lofty status symbol into reshaped and redesigned coveted and obtainable clothing.

In each decade, Fendi and Lagerfeld have brought something new to the field of fashion.

An emphasis on interweaving materials and treatment techniques prevailed in the 1970s. For Fall/Winter 1971/72, there was the iconic Astuccio (Case) fur; a burned brown and black mink cape employing traditional “let-out” workmanship. The Mappamondo, from the Fall/Winter 1978/1979 collection, stands as another symbol of pure craftsmanship, with its mélange grey mole fur cape with an Earth-resembling chromatic illusion; the colourful Fall/Winter 1979-80 collection was inspired by the vivid skies of the world.

New frontiers were reached in the 1980s, with enhanced techniques, including coloured furs and asymmetric shapes. The designer and the Fendi sisters created the “Pequin”, the “logo non-logo” of a striped pattern texture on dark

brown and brown, in 1983. There was the unfurling of the Drapery coat for the Sea Collection Fall/Winter 1986-87, and two years later the innovative use of the reversible “grained leather” technique.

Another milestone occurred in 1989, when Lagerfeld oversaw the shooting of the luxury house’s advertising campaign.

Research and new techniques ushered in raw-edge cuts, open-work techniques and special treatments for materials, and fine fabrics of silk and cashmere mixed and matched with fur; recognition of the unpretentious times.

The zodiac inspired Lagerfeld’s Spring/Summer 1991 collection, featuring ready-to-wear

prints and fabrics, while pasta elements were served up in accessories, jewellery and fabrics in the following year’s Spring/Summer offerings. The sartorial standout of 1993 was the Il Pazzo, a silk coat net on leather with weasel, sable, mink, petit gris, beaver furs and wools in hues of brown, bearing a multi-material manual application of “a cascata” (waterfall).

With furs enjoying a resurgence in the new millennium, Fendi revels in its pioneering role. Its innovations have included plastic materials and furs filled like space suits, plasticised, pressed and inflated; coloured circles and squares symbolising the meticulous traditional workmanship; the fantastic molecular fusion in the Fendi Fur Atelier in 2008, while the Icons Unchained Fall/Winter 2013-14 col-



Sketches for the Astuccio line

“*IN CELEBRATING THE LONGEST PARTNERSHIP BETWEEN A DESIGNER AND FASHION HOUSE, FENDI MADE ITS MUCH-ANTICIPATED DEBUT AT THE PARIS HAUTE COUTURE FASHION WEEK IN JULY.*”

lection captivated with polychromic pastel tones, intarsia and stripes, versus white and pure vivid colours.

Inlay workmanship, part of Fendi’s fur tradition, was a hallmark of the Fall/Winter 2013-14 collection. For the Spring/Summer 2014 collection, there were featherweight fur coats, dresses and tops with fur inserts on organza that can be easily worn all summer long, giving a new life to furs.

The staying power of the two fashion forces can be attributed to their unceasing emphasis on superlative workmanship, introducing innovation in technology and products and, tellingly, always changing with the times. They remain partners in time.



ALA Mode

ACTRESS AND FASHION DESIGNER PEVITA PEARCE SAVOURS THE TORY BURCH BOUTIQUE OPENING IN PARIS

Pevita Pearce could choose to ride the wave of acting and modelling opportunities that are a given with her good looks.

At the age of 22, she is already an eight-year “veteran” of the Indonesian film industry, including her roles in the box-office hit *5 CM* in 2012 and 2014’s critically acclaimed historical piece *Tenggelamnya Kapal Van der Wijck* (The Sinking of the Van der Wijck).

But do not assume she is merely the sum of her acting parts or her pretty Welsh-Indonesian features. She is also an up-and-coming fashion and accessories designer, with no less than

three lines to her name, and studied at La Salle College International Jakarta.

One of the most popular social media stars in the nation – her Instagram @pevpearce has 3.2 million followers and counting, and the “likes” run into the hundreds of thousands – she has a new film, *Aach Aku Jatuh Cinta* (Aach, I’m Falling in Love), co-starring Chicco Jericho and directed by renowned Garin Nugroho, coming out in October.

She also is an environmentalist – she has said she wants to build an eco-friendly home in Bali one day – and a football fan.



Despite her many interests and busy schedule, she was thrilled by an invitation for the July opening of the first Tory Burch flagship boutique in Paris, courtesy of the American lifestyle fashion brand and TIME International.



A corner of the Tory Burch boutique

It was a chance to reconnect with one of her favourite cities and to meet Tory Burch herself. Pevita shares her experiences from the three-day trip with *The Time Place* magazine.

THE EVENT

A coterie of international VIPs flew in for the July 1 opening of the store, located on the elegant Rue Saint-Honore. This eighth Tory Burch boutique in Europe – and one of more than 150 worldwide – occupies a total of 4,200 square feet spanning three floors.

Handbags and accessories are found on the ground floor; more accessories are located the first floor that has an interior courtyard; there are two rooms devoted to jewellery, accessories and ready-to-wear on the next floor, along with a shoe salon. There is also a lofty suite for private shopping or exclusive events.

The façade – with distinctive bronze fretwork and careful attention to preserving the heritage of the 19th century building – is especially impressive, Pevita says, and she was also taken in by the interior, designed by Tory Burch and architect Daniel Romualdez with a welcoming and understated residential ambience.

“The shop is very beautiful, you can see the attention to details in every corner,” she says.

At the cocktail party for the boutique opening and the buzzing after-party at The Hotel de Sully in the Marais – “they packaged the event so well” – she mingled with entertainment, society and fashion luminaries. During the after-party, held in the hotel’s gardens



Pevita meets her inspiration Tory Burch

“IT WAS AMAZING TO MEET TORY BURCH, THIS LEGENDARY, VERY HUMBLE AND VERY SMART WOMAN. SHE IS SUCH AN INSPIRATION.”

with a Moroccan flavour that paid homage to the “Marrakech meets Chelsea” theme of the 2015 Fall Collection, guests were also treated to a rousing performance by American singer Lauryn Hill.



With French actress Aurelie Montea



A breath of fresh air on the Pont Alexandre III

“Paris is one of my favourite cities, the architecture and the ambiance. Everything about Paris attracts me,” she shares.

She and her group made sure to stop in at the must-visit Parisian landmarks, including the Eiffel Tower and Pont Alexandre III, the endearingly ostentatious bridge over the Seine that makes for picture-perfect images.

They also enjoyed simpler pleasures of discovering the city’s lesser known lanes, taking timeouts from their jaunts at cafes and bistros.

“We found some great places to chill around the Alexandre III bridge,” Pevita says. “We tried some delicious Moroccan food and I had my escargot every day – it’s so fresh!”

She met actresses Dianna Agron, Aurelie Montea and Jessica Alba, among others, during the star-studded events.

Undoubtedly, the highlight of her evening was spending time with Tory Burch. She says she has long admired the designer for her fashion aesthetic and savvy – and how her brand embodies who she is – as well as her success as a woman and a single mother.

Pevita said she read the 2014 book *Tory Burch in Color*, detailing the many people and experiences that have influenced the American in her career and life. It is helping her chart her own career goals.

“I really love fashion, and meeting Tory Burch was such an honour. It was amazing to meet this legendary, very humble and very smart woman,” she says. “She is such an inspiration.”

SIGHT SEEING

Pevita was greeted by a spell of perfect Parisian weather – sunny but breezy – that was ideal for strolling around the city.

She was also delighted to be outfitted in Tory Burch creations throughout her stay.

“They are very young, chic, and the material is really nice for hot weather. There is no question about the quality, and the patterns are simple and classy.”

“The city of lights” always provides inspiration to this young woman. A visit in 2014 fueled her creativity in producing a collection of accessories that debuted this year.



A picnic in the park at the Eiffel Tower

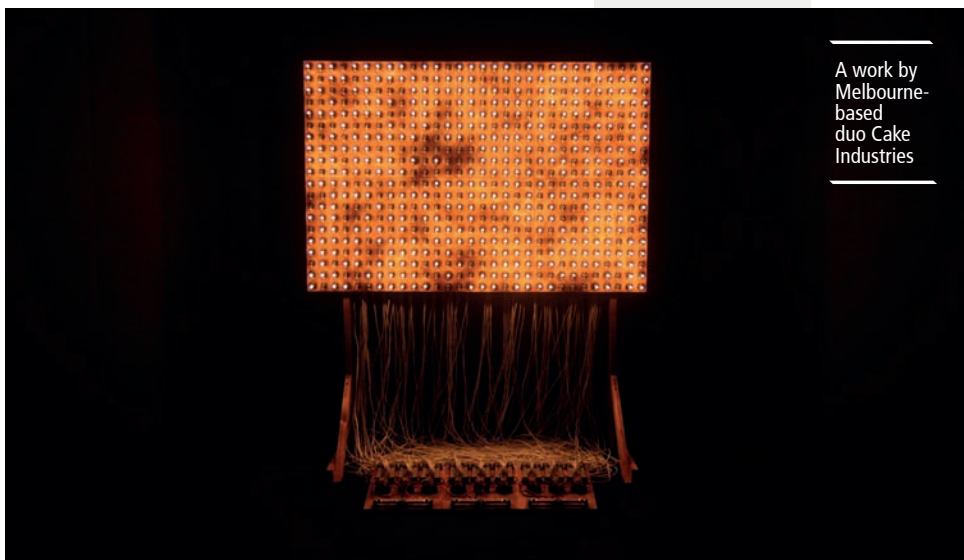


HIGH LIVING





Plexiglass bars form *Conversation Unknown* by Aditya Novali



A work by Melbourne-based duo Cake Industries

GALLERY

Row

DEBORAH ISKANDAR
CELEBRATES A WEEK OF ART IN
YOGYAKARTA WITH ARTJOG

For most of the month of June, Yogyakarta was host to ARTJOG, one of the biggest art events in the nation. Since its debut in 2008, ARTJOG has evolved from localised exhibition of Indonesian art to a high spot on the Asian art scene. Attracting thousands of visitors during the weekend of the opening, including many from overseas, it was a race to see the main event at Taman Budaya cultural centre as well as the many supporting exhibitions during its run from June 6-28 (depending on whom you talk to, the collateral events and exhibitions numbered from 104-115).

ARTJOG is considered unique among the art fairs because it's not a collaboration of galleries, but a partnership of artists and the organisers. The artists are actively involved in the process of the fair, starting from concept to display. Its theme, "Infinity in Flux - the Unending Loops that Bonds the Artists and the Audience", was inspired by Fluxus, an artistic movement that began in New York in the 1960s. The original Fluxus artists rejected the concept that museums and galleries determine the value of art. Fluxus artists promoted the idea that you do not have to be educated to

view and understand a piece of art. They wanted art to be available to the masses, and for the artist to produce art all the time.

This concept is very relevant to Yogyakarta, as the city is the centre for contemporary art in Indonesia. It was also true at Yogya Gallery at 10 p.m. one Friday evening during the event. Regular visitors, families and young people, not just the expected group of collectors, enjoyed the art. Tellingly, Yoko Ono, one of the prominent artists of the Fluxus movement, also contributed an important work at ARTJOG this year.

The design of the grand entrance to ARTJOG is always one of the highlights. Indieguerillas, the husband-and-wife artistic team of Dyatmiko Lancur Bawono and Santi Ariestyowati, was this year's contributor, in collaboration with Ono. Centred under a green dome created of thousands of treebuds stood her *Wish Tree*. Originating from a project she started in 1981, the tree is inspired by her childhood memories of visiting temples in her native Japan, where visitors could write their hopes on small pieces of paper and hang it on a tree.

Wishes from ARTJOG will be collected to be buried at the base of the Imagine Peace Tower in Iceland, (along with other wishes collected from the tree's previous exhibits around the world). Surrounding it was the commission work by Indieguerillas, titled *Taman Budaya*. Inspired by the traditional *becak* pedicab, the work consists of eight bicycles that individually explore the personal relationships between people, tradition, and technology, and how it affects the elements of modern life.

Entering the fair, over 75 artists were exhibited, with most of the artworks interactive installations. One of my favourites was an installation by Aditya Novali. Titled *Conversation Unknown*, the installation presents more than 3,500 draw-

Watermelon
by old master
Affandi



Aaron Taylor
Kuffner's
gamelan
inspiration



“

THE DESIGN OF THE GRAND ENTRANCE TO ARTJOG IS ALWAYS ONE OF THE HIGHLIGHTS. INDIEGUERRILLAS, A HUSBAND AND WIFE ARTISTIC TEAM, WAS THIS YEAR'S CONTRIBUTOR, IN COLLABORATION WITH YOKO ONO.”



The dome entrance housed Yoko Ono's *Wish Tree*

ings of the art world and society luminaries etched on plexiglass. They were derived from thousands of photos published in *Indonesian Art World* by Dr. Melani W. Setiawan. The positioning was mesmerising, and one could spend hours looking at friends and oneself. The work is a visual embodiment of an Indonesian art lover's journey for more than 30 years.

The fair was also enlivened by the inclusion of several foreign artists. My favourites were works by Cake Industries, Mark Justiniani,

and Aaron Taylor Kuffner. Cake Industries is the pseudonym of artist duo Jesse Stevens and Dean Petersen from Melbourne, Australia, whose artistic practice involves robotics and futuristic technology. Created from over 600 incandescent light bulbs, *Static #1* explores human's perception of imagery in randomized stimuli. The light bulbs were programmed to slowly generate abstract forms, accompanied by a soft noise created by cosmic microwaves. Viewers were invited to experience a phenomenon known as "Pareidolia," where prolonged

viewing yields images formed in the dots. Much like seeing faces in clouds and rocks, the process reaches the viewers at a deeper level.

Mark Justiniani's work *Mimefield* is a visual charade of what is appeared to be a reproduction of a foundation construction. The real depth of the visible construction is only 38 cm, but using the light reflection techniques, Justiniani creates an illusion of an infinite depth. It is an admonition about how what we see is not always necessarily what it is. When you looked at the space, it was a feeling of vertigo, like falling into the rabbit hole.

Aaron Taylor Kuffner's *Gamelatron Gelombang Dewa-Dewi* (Gamelatron Indonesian Wave Gods and Goddesses) is inspired by Indonesian gamelan and its sonic kinetic sculpture simulates a gamelan orchestra. It explores the metaphoric harmony and balance between the masculine and feminine, old and new, east and west.

Watermelon
by old master
Affandi



The labyrinth effect of Mark Justiniani's *Mimefield*

Senior contemporary artists also took the initiative to support younger artists. Nyoman Masriadi launched the Masriadi Art Foundation, featuring a gallery space as well as art and design products. Gajah Gallery initiated the sculpture studio featuring works by Ashley Bickerton and Yunizar. Sangkring Art Foundation by Putu Sutawijaya, and the SaRanG art space by Alfie Chaniago are two of the more prominent spaces that hosted group shows of young artists.

In the end, I didn't get to see all of the supporting exhibitions. Next year, plan for a week if you want to see everything. ARTJOG has once again succeeded in bringing a new perspective into the Indonesian art scene.



Indieguerillas - Taman Budaya *Green Box*

ARTJOG stimulates side exhibitions on all over the city. One of the most memorable was the Affandi exhibition at the Lippo Mall. Hailing from the Lippo Group collection, the exhibition spanned two generations of Affandi, the maestro and his daughter. It showcased a range of Affandi's work, many not seen in public before. The promotion of the old master paintings with contemporary artworks shows the depth of Indonesian art history.

The ArtMoments exhibition in the Jogja National Museum hosted a major exhibition of established Indonesian artists, among them Christine Ay Tjoe, Tisna Sanjaya, Agung Kurniawan and Ronald Manullang. There was also Yogyakarta Open Studio promoting artists workspaces, so after the major exhibits, art lovers could visit the artists' studios and collective spaces, creating a dialogue between the artist, collectors and practitioners.

Meditative
Space and
Green Box,
above right,
works by
Indieguerillas
for its Taman
Budaya series



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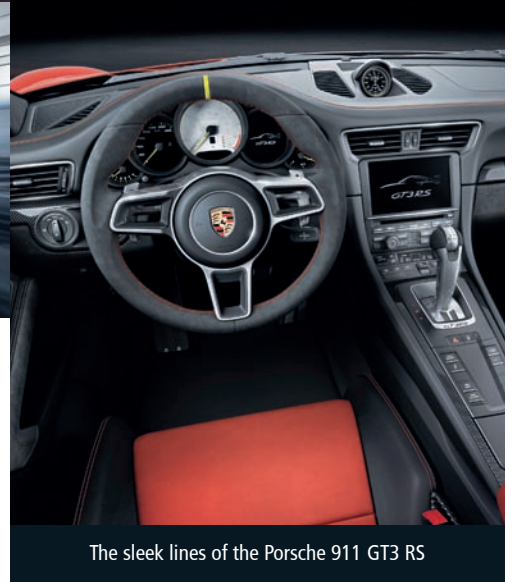
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Porsche models are built for speed. The brand always breaks new ground with its high-performance sports cars that are as suited for the racetrack as they are for daily driving demands.

The new Porsche 911 GT3 RS, unveiled at the 2015 Geneva International Motor Show, is a masterpiece in its class. Extensively modified, it now comes with an improved drive system, aerodynamics and lightweight design compared to the 911 GT3. Motorsport acumen fuels its exceptional performance: it has a four-litre, six-cylinder engine complete with 500 hp, 480 Newton metres of torque and a specially developed PDK transmission, along with combined NEDC fuel consumption of 12.7 l/100 km.

The engine accelerates from zero to 100 km/h in 3.3 seconds, and it broke the record for the Nürburgring circuit with a time of seven minutes, 29 seconds. Other features enabling a prime driver experience include the "paddle neutral", Pit Speed button for speed limiting and its intelligent lightweight design that includes the first of an ultralight magnesium roof - lowering the centre of gravity and enhancing lateral

dynamics - carbon fibre for the engine and luggage compartment lids. In total, it is a full 10 kilograms lighter than its predecessor.

Its body is from the 911 Turbo, with an imposing look thanks to the front spoiler lip and large rear wing. Also commanding attention are the 30-centimetre-wide recess extending over the CFRP bonnet and the roof, and the bona-fide motorsport car feel with front wheel arch air vents reaching the upper section of the wings.

Ultimate attention to precision driving dynamics and agility come with the rear-axle steering, Porsche Torque Vectoring Plus and wider front and rear track widths for better roll stability. The interior design, featuring Alcantara elements, owes much to the 911 GT3, but also includes full bucket seats derived from the 918 Spyder.

The Club Sport Package offers a bolted-on roll cage behind the front seats, preparation for a battery master switch and a six-point safety harness for the driver along with fire extinguisher.

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DWAYNE JOHNSON

Calling all fans of the '90s guilty pleasure television show *Baywatch*: it's about to make a comeback in the form of a full-length R-rated movie, starring *High School Musical* star Zac Efron, and Dwayne Johnson, better known as The Rock. Johnson, who took to Twitter recently to welcome Efron to the cast, will be pulling up the series' signature red trunks and abandoning his stereotypical ultimate-action-hero role in favour of a more comedic one in this movie. Directed by *Horrible Bosses'* Seth Gordon, Johnson will play a straight-laced bodyguard, forced to team with Efron's rule-breaking newbie character. Johnson is often seen wearing Panerai.



SERENA WILLIAMS – AUDEMARS PIGUET

Serena Williams, 33, has made more headlines than one can count in her more than 20 years pro tennis career. From Grand Slam wins to being one of the highest paid athletes today – more than enough has been written about her. Most recently, heads turned with her recent cover and photo spread in *New York* magazine. Williams, who dreams of a fashion-related future career someday, has won three of the four Grand Slams this year. Williams wears Audemars Piguet.



STEPHANIE SEYMOUR – ROGER DUBUIS

The '80s supermodel has made a comeback as the face of Roger Dubuis and its Velvet Haute Couture collection. For the collection, Seymour, 47, stars in a series of stunning photographs shot by famed New York fashion photographer Mikael Jansson. Widely recognised for her work with legendary photographers, she is touted as the original Victoria's Secret Angel. Stephanie wears Roger Dubuis.



POPPY DELEVINGNE – TAG HEUER

Before Cara and her tiger tattoos hit the runway, older sister Poppy Delevingne was the one capturing the hearts of fashionistas and designers alike. Poppy, now 29 and married to doting husband James Cook, was discovered by Storm Model Management founder, Sarah Doukas, in 2008 while still in school and quickly became a fashion it-girl. Poppy was the face of Burberry, Anya Hindmarch, and Louis Vuitton. Poppy, like Cara, wears TAG Heuer.



JOHNNY DEPP – CARTIER

It looks like Jack Sparrow is making a shift from being a pirate to a musician. Well, it seems true for the actor who plays him, Johnny Depp, anyway. Depp, who plays the guitar, formed the group Hollywood Vampires with rockers Alice Cooper and Aerosmith's Joe Perry as a tribute to the original band from the '70s. Their first album, now available for pre-order on iTunes, features an all-star lineup including the likes of Dave Grohl and Paul McCartney. Depp, who is an avid collector of vintage guitars, is seen here wearing Cartier.

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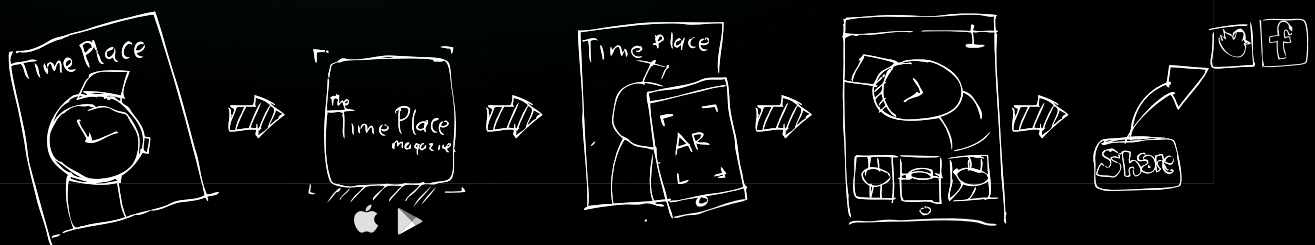
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