

# The Time Place

#53

INDONESIA



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Fashion

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**BASELWORLD**  
**2016** A DETAILED REPORT





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# THE TIME PLACE

The finest timepiece boutique celebrating the human spirit since 1999





Nothing is more exciting than seeing innovative and groundbreaking creations come to life. In this issue, we present you with our extensive coverage of Baselworld 2016. Notable at this year's fair was the popularity of black as well as the presentation of existing models crafted from new materials. Other popular themes throughout Baselworld were the introduction of technologically advanced movements as offered by TAG Heuer and Frederique Constant.

New technologies and novel designs also made headway. For example, Ulysse Nardin showcased one of the most impressive timepieces of Baselworld 2016 – the Grand Deck Marine Tourbillon – which makes use of a boom hung from the top of the dial to indicate the minutes, while Chanel presented its new men's collection.

Apart from watches, Time International is also blessed to work with esteemed names in fashion. This year, we welcomed Berluti to Indonesia, with its first store in Plaza Indonesia. To commemorate this momentous occasion, we spearheaded a six page photo shoot featuring Berluti's fine offerings as worn by some of Indonesia's distinguished male luminaries.

Featured on our cover is the stunning Precious Chopard timepiece with sparkling diamonds and rich blue sapphires. This intricate watch is but one of the many excellent pieces that make up Chopard's Haute Joaillerie offerings. Read up on the manufacture's commitment to fine craftsmanship in 'Exquisite Beauty' and preview the brand's beautiful collections at its new boutique in Plaza Indonesia.

As the exciting watch year continues, do follow us on Facebook, Twitter and Instagram to stay in the loop on haute horology and the world's top luxury brands. As always, thank you for your continued patronage.

**Irwan Danny Mussry**  
Editor-In-Chief and Publisher

  @irwanmussry



TO BREAK THE RULES,  
YOU MUST FIRST MASTER  
THEM.

THE VALLÉE DE JOUX. FOR MILLENNIA A HARSH,  
UNYIELDING ENVIRONMENT; AND SINCE 1875 THE  
HOME OF AUDEMARS PIGUET, IN THE VILLAGE OF  
LE BRASSUS. THE EARLY WATCHMAKERS WERE  
SHAPED HERE, IN AWE OF THE FORCE OF NATURE  
YET DRIVEN TO MASTER ITS MYSTERIES THROUGH  
THE COMPLEX MECHANICS OF THEIR CRAFT. STILL  
TODAY THIS PIONEERING SPIRIT INSPIRES US TO  
CONSTANTLY CHALLENGE THE CONVENTIONS OF  
FINE WATCHMAKING.



ROYAL OAK  
CHRONOGRAPH  
IN YELLOW GOLD

AUDEMARS PIGUET  
*Le Brassus*

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As Indonesia's world-class curator and cultivator of leading brands, Time International ensures everyone on our team is kept abreast of the latest happenings in the luxury watch world. This is why a handful of our valued team members namely Adhidarma Herman, Citra Yahya, Rinto Pirngadi, Rommy Djunaedi, Sany Kristiana and Erick Winata, made the annual journey to Baselworld 2016. Check out their top picks amongst the new releases and take a peek at some highlights from the event taken through their own perspectives.

Sany Kristiana  
@sanykristiana



Rommy Djunaedi  
@ardvader





Rinto Pirngadi  
@rintonic



Citra Yahya  
@citrayahya



Adhidarma Herman  
@adh1\_dh







# The Time Place 53

INDONESIA



8 WELCOME NOTE  
10 OUTTAKES

**COVER FEATURE**

24 CHOPARD  
A proud unveiling of exquisite collections

**BASELWORLD 2016**  
Reportage on Baselworld 2016

- 31 BALL
- 32 BREGUET
- 34 BREITLING
- 38 BELL & ROSS
- 40 BLANCPAIN
- 42 CABESTAN
- 44 CORUM
- 48 CHANEL

- 52 FREDERIQUE CONSTANT
- 56 FENDI
- 58 GUCCI
- 62 HAMILTON
- 64 HUBLOT
- 68 HYT
- 70 LINDE WERDELIN
- 72 ROLEX
- 74 TAG HEUER
- 78 TUDOR
- 80 ZENITH
- 86 MCT
- 88 ULYSSE NARDIN

**SPECIAL COVERAGE**

84 ZENITH  
A visit to the Manufacture

**THE HERITAGE SERIES**

92 VACHERON CONSTANTIN  
A peek at a rich and enduring legacy

**HIGH LIVING**  
98 BERLUTI  
The art of dressing

108 FENDI  
Discover the DotCom bag

110 DIESEL  
Show the real you

116 TORY BURCH  
Welcome Spring/Summer in style

**REGULAR COLUMNS**

- 14 SOCIETY
- 18 INDUSTRY NEWS
- 118 CELEBRITIES

**The Time Place Magazine, Edition 53**

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# WELCOME TO OUR WORLD



At the heart of the most extreme missions are the exceptional pilots who experience daring feats on a daily basis and are prepared to entrust their security only to the most high-performing instruments. At the heart of the most extreme missions is the Breitling Avenger. A concentrated blend of power, precision and functionality, Avenger models boast an ultra-sturdy construction and water resistance ranging from 300 to 3,000 meters. These authentic instruments for professionals are equipped with selfwinding movements chronometer-certified by the COSC – the highest official benchmark in terms of reliability and precision. Welcome to the sphere of extremes. Welcome to the Breitling world.

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## An Amicable Affair

Renowned the world over as the jeweller of kings, Cartier has lived up to its legacy throughout the years. In line with its continuing efforts to captivate the world, the luxury maison recently held an exclusive high tea gathering in Jakarta to introduce its latest pieces to the city's privileged few. Hosted by close friends of the brand namely Mr. Richard Muljadi, Ms. Ira Lembong and Ms. Irna Maretha, the intimate event was attended by 25 distinguished guests who enjoyed canapés and cocktails while previewing Cartier's new offerings at its well-appointed boutique in Plaza Senayan.



1. Richard Muljadi & Shalvynne Chang 2. Seanah Lee & Sunny Yoon 3. Stella Jagadpramana 4. Ricky Leonardo 5. Ita Handoko, Yayang Irna Mareta, Ira Lembong & Eliana Putri 6. Christina Lim.





7. Edwin Gunadi & Beatrice Ang 8. Saras Ariotedjo, Aryo Ariotedjo & Arti Ariotedjo 9. Donald Wiraatmaja 10. Dwindi Saptania, Thania Muljadi & Natalie Desilie. 11. Charles Sutanto & Alexander Foe 12. Distinguished ladies preview the collection.





## Fortifying Ties

Roger Dubuis, the distinguished watch brand exclusively distributed by The Time Place, recently held a fun cocktail party at the sleek and modern Glass House at Level 8 of The Ritz-Carlton Jakarta, Pacific Place to thank its loyal followers and establish deeper relationships with Jakarta's key players. A total of 80 guests mingled with one another while also being privy to the manufacture's latest timepieces which were put on display for the evening. Also in attendance were Roger Dubuis Brand Director for South East Asia and Australia, Mr. Emmual Human, and Time International CEO and President, Mr. Irwan Danny Mussry.



1. Irwan Danny Mussry & Mien Uno 2. Olivier Gudin & Emmual Human 3. Joy Robert 4. Deborah Iskandar 5. Fiona Cuthill, Pipit Djadma, Maher Gautama & Laras Monca 6. Indera Sadikin, Auguustinus & Aris Budiarto.



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by Chen Man

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TAG Heuer Connected Watch Face by Tom Brady

or steel thanks largely to its material, dubbed the “workhorse” of titanium alloy due to its strength. Each piece comes with three built-in digital dials – or in this case, watch “faces” – that are visible at all times, which means they don’t require a tap or shake of the wrist to turn on.

One of these faces resembles a chronograph, with the customary hour and minute hands, as well as counters at 12, 6 and 9 o’clock. But the latter are vastly different in that they are “interactive counters” able to open a range of applications at a quick touch of a finger. These customised apps, which currently include GolfShot Pro, RaceChrono Pro, Viewrangers and Insiders, are available for download on Google Playstore.

Of course, users will also have access to the classic features of a watch, such as the alarm, timer and stopwatch. At the same time – in what Biver referred to as “Silicon Valley meets Switzerland” – they will be able to enjoy the connectivity benefits of a smartphone, including WiFi, Bluetooth and audio streaming. All of this runs on 4GB of memory and is powered by an Intel dual core processor, connecting to your smartphone via the Android Wear platform.

# AVANT-GARDE

## Faces

### TAG HEUER STAYS CONNECTED WITH NEW BRAND AMBASSADORS

When TAG Heuer launched its Connected smartwatch in November 2015, the Swiss-based watchmaker became one of the first amongst its high-end peers to go digital. Only three short months later, the company stepped up its game in the burgeoning sector by recruiting a slew of new brand ambassadors to its Connected team, each of whom injected their own, unique style into an exciting collection of watch faces.

Last year, at Baselworld 2015, TAG Heuer reiterated its standing as “Avant-Garde” at the forefront of watchmaking when it revealed plans to create the first Swiss-made smartwatch. The announcement raised more than a few eyebrows in the industry, but it was a move

many applauded for being a proactive step at fending off encroaching competition from tech giants.

With the help of Intel and Google’s Android Wear operating system, TAG Heuer aimed to bring “more than 150 years of history firmly into the future,” said TAG Heuer chief executive Jean-Claude Biver, who also serves as president for LVMH Group’s watches division. “The TAG Heuer Connected gives you the means not only to connect to the future, but also to connect to eternity,” he added.

Boasting a 46 mm case of grade 2 titanium, the Connected smartwatch is noticeably lighter than its mechanical counterparts made of gold



Cristiano Ronaldo affixed his signature and number on his design



#DontCrackUnderPressure



TAG Heuer

SWISS AVANT-GARDE SINCE 1860



**TAG HEUER CARRERA CALIBRE 16 DAY-DATE**

Chris Hemsworth works hard and chooses his roles carefully. He handles pressure by taming it, and turning it to his advantage. #DontCrackUnderPressure was coined with him in mind.



#DontCrackUnderPressure



**TAG Heuer**

SWISS AVANT-GARDE SINCE 1860



**AQUARACER DIAMONDS**

Cara Delevingne challenges rules. Being free-minded is her motto. Like TAG Heuer, she defies conventions and never cracks under pressure.





The Connected is available with multi-hued straps



The edgy watch face designed by Nervo

In keeping up with the fast-paced digital world wherein products undergo constant updates, TAG Heuer revealed in January a line-up of new brand ambassadors for its Connected smartwatch. Eleven stand-outs from the world of sports and music were tapped to design – with the help of Biver – exclusive watch faces that are now available on the TAG Heuer Connected app. Among the chosen few are Australian DJ duo Nervo, American football quarterback Tom Brady, NBA basketball star Jeremy Lin, baseball player Giancarlo Stanton and world-famous footballer Cristiano Ronaldo.

The results range from the offbeat (Nervo) to the subdued (Tom Brady), reflecting their respective designers' personal tastes and personalities, and offering users a diverse collection from which to choose. Pointguard Jeremy Lin, for example, chose to feature a sleek, silver dragon stretching horizontally across the dial, with Chinese characters stamped above and below the creature at 12 and 6 o'clock. Meanwhile, outfielder Giancarlo Stanton branded his textured, black watch face with a large "27", his jersey number for the Miami Marlins.

These designs only mark the beginning of what TAG Heuer has in store for the Connected smartphone. The brand promises regular updates to offer users a dynamic digital experience in an increasingly competitive niche market.



Users can choose from a variety of digital dials for their Connected





The stunning venue - Singapore's Pinacothèque de Paris



Ben and Grace Chng at the event

# A GRAND Affair

IT WAS A THOROUGHLY MEMORABLE OCCASION AS CARTIER FÊTED A SPECIAL ANNIVERSARY IN SINGAPORE

A diamond, ruby or other precious gems are much more than meets the eye. Objects of beauty indeed, to be perused and admired, they also have their own unique and fascinating "identities", living histories that have been shaped from their provenance, the destinations to where they travelled to during their histories, their various changes of ownership over time. They tell of alliances and unions, and ultimately of the human desire for rarefied and sought-after items that always withstand the passage of time and vagaries of taste.

They are the tales that are never lost on Cartier, bearing its stellar reputation for class and style as the jeweller and watchmaker for royalty and celebrities, a legacy that has been honed in more than 160 years of a gleaming existence. For many of the world's most precious pieces, it was

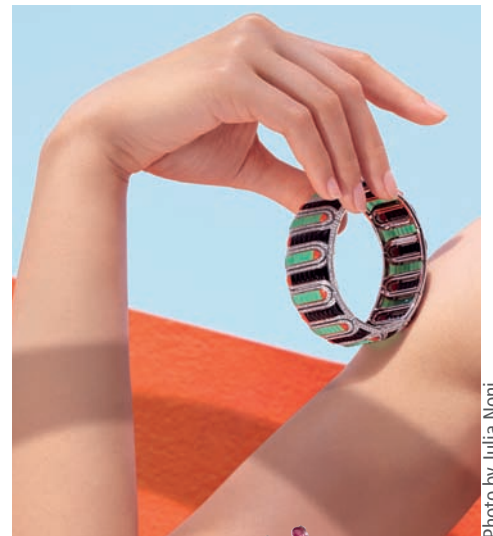


Photo by Julia Nomi



The Arabica bracelet with brown and white brilliant cut diamonds





A model wears one of the pieces



The Étourdissant necklace

front and centre in the shaping of their histories. It lived up to its esteemed reputation at the end of last October with the holding of the Étourdissant Cartier exhibition of high jewellery, haute horlogerie pieces and objets d'art in Singapore. The event was not only to celebrate the best of Cartier's magnificent tradition of creativity, but was also part of the year-long festivities for the city-state's 50th anniversary.

As Regional Managing Director for Australia and Southeast Asia Grégoire P. Blanche describes it, the much-anticipated event - held over 10 days and including 600 stunning pieces, among them 60 new ones - was both a commitment to the anniversary of Singapore as a valued market for the maison, and also to its valued customers from the region, in bringing the collection to their doorstep. Singapore was the second stop for the Étourdissant Cartier collection after it was shown in the South of France in mid-2015.

"Here in Singapore, it was the right setting, it was the right time, and they have in Singapore and in the region, cultures that are extremely knowledgeable about jewellery, really appreciate the crafts, and who are also extremely discerning, so we thought it would be an important gesture to be opening up to the public," he said of the public's admittance to the exhibition on one specially designated day - October 31 - historically something never done by the maison for contemporary jewellery collections.

Cartier pulled out all the stops for the Golden Jubilee event; the name Étourdissant does after all mean something that is exceptionally dazzling and gorgeous to behold. Among the highlights of the exhibition, held at Singa-



Grégoire Blanche, Sofia Coppola & Emmanuel Perrin



Han Seng Juan and Susanna Han



Chan Yeow Liak and Helen Chan

pore's Pinacothèque de Paris in Fort Canning Park, was the eponymous Étourdissant, a stunning 34.96 carat DIF type 2 A diamond necklace that can be worn in two ways, however the owner desires; the historic Romanov cuff, once worn by a Russian Empress, that boasts a 197.80 carat, cushion-shaped Ceylon sapphire; the Agra set inspired by the renowned and colourful Tutti Frutti collection, modernised with the addition of an onyx stone; and the Diamas bracelet, totalling 82.26 carats and composed of a smattering of platinum and diamonds.

Other reasons for celebration were the star-studded gala dinners held over two nights on October 26 and 27 at the National Gallery of Singapore. It was in this light-bathed and cavernous space that 450 international VIPs, flown in from diverse points around the world, descended in all their finery to celebrate, with many of them proudly donning Cartier pieces. The guests, including the American actress-director Sofia Coppola, were treated to a delicious feast, both in what was served to them on their tables, and in the truly stunning Cartier pieces that were here, there and everywhere.



CARTIER REGIONAL MANAGING DIRECTOR FOR AUSTRALIA AND SOUTHEAST ASIA – GRÉGOIRE P. BLANCHE

# ALWAYS Creative



**I**t all started in 1996, when Grégoire P. Blanche joined the Maison de Cartier for the first time in Switzerland as a project manager. Nineteen years and a dozen cities later, the Frenchman is based in Singapore with his wife and three children. He was proud to bring the *Étourdissant Cartier*, a one of a kind showcase of high jewellery, high watchmaking and objets d'art, to his adopted hometown to celebrate its golden anniversary.

When asked about what the brand means to him, Blanche believe one does not work at Cartier for 19 years without being obsessively passionate about their work. For him, it is an involving and consuming mission that is shared with each customer that enters the maison, what he describes as an emotional process of mutual trust and understanding between the brand and its patrons.

Fittingly, it is also deeply rooted in the desire for celebrations, leading to its role in celebrating the Singapore milestone.

**IN COMMEMORATION OF SINGAPORE'S GOLDEN JUBILEE, CARTIER HELD ITS LARGEST AND FIRST-EVER PUBLIC EXHIBITION OF CONTEMPORARY HIGH JEWELLERY. HOW DID IT COME ABOUT?**

When we made the decision of hosting the *Étourdissant Cartier* collection here in Singapore, we made a really strong commitment with the whole team in Singapore. Obviously, it was the 50th anniversary of Singapore, and instead of maybe going into doing limited editions or something of that sort, we thought it would make much more sense to showcase Singapore's beauty and what this country has been able to achieve in 50 years to some of our top clients around the world, and for the first time publicly last October.



The namesake of the exhibition

And you were right on the line that normally Cartier never opens to the public the exhibitions of the contemporary jewellery. For this reason, more than anything, the pieces that were here were to be purchased and invested in — and therefore we wanted to give the privilege to our clients. But I think here in Singapore it was the right setting and the right time.

**AS THIS WAS ALSO THE UNVEILING OF CARTIER'S NEW CONTEMPORARY COLLECTIONS, COULD YOU TELL US MORE ABOUT THE 60 NEW PIECES EXCLUSIVELY REVEALED AT SINGAPORE'S PINACOTHÈQUE DE PARIS ART GALLERY?**

There are 600 pieces which have been thrown in, which is probably safe to say, the largest exhibition of contemporary jewellery that have ever been showcased here in Singapore;

it would also be the largest that we have put together of contemporary jewellery. So 600 pieces, out of which we have 60 new creations that have never been unveiled before – it is very difficult to pick. In terms of the stones and creativity, it would be the *Étourdissant* showpiece; a 35-carat DIF centre stone type 2 A diamond, which is the most exclusive type of diamond you could get in the world. But beyond just the stones, what I really like about this specific piece is that you have all the craftsmanship of Cartier that goes into it. It is quite an amazing piece because you have part of the two front rows of the necklace that can actually be dismantled quite easily with the system of clasps in the back that gives versatility to the piece. A beautiful showpiece necklace that you can bring to a gala dinner, but at the same time you could have this very discreet “tennis” necklace with a very discreet 35-carat diamond dangling at the bottom.



**WHAT COULD YOU TELL US REGARDING THE THEME OF ÉTOURDISSANT CARTIER?**

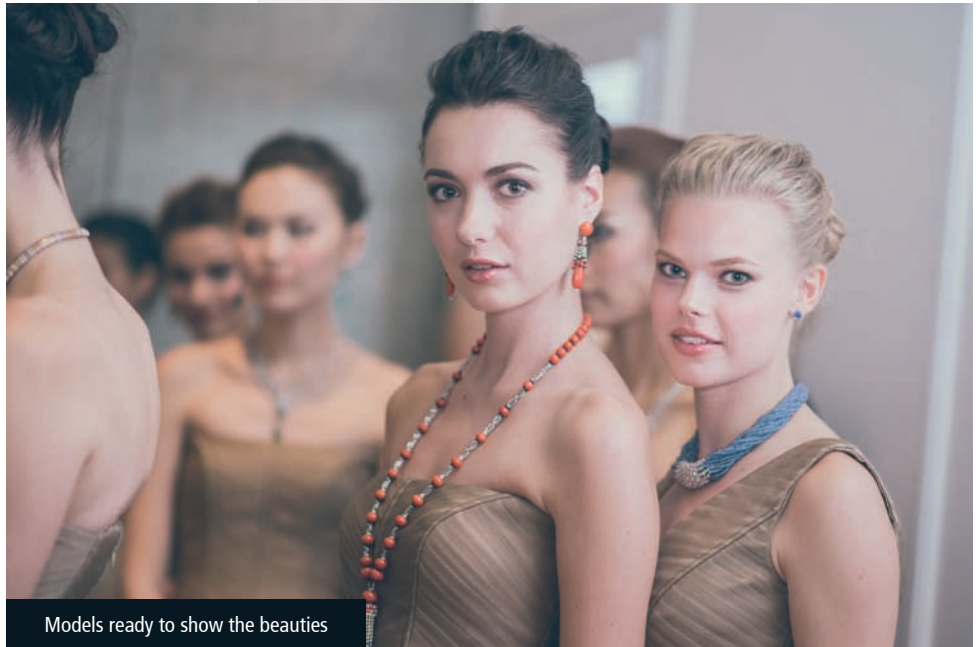
I would say that there is always an underlying theme for Cartier. One of the most difficult aspects of the maison is creativity, because we have such a wide history and it has been more than 160 years of creations and creativity. So it hasn't been 160 years of only one specific design of one specific theme. We have always pushed the boundaries and tried to explore new ideas while still staying very relevant to our history and vocabulary.

For example, the Agra collection today is probably very different from the original Hindu piece from 1927 but there is still some sort of consistency. So I would say the theme is first and foremost dictated by the quality of the stone and the unique stone that we are able to acquire. And through those stones we reinvent stories, which are so relevant with our history.

**AFTER 167 YEARS OF CREATIONS, WHAT IS THE CHALLENGE IN KEEPING THE AUTHENTICITY AND CARTIER AS AN "ETERNAL" SYMBOL OF CLASSIC ELEGANCE WITH THE DEMANDS OF THE NEW MARKET?**

I think consistency is probably the biggest challenge we have. It is very easy to go astray from your signature, from your relevance, from your highest level of attention that you give to each one of your pieces.

So whether you are talking about the Agra inspired by the Tutti Frutti or whether you are talking about the Romanov bracelets, or the Clarte - whichever piece you are talking about the references need to be relevant. You



Models ready to show the beauties

“*THERE ARE 600 PIECES WHICH HAVE BEEN THROWN IN, WHICH IS PROBABLY SAFE TO SAY, THE LARGEST EXHIBITION OF CONTEMPORARY JEWELLERY THAT HAVE EVER BEEN SHOWCASED HERE IN SINGAPORE*”

can't just go and, excuse the word, copy what was done before. It needs to be done in a way that keeps relevant of what today's style is and of how people are wearing jewellery and how they are enjoying jewellery.

That fine balance is really difficult, and consistency is probably the number one focus we have in the creative process. You can't cut corners.

**WHAT IS YOUR PERSONAL FAVOURITE PIECE IN THE "NEW" COLLECTIONS?**

It would be the Agra set. Inspired by nature, all the carved stones that symbolise the fruit and leaves of a tree are completely different from one another. It is so modern when you look at it! And yet there is a history behind it that is nearly a century old.



A visitor takes in the gorgeous offerings



Diamonds  
and sapphires  
adorn the  
Precious  
Chopard watch



# *EXQUISITE* Beauty

CHOPARD SHOWCASES ITS CAPACITY  
FOR UNPARALLELED CRAFTSMANSHIP





Great devotion is required in completing each Chopard watch complication

A watch, like jewellery, is an accessory that reflects the personality and preferences of its wearer. Both timepieces and jewellery can be considered food for the soul, as they are undoubtedly works of art; they are crafted through time with the application of specific skills that have been passed on from generation to generation, made into fruition using only exclusively chosen materials that add allure, beauty and overall value to the piece.

With so many that run the gamut from understated all the way to out of this world, there is definitely a watch or a piece of jewellery for everybody. In the watchmaking world, one company is set apart for masterfully navigating the two areas of haute horlogerie and haute joaillerie. Chopard has purposefully developed its prowess in these two worlds and have expertly brought them together to create truly impeccable statement pieces; watches and jewellery that speak to the heart, warm the soul and bestow incomparable elegance to the wearer.

### THE MAGIC OF HAUTE JOAILLERIE

The Scheufele family is much to be credited for the brand's unique expertise in these dual worlds. This successful family managed to save the formerly ailing watch company, Chopard, and combined its rich legacy with their own acclaimed history of impeccable jewellery and watchmaking.

Today, Chopard continues to mesmerise the world with its divine offerings. The brand invests time and energy into the development of

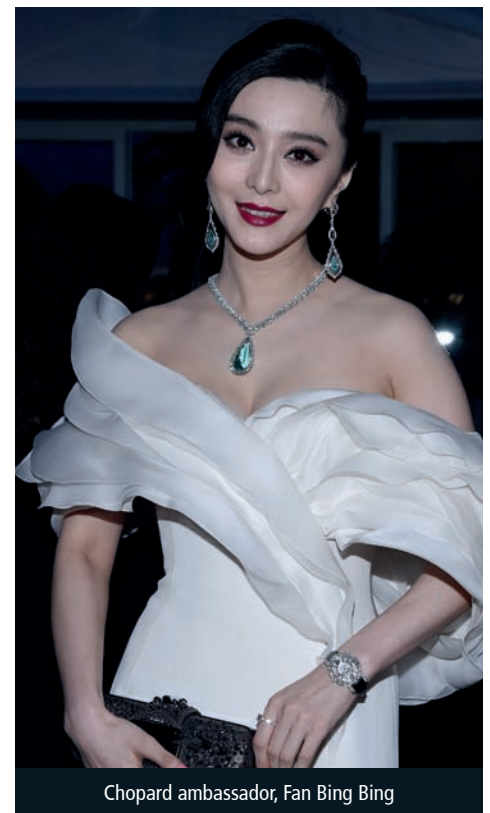


Stunning version with emeralds

its production, particularly in the passing on of skills and knowledge from one generation to the next, as well as the cultivation of the talents of its expert craftsmen, devoted men and women who dedicate hundreds of hours into the creation of timeless elegance and beauty.

Suffice to say, it cannot be easy poring over one piece for days and days on end. This is where the artisan's innate devotion to his art, passion for creation, fastidiousness and determination to see each product as a whole come into play. And Chopard, for its part, acknowledges that the biggest asset in its corporate undertakings

“THE RELATIONSHIP BETWEEN CHOPARD AND THE WORLD OF CINEMA, PARTICULARLY THE RED CARPET, CAN BE TRACED BACK TO 1998, WHEN THE BRAND BECAME THE OFFICIAL PARTNER OF THE CANNES FILM FESTIVAL.”



Chopard ambassador, Fan Bing Bing

is the people behind the company, the individuals who make it possible to fashion and convey the very essence and values that have built up the brand.

At present, Chopard now houses over 30 crafts or departments under one roof. From draughtsman to watchmaker, jeweller, gemsetter and polisher, each idea or product goes through an extensive process whereby these different arts and artisans interact and seamlessly collaborate, they fuse contemporary artistry with age-old techniques to manufacture magical pieces. Some of the brand's distinct offerings in-





Haute Joaillerie L'Heure du Diamant timepiece

clude high jewellery timepieces such as the whimsical Animal World Hedgehog and the captivating Red Carpet. Regardless of shape or material, the beautiful pieces in the L'Heure du Diamant line exude incomparable artistry and showcase impeccably dazzling gems that astound not only the wearer but anyone who sets eyes on the watches.

**THE LOVE AFFAIR**

The relationship between Chopard and the world of cinema, particularly the red carpet, can be traced back to 1998, when the brand became the official partner of the Cannes Film Festival. From that time onwards, the manufacture has crafted multi-piece collections specifically for these special events, to be worn by distinguished actresses whose innate beauty are enhanced with boundless dazzle and sparkle.



The Precious Chopard line also features a diamond option

“

THIS YEAR, IN AN ATTEMPT TO PROLIFERATE ITS SPIRIT OF FINE CRAFTSMANSHIP, CHOPARD PRESENTS ITS NEW HAUTE JOAILLERIE COLLECTION TO THE WORLD - PRECIOUS CHOPARD. ”



Precious Chopard watch with a blue fabric strap

Included in this esteemed group of A-list personalities is Fan Bing Bing, a world-renowned Chinese actress and ambassador of the brand, who was chosen to be featured in its new advertising campaign last year. The delicate-featured lady, who has since made her way to the Hollywood big screen via her role as Blink in 'X-Men: Days of Future Past', graces events the world over adorned in Chopard's stunning timepieces and jewellery. Another notable Chopard fan is Italian actress, Valeria Bilello, who attended the premiere of the movie 'Everest' at the Venice Film Festival late last year wearing an 18-carat rose gold timepiece from



# CAPTIVATING CRAFTSMANSHIP

*Fresh from Baselworld 2016, Chopard unveils its exquisite line-up of timepieces and heavily draws from the brand's enduring values of beauty and high precision.*

## RAINBOW LOVING

The Imperiale collection is renowned for its distinct sophistication and sensuality. A reflection of the graceful femininity in every woman, the jewellery watches in the line cater to the discerning tastes of accomplished, modern women. This year, Chopard raises the bar with its new **Imperiale Joaillerie** timepiece. A truly mesmerising creation, the Imperiale Joaillerie has an 18-carat rose gold case, dial and bracelet covered with 581 stunning baguette-cut and multi-hued sapphires. With different shades that cover the entire colour spectrum, the unique watch is a vibrant work of art that took more than 1,000 hours to conceive. This wonderfully dazzling and colourful masterpiece definitely puts Chopard and the Imperiale collection in a league of their own.

THIS WONDERFULLY  
DAZZLING AND  
COLOURFUL  
MASTERPIECE  
DEFINITELY PUTS  
CHOPARD AND THE  
IMPERIALE COLLECTION  
IN A LEAGUE OF THEIR  
OWN.



IMPERIALE JOAILLERIE

*Chopard*





L.U.C PERPETUAL CHRONO



L.U.C PERPETUAL TWIN

## PERPETUAL SPIRIT

Modern gentlemen who are on the lookout for an authentic collector's timepiece need not look further as the **L.U.C Perpetual Chrono** delivers in all respects. Driven by the Calibre 3.10-L, the 45 mm collector's piece is crafted out of "Fairmined" 18-carat white or rose gold and equipped with a perpetual calendar as well as an orbital moon phase display which only requires a one-day adjustment in 122 years! The **L.U.C Perpetual Twin** is another distinguished timepiece that cuts a dapper figure. Affording the wearer maximum readability, the dial features a large twin-aperture date display and separate subdials for the day, month and year, the accuracy of which is based on the micro-rotor technique coupled with two barrels (a patented Twin® technology). These two timepieces are perfect companions for men of substance.

THESE TWO TIMEPIECES ARE  
PERFECT COMPANIONS FOR  
MEN OF SUBSTANCE.



## FAST TRACK

A worthy tribute to the world's most beautiful race, the new 1,000-piece **Mille Miglia 2016 XL Race Edition** takes design cues from race cars that hail from the 1927-1940 run of the historical Mille Miglia classic car rally. Proffering easy to read information to the wearer, it has a generously sized 46 mm case with a legible black dial punctuated by sizeable Arabic numerals and luminescent hands. Sharing the brand's racing heritage is the 1,000-piece **Mille Miglia GTS Automatic Speed Black** with its black 43 mm DLC coated stainless steel case. Vibrant red 'Rossa Corsa' accents highlight the black dial with oversized numerals positioned at 12 and 9 o'clock, a detail derived from 1950s car dashboards. Both these sporty limited edition timepieces from Chopard will surely be trusty companions all the way to the finish line.

THE WATCH HAS  
A WEATHERED,  
WATERPROOF STRAP  
IN CALFSKIN LEATHER  
TO ENSURE THAT IT  
CAN ACCOMPANY THE  
DRIVER ALL THE WAY  
TO THE FINISH LINE.

MILLE MIGLIA 2016 XL RACE EDITION



MILLE MIGLIA GTS AUTOMATIC  
SPEED BLACK





## ODE TO JOY

Chopard has great cause for celebration with the 40th anniversary of the Happy Diamonds collection. Created in 1976, it was Karin Scheufele who brought forth the idea of moving, unencumbered diamonds – “Diamonds are happier when they’re free,” – thus the inspiration for its name, Happy Diamonds. For 2016, Chopard takes inspiration from the original Happy Diamonds shape which was designed for men and now presents a similar cushion shaped timepiece for women. Evoking a vintage charm combined with a contemporary appeal, the new **Happy Diamonds** timepiece features even more diamonds, but now set with prongs, to lend additional lustre to the already sparkling diamonds. A mini subdial in the centre displays the watch hands. The Happy Diamonds timepiece is also rendered in a round shape.

CHOPARD TAKES INSPIRATION FROM THE ORIGINAL HAPPY DIAMONDS SHAPE WHICH WAS DESIGNED FOR MEN AND NOW PRESENTS A SIMILAR CUSHION SHAPED TIMEPIECE FOR WOMEN.



HAPPY DIAMONDS





## BE HAPPY!

Breaking more conventions this year is the **Happy Sport 36 mm**. Affording discerning women everywhere with more choice of colours for the rubber strap, the Happy Sport 36 mm can now be customised according to every woman's mood or occasion. Colour adds even more oomph to the already beautiful and sporty timepiece named after the happy free floating diamonds offset on the pristine white dial. Each Happy Sport 36 mm watch comes with two rubber straps, black and white, but Chopard will reveal new colours with each season so every Happy Sport wearer can always be colourfully and happily on-trend.

HAPPY SPORT 36 MM

CHOPARD WILL REVEAL  
NEW COLOURS WITH EACH  
SEASON SO EVERY HAPPY  
SPORT WEARER CAN ALWAYS BE  
COLOURFULLY AND HAPPILY  
ON-TREND.

*Chopard*



## ULTRA-THIN LEGACY

Chopard pays tribute to the 20th anniversary of the first timepiece in the L.U.C collection – the L.U.C 1860 – with the **L.U.C XPS 1860**. Measuring 40 mm, the L.U.C XPS 1860 is an essential wardrobe item for the well-regarded male. Available in stainless steel or rose gold, the ultra-thin timepiece carries on the spirit of the classic and features a superb dial with small seconds as well as the date at 6 o'clock. The legacy of ultra-thin movements also lives on in Chopard's offering for women, the **L.U.C XP 35 mm Esprit de Fleurier Peony**. Powered by the slim L.U.C 96.23-L calibre, the timepiece wonderfully showcases the rare ancestral technique of Fleurisanne engraving on the delicate peony motif which takes pride of place on the mother-of-pearl dial. A Chopard boutique exclusive, this sophisticated timepiece is only available in a limited edition of eight pieces.



L.U.C XPS 1860



L.U.C XP 35 MM ESPRIT DE FLEURIER PEONY

CHOPARD PAYS  
TRIBUTE TO THE 20TH  
ANNIVERSARY OF THE  
FIRST TIMEPIECE IN  
THE L.U.C COLLECTION





Watch hands are added to the Precious Chopard watch



Valeria Bilello in Venice wearing a L'Heure du Diamant timepiece

the L'Heure du Diamant line, as well as other glamorous Chopard jewellery.

Despite always being at the forefront of the luxury worlds of watch and jewellery making, there is also another side to Chopard that is relatively unknown to the public eye. The brand is a committed advocate of sustainable luxury and has joined the Green Carpet Challenge (GCC\*) that seeks to create awareness and strengthen the ties between ethics and aesthetics.

To show support for this endeavour, Chopard has created its Green Carpet collection, the pieces of which are produced using only 'Fairmined' gold as well as diamonds that are sourced from a producer who is a certified member of the Responsible Jewellery Council (RJC).

### THE GENESIS OF PRECIOUS

This year, in an attempt to proliferate its spirit of fine craftsmanship, Chopard presents its new Haute Joaillerie collection to the world – Precious Chopard. Drawing inspiration from the grace and beauty of dance, the exquisite pieces in the collection twirl and radiate charm with their wonderful details and alluring colours.

Much like the creation of lace, the Precious Chopard collection was conceived from the innate creativity and deep emotion of Chopard's highly skilled team of craftspeople. The line is exceptionally refined, and crafted using only the highest quality of gems, chosen to depict



Careful positioning of the sapphire glass on the Precious Chopard timepiece

the splendour of the flower, a timeless shape that speaks to the very essence of a woman.

Composed of both timepieces and high jewellery, Precious Chopard fascinates with its sublime femininity. A smorgasbord of jewels including pear-shaped and brilliant-cut diamonds, sapphires, emeralds and rubies are carefully set around the diamond-studded bezel to depict delicately blossoming petals. The jeweller and gemsetter take intricacy to an entirely new level on the dial as baguette-cut gems are perfectly placed side by side to surround a floral motif centre wherein more diamonds and precious stones are painstakingly selected and carefully set in place using the snow-setting technique.

To complete each intricate watch, bejewelled bracelets become extensions of the lace theme, whereas vibrantly hued fabric straps lend added elegance to each piece. The jewel-

lery, including earrings and rings, take direction from the refined curves of the timepieces while the necklace features a strikingly elaborate lacework pattern that will certainly draw attention as it is gently suspended from the wearer's neck.

### THE ART OF TEMPTATION

Blowing a breath of fresh air into the high jewellery universe, Temptations is a representation of beautiful freedom juxtaposed with unparalleled creativity. At the heart of this collection is the bold spirit of Chopard's Co-President and Creative Director, Caroline Scheufele, who provides inspiration and insight to the manufacture's esteemed team of jewellery makers.

Set apart for the ingenious usage of unusual stones, the latest Temptations collection features green beryls, tanzanites amethysts, ru





A floral motif dons the Precious Chopard ring

The graceful Precious Chopard necklace

Beautiful Precious Chopard sapphire earrings

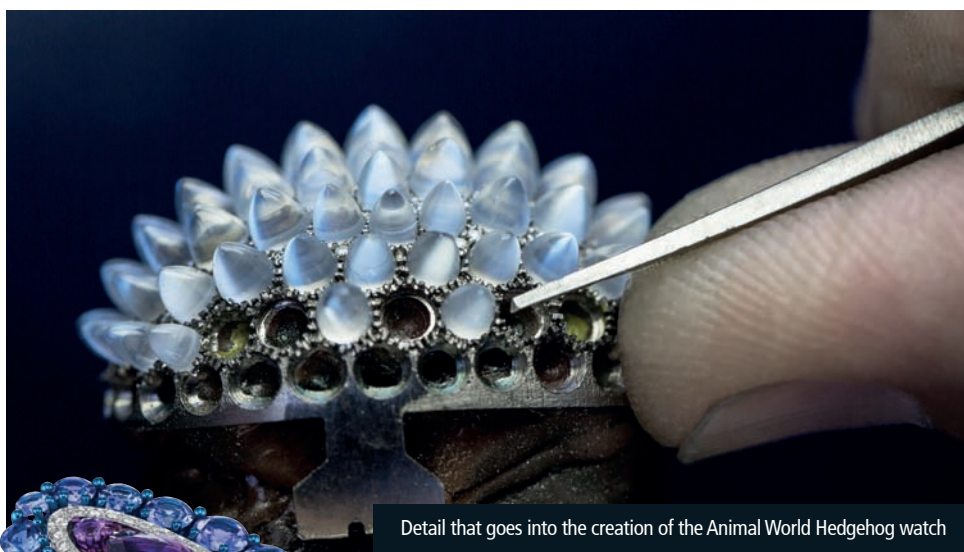


A touch of whimsy is showcased in the Animal World Hedgehog watch

bellites and yellow sapphires, all rendered in oval shapes of varying sizes. These colourful gems are then combined with timelessly impressive diamonds, gold and titanium to produce easy to wear pieces that speak of distinction and utmost style. Lightweight titanium is particularly chosen for the fact that it can be coloured in different shades or can wholly disappear under intricate gemsetting. In addition, the material has the capability of intensifying the colours of the stones and allowing them to sparkle even further, as if they are lit from within.

A fresh take on high jewellery making, Temptations is testament to Chopard's continuing quest for the extraordinary. This collection, as well as the brand's other haute joaillerie and haute horlogerie offerings, showcase its passion for creativity and originality; they are exquisite manifestations of the brand's audacity in defying conventions and undaunted boldness in determining and paving its own illustrious path.

Experience the creative world of Chopard and get a glimpse of its fine collections by vis-



Detail that goes into the creation of the Animal World Hedgehog watch



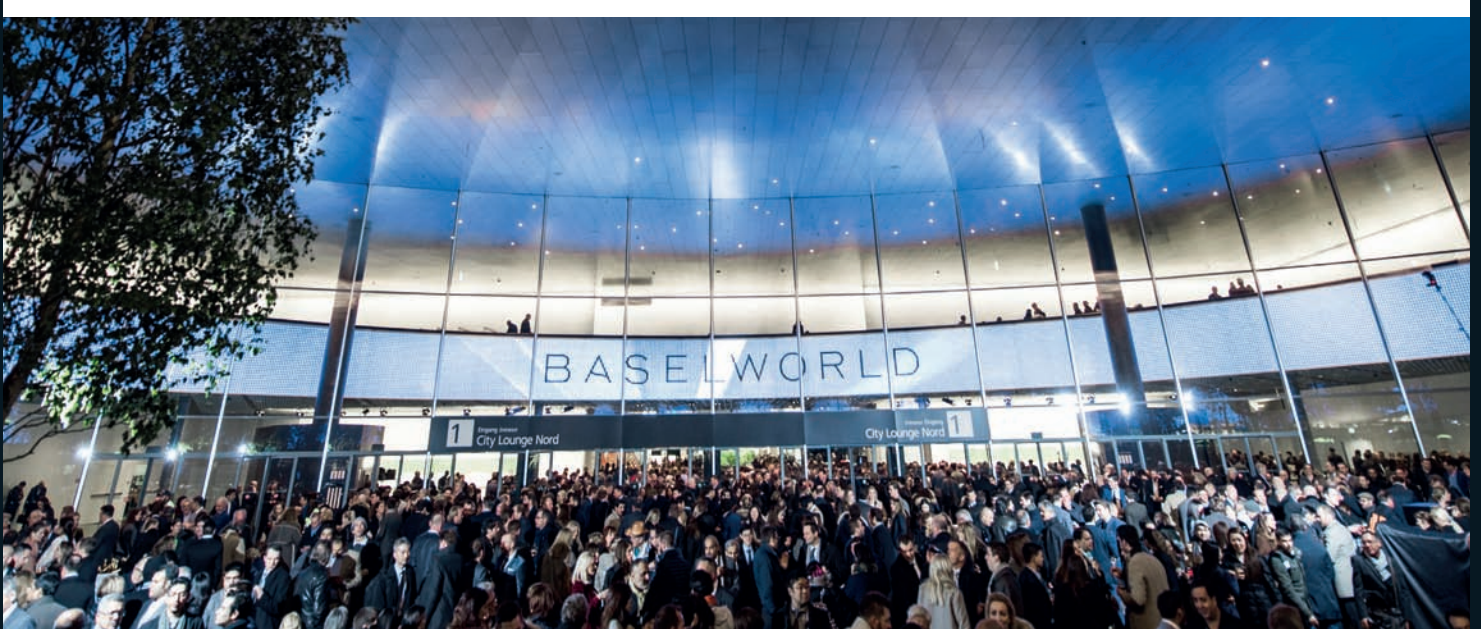
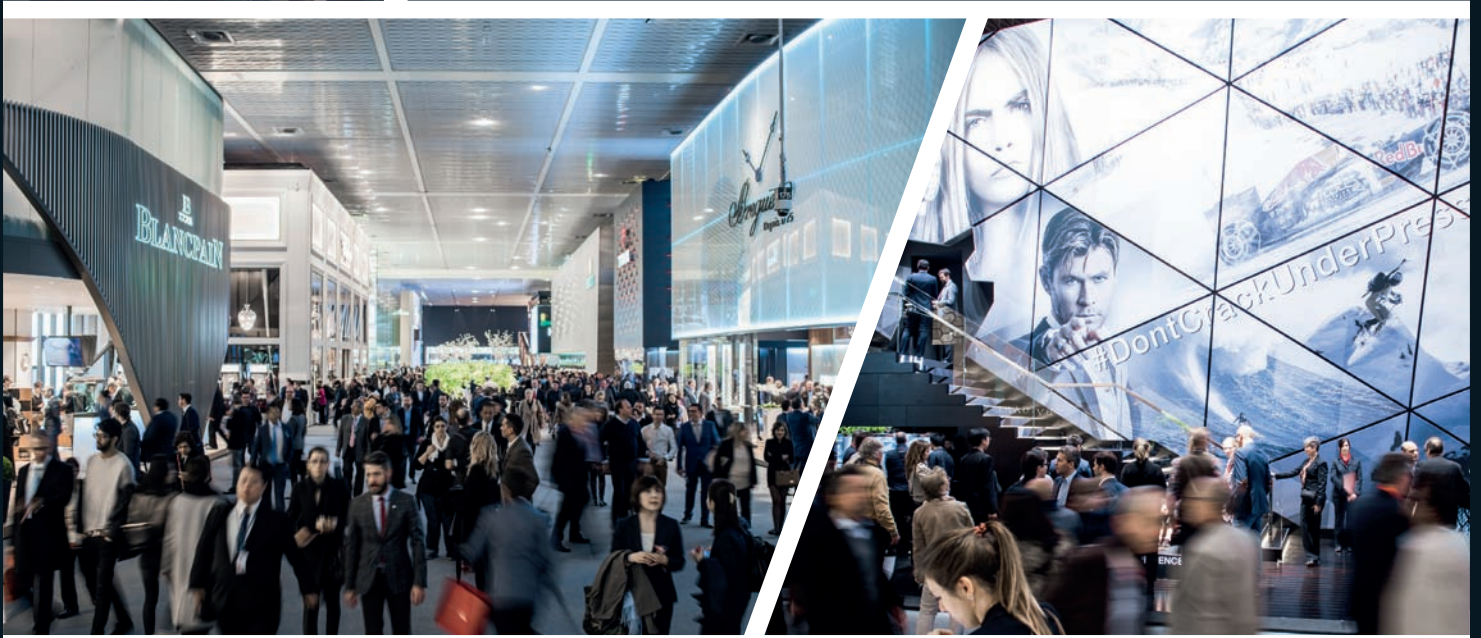
A bevy of unusual stones are set into the Temptations ring

iting the brand's new flagship store in Plaza Indonesia.

Chopard  
Plaza Indonesia L1 #182B  
Phone 2992-4350

Opening hours: 10 a.m. to 10 p.m.  
Monday to Sunday









Entrance to the fair

# A LASTING Legacy

A LOOK BACK AT THE LARGEST  
WATCHES AND JEWELLERY SHOW



At the opening ceremony

Every year in March, the world of horology looks to Basel, a town in Switzerland famous for Roger Federer, and the annual fair, Baselworld. Big brands, luxury names, independent watchmakers, buyers, VIP customers, journalists, and watch connoisseurs flock to the locale to see what is new and exciting for the year. The Time Place magazine was part of the weeklong festivities and we have handpicked several outstanding pieces to present to you in this issue.

There's an apparent subdued aura in this year's Baselworld; it is understandable given the economic downturn in 2015, which subsequently hampered the demand for luxury goods including watches. As a means to offset the changing demands and market preferences, we saw a pattern that developed during the

event; luxury brands introducing entry-level products, while affordable luxury continues to push the limits, offering in-house movements and some, surprisingly affordable complications. Both however put forward creativity and innovation as ways to impress customers; using new materials, new technologies to craft new models or modernise classic ones.

Either way the customer wins this year, as we are presented with selections of impressive novelties with some pocket-friendly choices as well. Several notable models include the new Rolex Daytona in steel with black Cerachrom bezel, Chanel's Monsieur de Chanel men's watch, the TAG Heuer Carrera Heuer-02T, as well as more affordable products namely, Frederique Constant's Quantième Perpétuel, and the dark horse, the Tudor Black Bay 36 watch.

Regardless of where in the spectrum you are, this year's Baselworld brought and presented a more refined collection. Some truly exclusive ones from independent watchmakers are really pushing the boundaries, but for several known brands such as Zenith, Corum, and TAG Heuer, they appear to be consolidating their range, introducing more in-depth takes on their existing collections instead of broadening their selections, and stepping up their game to make up for 2015.

Suffice to say, customers are now spoiled for choice and they will surely have an easier time choosing their next timepiece. Some can say that the 2015 slowdown has turned out to be a blessing in disguise for watch enthusiasts, however, what's more laudable is haute horology's ability to evolve and adapt to the changing ways of the market. This signifies its resilience and enduring presence in the world, one that we can bank on in the many years to come.





Boasting increased anti-magnetic protection, the Engineer II Volcano is COSC-certified

# A UNIQUE Blend

BALL COMBINES MIDWEST AMERICAN KNOW-HOW WITH SWISS INGENUITY

For more than a century, American watchmaker BALL Watch Company has provided its European counterparts ample competition with no-nonsense, dependable timepieces that live up to the company's motto of "Be Yourself".

The latest of these - BALL's new Engineer II models - were unveiled at Baselworld 2016. A shock-resistant line of "sport-elegant" watches that boast unrivalled anti-magnetic protection, BALL has dedicated years of relentless research on ways to counter the effects of magnets and recently revealed a breakthrough in the area with materials that have never been used in the world of high-end horology. That is, until now. Meet BALL's Engineer II Volcano, the first timepiece to boast a case made of carbon and mumetal, a nickel-iron alloy that pro-

vides "supreme anti-magnetic protection". The carbon, meanwhile, gives the watch an added layer of defense against scratches while also keeping it lightweight.

This model is a quintessential BALL Watch Company timekeeper in that it is aesthetically clean and simple. The manufacturer's automatic, in-house calibre BALL RR1102-C, powers the Engineer II Volcano's hour, minute and second hands, as well as its day and date feature - all of which are elegantly set against a dark-grey dial protected by a 45 mm case. To top it all off, the watch has received the official stamp of approval from the Official Swiss Watch Chronometer Testing Institute (COSC). BALL also unveiled two additional Engineer models that elevate the brand's standards for innovation: the Engineer II PowerLIGHT 72



The Engineer Master II Diver Worldtime

The Engineer II PowerLIGHT 72

and Engineer Master II Diver Worldtime. The former is a distinguished, automatic chronometer with an impressive 72-hour power reserve. Its hour-and minute hands, as well as the Arabic numerals marking 6, 9 and 12 o'clock contain H3 micro gas tubes that allow them to light up and become visible in total darkness.

Finally, the Engineer Master II Diver Worldtime is the world's first worldtime day-date diving watch. The 45 mm stainless steel case protects the in-house manufactured BALL RR1501 automatic calibre and ensures water-resistance to 300 metres.



Rose gold lends warm elegance to the Classique 7147



# CLASS

## Act

ONE OF THE MOST REVERED  
MAISONS IN HOROLOGY GOES  
BACK TO THE CLASSICS

The House of Breguet presents a collection of the Breguet Classique in three iterations, two for men and one for women. The Classique has been synonymous with Breguet's timeless design; it carries the iconic decorative codes and techniques from the brand's identity. The first, Classique 7147 is a refined model featuring an entirely

engine-turned silvered 18-carat gold dial, with the 'clou de Paris' hobnailing motif apparent. Roman numeral hours and the minutes are indicated by blued steel Breguet hands. A small seconds subdial is located at the 5 o'clock position decorated with a cross weave pattern, while Breguet's secret signature is subtly engraved on both sides of 12 o'clock. The Clas-

sique 7147 is offered in a 40 mm traditional case with fluted case band, which is also a signature of Breguet, with options of 18-carat rose or white gold. It is powered by the ultra-thin automatic Cal. 502.3SD, individually numbered and signed, and has a power reserve of 45 hours.

The second model is the Classique Hora Mundi 5727, which is the first mechanical time-piece with an instant-jump time-zone display system with synchronised date, day/night and city indications. Initially launched in 2011, the instant-hit receives a new face this year in place of the globe. The silvered 18-carat gold dial features the same handcrafted 'clou de Paris' motif as its predecessor. Blued steel Breguet hands point to the hours and minutes. Like with any GMT or dual-time watches, a 24-hour indicator is present and located between 3 and 4 o'clock. The indicator is adorned with two different types of engine-turning; the up-



The Classique Hora Mundi 5727 has a beautiful dial with the 'clou de Paris' motif



per part is in a flame pattern and bears the Breguet inscription, while the lower part uses a cross weave motif, stamped with the watch's serial number. However unlike any other GMT watches, the Classique Hora Mundi 5727 uses only a single set of hours and minute hands, and boasts no subdials that may lessen its understated elegance. Its single set of hands is lined to a mechanical memory under the dial, which is capable of keeping track of two different time zones. This remarkable feature allows the wearer to view the time in two places on demand. When the Hora Mundi switches from one memorised time to another, the date – synchronised via a “tracking” calendar – along with the 24-hour indication, are simultaneously adjusted. The date display – located at 12 o'clock – uses a disc that shows three dates at the same time, a blued circle tip hand shows the actual date, which retrogrades every midnight. A time zone window appears at 6 o'clock, the home zone is indicated with a blued triangle indicator at exactly the 6th hour marker. The automatic calibre 777 is deployed to power such intricate functions encased inside a 43 mm 18-carat rose or white gold case with fluted case band.

The last iteration in the Classique collection is for the ladies; the Classique Phase de Lune Dame 9088. A fresh take on the previously



The Classique Phase de Lune Dame 9087 inspired the 9088 model

“

THE CLASSIQUE PHASE DE LUNE DAME IS ALSO AVAILABLE IN DIFFERENT VERSIONS; ROSE GOLD, NON-GEM-SET, AND A MODEL WHICH FEATURES A MOTHER-OF-PEARL AND 'CLOU DE PARIS' DECORATED DIAL ”



The Classique Phase de Lune Dame 9088

called 9087, the 9088 features a white 'grand feu' enamel dial, Arabic numerals, and tiny stars as minute markers and fleurs-de-lis for the five-minute markers. The 30 mm white gold case is the epitome of timeless elegance, with 66 brilliant-cut diamonds gracing the bezel and lugs. The famous Breguet blued steel hands have been redesigned to infuse a feminine touch, while a strikingly beautiful moon phase display is located at 6 o'clock, complete with a small seconds hand. The Classique Phase de Lune Dame is also available in different versions; rose gold, non-gem-set, and a model which features a mother-of-pearl and 'clou de Paris' decorated dial. Powered by the Breguet 537L calibre, it boasts a 45-hour power reserve and the 'Côte de Genève' pattern on the bridges.





Luminescent hands and numerals make for better legibility on the Avenger Hurricane dial

# POWERFUL Union

BREITLING SHOWS OFF  
ITS BRAINS AND BRAUN

Upon arrival at the Breitling booth in Baselworld for its presentation, we had the privilege of having Jean-Paul Girardin, CEO of Breitling, introduce the new collection. He went straight to business when he met us, "For Breitling the highlight of this year is new materials." Lets check it out!

The new material in discussion is implemented on the case of the new Breitling Avenger Hurricane. Its name sets the tone: a new chronograph that pushes all limits in terms of instruments for professionals. The Avenger Hurricane stands out from the crowd easily, its 50 mm diameter case is made of the aforementioned new material called Breitlight®. Girardin described it as a "unique exclusive material, the name came from the lightness of it. It's a composite polymer charged with fibre to reinforce the material, very scratch-resistant, corrosion-free and hypoallergenic, anti-magnetic, and it feels warm



The volcano black dial of the Avenger Hurricane



to the touch – unlike steel – and aesthetically looks like marble.” Given the CEO’s description of the new material, the Avenger Hurricane is constructed with lateral protective reinforcements and its all-black (albeit marble-accented) look comes with aviation-inspired stencil-type numerals. The Avenger Hurricane is powered by the new Manufacture Breitling Calibre B12, which is an automatic chronograph with a 24-hour display. Protecting the calibre, Breitlight® is 3.3 times lighter than titanium and 5.8 times lighter than steel. The material allows the 50 mm case to feel comfortable and right at home on the wrist. Speaking of comfort, the Hurricane comes with an exclusive strap with a yellow rubber core and sides, topped with a high-resistance black military textile fibre material. Its XXL size also ensures high legibility on the black volcano dial, with luminescent hands and numerals, while a thick glare-proofed sapphire crystal veils it. The Avenger Hurricane comes with 70-hour power reserve and the pedigree of superlative



Avenger Hurricane 50 mm with Breitlight® case



A yellow rubber strap with black textile detail complements the Avenger Hurricane

“THE AVENGER HURRICANE IS POWERED BY THE NEW MANUFACTURE BREITLING CALIBRE B12, WHICH IS AN AUTOMATIC CHRONOGRAPH WITH A 24-HOUR DISPLAY. PROTECTING THE CALIBRE, BREITLIGHT® IS 3.3 TIMES LIGHTER THAN TITANIUM AND 5.8 TIMES LIGHTER THAN STEEL.”

chronometers with its COSC certification for precision. It is boldness, innovation and performance in one watch; it’s not called the Hurricane for nothing.

Asked about the importance of Breitlight®, Jean-Paul Girardin elaborated further by saying, “the material is a result of our work, initially developed to conceive a material as strong as steel, but much lighter. For construction, cars, aviation; Breitling thought about using the material to construct a case.” He later shared

the challenges met during the development of Breitlight®, “the big issue was to be able to have a production process which achieves our aesthetics and meets our demands for precision, which is in the DNA of the brand.”

New material development is certainly interesting, as we probed Jean-Paul further on the composition of Breitlight®, his response was priceless, “it’s a trade secret; it’s not a fabric, it’s not woven like carbon fibre or glass fibre, it’s a solid material which we heated to make

it softer, and later reinforced with fibre, and moulded to form Breitlight®.” Smiling, the CEO later added that Breitling is purposely keeping Breitlight® a secret, signifying big things may come from the brand and its new material in the future.

Baselworld has always been a platform for brands to introduce several new products and developments; likewise with Breitling this year. The chronometer-specialist introduced its Chronoworks® department which is





A black rubber Aero Classic strap completes the Superocean Heritage Chronoworks®

responsible for developing and testing technical breakthroughs for the brand. One breakthrough by the department is the Superocean Heritage Chronoworks® limited series. Just as cars have engine-tuners to boost its performance, the Chronoworks® worked on the Manufacture Breitling Calibre 01 and made it better by increasing its power reserve to 100 hours. The department achieved this feat using energy efficiency improvements on the reworked Calibre 01 through five optimisations: using high-tech ceramic for the movement chassis to reduce friction; additional silicon wheels; as well as the usage of a silicon escapement lever to counteract loss of energy and smoothen the energy transfer from the barrel. The Chronoworks® also reworked the calibre's variable-inertia balance wheel and added elastic teeth to the wheels to further enhance energy efficiency. This technical breakthrough, entirely in tune with the spirit of "instruments for professionals", confirms Breitling Calibre 01's status as the ultimate reference in terms of performance and functionality. The Superocean



A unidirectional ratcheted black bezel surrounds the Superocean Heritage Chronoworks® case

Heritage Chronoworks® is the perfect house for the reworked calibre; its 46 mm black ceramic case blends elegantly with the unidirectional ratcheted black bezel and volcano black dial offset by white hour markers and chronograph sub dial markers. The hands are white tipped, while a date counter is spotted at 4.30. A matching black rubber Aero Classic strap completes the look. The Superocean Heritage Chronoworks® is COSC-certified and is limited to 100 pieces.

Naturally the new Chronoworks® department drew our attention and Jean-Paul shed some light on this update, "Chronoworks® is a team we built to think about improvements to our movements. We have design and development engineers, we have laboratory watchmakers, specialists in materials and chemistry sciences, as well as mathematicians, who worked on the Calibre 01 and improved it." The Chronoworks® achievement has allowed the Superocean Heritage Chronoworks® to have 11 less jewels and due to the nature of



White accents on the hands and numerals allow information to pop on the Superocean Heritage Chronoworks®



“THE CHRONOWORKS® ACHIEVEMENT HAS ALLOWED THE SUPEROCEAN HERITAGE CHRONOWORKS® TO HAVE 11 LESS JEWELS AND DUE TO THE NATURE OF SILICON MATERIALS USED IN THE CALIBRE, NO LUBRICATION IS NECESSARY INSIDE THE MOVEMENT.”

quicker, more efficient, swift decisions, innovation, then yes, we are lighter, and we are not losing muscles!” Brain and brawn indeed.

silicon materials used in the calibre, no lubrication is necessary inside the movement. The proud CEO dubbed the new watch as, ‘a race car to drive on the road, in a limited edition.’

Last year, we saw Breitling’s version of the smart watch, the Exospace B55, however, this year, with Breitling focusing more on new materials and the new R&D department, Jean-Paul Girardin provided some updates, “Last year, we gathered responses for our connected watch - we did exactly that - we completed the final specs of the product and started the development of the apps for connectivity, software and hardware as well, and we presented the B55 last December in New York.” Jean-Paul imbued that the Exospace B55 has been successful from the commercial standpoint, as well as the general perception and acceptance of the connected watch in the Breitling way. What is the Breitling way we asked; “You don’t wear the phone on your wrist; instead you use the user-friendliness of the phone to improve the functionality of the watch.” While Breitling is continuously improving the Exospace B55 connected watch, these positive comments from the CEO assures the model a place in Breitling’s line-up and it’s there to stay for the future.

Closing the presentation, we asked if the theme for Breitling this year is lightness, the CEO agreed and gave his own interpretation of lightness, “if lighter in the sense of leaner,



The black 46 mm Superocean Heritage Chronoworks®





A closer look at the BR 03-94 AeroGT

# WINNING Combo

MAKING NOISE IN BASELWORLD  
IS BELL & ROSS' SPECIALTY

Every year in Baselworld we get to see new watches and inspirations; this year Bell & Ross made some noise with the AeroGT, a watch inspired by not fighter jets, but the Bell & Ross car! Bruno Belamich, the Creative Director said, "Every year, in order to create new models, I need new sources of inspiration. Following the success of our B-Rocket motorbike in 2014, I wanted to go even further and design the Bell & Ross car. The aim was to produce a car that can 'hold its own,' even amongst automotive professionals. But above all, this real challenge was a great joy." What a joy the new BR 03 AeroGT truly is! A result of combining an aircraft and a GT sports car, the iconic BR 03 line would see two itera-

tions of Bruno's idea, the BR 03-94 AeroGT, and the BR 03-92 AeroGT. Both models feature skeletonised dials; the former is a contemporary-looking chronograph, while the latter is a traditional three-hand watch.

The BR 03-94 AeroGT sports the automatic calibre BR-CAL.319, cased in 42 mm satin-polished steel. The skeletonised dial serves as a canvas to the central hours, minute and small seconds hands, as well as the metal hour markers. Two chronograph counters on grey-tinted crystal display the hours and half hours, with a tachymeter scale on the flange. In the spirit of driving, the hour markers and hands are coated with photo luminescent material,



The modern chronograph is inspired by the Bell & Ross car

while the chrono hands are furnished with red; both to improve legibility and add styling flair. The three-hand BR 03-92 AeroGT is powered by the automatic BR-CAL.318, also with a skeletonised dial showcasing the movement inside a 42 mm satin-polished steel case. Both AeroGT models sport black calfskin straps with red piping.

The chronograph and three-hand AeroGT are each limited to 500 pieces worldwide.





Grande Reverso Night & Day watch

Eduardo Novillo Astrada, polo Champion,  
Winner of the Triple Crown.

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Fifty  
Fathoms  
Bathyscaphe  
with plasma  
grey ceramic  
case



# BEAUTIFUL

## Fusion

BLANCPAIN PLAYS WITH TRADITIONAL AND NEW MATERIALS FOR ITS ICONIC PIECES



New technologies and new materials in watchmaking are trending this year; Blancpain applies this principle to its legendary Fifty Fathoms Bathyscaphe at Baselworld 2016. The three-hand model is now fitted in a plasma grey ceramic case, a first time for the model, the same case which made its debut back in 2014 on a different Bathyscaphe timepiece. Going deep – pun intended – to its diving roots, Blancpain also gives the new Fifty Fathoms Bathyscaphe a deep blue dial with reference to the deep blue sea. Complementing the beautiful blue dial, the plasma grey ceramic bezel is injected with a blue ceramic insert featuring Liquidmetal® hour markers, an alloy that serves to avoid distortions, therefore providing better legibility underwater.

Sharing the virtues of all diving watches, the Fifty Fathoms Bathyscaphe comes with a unidirectional rotating bezel that clicks with every counter-clockwise movement. As an ode to vintage diving watches, the new model is equipped with traditional vintage hands, a small date window at the 4.30 position, and it is powered by calibre 1315; a movement known for its chronometric precision. The calibre boasts three series-coupled mainspring barrels that yield five days of power reserve; visible through a clear sapphire case back. It is also fitted with a balance spring in silicon, which gives the watch light, shock-resistant, and anti-magnetic values. The case highlights the technology involved in creating the grey plasma ceramic, a production method that gives the colour a subtle metallic shade. The Fifty Fathoms Bathyscaphe comes with two strap options: a three-ring NATO strap, or a sail canvas version, both to match the striking blue and metallic sheen of the watch.

Moving on to another iconic Blancpain model, the Villeret Quantième Annuel GMT is made available in a steel case for the first time. In English, the Annual Calendar is a very useful complication that only requires the wearer to adjust once a year, at the end of February. Before delving deeper, it must be stated that the Villeret Quantième Annuel GMT is the epitome of understated beauty. The 40 mm stainless steel case houses a white dial, fitted with a black alligator leather strap lined with Alzavel calfskin. Playing with contrasts, the clear sapphire case back reveals the yellow gold winding rotor decorated in guilloché motif. The hands and Roman hour markers match the steel case; the seconds hand features a Blancpain logo as a counter weight. The dial is kept clean and simple; day, date and month windows are stacked in almost a semi-circle composition to give a nice reading flow. A 24-hour indicator is located at 8 o'clock that



The 40 mm Villeret Quantième Annuel GMT



Case back of the Fifty Fathoms Bathyscaphe

“ SHARING THE VIRTUES OF ALL DIVING WATCHES, THE FIFTY FATHOMS BATHYSCAPHE COMES WITH A UNIDIRECTIONAL ROTATING BEZEL THAT CLICKS WITH EVERY COUNTER-CLOCKWISE MOVEMENT. ”

allows a second time zone reading. The case is fitted with Blancpain’s exclusive patented under-lug correctors. At the 1 o’clock mark, a simple manual adjustment of the day of the week can be made; while the other at 5 o’clock adjusts the month. Fast GMT and date corrections, along with time setting, are all handled using the crown. Powering this beautiful piece is the automatic calibre 6054F that pumps out 72 hours of power.





An up close look at the SnakeNera

# MYTHICAL

## Pursuits

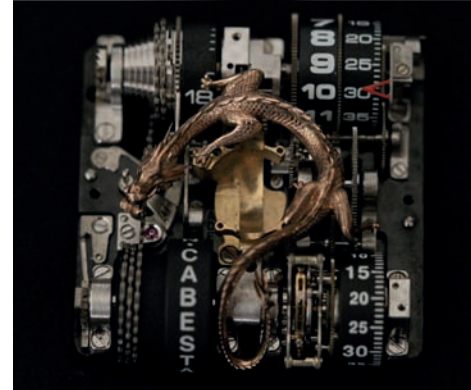
INDEPENDENT WATCHMAKER  
CABESTAN EXPLORES  
MYTHOLOGY

In 2013, Cabestan, an independent Swiss watch manufacture from Vallée de Joux, saw a change in direction and ownership under new CEO and owner, Lionel Betoux. Together with Master Watchmaker, Eric Coudray, Cabestan is known for its fusée-and-chain system which brings forth extreme precision by allowing the force of the mainspring to be distributed flawlessly. Their newest offerings this year – the DragonNera and SnakeNera – utilise the very system that has made them famous, and opens the brand’s path to the world of mythology.

The DragonNera and SnakeNera are pieces of art. Similar if not for the regal dragon and slithering snake in the middle, they are testament of the brand’s values, craftsmanship, and innovation. Born out of a customer’s dream, the DragonNera displays a proud 3D imperial

Chinese dragon, 20 mm wide and 25 mm long, the smallest 3D dragon ever made on a watch. With more than 300 hours of artwork for its creation, the 5N rose gold dragon is set on top of the in-house developed and hand-finished calibre circling around the moon phase sphere. Using the fusée-and-chain system, CAB EC102LD has a 72-hour power reserve indicated through a drum situated near the right front paw of the dragon, while the calibre itself features 46 rubies.

The SnakeNera uses the same system however it is powered by a slightly different calibre, CAB EC102LS. The snake is crafted of 3D 750 white gold and measures only 1.5 cm wide and 2 cm long. Its completion required 150 hours of labour. Slithering around the moon sphere, the snake’s head points at the power reserve indicator, which stands at 72 hours.



Top: The DragonNera was inspired by a customer’s dream, Below: Over 300 hours were dedicated to the creation of the DragonNera

The SnakeNera is encased in a brushed and polished palladium white gold case, while DragonNera is in palladium 5N rose gold. Both pieces are extremely limited at only eight pieces each and come with a Stylus to adjust the moon phase.





INTO THE DREAM



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Diamonds and blue sapphires adorn this Bubble High Jewellery Skeleton model



# BRIDGE & Bubble

CORUM DELIGHTS WITH ITS  
ARRAY OF NEW MODELS

Baselworld is a platform for watchmakers and brands to show off their prowess in watchmaking as well as their new collections. Corum took the opportunity to introduce a revamped, redesigned Golden Bridge and new versions of the ever-popular Bubble watch.

One of Corum's emblematic models is the Golden Bridge watch. Previously available in a tonneau shape, it is now presented in a 43 mm round case. It is a marriage of the artistic Golden Gate Bridge, with the aesthetics of the Golden Bridge see-through case. The case is made of 18-carat rose gold housing a CO113 automatic calibre with 40-hours power re-

serve. The case provides a 360-degree view of the Golden Bridge model, with the bridges and plate decorated using the iconic crisscrossing pattern of San Francisco's famous red orange bridge. Visually stunning, the Corum Golden Bridge also comes in an 18-carat rose gold sapphire case complete with 84 diamonds totaling up to 2.14 carats. A black alligator strap with an 18-carat rose gold buckle completes the look.

Revamping classic models seems to be the theme with Corum; the house brings forth its ever-popular Bubble watch in several iterations including two with a tourbillon and three high jewellery skeleton models. The Bubble



Art takes centre stage in the Bubble Dani Olivier





The Bubble  
Tourbillon  
Chronograph

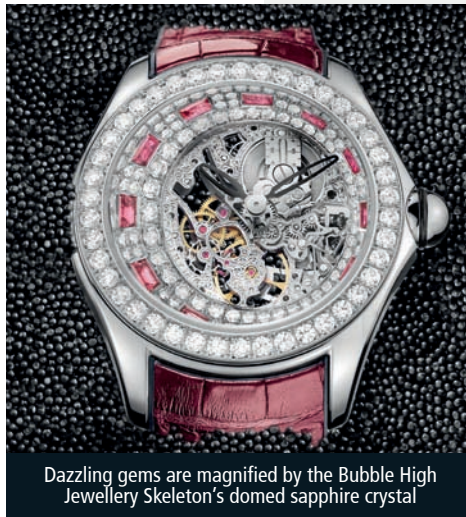


A GMT  
function  
enhances  
the Bubble  
Tourbillon

year theme is profound as Corum revives the Bubble watch showcasing no less than 30 variations of the watch, table clocks, and a design your own dial contest via social media.

But first we delve deeper into the limited edition Bubble featuring French photographer Dani Olivier's abstract and psychedelic nudes. Corum has miniaturised Olivier's art, transferring two of his most distinctive photographs onto a watch dial. The artworks used are real photographs, achieved through lighting patterns projected onto nude bodies, set against a jet-black background for added dramatisation. The Bubble Dani Olivier comes in the signature 47 mm case with black PVD coating. There are two versions of the collection and each is limited to 88 pieces; the 88th piece in both versions is a one-off, unique piece with a red gold bezel hugging the nude body artwork.

The Bubble gets complicated this year with the Bubble Tourbillon Chronograph and Bubble Tourbillon GMT, each in precious rose gold and limited to just five watches. Pairing the visual art with serious watchmaking for the first time, the Bubble Tourbillon Chronograph is powered by an automatic CO398 calibre that powers both the tourbillon and the chronograph function. The tourbillon cage shaped like the Corum key is positioned at 10 o'clock and rotates once every minute. Two pushers on the case activate the chronograph that records the seconds on the central axis, while



Dazzling gems are magnified by the Bubble High Jewellery Skeleton's domed sapphire crystal

“THE BUBBLE GETS COMPLICATED THIS YEAR WITH THE BUBBLE TOURBILLON CHRONOGRAPH AND BUBBLE TOURBILLON GMT, EACH IN PRECIOUS ROSE GOLD AND LIMITED TO JUST FIVE WATCHES.”

the minutes are counted on the register at 6 o'clock. The Bubble Tourbillon GMT is powered by a similar automatic CO397 calibre with a second time zone display. The GMT function is shown on a rotating disc at 6 o'clock. Both versions of the Bubble Tourbillon watches are fitted with pale grey dials decorated with patterns housed inside the signature 47 mm 18-carat polished rose gold case.

The Bubble also comes in three high jewellery skeleton models; each is set with gemstones - rubies, blue sapphires and black sapphires. With only three pieces made, the Bubble High Jewellery Skeleton is distinguished by baguette-cut diamonds and gemstone hour markers, requiring hundreds of hours of expert hand-setting. The case in white gold is an appropriate canvas for the 131 brilliant-cut diamonds on the dial and 42 on the bezel, totaling 5.7 carats. Twelve baguette-cut gemstones are used on the hour markers to differentiate the three models. Powering the exquisite threesome is the CO055 calibre with skeletonised bridges and base plate. The barrel is in the shape of the Corum key which has also been skeletonised. Each is then completed with an alligator hide strap finished in the same shade to match the gemstones colours.



The new shape of the Golden Bridge



CORUM CHIEF OPERATING OFFICER – DAVIDE TRAXLER



# THE ROUND Way

Corum is in a state of enhancing its offerings, starting with a new form for its iconic Golden Bridge. Davide Traxler sheds light on the brand's new direction.

## THERE'S AN APPARENT THEME THIS YEAR – A ROUND SHAPE – IS THIS A NEW DIRECTION FOR CORUM?

Eighty percent of Corum offerings were shaped watches, while 90% of the watches in the market are round. I felt that Corum was going against the wind; we have beautiful shapes, but I think it's also good to go round to conform to the market without losing the identity of the brand. The Golden Bridge round is still at heart a Golden Bridge, but the roundness helps.

## HOW DID THE BUBBLE WATCH FARE IN 2015?

It did very well. We tested the year with three models in the beginning, and then three models at the end, and we had a 75% sell-through, which is considered very high for a small collection. That leads us to go into full-fledge Bubble this year. At the moment, we still need to do better in the US market, however, we are changing our marketing and distributions to compensate. The Bubble originally was doing very well in the US, in particular the ladies' models. Everywhere else the Bubble is doing very well.

## WHY DANI OLIVIER?

I want to develop a bold and strong line, and I want to work with artists. By December 2015, Dani Olivier was ready to work on the Bubble; going forward we will be working with more – street artists, a DJ, a clothing designer – different contexts of creativity we can get for the Bubble. You should be able to see the next creative Bubble very soon – perhaps in 1.5 months.



## THE GOLDEN BRIDGE ALLOWS US TO SEE A STRUCTURE FROM THE SIDE, ARE YOU GOING TO EXPLORE THIS FURTHER?

You've seen the new extremely clean Golden Bridge to represent a beginning. I see many more structures, very different, to come out in the future. I also see the watch turning, basically shifting the crown to 3 o'clock, and the structures on top and underneath. All this, with the round Golden Bridge, opens up new doors for us to play with different ideas, structures can be in different shapes and colours, and it liberates our creativity.

## ARE YOU AIMING TOWARDS MEN OR WOMEN CLIENTS?

As far as clients go, I believe our product assortment is 20% ladies and 80% men. But I would like it to be 40/60 ideally. You can see it with our smaller case Bubble and even the round Golden Bridge, those would be attractive to the ladies, I believe.

## IS IT SAFE TO SAY THAT CORUM IS REACHING OUT TO THE YOUNGER MARKET?

No, we believe age is just a number; young at heart is more appropriate in this sense.

## WE SEE COMPLICATIONS FROM CORUM THIS YEAR, WHY NOW?

There's two ways to answer this. The three new movements – the tourbillon, the world-timer and the flyback chronograph – are well-crafted, well-priced for in-house movements. Corum also has a collection of beautiful movements in stock, hence I decided to use them and we built around the movements. The other part is opportunity, since we have the movements in stock, using the resources we have, it's a great opportunity for us to enrich and widen our collections.

“THE BUBBLE ORIGINALLY WAS DOING VERY WELL IN THE US, IN PARTICULAR THE LADIES' MODELS. EVERYWHERE ELSE THE BUBBLE IS DOING VERY WELL.”





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BOY·FRIEND

L'INSTANT  
**CHANEL**

THE CHANEL MOMENT



The  
Monsieur  
de Chanel  
watch



# IT'S A Man's World

CHANEL PRESENTED A NEW WATCH FOR MEN AND UPDATES TO THE BOY.FRIEND

**F**or the first time in its history, Chanel Haute Horlogerie presented a timepiece for men. Designed, developed, and conceived for men, the watch is a brand new model completely built in-house. Meet the Chanel Monsieur de Chanel, an instant jumping hour and retrograde minute watch, powered by the house's first in-house high-watchmaking movement, the Calibre 1.

The Calibre 1 offers a dual complication which took five years to develop. The movement is beautiful and provides a contrast to the silvered opaline dial that we will get to later. At first glance, you can spot circular round shapes through the case back; what you are seeing are the skeletonised circular bridges and balance wheel in the shape of Chanel's star, finished in matte and glossy black with ADLC coating.



Alluring beige gold is used in the Monsieur de Chanel timepiece



The Calibre 1 is developed by the Haute Horlogerie division, and was conceived with help from independent artisanal high-watchmaker, Romain Gauthier. As we flip to the face, the Monsieur de Chanel is undeniably breathtaking. The dial is composed of two prominent circular shapes, an octagonal hour window, and hands with octagonal tips, which is a nod to the brand's Place Vendôme headquarters.

The 40 mm watch features an octagonal hour window – placed at 6 o'clock – which shows prominent Arabic numerals. Shapes are a very important part of the watch and the retrograde minute display is a thing of unique beauty – displayed in a 240 degree circle – the minute hand moves along the arch from 0-60 and retrogrades back to 0 once the hour has passed.

Known for its iconic designs, Chanel spared no details for the Monsieur de Chanel timepiece. The font used is specially designed for the watch, which has bold masculine appeal with its octagonal shapes. Another masculine symbol appears in the form of the lion logo, which according to Nicholas Beau, International Director of Chanel Horlogerie, will appear in every in-house movement onwards; it is located on the case back as well as on the crown and buckle.

Simplicity and functionality were the focus during development, thus the design incorporates the two notions into account; the large hour window at 6 o'clock, the 240-degree arch for minute numerals, the clean no bezel dial; these are all the result of such implementation, according to Nicholas Beau. The Monsieur de Chanel comes in two versions: in unique beige gold, and white gold, for a limited production of 150 pieces each.

Another watch that caught our attention was the BOY.FRIEND, launched last year. This year, Chanel presents several iterations of the watch: a stainless steel model with black dial and tweed woven steel bracelet; one with a black alligator strap; the Arty Diamonds collection; and a full paved beige gold version. Presented in several case sizes, the BOY.FRIEND is clearly aimed for the woman who desires masculine watches, without losing all her innate femininity. Its strong lines and rectangular case lend the BOY.FRIEND a simple, clean, and understatedly luxurious look – especially on the full paved model.

Taking direct inspiration from the octagonal shape of the Chanel No. 5 bottle stopper, which in turn was derived from the iconic shape of the Place Vendôme, the BOY.FRIEND



A tweed pattern adorns the strap of this BOY.FRIEND model



An art deco pattern is featured on the BOY.FRIEND Arty Diamonds watch



BOY.FRIEND steel version with an alligator strap

“MEET THE CHANEL MONSIEUR DE CHANEL, AN INSTANT JUMPING HOUR AND RETROGRADE MINUTE WATCH, POWERED BY THE HOUSE'S FIRST IN-HOUSE HIGH WATCHMAKING MOVEMENT, THE CALIBRE 1.”



A model in beige gold and diamonds



is undoubtedly a Chanel classic. Powered by a high-precision quartz movement with water-resistance to 30 metres, the large model is also offered with a mechanical movement and an opaline guilloché dial enhanced with a seconds counter.

The new collections include a version with a tweed-like woven steel strap which is a nod to the maison's iconic tweed jacket, while the Arty Diamonds collection showcases a selec-

tion of Art Deco patterns on the dial of its five different iterations.

Lastly, Chanel presents another stunning métiers d'art collection with the Mademoiselle Privé Décor Coromandel Flying Birds. Five models showcase the great skill of Chanel's enamellers, engravers, carvers and gem-setters in rendering birds in flight using 18-carat beige gold. Wonderful detail is exhibited on the onyx dial, as the birds, flowers and



The Calibre 1 up close



Mademoiselle Privé Décor Coromandel Flying Birds

branches are beautifully arranged to be reminiscent of Coco Chanel's beloved Coromandel screens. The new timepieces also come with a pleasant surprise for the wearer; the birds now appear to tremble, slightly flitting with each movement of the wrist.

Measuring 37.5 mm in diameter, each case is decorated with dazzling diamonds using the snow-setting technique. Like the BOY.FRIEND timepieces, the Mademoiselle Privé Décor Coromandel Flying Birds are driven by a high-precision quartz movement and feature water-resistance of up to 30 metres. The exquisite onyx dial is complemented by a black Mississippiensis alligator strap with an 18-carat beige gold folding clasp also adorned with sparkling diamonds.



INTERNATIONAL DIRECTOR OF CHANEL HORLOGERIE  
NICHOLAS BEAU



# ABOUT Time

**A**t Baselworld 2016, The Time Place spoke with Nicholas Beau, the International Director of Chanel Horlogerie, about the new Monsieur de Chanel.

## WHAT CAN YOU TELL US ABOUT THE NAME, THE CALIBRE 1?

There was a lot of freedom during the development stage; we were able to design every component exactly like what we wanted. We decided that it would be a jumping hour because there's a strong symbolism of numerals in Chanel. The Chanel No.5, the J12, so this is the first, the Calibre 1.

## WHAT WAS THE INSPIRATION OF THE CALIBRE 1?

The idea was to expose all the components, in doing so we composed the movement in a circular pattern, like the wheel, so it won't disturb the view, we also had to make a bridge as small as possible to allow better views of the other components. We played with different tones and finishes of black, so the light and shadow reflect well on the movement. We also played with symbolic Chanel shapes; the balance wheel is in the form of Chanel's star; the lion seal which will be the hallmark for our in-house movement, is a symbol of strength, power, and resistance, which are virtues for any watch movement. Then there's the octagonal shape that are in the crown, the buckle, and the hour window, and the hands on the dial. This movement is only for the Monsieur watch, because it's created specifically for it and it cannot live without the watch.

## ANY SPECIFIC STORY ABOUT THE MONSIEUR DE CHANEL EXTERIOR?

The case was created with the idea of simplicity and legibility; it is round and it's very simple, no bezel, no hour markers; the case allows

the movement and the functions to be the star of the watch. The watch is a showcase for the movement, unlike other watches where the movement may be fitted in different cases; the Monsieur case and movement were created with the same story, for each other.

## DOES THIS WATCH SIGNIFY MORE IN-HOUSE MOVEMENT FROM CHANEL?

Yes, we will continue our work with Giulio Papi of Renaud & Papi, for their special know-how on watchmaking. While we can focus on the other know-how to complement the development, we are also guaranteed the freedom of creativity. We have the Calibre 2, and Calibre 3 already in the pipeline, and they should come in the near future. We also worked with Romain Gauthier, a component-

manufacturing specialist whose company we acquired partially, to make the quality wheels, to ensure we have the best quality wheels for our watches. So we have the necessary know-how in watchmaking, design and creativity, and we are an independent brand. We have all the time in the world to do so.

## WHY INTRODUCE A MEN'S WATCH NOW?

Why not? Our mission embodies the maison's vision of time: now, or L'instant Chanel - the idea revolves around the allure of the present time. So naturally it's only a matter of time we move into the men's watch segment, which is now, and offer to men our vision of haute horlogerie. Creation is a big aspect of our company, so down the road it's possible to have more men's watches in the future.





For 2016, Frederique Constant presents the Manufacture Perpetual Calendar



# LET'S PLAY Along!

FREDERIQUE CONSTANT IS READY TO PLAY AND THEIR PRODUCTS SHOW THIS

From its inception, Frederique Constant has always been about providing quality luxurious timepieces at an accessible price level. Last year, we had the chance to speak to Aletta Stas, the Co-founder of Frederique Constant, who shares the same vision and opportunity with her husband Peter Stas, and decided to establish the brand with its slogan, "Live your passion". The very same passion led the independent family-owned brand to produce one of the popular novelties during this year's Baselworld, the Frederique Constant Manufacture Perpetual Calendar watch.

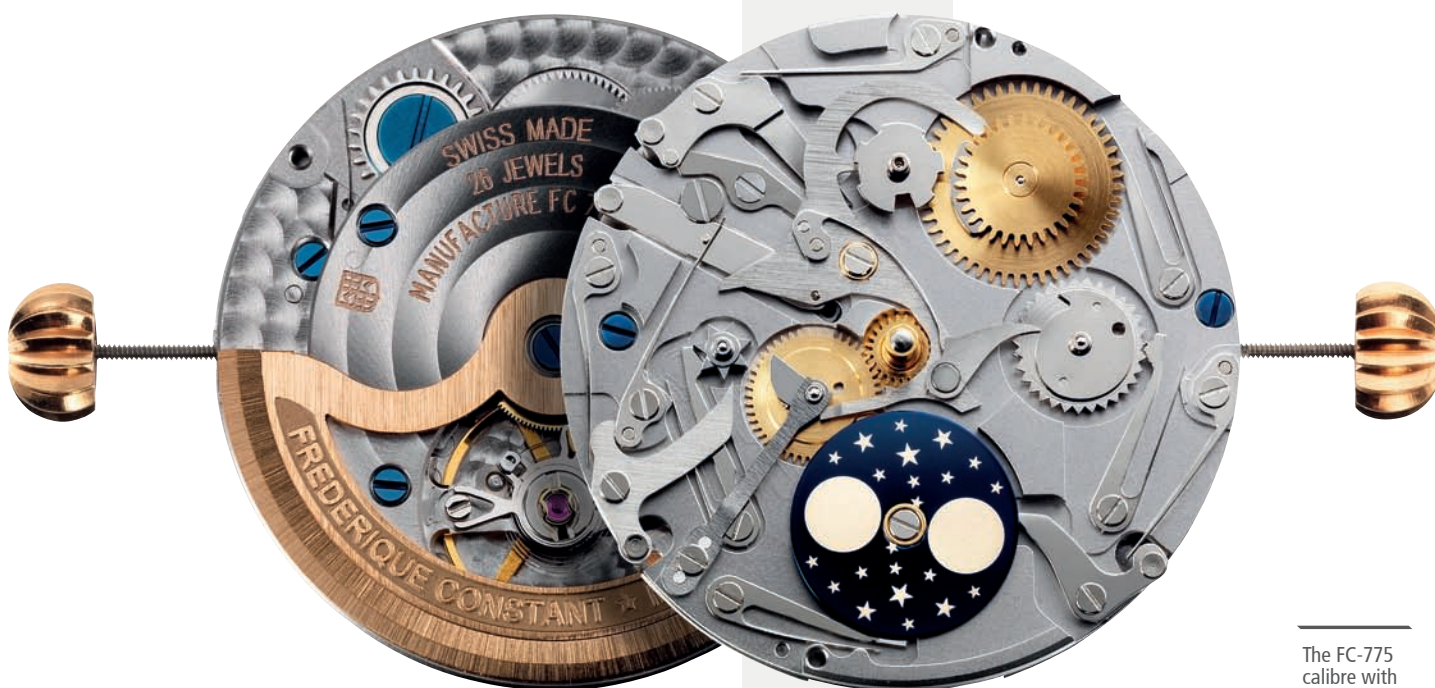
The Manufacture Perpetual Calendar is the epitome of passion, as it features the first in-house perpetual calendar calibre, designed to keep basic watchmaking principles combined with innovative techniques to fit within the accessible luxury market demand for a robust, reliable, luxurious watch. The said in-house calibre was created entirely by Manuel Da Silva Matos, R&D Director, and Pim Koeslag, Technical Director for Frederique Constant; it took two years of R&D to bring to fruition.

The Frederique Constant Manufacture Perpetual Calendar is not only very handsome-looking on the wrist, but more importantly it



A model in rose gold with a silver dial





The FC-775 calibre with Perlage and circular Côtes de Genève pattern finish

feels luxurious. Produced and assembled in Frederique Constant's Plan-les-Ouates ateliers, the watch beats with the FC-775 automatic calibre at a highly precise frequency of 4 Hz and puts out a 38-hour power reserve. It comes in three iterations - one in stainless steel with a silver dial, and two rose gold-plated versions with silver and midnight blue dials at 42 mm diameter. When fully wound and worn regularly, the Perpetual Calendar need not be adjusted until the year 2100. Adjusting is made simple using inset buttons on both sides of the case. One button near 5 o'clock adjusts the moon phase, while a button near 8 o'clock adjusts the date of the week; another at 10 o'clock is for the day and date simultaneously. To finish, a button at 11 o'clock adjusts the month and leap year at the same time.

“PRODUCED AND ASSEMBLED IN FREDERIQUE CONSTANT'S PLAN-LES-OUATES ATELIERS, THE WATCH BEATS WITH THE FC-775 AUTOMATIC CALIBRE AT A HIGHLY PRECISE FREQUENCY OF 4 HZ AND PUTS OUT A 38-HOUR POWER RESERVE.”

The dial is kept simple; comprising four symmetrical counters, the top shows month and leap year indicator, the date counter is next, the beautiful moon phase display at 6 o'clock, while the day counter is at 9 o'clock. Flipping the watch around reveals the beauty of the FC-775 calibre with circular Côtes de Genève pattern finish, perlage and a rose gold oscillating weight. The shiny polished case and the finishing are immaculately done and fitted with a set of brown or black alligator straps, putting this watch in line with any other perpetual calendar watch in the market.

Spurred on by last year's introduction of a 'budget' Annual Calendar watch by a luxury brand, Peter Stas said, "Let's play along! We

use manufacture in-house movement, and we developed the dial first, once happy with the design, then we develop the calibre ourselves, which is cheaper than outsourcing it."

The introduction of the Perpetual Calendar is also Frederique Constant's way of anticipating the waning economic performance in 2015 and 2016. "You have to come up with something new and exciting, to compensate for difficult times." Suggesting 2016 may lead to a single-digit growth for the brand - just as last year - Peter Stas stressed the importance of the three business prongs for 2016, "The new Per-



A midnight blue dial version is also available





Four counters adorn the watch dial

petual Calendar, the Horological SmartWatch, and the Delight Automatic in collaboration with Gwyneth Paltrow, will be the focus and direction for the year, and we hope to emulate the high profitability success we had last year.” The CEO later added that Frederique Constant will continue to invest in new innovations for years to come, and he hopes that the accessible luxury brands will gain in prominence due to the ongoing economic slowdown that might affect the demands for luxurious goods.

Since 2004, Frederique Constant has engaged in supporting causes, this year working with Gwyneth Paltrow as its new global Charity Brand Ambassador. Frederique Constant continues its noble work donating to charities related to children and women through the DonorsChoose organisation. Peter Stas has this to say about the Oscar®-winning actress, “Since last year, the brand has been looking for a global brand ambassador that fits our DNA – classical, beautiful, genuine and family-orient-

“ AS PART OF ITS PHILANTHROPIC PROGRAM, FREDERIQUE CONSTANT ALSO INTRODUCED THE NEW CLASSICS DELIGHT COLLECTION; A PERFECT COMBINATION OF ELEGANCE, FORM, SLENDERNESS AND FEMININITY. ”

ed – and Gwyneth Paltrow fits perfectly.” Both Peter and Aletta Stas met the actress personally in Los Angeles to work together to support the educational projects of DonorsChoose.

As part of its philanthropic program, Frederique Constant also introduced the new Classics Delight collection; a perfect combination of elegance, form, slenderness and femininity. Each watch sold contributes \$50 to the many charitable institutions the brand supports. The Frederique Constant Delight Automatic is powered by the FC-306 thin calibre which beats at 4 Hz and has a 42-hour power reserve.

The new Perpetual Calendar, the A-level global brand ambassador, and last year’s Horological SmartWatch combine together to serve as a solid platform for Frederique Constant to continue its journey within the accessible luxury market and feed its passion for watchmaking excellence.





# GUCCI

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Precious malachite and diamonds adorn the Policromia



Delfina Delettrez Fendi, a fourth-generation member of the FENDI family and the creative force behind Policromia. For inspiration in designing the line, she looked to the fashion house's new headquarters in Rome, the Palazzo della Civiltà Italiana, to imbue its timepieces with the Italian capital's "eternal magnetism - in a whispered way."

With such deeply rooted ties to her beloved hometown, the Policromia does well in embodying the rare blend of Italian creativity and Swiss craftsmanship FENDI's watch division has aimed to achieve since its inception in 1988. As Fendi intended, what instantly stands out in the watches are the layers of various precious materials circling the dial, giving the round, 38 mm case - available in white, yellow or black rhodium-plated yellow gold - a three-dimensional effect.

Each watch comes adorned with a total of 79 brilliant-cut white diamonds and is complemented beautifully by genuine alligator straps in black or deep blue. Its gold-coloured hands are powered by a Swiss-made quartz movement.

# RAINBOW Connection

ITALIAN HAUTE JOAILLERIE MEETS SWISS CRAFTSMANSHIP

High-fashion frontrunner FENDI was among 1,500 luxury brands to showcase its latest creations at the 43rd edition of high-end watch and jewellery fair, Baselworld, in Switzerland this year. And despite fierce competition from hundreds of horology heavyweights in attendance, the Italian powerhouse held its own to captivate visitors with its stunning array of timepieces.

Following a strong start to 2016 with the February announcement of its Momento FENDI 40 mm chronograph, FENDI unveiled yet another

dazzling collection of jewellery watches: the Policromia. This unique moniker, derived from the Greek words poly (multiple) and khroma (colours), perfectly reflects each of the 20 models in the series, which boast various precious stones in a multitude of hues - from white diamonds and vivid tiger's eyes, to green malachite and mysterious lapis lazuli.

"This word [Policromia] reminds me of the idea of combining multiple stones on different surfaces, creating something like modern talismans," says rising haute joaillerie designer



A version in lapis lazuli with a dark blue leather strap





FENDI.COM

**FENDI**



Versions of the GG2570 with polished and brushed stainless steel cases



# INFLUENTIAL

## Character

GUCCI'S NEW CREATIVE DIRECTOR BRINGS ROMANCE TO ITS CLASSY COLLECTIONS

After surprising the haute couture world with the appointment of Alessandro Michele as Creative Director in January 2015, the house of Gucci surprises the horology world at Baselworld 2016 with its stylish and elegant novelties. The Time Place has several models that carry Alessandro Michele's profound influence to share with you, our readers; the brand new GG2570 and the G-Timeless in both Automatic and Quartz versions, as well as updates to the Diamantissima line.

The GG2570, as mentioned previously, is heavily influenced by Gucci's new Creative Director; its name is derived from Alessandro Michele's lucky number, '25' and Gucci's decade of style, the 70s. While Gucci timepieces have been known for their innovative and contemporary design, Michele added his personal touches and flair to the collection. The GG2570 watch resurrects the cushion-shaped case - popular back in the 1970s - and uses it as the canvas for alternate variants around the GG2570 theme; sporty and classic.

The theme is carried via two types of treatments on the bezel; shiny polished stainless steel case and bezel for a classic contemporary look, while combining a polished case with a brushed steel bezel, giving the watch a young, sporty feel. The dial has a secret 'G' framing it, with a sunburst pattern on the dial which adds depth. The three-hand GG2570 has a simple dial with luminous hour markers and a date aperture at 6 o'clock. The GG2570 collection comes in several sizes for both men and women; men can opt for the extra large 44 mm or slightly smaller 41 mm; and women can choose the 37 mm or the smallest at 29 mm.

Bringing in fashion and styling sense to the GG2570, the collection is available with a selection of straps, from the classic steel bracelet, black calf leather, to the emblematic Gucci green-red-green or blue-red-blue nylon



NATO, to the black alligator strap available exclusively on the 29 mm diamond-set bezel and dial version. The GG2570 embodies the spirit of haute couture, how you wear it is entirely up to you and your personal style.

Timeless design often carries a blend of elegance, classicism and contemporary aspects. The G-Timeless from Gucci is one astute example of timeless design. As one of Gucci's flagship lines, the G-Timeless is presented to suit every style and aesthetic: from models, functionalities, to choice of movements. The G-Timeless is now available in automatic; three models come in a choice of stainless steel or yellow gold PVD cases. The most striking feature of the G-Timeless is the combination of hour markers in a light yellow gold colour: bees, stars, together with traditional indices, while a single heart marks 7 o'clock.

Stephane Linder, CEO of Gucci Timepieces and Jewellery, presented the new collection in Basel, "This watch is special, again you can see Alessandro's imprint on this watch with bees as his symbol, very elegant, with its automatic movement, see-through sapphire case and crocodile strap." Stephane appears to reserve a special attention to the G-Timeless Automatic as he was seen wearing one; the details of the watch make it special, Stephane added, "Alessandro is a romantic guy, that's why he put a heart at 7 o'clock, and he loves the story-



The GG2570 with steel bracelet and blue-red-blue NATO strap



Whimsical bees, stars and a heart serve as indices on the G-Timeless Automatic

telling that made this watch, I love you, you are my star, you are my bee," an interesting story for hour markers requires an interesting dial as a canvas. The G-Timeless Automatic uses silver or black base colours with fine-grain 'rosette' guilloché finish; creating a beautiful luxurious composition overall on the dial. The new G-Timeless Automatic is released in a unisex 38 mm case with a black or brown alligator strap.

While the automatic movement version is new for this year, the Quartz version has been a staple of the Gucci Timepieces collection, known for its versatile and contemporary styling. This year's G-Timeless Quartz collection is extended featuring new textures and colours - it comes in a choice of polished yellow gold PVD or stainless steel case. Presented in 27 mm or 38 mm sizes, the dial is flushed with a 3D diamante pattern. The patterned dial comes in three colours - black, silver or yellow gold to match the colours of cases.

In order to divert attention to the intricately patterned dial, the face has no indexes; only

“THE GG2570, AS MENTIONED PREVIOUSLY, IS HEAVILY INFLUENCED BY GUCCI'S NEW CREATIVE DIRECTOR; ITS NAME IS DERIVED FROM ALESSANDRO MICHELE'S LUCKY NUMBER, '25' AND GUCCI'S DECADE OF STYLE, THE 70S.”





The G-Timeless Quartz in yellow gold and steel

a Gucci logo at 12 o'clock, and a date window at 6 o'clock. Gucci's interlocking G adorns the seconds hand, as well as on the winding crown detail. The G-Timeless Quartz comes with matching stainless steel or yellow PVD bracelets.

Lastly, the Diamantissima line, exclusively for ladies, presents new variants that strongly uphold the vintage feel of the collection. Design updates include the addition of a pyramid-shaped crown and geometric side screws. Available in two sizes - in 22 mm or 32 mm diameter - ladies can have their choice of steel, yellow gold or gem-set models.

“ THIS YEAR'S G-TIMELESS QUARTZ COLLECTION IS EXTENDED FEATURING NEW TEXTURES AND COLOURS - IT COMES IN A CHOICE OF POLISHED YELLOW GOLD PVD OR STAINLESS STEEL CASE. ”

Additions to the Diamantissima line

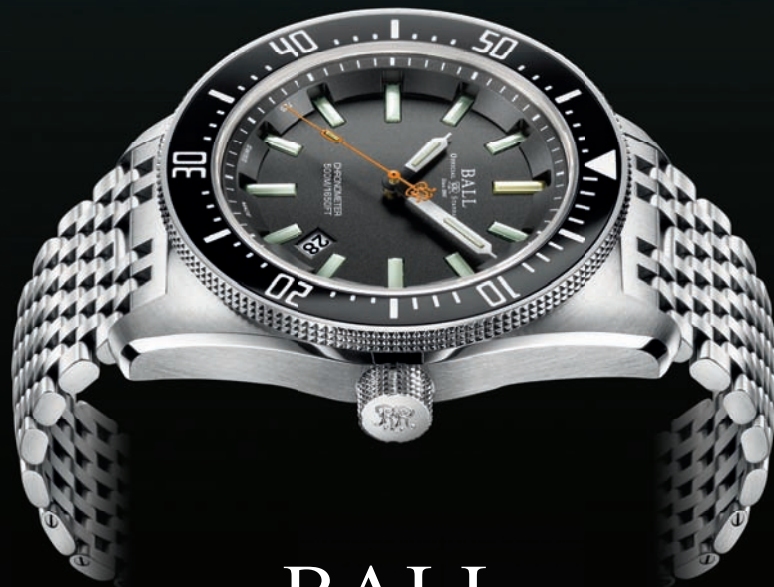




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Hamilton's take on the dress watch - the Jazzmaster Thinline Gold



# BASEL Blockbusters

HAMILTON BLENDS WATCHMAKING EXPERTISE, INNOVATION AND ELEGANCE

The brand presents the modern Jazzmaster Face 2 Face II, the luxurious Thinline Gold, and the movie star, Khaki Navy Frogman.

First launched in 2013, the Face 2 Face proved to be a symbol of innovation backed by expertise for Hamilton. The new Face 2 Face II takes it to a new level with a brand new H-41 automatic chronograph calibre, and a unique passing-through chrono seconds hand. The Face 2 Face is known for its two faces - front and back

- combining watchmaking, engineering and in the Face 2 Face II, exclusivity. Limited to only 1,999 pieces, the Face 2 Face II is reminiscent of Hamilton's strong ties to the world of movies where dual identity is a key ingredient; in this case, a watch with two distinct personalities. Upon first, look the Face 2 Face II dares to be different; it does so with two faces framed in a rotating oval case measuring 53 mm by 44 mm: one face reveals multi-level dials in luminous, silver grey with a hint of the transparent smoky disc and a skeleton-worked casing ring,

The front dial of the Jazzmaster Face 2 Face II



The reverse of the Jazzmaster Face 2 Face II shows three scales



“

ASIDE FROM ITS HOLLYWOOD PEDIGREE, THE NEW KHAKI NAVY FROGMAN IS A TRUE DIVER'S WATCH WITH ITS TOUGH, STURDY TITANIUM CASE, WATER-RESISTANCE OF UP TO 1,000 METRES, AND A SECONDS HAND WITH A RED-TRIMMED TIP. ”

making a striking contrast with the technical, anthracite movement highlighted on the second face. The first face features essential time telling purposes, 30-minute and 12-hour chronograph counters, as well as a day-date window at 3 o'clock.

The second face reveals the all-new H-41 calibre that powers the watch up to 60 hours, and moves the dauphine-shaped hours, minutes hands and passing-through chronograph seconds hand. The cool thing about the passing-through chrono seconds hand is when activated on the second face, the hand turns anti-clockwise - very unique and entertaining to watch! The flip side face consists of a pulsometer, tachymeter, and telemeter, all perfect for individuals who live modern, always on the go, lives. The Jazzmaster Face 2 Face II is complemented by a black leather strap with a turquoise lining and double stitching to match the blue chrono seconds hand.

If you prefer the Jazzmaster in its classic elegant form, look no further than the Thinline Gold model. It is the perfect slim, sleek, gold dress watch. It has an 18-carat rose gold 40 mm case housing a timeless, silver-toned dial, lightly domed around the edge, with raised, applied indexes and razor-edge dauphine-shaped hands. Sure to be a much-appreciated feature is the date display found at 6 o'clock. The simple yet elegant watch is paired with a hand-sewn black calfskin leather strap. Limited to 1,892 pieces in tribute to Hamilton's founding year, the Jazzmaster Thinline Gold is irresistible for both men and women.



A true diver's watch - the new 46 mm Khaki Navy Frogman



The smaller version also comes with a steel bracelet



The Khaki Navy Frogman comes in 42 mm with either a black or blue bezel, dial and strap

Going back to Hamilton's ties to Hollywood - we have a riddle for you - what do rubber, titanium, portholes and blockbuster movies have in common? The answer is Hamilton's Khaki Navy Frogman watch. Created initially for the 1951 blockbuster movie, "The Frogmen", the watch was Hamilton's very first on-screen presence. In 2016, a sportier, more rugged Khaki Navy Frogman was launched at Baselworld. Sporting a 46 mm titanium case, the watch is a collection of technical prowess and styling edge. The large case allows easy reading underwater, and like its 1951 predecessor, it comes with a crown-protection device, a striking red unidirectional rotating bezel, and a black dial with luminescent triple-faceted hands. Aside from its Hollywood pedigree, the new Khaki Navy Frogman is a true diver's watch with its tough, sturdy titanium case, water-resistance of up to 1,000 metres, and

a seconds hand with a red-trimmed tip. The watch comes with a rubber strap with a tone-on-tone midsection and ribbed exterior. Most importantly, the new Frogman is powered by the H-10 calibre, a powerful movement that churns out 80 hours of power.

Should 46 mm prove too large for you, a 42 mm version exists in stainless steel, available with a black or blue bezel, with dials and straps to match. The 2016 Khaki Navy Frogman is presented with a dedicated packaging inspired by a typical navy porthole, a nod to the tradition of diving heroes.



An all sapphire case coated with metal keeps the 'invisible visibility concept' intact



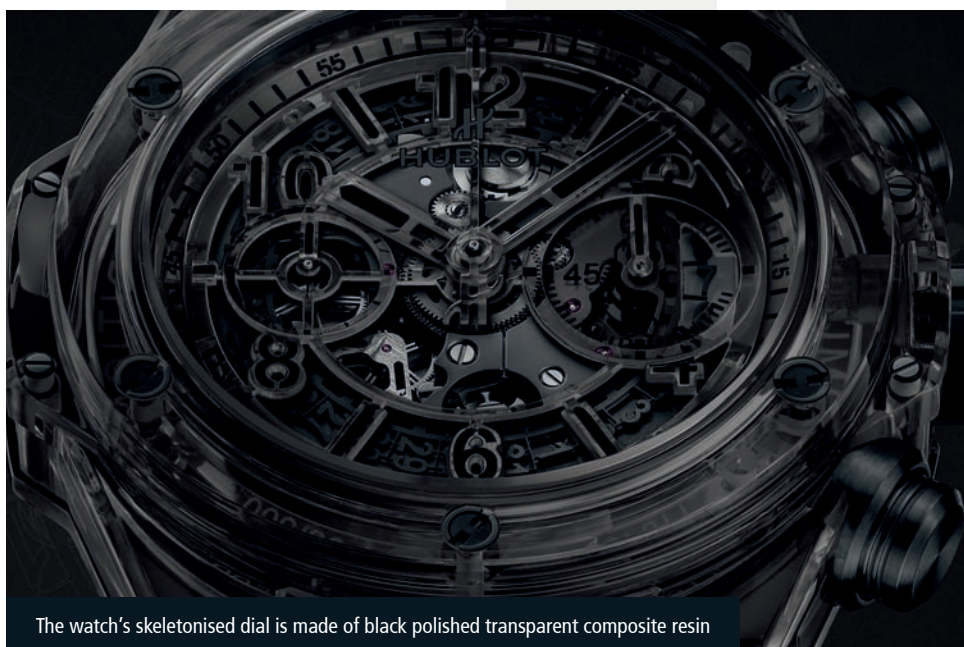
# *BLACK* as Night

HUBLOT CELEBRATES THE 10TH ANNIVERSARY OF THE ALL BLACK CONCEPT WITH A BIG BANG



All black is the new black. The must-have trend runs from the fashion industry, to horology as well. Hublot launched its All Black concept a decade ago with the intention to disrupt the natural order; and a successful decade it's been. Celebrating the 10th anniversary of the concept at Baselworld, Hublot launched a special Big Bang Unico Sapphire All Black, along with the Big Bang MECA-10 All Black, as well as two special collaboration pieces in the Classic Fusion Berluti line.

While an all black ensemble may impair visibility, Hublot breaks the order by blending the visible and invisible through a fusion of materials, textures and finishes. The exterior of the Big Bang Unico Sapphire All Black is now invisible, allowing observation of the construc-



The watch's skeletonised dial is made of black polished transparent composite resin



Big Bang Unico Sapphire All Black is as stealthy as night

tion and movement inside. "In the original All Black concept, the watch is visible but the time display is invisible. The Big Bang Unico Sapphire All Black plays with transparency; technically it is invisible but, conversely, the time display is rendered visible. It makes our proprietary Unico movement fully and completely visible. A watch which has nothing to hide, which fully reveals its construction and its movement," said Ricardo Guadalupe, CEO of Hublot.

Keeping the 'invisible visibility' concept intact, the Big Bang Unico Sapphire All Black is crafted from blocks of sapphire crystal that have been coated with metal - the development required months and a significant amount of financial investment. Showing mastery and

expertise in playing with materials, the sapphire proves to be a complex one that is hard, scratch-resistant, and transparent. The sapphire is sculpted by a diamond to create the shape of the Big Bang case and the result is an impressive transparency with a black shadow that allows you to admire the HUB1242 UNICO calibre with black PVD coating to match the exterior look.

While the 45 mm case is constructed out of polished black smoked sapphire crystal, the bezel is made of the same material complete with 6 H-shaped screws in black PVD-coated titanium. The skeletonised dial is black polished transparent composite resin, while the hands and markers are coated with a black luminescent agent. The Big Bang Unico Sap-



THE BIG BANG UNICO SAPPHIRE ALL BLACK PLAYS WITH TRANSPARENCY; TECHNICALLY IT IS INVISIBLE BUT, CONVERSELY, THE TIME DISPLAY IS RENDERED VISIBLE.



The watch comes with a black transparent ribbed strap



A close-up of the 223-part Big Bang MECA-10 in-house movement



phire All Black comes with a matching black transparent structured and ribbed strap, it has a power reserve of 72 hours and it's limited to only 500 pieces worldwide. So stealthy it may be worthy of the Caped Crusader.

Consistent to its black theme, Hublot introduced the Big Bang MECA-10 watch with a brand-new in-house movement called the HUB1201, a skeletonised calibre with 10-day power reserve. There are 223 components; straight and curved perforated metallic strips, crown gears, racks, plates, axes, and ratchet wheels to make the calibre and it took Hublot two years to develop. The movement is fitted with two parallel barrels with a power reserve indicator using a rack system. The 10-day power reserve has a dual display. A window at 3 o'clock gradually reveals a red spot when the reserve reaches the last two days while at 6 o'clock, a crown gear marked from 0 to 10 indicates the remaining days of power. A matte black skeleton dial enhances the pieces of the movement. The Big Bang MECA-10 is offered in a 45 mm diameter with two versions; one in a micro-blasted titanium case with a matching bezel, the other in polished and micro-blasted



The 45 mm Big Bang Meca-10 watch



Consistent with the All Black theme - the Big Bang MECA-10 All Black

black ceramic with the same material for its bezel making it a part of the All Black concept; this version is limited to only 500 pieces worldwide. Both models come with black structured ribbed rubber straps.

Having experimented with different materials in the past including Taxalium, Magic Gold and the All Black concept, this year Hublot conjured up a beauty in the new Classic Fusion Berluti. As the name suggests, the watch is the



result of a collaboration between two houses within the same LVMH parent company. Just as you think Hublot would use Berluti leather on its straps, Hublot decided to take it up another notch by using it on the dial and straps!

The artful combination of the watch and the shoes exemplify elegance, defining the spirit of the classic gentleman however it's not without its challenges. A complex and delicate process was required to neutralise the organic components of leather, making each dial inimitable. If you look closely at the dial for both models, the hour marker batons are a result from embossing on the leather – creating indentation marks – which explains one of the complex processes on the leather used. Antoine Arnault, CEO of Berluti, said this of the collaboration, “After dressing the Berluti man from head to toe, we collaborated with Hublot to create the perfect watch to complete the silhouette. Both brands share the same level of expertise and a common passion for excellence.”

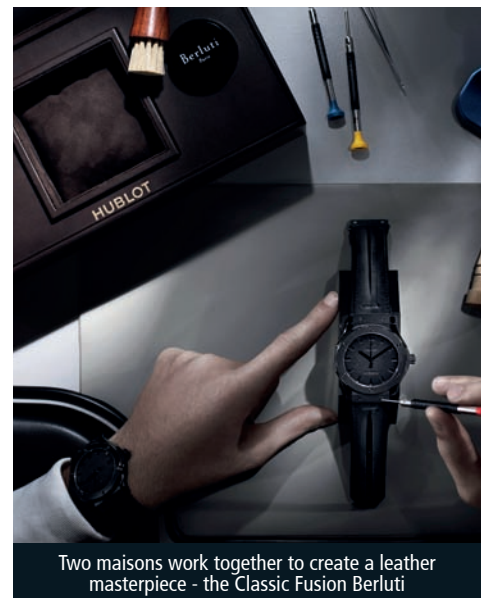
For this special collection, Berluti's emblematic Venezia leather – famous for its patina – is used to dress up the dial and straps, adding a distinct style to the Classic Fusion watches. Two models were presented at Baselworld: The Classic Fusion Berluti All Black (so Hublot), and the Classic Fusion Berluti Scritto (very Berluti); both models highlight key characteristics from each maison. The All Black version in monochrome jet black – as we said previously, so Hublot – uses nero grigio Venezia handmade leather for its strap and dial. Inspired by the art of scarification, the strap is marked by the signature 'Gaspard' incision from Berluti. Powered by the HUB1100 automatic calibre inside a 45 mm black ceramic case, the Classic Fusion Berluti All Black is limited to only 500 pieces.

Another limited edition version, called the Scritto, used the expertly carved Venezia Scritto calf leather with 18th century calligraphy engraving by Olga Berluti. Powered by the same calibre as the All Black model, the Scritto is encased inside a 45 mm Hublot's King Gold case, with the tobacco bis coloured leather for the dial. The Classic Fusion Berluti Scritto is harder to come by, as it's limited to only 250 pieces worldwide. Both the All Black and Scritto versions come with a superb presentation box – resembling a shoebox made in the same leather as the strap. Inside the box you will find all the usual shoe care accessories that you'll find in a Berluti shoe box such as a fine brush, soft wiping cloth, as well as the leather treatment lotion. You know what they say, “give a man fine shoes and a beautiful watch, and he can conquer the world.”

The dark beauty of the Classic Fusion Berluti All Black



“ ANOTHER LIMITED EDITION VERSION, CALLED THE SCRITTO, USED THE EXPERTLY CARVED VENEZIA SCRITTO CALF LEATHER WITH 18TH CENTURY CALLIGRAPHY ENGRAVING BY OLGA BERLUTI. ”



Two maisons work together to create a leather masterpiece - the Classic Fusion Berluti



Being bad  
has a new  
name: the  
HYT Skull  
Bad Boy



# *DARK* and Bright

BLACK AND GOLD NEVER FAIL.  
HYT DEMONSTRATES THE POWER  
OF THESE TWO HUES



Let's meet the new bad boy in town, the HYT Skull Bad Boy, taking the iconic Skull watches and turning them to the dark side; was the word from HYT. The dark "force" comes from the very liquid that runs inside its capillary system. For the first time, the liquid is now featured in opaque black that took more than a year to develop in partnership with Perciflex. The black liquid has its own unique chemical properties that affect viscosity, expansion coefficient and UV resistance. The goal was to create a fluid able to adapt to the constraints of a HYT movement, which does not adhere to the wall of the capillary. What HYT meant was, the black liquid has properties that allow it to hold a meniscus, and it refrains from interacting on a molecular level with the external elements it touches. The result? The mysterious black liquid blends well with the overall black/grey ensemble of the Skull that also opens a new way of time telling in the new H1 Full Gold, which we will get to later.

Matching the black liquid, HYT transformed the Skull into the dark side by giving it the appearance of Damascus steel - often used to craft Samurai swords and knives. The Skull is coated with new composite material, using multiple layers of steel and carbon, which are then folded in for 256 times. The folding process creates a pattern that is unique; no two skulls will ever be the same. The pattern comes from an interplay of colours; greyish tone from the steel and black from the carbon. It is later finished with a coat of translucent varnish, which serves as the "dial" for the Skull Bad Boy. The dial is kept the same as previous Skull watches, with two half-moons decorated in 'clou de Paris' stud pattern, while a set of gothic style numerals give the watch a totally Darth Vader look. The Skull Bad Boy is housed inside a 51 mm micro-blasted DLC titanium case, fixed onto a buffed alligator strap with hints of grey. The all-black dark appearance is a deliberate decision said Vincent Perriard, "There were other solutions which would have made the piece visible at night. But if we wanted to play with the darkness inherent to the Skull Bad Boy, we had to go all the way. Night is part of the world of shadows and darkness. Perfectly in tune with the spirit of the skull."

With an all black watch, HYT presents us its counter colour, the new H1 Full Gold, and yes this one shines bright. Using the very same black liquid inside the capillary, however in the H1 Full Gold, HYT added a coat of Super-Luminova on its capillary giving a green glow when the night comes, leading HYT to a new way of time-telling. As black liquid consumes light, the glowing part of the capillary - that's



HYT H1 Full Gold contrasts with the black liquid

“MATCHING THE BLACK LIQUID, HYT TRANSFORMED THE SKULL INTO THE DARK SIDE BY GIVING IT THE APPEARANCE OF DAMASCUS STEEL - OFTEN USED TO CRAFT SAMURAI SWORDS AND KNIVES.”



The transparent case back reveals the movement in full splendour

yet filled with the black liquid - serves the purpose of time telling. In the dark, the hour can be read by combining the time elapsed and the remaining time; a first for HYT and probably in the world of watchmaking. The H1 Full Gold 48.8 mm case is crafted out of 5N pink gold,

brushed, microblasted and satin-finished. HYT maintains the same features of the classic H1, while matching the new Full Gold with a pale grey alligator strap to bring out the shine. Both the HYT Skull Bad Boy and the new H1 Full Gold are limited to 50 pieces worldwide.



The new SpidoLite 3DTP Carbon is complemented by a bright yellow rubber strap

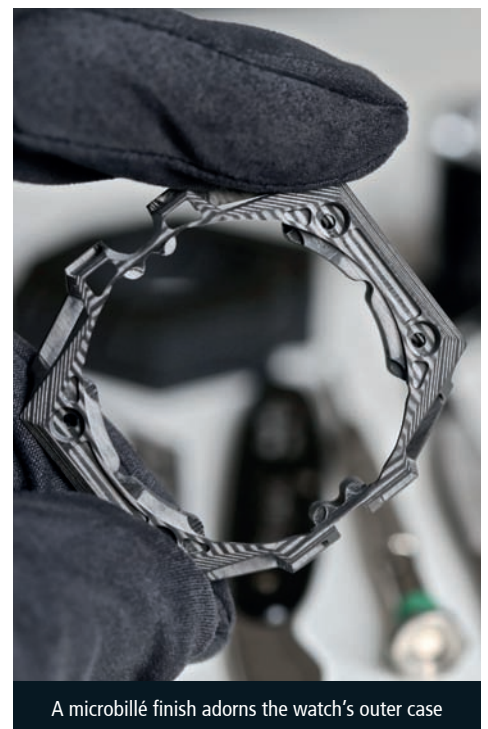


# READY for Adventure

WHAT HAPPENS WHEN YOU COMBINE FINE SWISS WATCHMAKING WITH EDGY SCANDINAVIAN DESIGN?

The answer: Linde Werdelin, the brainchild of two Danes, Morten Linde and Jorn Werdelin. Linde Werdelin offers two main collections, the Spido and Oktopus; the former sees a new iteration for Baselworld 2016 in the form of the SpidoLite 3DTP Carbon.

As the name suggests, the new SpidoLite 3DTP Carbon case is constructed out of layers of thin sheets of carbon, the technique of which took years to master. The 3DTP technique has been used previously on the Oktopus model, and it took a further two years to perfect the skeletonised SpidoLite case. Morten Linde, co-founder and creative mind, elaborates further, “The SpidoLite



A microbillé finish adorns the watch's outer case



“

THE OUTER CASE OF THE SPIDOLITE 3DTP CARBON HAS A MICROBILLÉ FINISH, WITH ANTI-REFLECTIVE SAPPHIRE CRYSTAL COVERING THE DIAL. THE INNER CASE IS DLC-TREATED TITANIUM WITH VERTICALLY BRUSHED SATIN FINISH. ”



The skeletonised dial shows the intricate inner workings of the LW07 calibre



Straps on the SpidoLite 3DTP Carbon can be changed with a black option

3DTP Carbon is testament to the LW DNA of treating weight-reduction as a design pursuit and not an end-goal. We have skeletonised, and reduced weight in components individually, but by evaluating the design holistically can maintain strength in the construction where needed.” The 3DTP technique allows Linde Werdelin to achieve an impressive level of structural strength in its skeletonised case, yet it is the brand’s lightest timepiece weighing only 3.8 grams!

The outer case of the SpidoLite 3DTP Carbon has a microbillé finish, with anti-reflective sapphire crystal covering the dial. The inner case is DLC-treated titanium with vertically brushed satin finish. The DLC titanium extends to the case back, with a combination of circular satin and microbillé finish. The crown is engraved with the iconic Linde Werdelin



On point with the SpidoLite’s sporty style

spider constructed of titanium with TiN treatment; a black ceramic bezel with satin finish completes the exterior look. Given the unique shape of the SpidoLite case, it is measured at 44 mm wide and 46 mm long, while it is 15mm thick – or thin if you prefer.

The black skeletonised dial compliments the carbon case and colour perfectly; the hour markers are in cool grey, while the minute markers are in bright yellow. The hands are titanium with TiN treatment with satin finish and infused with cool grey Luminova to match the look. A small red arrow near the seventh hour mark acts as a power reserve indicator, while the openworked dial allows a view of the Trigon-patterned barrel cover on the lower quadrant of the dial; a signature of the brand. The entire black, cool grey, with unique satin brush and microbillé finish is contrasted by the bright, nay, striking yellow interchangeable rubber strap, giving the SpidoLite 3DTP Carbon a sporty, young at heart overall appearance.

Powered by LW07, a skeletonised calibre customised by Linde Werdelin, the new SpidoLite beats at a highly precise 4Hz frequency, and puts out a 42-hour power reserve. A detailed look into the movement may allow you to spot the ‘07’ printed on the bridge, a reference to the calibre powering the watch. Jorn Werdelin, co-founder, adds, “Using 3DTP in the SpidoLite is a natural extension of the great work we did in weight-optimising the LW07 movement in the SpidoLite Titanium, to make the SpidoLite 3DTP Carbon our lightest timepiece ever.” Just like other Linde Werdelin watches, the SpidoLite 3DTP Carbon is limited to 75 pieces worldwide, individually numbered on the case back.



Feed your  
need for speed  
with the new  
Cosmograph  
Daytona



# SUBSTANTIAL Updates

ROLEX SPICED UP SOME OF ITS  
FORMIDABLE LINES AT BASELWORLD 2016

**A**rguably the most well-known watch brand on Earth presented us with a vast array of novelties this year; we singled out three that we like most: the Cosmograph Daytona, the Yacht-Master, and the Cellini, all great expressions of the excellence that is Rolex.

We start with the biggest and most anticipated news from Rolex, the new version of the Daytona in 904L steel with monobloc black Cerachrom (Rolex speak for ceramic) bezel. Originally conceived back in 1963, the Daytona was born to race; today it is an icon, one of the best-known chronographs in the world. The Daytona is a result of technology blended with sleek aesthetics,



The 2016  
Cosmograph  
Daytona with  
monobloc  
black  
Cerachrom  
bezel



with its best feature, the engraved bezel with tachymetric scale. The 2016 Daytona in Cerachrom is a heed to the vintage 1965 model with the same black bezel; the new monobloc bezel is crafted out of high-tech anti-corrosive, scratch-proof ceramic and its deep black colour, impervious to UV rays, serves as a perfect contrast to improve tachymeter reading.

The Cerachrom bezel is treated with a thin layer of platinum in the numerals and graduations via a PVD process. The 2016 Daytona remains virtually the same as the 2015 version; powered by the automatic calibre 4130, entirely developed and manufactured by Rolex. It is also certified as a Superlative Chronometer after undergoing a series of tests by Rolex to obtain the prestigious certification which



Blue is the royal hue of the Cellini Date

guarantees precision of  $-2/+2$  seconds per day. Housed inside a 40 mm 904L steel case, the Daytona comes with two dial options, white or black lacquer, with 18-carat white gold appliqués on the hour markers and hands. The iconic Oyster three-piece solid link bracelet comes standard along with a generous 72-hour power reserve.

“THE CELLINI RECEIVES NEW VERSIONS THIS YEAR: THE CELLINI TIME, CELLINI DATE, AND CELLINI DUAL TIME IN 18-CARAT WHITE OR EVEROSE GOLD HOUSED IN A 39 MM CASE.”

Last year saw the Yacht-Master in stunning black and gold with Oysterflex strap; this year, Rolex presents the 40 mm nautical watch for the first time in Everose Rolesor (a material combining 904L steel with 18-carat Everose gold), and a rich chocolate dial to match. Like

the Daytona, the Yacht-Master 40 also carries the prestigious Superlative Chronometer certification. The new Yacht-Master 40 remains the same in terms of movement, size, and styling; the automatic calibre 3135 powers the watch to 48 hours, while the strap is now an Oyster three-piece solid link bracelet in Everose Rolesor material.

The Cellini receives new versions this year: the Cellini Time, Cellini Date, and Cellini Dual Time in 18-carat white or Everose gold housed in a 39 mm case. The new Cellini Time features a redesigned white lacquer dial with 12 elongated appliqué hour markers. The Date receives a blue guilloché dial and strap, while the Dual Time range is expanded with a brown guilloché dial and strap. Representing Rolex's classic elegance, the Cellini line combines the Superlative Chronometer certification with contemporary yet timeless styling. The Cellini Time is the essential three-hand watch; the Cellini Date adds a date display at 3 o'clock while the Cellini Dual Time highlights a second time zone display at the 6 o'clock position with day/night indicator.



The elegant Cellini Time in Everose gold



The Heuer  
Monza  
Chronograph



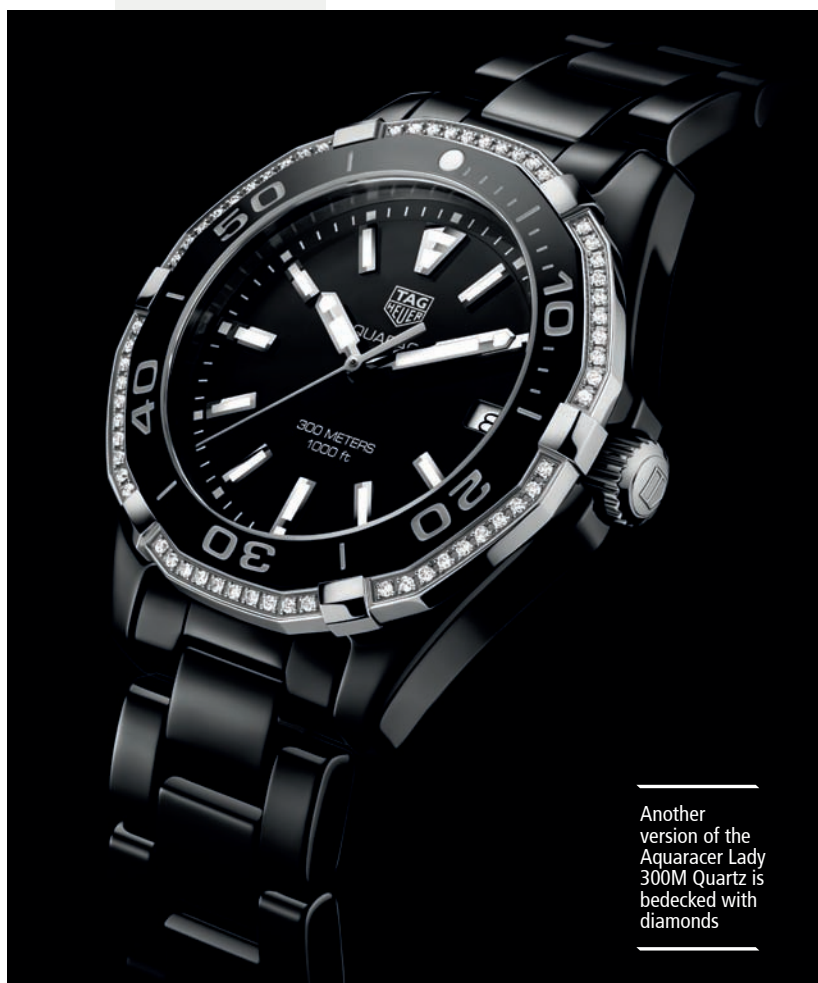
# *REASONABLE* Indulgence

TAG HEUER PROVES THAT  
LUXURY CAN BE AFFORDABLE





A blue dial option is available for the Aquaracer 300M



Another version of the Aquaracer Lady 300M Quartz is bedecked with diamonds

**T**AG Heuer makes sure its presence is heard and seen at every Baselworld; this year is no different with the launching of no less than four new novelties, excluding the Connected Watch. Meet the all-new Carrera HEUER-02T, the revamped classic Aquaracer 300M for men and women, the vintage styling of Monza 2016, and the refined Carrera HEUER-01.

Sports is in the brand DNA, whether it be racing or diving. TAG Heuer looked back to its rich history of sports collaborations and found the Heuer Monza Chronograph; originally launched in 1976 to celebrate Niki Lauda's championship win. At that time, its cushion-shaped case was deemed a big hit; the all black chronograph came with pulsometer and tachymeter scales, red hands and counters, and the proud MONZA inscription on the dial. The reissue of the Heuer Monza Chronograph retains its iconic styling: the all black cushion case, the pulsometer and tachymeter functions with the original font, and indices in vintage orange SuperLuminova. Moreover, the watch also carries the historic HEUER logo for sentimental purposes.

The 2016 version however is powered by the automatic Calibre 17 that powers two chrono-

**“**UNLIKE OTHER DIVER'S WATCHES HOWEVER, THE NEW AQUARACER RETAINS ITS 12 SIDE, SIX STUD STYLING THAT MAKES THE MODEL HIGHLY RECOGNISABLE.**”**

graph counters at 3 and 9 o'clock. The cushion case is now 42 mm and crafted of grade 5 titanium with titanium carbide coating - a nod to modernising the look. It is fitted with a "super racing" strap in full-grain black calfskin with top-stitching. The Heuer Monza has previously been reissued, and was highly sought after by collectors, however it has never been this close to the spirit of the original as it celebrates its 40th anniversary.



A rose gold bezel sets this Aquaracer Lady 300M Quartz apart



Carrera  
Calibre  
HEUER-01  
with metal  
bracelet



From racing we move to diving, which means the new Aquaracer 300M is up for discussion. Another one of TAG Heuer's most successful models, the Aquaracer this year sees an increase in both size and power; 43 mm case and Calibre 5 automatic mechanical movement. Known for its robustness, the Aquaracer, as the name suggests, is water-resistant to 300 metres. Its diver's watch elements include a ceramic unidirectional rotating bezel, screw-down crown, luminous indexes and hands and screw-down case back. Unlike other diver's watches however, the new Aquaracer retains its 12 side, six stud styling that makes the model highly recognisable. A date window appears at 3 o'clock with a magnifier to complete the look. The Aquaracer 300M comes with a

black or blue dial and a polished, satin-finished steel bracelet.

The Aquaracer also sees a new interpretation in the form of the Aquaracer Lady 300M Quartz - for the first time - entirely made of ceramic from case to bracelet. Aimed to appeal to ladies, either completely white, black with a ring of diamonds, or black paired with rose gold, this 2016 iteration is presented in 35 mm, striking a harmonious balance, with no unnecessary details. Sharing the same design code as the larger model for men, the Lady 300M Quartz however offers a soft feminine touch with its ceramic form. Tough, yet soft to the touch, hypoallergenic, scratch-resistant and

“DEVELOPED DIRECTLY UNDER THE DNA OF THE CH-80 CHRONOGRAPH, THE HEUER-02T COMBINES THE CHRONOGRAPH FUNCTION WITH THE AESTHETICALLY PLEASING FLYING TOURBILLON.”

does not oxidise are some of the virtues offered by ceramic. Did we mention that it is also very light? Perfect for daywear both in and out of the water.

Last year, we saw an all-new Carrera HEUER-01, a signature Chrono model from TAG Heuer powered by an in-house calibre based on the Calibre 1887. Versatility and edgy styling are added to the HEUER-01 this year; the metal bracelet, made from



The COSC-  
certified  
Carrera  
HEUER-02T



H-shaped Carrera links, has alternating satin and polished finishing, in tune with the large, stylish case. The external links feature a vertical brushed satin finish, while the central link is polished. Each link is meticulously finished, one by one, before assembly. It is then topped off with a dual safety mechanism featuring two push-pieces.

Three iterations are available for this year's HEUER-01, the first an all-steel version, for a refined yet sporty look. The signature skeleton dial is retained to reveal the chronograph controls, openwork date disc and red column wheel. The second version, an all-titanium piece, is resistant to corrosion, erosion and fire. Twice as light and twice as resistant as steel, titanium is the perfect material for a technical, sports watch as it is lightweight, powerful, and modern. The timepiece has earned the name "Carrera HEUER-01 Grey Phantom" for its unique shades of grey. The third version combines ceramic and rubber; the case, bezel, lugs and case middle are made of black ceramic and topped off with a textured black rubber strap.

Just six months after the release of the HEUER-01, TAG Heuer went on to release a COSC-certified automatic chronograph combined with a titanium and carbon flying tourbillon called the Carrera HEUER-02T. A testament to TAG Heuer's expertise in watchmaking, as well as a symbol of accessible luxury, the HEUER-02T embodies technology, exceptional quality, performance, and mastery of industrial processes and manufacturing costs. Developed directly under the DNA of the CH-80 chronograph, the HEUER-02T combines the chronograph function with the aesthetically pleasing flying tourbillon; what makes it even more enticing is that it's still positioned within the accessible luxury price range!

The development of the HEUER-02T was not without its challenges; housing a single barrel, the chronograph functions, the automatic winding mechanism and the flying tourbillon within a 32 mm diameter proved to be the main challenge. The tourbillon exceptionally powers the watch to 65 hours and the movement is housed inside a grade 5 titanium 45 mm case with 12 modular components. Inside the case is a skeletonised black dial with two counters: 30-minute at 3 o'clock, and 12-hour on the opposite side. Indexes are polished and satin finished while the hands also receive a coat of SuperLuminova™. The case is fitted with a black alligator strap sewn onto rubber. The HEUER-02T also comes in a Black Phantom version limited to only 250 numbered pieces.



The Black  
Phantom  
HEUER-02T



The new Heritage Black Bay with black fabric strap



# WINNING Offerings

FOR ONCE BRONZE IS NOT A LOSERS' METAL, TUDOR MAKES IT A WINNER

**T**UDOR is going back to its Heritage collection, a family of some of the most important models in TUDOR's history, reworked into modern timepieces. At the recent Baselworld, four new models were introduced in the Heritage family, and the watch world regarded them with special interest.

Meet the original Heritage Black Bay, initially introduced in 2012 and updated this year with a new in-house movement, the MT5602. The new calibre offers a 70-hour power reserve while beating at a high-performance of 4Hz frequency yielding high precision certified by

the COSC. The new Heritage Black Bay also receives a new fluted bezel and coloured dials, as well as steel bracelets and fabric straps. Speaking of dials, the classic three-hand Heritage Black Bay has a black domed dial underneath a domed sapphire crystal. Around the dial, a steel unidirectional rotating anodised aluminum bezel comes in three colour options: a matte blue, matte black, and matte burgundy. On the side, a screw-down steel crown is engraved with the TUDOR rose and has a matching blue, black or burgundy anodised aluminum winding crown tube; a nice fine detail that complements the bezel. The Heritage Black Bay is available with a rivet



The Heritage Black Bay 36 with beige leather strap



The MT5602 movement powers the new Heritage Black Bay



steel bracelet or an aged leather strap option. An additional matching Jacquard fabric strap is included in the box.

The Heritage Black Bay also comes in a smaller version dedicated for smaller, slimmer wrists. With an option of a more formal steel bracelet, or a distressed beige leather strap, this model is the Heritage Black Bay 36. While sharing the same name, the 36 shares the similar codes of the Black Bay family; three-hand function, understated elegance, as well as snowflake hands. The automatic calibre 2824 powers the 36 mm Black Bay - which pumps out approximately 38 hours of power reserve - instead of the new MT5602. For a modern look, the Heritage Black Bay 36 also comes with an additional Jacquard fabric strap in an urban camouflage pattern. The no-fuss, clean look, makes the Heritage Black Bay 36 arguably one of the best looking watches at Baselworld.

A trend for new materials also reaches TUDOR in the form of the Heritage Black Bay Bronze.



An aged leather strap complements the Heritage Black Bay Dark



The TUDOR rose on the crown

Easy to pick out among the line-up of TUDOR's new watches, the bronze used in the 43 mm case, is a reference to historic ships and diving equipment. The use of bronze allows the development of patina, which will give each piece a truly unique identity. Combining the characteristics of bronze with the TUDOR-manufactured MT5601 movement makes this piece a winner. The in-house manufactured movement yields 4Hz frequency for high precision, and it is certified by the COSC with a generous power reserve of 70 hours. The movement is regulated by a variable inertia oscillator with a silicon balance spring, held in place by a traversing bridge - a guarantee of its robustness. Retaining its diver's watch DNA, the Heritage Black Bay Bronze sports a bronze-coloured PVD-treated steel case back. A combination of the chocolate-brown dial and bronze unidirectional anodised aluminum rotating bezel - a first for TUDOR - with golden and beige accents, completes the model's look. The crown also carries the engraved



The 43 mm Heritage Black Bay Bronze

“THE NEW HERITAGE BLACK BAY ALSO RECEIVES A NEW FLUTED BEZEL AND COLOURED DIALS, AS WELL AS STEEL BRACELETS AND FABRIC STRAPS.”

TUDOR rose in bronze. Matching the rustic vintage look, the Heritage Black Bay Bronze comes with an aged leather strap with bronze buckle, and an additional beige and brown woven Jacquard fabric strap also with a bronze buckle.

An all-black version of the Heritage Black Bay is also available with the MT5602 calibre, aptly named the Black Bay Dark in a 41 mm black PVD-treated satin-finished steel case. Sharing the same characteristics - snowflake hands, winding crown, rotating bezel, domed dial, and domed sapphire crystal - the Black Bay Dark is offered with a black PVD-treated steel bracelet or aged leather strap in matte black. This “Dark Knight” version is also equipped with an additional matching black Jacquard fabric strap.



A Geneva stripe pattern and multi-coloured counters adorn the dial of the El Primero 36,000 VpH Classic Cars model



# SPIRIT of Authenticity

ZENITH REINTERPRETS THE CLASSICS AND SHOWCASES ITS EXPERTISE IN FINE CRAFTSMANSHIP

Looking back may lead to good things; in Zenith's case, looking back at vintage classics, authentic styling and its roots has led to revamped core pieces that appeal to different generations, and one special piece to brag about.

Meet the new El Primero 36,000 VpH Classic Car edition; a legend among legends, as the watch combines technical excellence, a passion for timeless mechanisms and the emotional power of unique human adventures, all tenets embedded in Zenith's DNA. Getting top marks for precision, the El Primero 36,000 VpH Classic Car comes in a 42 mm brushed steel case, with a fluted crown and chronograph push pieces. The anthracite dial is intriguing and unique; it features a brushed



The El Primero 36,000 VpH Classic Car watch is a timeless classic





A watch for every day

engine pattern, with three counters in original anthracite, blue and grey colours. The dial also has a Geneva stripe pattern running vertically, with a tachymeter scale wrapped around it and a red seconds hands to give the watch a racing look. Make no mistake about it, this is a beautiful watch, with a rubber-lined perforated brown calfskin strap to match, but it is the enigmatic engine that powers it that makes it even better. The El Primero 400B automatic chronograph delivers a generous 50-hour power reserve with guaranteed Zenith precision pedigree, and this is Aldo Magada's - CEO of Zenith - favourite piece from the new collection.

Then there's the Zenith Heritage Pilot Café Racer, another vintage style model with a strong character included in this year's novelties. The new Pilot is powered by the El Primero 4069 automatic chronograph calibre, giving 50-hours of power reserve. The Heritage Pilot Café Racer has a vintage dial and a unique combination of sleekness and powerful, in line with the classic 'Café Racer' spirit: young, rebellious bikers who crave freedom and authenticity. The café racers of olden



The Heritage Pilot Café Racer is technique, performance and precision in one watch

“THE HERITAGE PILOT CAFÉ RACER HAS A VINTAGE DIAL AND A UNIQUE COMBINATION OF SLEEKNESS AND POWERFUL, IN LINE WITH THE CLASSIC ‘CAFÉ RACER’ SPIRIT: YOUNG, REBELLIOUS BIKERS WHO CRAVE FREEDOM AND AUTHENTICITY.”



The Heritage Pilot Café Racer has a slate grey dial and a nubuck rubber-lined wristband

days stripped their bikes of unnecessary parts to achieve maximum power and speed; this has been replicated in the Heritage Pilot Café Racer perfectly. The large 45 mm aged steel case, slate grey dial with grained motif, Arabic numerals and iconic fluted screw-lock crown, give the watch a 'bare necessities' look. Powered by the 36,000 VpH El Primero calibre for precision, there's simply no room for anything fancy: only technique, performance and precision at its core. The Heritage Pilot Café Racer is fitted with an oily nubuck rubber-lined wrist-



A closer look at the watch dial of the Academy Tourbillon Georges Favre-Jacot



The Academy Tourbillon Georges Favre-Jacot boasts two grand complications



The timepiece is powered by the El Primero 4805 engine

band to accentuate the authentic nature of the watch for the old school, the new school, and the café racers.

Zenith flexes its muscles and presents the Academy Tourbillon Georges Favre-Jacot, a watch with two grand complications - a tourbillon and fusée and chain transmission system - then tops it off with the legendary El Primero 4805 engine! Housed in a 45 mm ceramic case, the watch has no dial. Its face shows the intricacies of the El Primero movement, as well as the fusée and chain system at the top, while the tourbillon is at 6 o'clock. The

power reserve indicator lies between 3 and 5 o'clock, while hour markers and hands complete the watch face. A piece for interesting time-telling, the Academy Tourbillon Georges Favre-Jacot is a sight to behold, this is the watch for fans, collectors, and for people who admire the 'inner beauty' of a watch. It is also a worthy object to possess and can be made a perfect example of the saying, 'flaunt it if you've got it.' Produced in a super limited 150 pieces worldwide, the Academy Tourbillon Georges Favre-Jacot clearly confirms Zenith's authenticity and its position as one of the best manufacturers in the business.



ZENITH CEO – ALDO MAGADA



# MAN ON a Mission

**D**uring the hectic Baselworld 2016, Aldo Magada, CEO of Zenith, sat down to talk with The Time Place about the brand's new collections and its strategy for 2016.

## HOW'S BASELWORLD 2016 FOR ZENITH?

We're very happy because we feel this is the year when people finally understand our proposal - the communication, the universe and our products. We adjusted product assortments, pricing and it helps clarify the identity. After the fourth day, we have significantly increased the number of orders, more than what we received last year; people have started to see what Zenith is doing and offering.

## WHAT IS THE STRATEGY FOR 2016?

While we have had a good turnout in Baselworld, it doesn't guarantee a good year for us. We play the cards on our hands; at the moment the best card we have is to be clear, precise to the people who are interested in Zenith via product assortments and communications. This year, we focus on value and products; people today see the value of a product and they expect to get a higher value than the price they pay. An example of our strategy is the new fusée and chain tourbillon, a fantastic watch and its value is much higher than its price. People want to buy something they understand, they love, products that are meaningful to them, and that's why we continue to work on the values of our watches and our products. We consolidate our products, we keep our main models and we deepen the collections to reach different markets, to stay coherent. We will also be doing more events and activities to get our message across.

**WHEN OTHER BRANDS ARE GOING MODERN WITH NEW TECHNOLOGIES, ZENITH HAS CHOSEN TO GO VINTAGE**



## WITH ITS NEW NOVELTIES. WHAT'S THE IDEA BEHIND THIS?

Our view of vintage is not nostalgic, but it's authenticity. It means the product, the service, the values are maintained at the same level throughout time. We like to call it classic. We are not segmenting the market, we regroup it, for example The Rolling Stones fans are probably in their 70s today, the same age group as the band members, and these fans have children and grandchildren who all love The Rolling Stones, so what we do is put different generations together. You see a barbershop concept in our booth, back then I viewed bar-

bershops as passé, for old people; today the young guys go to the barbershop to get pampered and relax, so it fits our concept of classic, it transcends time and we are able to reach different age groups.

## WHICH PIECE FROM THE NEW PIECES IS YOUR FAVOURITE?

I should tell you it's the Chronograph Pilot Café Racer since it's the bestseller this year, but right now, I would go for the classic three-counter Calibre 400B Classic Cars. It's unique with the grey dial, different coloured counters, and of course, the El Primero movement.





The Zenith Manufacture houses the brand's different departments

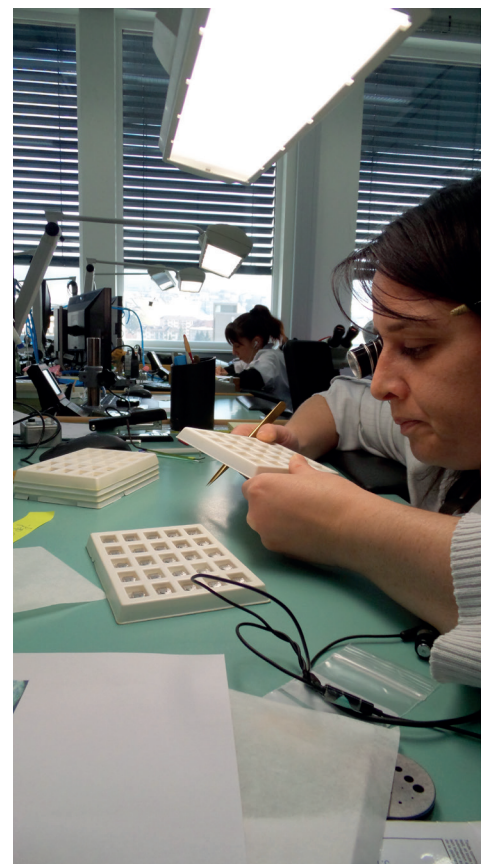


# A *TIMELY* Pilgrimage

ZENITH INVITED THE TIME PLACE FOR AN UP CLOSE AND PERSONAL LOOK AT THEIR MANUFACTURE

Upon arrival at Le Locle, Paul Wirth, Director of Hospitality for Zenith greeted us in person (he would later also deliver the brand presentation and guide the tour around the manufacture). Realising some of us were absorbing the beauty and serene surroundings of the Jura Mountain region, Wirth expressed deep appreciation for the tranquillity that is conducive to the manufacturing process.

A little history of Zenith and its large complex of manufacturing buildings; 22-year-old watchmaker, Georges Favre-Jacot, founded Zenith in 1865. Immediately he set up workshop in his home in Le Locle, where it is now part of 19 buildings inside the complex. Georges Favre-Jacot wanted to have all of the workers working under one roof to improve production efficiency and quality. Therefore, more buildings were built to accommodate the growing business. By the year 1906, the last building was completed, making Zenith one of the very few watchmakers that produces its watches in-house.





At the time, the entire complex housed more than 2,000 professionals working on different elements of watchmaking allowing production techniques to advance considerably. In 1975, during the Quartz Crisis, an American company acquired Zenith, and decided to produce quartz watches instead of mechanical ones. The decision meant the company had to sell the metal equipments and tools to manufacture mechanical watches. A Zenith watchmaker named Charles Vermot secretly saved 150 pieces of said tools and equipments in the

partment also houses CNC machines that are used to drill and cut brass squares that eventually become the baseplate, bridges, wheels and gears for movements. Each machine has a variety of tool heads – also manufactured in-house – that are used in the process of watchmaking; a clear implementation of a vertical integration production approach. The star of the Manufacture department is the new five-axis CNC machine that is able to create complex cutting and shaping to form the movement cage for Zenith’s most complicated

portant role. In this department, all the manufactured baseplates and bridges are treated and decorated with numerous patterns including the famous Côtes de Genève. At this stage, Wirth shared how the Finishing department divides their work; most of the legendary El Primero and Elite models are machine-finished, while the grand complication models require hand-finishing expertise.

Our tour finally led us to the Assembly department, where all of the finished plates and



Minute pieces are assembled part by part



attic of building 4; a move that would later be the key in saving Zenith’s business and its rich history.

In 1978, Zenith changed ownership and with the help of Charles Vermot and his harboured ‘treasures,’ the company was able to resume production and evolved to the powerhouse that it is today. Still located in its 1865 birthplace, Manufacture Zenith today incorporates 80 professionals and has almost 250 employees. From artistic flair to more technical expertise, everyone works together under one roof as Georges Favre-Jacot wanted 151 years ago.

After a brief history of the brand, we began the tour covering four main departments; the R&D department, the Manufacture department, the Finishing ateliers, and the Assembly. Our first stop was R&D, where no pictures were allowed to be taken. In this department, we were shown how Zenith has embraced modern technology and implemented it in watchmaking. Professionals in lab coats were working on Computer-Assisted Design (CAD) to design mock-ups, the R&D uses software that allows computer modelling which is later realised into 3D modelling. From the R&D department, the tour moved to the Manufacture department, which houses large machineries that produce equipments and tools needed to manufacture movements and cases; including several stamping tools similar to the ones Charles Vermot saved. The Manufacture de-



“*STILL LOCATED IN ITS 1865 BIRTHPLACE, MANUFACTURE ZENITH TODAY INCORPORATES 80 PROFESSIONALS AND HAS ALMOST 250 EMPLOYEES.*”

watch, the Christophe Colomb. While machines are integral parts of the manufacturing process, human expertise and handicrafts get more and more prominent during the Quality Control stages.

We then moved on to the Finishing ateliers, where human factor plays a much more im-

portant role. In this department, all the manufactured baseplates and bridges are treated and decorated with numerous patterns including the famous Côtes de Genève. At this stage, Wirth shared how the Finishing department divides their work; most of the legendary El Primero and Elite models are machine-finished, while the grand complication models require hand-finishing expertise. Our tour finally led us to the Assembly department, where all of the finished plates and bridges, along with the necessary parts are gathered; including the outsourced ones too. While jewel setting is done using machines and by hand, other assembly works are also still done by hand. The assembly department is divided into two rows – one for the El Primero and the other for the Elite. Each row has multiple specialists working on specific tasks, the assembly process moves from one specialist to the next. Once everything is put into place, the department is also responsible for precision and accuracy testing to ensure the El Primero beats at 36,000 vph and the Elite at 28,800 vph! The grand complications watches assembly are done in a separate section of the department, this involves 100% human expertise with each watchmaker assembling the watch from A to Z, instead of having a group of specialists assembling one. The assembled pieces will then go through another testing stage to ensure everything is in order.

We left the Assembly department as the tour reached its end. It was brief and concise with Wirth directing and explaining the process passionately and happily; a culture that is apparent and fostered within the manufacture that leads to quality products and perfection. Having understood the intricacies of the manufacturing process, all of us left Le Locle with two things in mind: the highest appreciation for the brand and its products, as well as the desire to add a quality-made Zenith timepiece to our watch collections.





A unique take on time

# NOVEL Time Telling

TIRED OF THE SAME HOUR MARKERS AND HANDS? MCT DELIVERS THE TIME IN A NEW WAY

**M**anufacture Contemporaine du Temps or MCT is considered a new player in the world of horology; the independent watchmaker with a distinct style movement is back this year with the new Sequential Two S210.

Presented in two new limited edition pieces, the Sequential Two S210 receives its name from the self-winding MCT-S2.0 movement – designed, developed, assembled in-house in Neuchâtel – which uses sequences for time-telling that resembles the idea of the jump-

ing hour. The hours are displayed in oversized numerals on four surfaces, each composed of five prisms. The C-shaped central disc displays the current time through its window, while the others close. When the hour changes, the central disc turns in a 90° anticlockwise sequence to display the following hour; you really have to experience it yourself to better understand the concept. Minute markers are displayed surrounding the dial, while a large blue central hand helps to tell the time. The two references of the line are available in 25 pieces each. The difference of the two is in the dial background: one in anthracite, another in champagne. The movement and the beautifully crafted dial is encased in a titanium body; a unique sapphire crystal ring around the case midsection of the timepiece has become an unmistakable part of the MCT identity.

The unique sequential movement makes MCT one of the freshest independent watchmakers as it draws inspiration from contemporary architecture: aggressive edges, bright minute displays combined with more extensive curves, a composition reminiscent of the inventive urbanism of large American or Asian cities. The Sequential Two S210 models come with an alligator leather strap with hypoallergenic lining, a 40-hour power reserve, as well as bragging rights as only 50 pieces of both models are available anywhere in the world, and you have one on your wrist.



The MCT Sequential Two S210





GPHG

GRAND PRIX D'HORLOGERIE DE GENÈVE

2015

Sports Watch Prize



## 500 METRES BENEATH THE SURFACE

Pelagos is the fruit of more than 60 years' experience in undersea adventure coupled with TUDOR's peerless technical development. The ultimate tool watch, it encases the first movement developed and produced by TUDOR, beginning a new era in the brand's history.

### PELAGOS

Self-winding mechanical Manufacture TUDOR MT5612 movement, officially certified chronometer, non-magnetic silicon spring, approx. 70 hour power reserve. Waterproof to 500 m, 42 mm titanium and steel case. Visit [tudorwatch.com](http://tudorwatch.com) and explore more.



TUDOR



The Grand Deck Marine Tourbillon features a unique take on time telling



# MARINE

## Life

TWO OUTSTANDING WATCHES  
PAY TRIBUTE TO ULYSSE NARDIN'S  
NAUTICAL TRADITION





The Marine Chrono Annual Calendar is powered by the UN-153 calibre

Ulysse Nardin introduced new timepieces at Baselworld 2016; a profound theme for the collection is clear, the ocean. Focusing on its marine horology DNA, Ulysse Nardin presented one of the most impressive watches of the fair, the Grand Deck Marine Tourbillon, as well as the Marine Chronograph Annual Calendar with a newly redesigned UN-153 calibre.

#### WELCOME ABOARD!

Without a doubt, the Grand Deck Marine Tourbillon is a unique piece of quality watchmaking. As the name suggests, it has a flying tourbillon inside a wooden dial that portrays a ship's grand deck. Forget about traditional hour and minute hands, the Grand Deck Marine Tourbillon uses a boom 'hanging' from the top of the dial, which moves across the face

from the 9 to 3 o'clock position, to indicate the minutes. With each passing hour, a generous jumping hour display in the centre is driven by two large concentric discs that flip to indicate the time. To quickly adjust the time, a corrector is strategically placed at the 2 o'clock position

What truly sets this one-of-a-kind timepiece apart is the retrograding of the boom - which is regulated by a thin nanowire and made of blued aluminum, completed with a leather bracelet - sweeping gently, taking a good 3 to 4 seconds to journey across. This spectacular display can be viewed through the watch case back. The super strong nanowire - many times stronger than steel - is merely 0.0357 mm thick while being capable of pulling 1.41 kg weight without stretching. Made of Dyneema® fibre, normally used in the rigging of a ship, the

“  
 COMPLEMENTED BY A LEATHER BRACELET AND WATER-RESISTANT TO 100 METRES, THIS EXTREMELY LIMITED TIMEPIECE WILL ONLY BE AVAILABLE IN 18 PIECES WORLDWIDE AND RUMOUR HAS IT THAT INDONESIA WILL HAVE ONE OF THESE HIGHLY COVETED PIECES.”

nanowires run through four pulleys that work like the halyard cord to hoist the sail of a ship. The truly mesmerising system - we highly recommend you go see it for yourself - is patented and used for the first time in the watchmaking industry.

The Grand Deck Marine Tourbillon is powered by Calibre UN-630, a 60-second flying tourbillon with manual-winding movement that beats at 3Hz. Despite the considerable power requirements of the boom display, the movement offers optimal precision and a generous power reserve of over 48 hours that come from double barrels deployed (one for movement, one for the boom 'show'). The exquisite piece comes inside a 44 mm white gold case with a fluted bezel as well as a screw down crown enhanced with blue rubber moulding. Further nautical elements include the inspired dial made of handcrafted marquetry - rendered in the same sun-soaked colouration to match a ship's deck, as well as border detailing and ornamental wires found at the top of the dial. Complemented by a leather bracelet and water-resistant to 100 metres, this extremely limited timepiece will only be available in 18 pieces worldwide and rumour has it that Indonesia will have one of these highly coveted pieces.

#### ANCHORS AWEIGH!

Sometimes the hardest things to do in life are often the simplest; this is an analogy that is perfectly applicable in the world of horological design. Ulysse Nardin successfully broke this paradigm and geared up to show the watch world at Baselworld 2016 that purity and quality watchmaking can go hand in hand with the new Marine Chronograph Annual Calendar. Simple and user-friendly, the timepiece is





A handcrafted marquetrie dial takes inspiration from a ship's deck

“THE WATCH COMES WITH A GENEROUS 52-HOUR POWER RESERVE AND IS PERFECTLY ACCOMPANIED BY A MATCHING BLUE LEATHER STRAP.”

adjustable both on the front and in the back. Powered by the in-house designed UN-153 calibre, the Annual Calendar requires only one correction per year at the end of February, as it only recognises months that end in 30 or 31. Where usually an Annual Calendar complication requires up to 30 components inside the movement, the UN-153 calibre makes it work with approximately a dozen, a great feat that has cut the number of parts by more than half. The development was based on the simple calendar of the UN-118 calibre, with three extra wheels added, plus the use of a silicium balance spring made by Sigatec, a company co-owned by the brand.

As mentioned earlier, the Marine Chronograph Annual Calendar showcases elegant simplicity on its beautiful deep blue dial; apart from the central hands indicating the hours, minutes, and seconds, a 30-minute counter is placed at 3 o'clock, the 12-hour counter at 6

o'clock and the small seconds counter at 9 o'clock which also features a month display. As a finishing touch, a date display is located at 6 o'clock. The new 2016 model is presented in a substantial 43 mm stainless steel case, which allows for excellent readability, with a Ulysse Nardin-styled fluted bezel and a rubber-covered screw down crown that guarantees water-resistance of up to 100 metres. The watch comes with a generous 52-hour power reserve and is perfectly accompanied by a matching blue leather strap.

True to its innovative spirit, Ulysse Nardin has broken new ground with its 2016 offerings. Combining its capacity for incorporating the latest technological advances with its ever vibrant spirit, Ulysse Nardin is sure to sail on towards even more inspired watchmaking.



A fluted bezel lends an elegant appeal to the watch





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The Vacheron  
Constantin  
headquarters,  
1875



Jean-Marc Vacheron

# DYNASTY

## of Distinction

AFTER 260 YEARS OF UNINTERRUPTED WATCHMAKING HISTORY, VACHERON CONSTANTIN REMAINS LOYAL TO ITS QUEST FOR EXCELLENCE

**T**he adjective 'old' usually has a negative connotation, however in the watchmaking world, 'old' is synonymous with a rich past, a lasting legacy and a depth of knowledge that has been tried and tested through time. Vacheron Constantin is set apart from other watch manufactures precisely because of its 'old' age and takes great pride in being the oldest watch manufacture with a continuous watchmaking history.

As a veteran luxury company, Vacheron Constantin has used all its years of existence very wisely. From 1755 to the present, it continues to be a champion of excellence in the creation of intricate movements and timepieces.



## 1755-1810

The Vacheron Constantin story began with the 24-year-old master watchmaker, Jean-Marc Vacheron. In 1755, this ambitious craftsman founded a watchmaking workshop in the Saint-Gervais district of Geneva, where he created the manufacture's initial models, particularly his first timepiece, a silver pocket watch driven by a fusée movement with verge escapement, engraved balance wheel bridge and key winding (Ref. 10198). In the same year, he also signed on his first apprentice, an act that launched the expansive dynasty of the brand.

In 1785, the founder's son, Abraham, took over the helm of the business. His business savvy and dedication to the enterprise allowed the manufacture to endure regardless of the problems brought about by the French Revolution. Abraham taught his son, Jacques Barthélemy, the secrets of the trade and Jacques took over from his father in 1810.

Credited for the developments that took place during this period, it was under Jacques Barthélemy's management that the company began producing more complicated timepieces. Jacques was also responsible for initiating the first exports of Vacheron watches to France and Italy.



The brand's first boutique in Geneva



Jean-Marc Vacheron's first pocket watch, 1755



The first Vacheron Constantin Ladies Wristwatch, 1889

## 1819-1839

Nine years later, the scion entered a strategic partnership with successful businessman, François Constantin. Sharing a common interest in sophisticated and complicated watches, the two distinguished Gene-

vese gentlemen not only committed to work together but also combined their family names to give birth to the brand we know today: Vacheron Constantin.

Over the course of three decades, François Constantin was instrumental in the open-

ing of new markets through his extensive travels. He was also responsible for introducing the phrase that would later become the company's motto: "Do better if possible and that is always possible."

Another integral figure that cemented Vacheron Constantin's prowess in the area of watchmaking was mechanical genius, Georges-Auguste Leschot, who was hired by the company as a horological engineer to manage production. Leschot was responsible for the creation of the pantograph in 1839. The contraption was used to centre and drill holes in the base plates and bridges of watch movements. This invention revolutionised Swiss watchmaking as the pantograph enabled watchmakers to manufacture interchangeable parts and inimitably raised the quality of the watches Vacheron Constantin produced.

## 1875-1889

From the Saint-Gervais district, the manufacture moved to Rue des Moulins "Maison en l'Île" – House on the Island – in 1875. This continues to be the location of the Vacheron Constantin headquarters, boutique and museum until the present time.

Apart from the company headquarters which has been testament to the brand's development throughout the years, the Maltese Cross has also been synonymous with Vacheron Constantin. This brand symbol was adopted in 1880.

The manufacture introduced its first series of ladies wristwatches in 1889.





The Vacheron Constantin Mansion in Shanghai



King Farouk Watch, 1946



Vacheron Constantin Patrimony Ultra-thin Calibre 1731, 2013



Emerald-cut diamonds adorn the stunning Kallista

## 1906-1955

Vacheron Constantin celebrated a couple of firsts at the beginning of the 20th century namely the creation of its first calibre which received the Hallmark of Geneva, the opening of its first boutique in “La Maison en l’Ile” in Geneva and the presentation of its first tonneau shaped wristwatches. The brand also began catering to discerning individuals who had a penchant for beautiful watches including famous American automobile manufacturer James Ward Packard who acquired the Grand Complication pocket watch in 1918, and the esteemed King of Egypt, Farouk, who was the recipient of one of the most complicated pieces ever sold by Vacheron Constantin in 1946.

To celebrate its bicentennial in 1955, the company displayed its prowess in ultra-thin watchmaking and achieved a world’s first with the creation of a 1.64 mm mechanical movement, the thinnest at that time.

## 1972-1996

Year after year, Vacheron Constantin added accomplishments under its belt. In 1972, it received the “Diplôme du Prestige de France” in Paris, an award which recognised the manufacture’s aptitude in design and

craftsmanship. The company celebrated this new feat with the launch of the “1972” watch with an asymmetrical case.

A mere seven years later, the Kallista watch ushered in its 30th birthday. A truly dazzling piece, the Kallista was crafted over a course of 8,700 hours from a gold ingot and was beautifully adorned with emerald-cut diamonds weighing 130 carats.

The 90s were a period of prolific creativity during which exceptional timepieces with





Malte  
Tourbillon,  
2012

miniature painting, enamelling and engraving were released by the brand. This paved the way for Vacheron Constantin's Métiers d'Art collection. Other watches launched at this time were the world's thinnest minute repeater powered by calibre 1755 in 1992 and the sporty Overseas Travel collection in 1996.

## 2000-2010

To usher in the new millennium, the manufacture unveiled the Malte collection, renowned for its contemporary spirit and uniquely shaped tourbillon. This was followed up three years later with the introduction of the Egérie collection made especially for women.

In 2004, as a symbol of the company's continuous growth and expansion, an international headquarters was built in Plan-Les-Ouates, Geneva. Deriving inspiration from its iconic symbol, the building was designed in the form of a Maltese Cross by Franco-Swiss architect, Bernard Tschumi.

The following year, Vacheron Constantin achieved yet another turning point in its existence with its 250th anniversary. For the special occasion, the brand pulled out all the stops and presented a wonderful array of commemorative timepieces including the "Jubilé 1755", the "Saint Gervais", the "Métiers d'Art Les 4 saisons", the "Esprit des Cabinotiers" and "The Tour de l'Île", the world's most complicated wristwatch fea-



Vacheron  
Constantin  
international  
headquarters  
in Plan-  
Les-Ouates,  
Geneva



(Left) The Reference 57260, a masterpiece of watchmaking, 2015  
(Right) Malte Tourbillon Openworked timepiece, an ION Exclusive, 2014

turing 16 complications and only available in seven pieces.

To better cater to its distinguished clientele, Vacheron Constantin introduced the "Atelier Cabinotiers Special Order", a workshop dedicated to the creation of bespoke timepieces, during the 100th anniversary celebration of its Geneva boutique in 2006. A great expression of the brand's commitment to excellence, this development also attested to its dedication to present only the finest watches to its growing number of loyal followers.

The manufacture took its production of personalised watches to an entirely new level in 2008 with Quai de l'Île, a service which gives customers the opportunity to design and conceptualise their very own timepiece. A truly remarkable and innovative offering, Vacheron Constantin succeeded in raising the bar of fine watchmaking with Quai de l'Île.

Along with these developments, the brand also ventured further into Asia with the inauguration of the "Vacheron Constantin Mansion" in Shanghai and the opening of the "Vacheron Constantin 1881 Flagship Boutique" in Hong Kong.





1

making world. Its longevity and consistent relevance can be due in part to the manufacture's tireless efforts in preserving its traditions along with its extraordinary flexibility to evolve and allow some elements of its vast array of offerings to evolve as well. As a case in point, the tonneau shape synonymous with the Malte collection was commemorated during its 100th anniversary in 2012. Four new iterations were added to the Malte family, including a tourbillon, and each timepiece featured a reinterpreted tonneau shaped case.

Following a normal progression of events, Vacheron Constantin wanted to streamline its production and moved all its com-

of slowing down. In fact, it takes every year as an opportunity to showcase better products and more technical innovations. This much is expressed in the Harmony collection, which was especially launched for the brand's 260th anniversary. Composed of seven first models, these limited edition timepieces feature a new cushion shape and bear the prestigious Hallmark of Geneva seal of quality and precision. Also in 2015, the manufacture proudly unveiled a commissioned piece on the exact day of its founding, September 17. Showcasing a whopping 260 complications, Reference 57260 is a true masterpiece of watchmaking. It took eight years and three of the company's Master Watchmakers to break all conventions and create a wonderfully complex timepiece.

2



After more than 260 years in existence, Vacheron Constantin is undoubtedly an indelible presence in the world of haute horology. This year, it forges ahead and presents a new perspective on the world with the latest Overseas collection, composed of five models. Perfect for frequent travellers who yearn to explore the world, the new Overseas line is Vacheron Constantin's latest attempt to invoke devotees, collectors and new followers to create new experiences with the brand and become part of its long and storied watchmaking journey.

Geared towards the region's watch lovers and avid collectors, the mansion in Shanghai has a retail atmosphere wherein Vacheron Constantin's latest offerings as well as antique pieces are beautifully displayed. However, the premise is not only dedicated to exhibiting the brand's timepieces, it also houses the "Atelier Cabinotiers Special Order" service, a special collector's salon and impeccable customer service which includes the employ of a Master Watchmaker that hailed all the way from Geneva.

ponent production activities to Le Brassus the following year. This was consistent with the company's long-term vision to allow its technical improvements to exist side by side with its exclusive manual traditions.

In terms of products, the brand introduced the Patrimony Ultra-Thin Calibre 1731 which proudly bears the Hallmark of Geneva in 2013 as well as the Malte tourbillon openworked model that was presented as an exclusive piece for the inauguration of the "Vacheron Constantin Singapore ION Boutique" in 2014.

Guided by the manufacture's motto "do better if possible, and that is always possible", Vacheron Constantin shows no signs



3

1. Overseas Small Model with diamond bezel, 2016.
2. Harmony Dual Time, 2015
3. Overseas Chronograph, 2016

## 2012-PRESENT

With an existence that encompasses hundreds of years, it can be said that Vacheron Constantin remains a stalwart in the watch-





# HIGH LIVING







THE  
GENTLEMEN'S  
CLUB





**THE DEBONAIR  
SOCIETY**

Friends and contemporaries, these distinguished men are the trailblazers of their generation

CONFIDENCE, PASSION AND A KIND HEART; THESE ARE JUST SOME OF THE TRAITS THAT MAKE A GENTLEMAN. ADD AN IMPECCABLY MADE ATTIRE TO THE MIX, AND HE WOULD BE READY TO TAKE ON THE WORLD





**THE START-UP WHIZ**

Andrew Senduk  
Internet Entrepreneur &  
Group Chief Revenue Officer  
at [www.arami.co.id](http://www.arami.co.id)





**THE DASHING  
ENTREPRENEUR**

Richard Muljadi  
Director of  
PT Mulia Graha Abadi





**THE DREAM MAKER**

Reino Barack  
Senior Vice President of  
PT Global Mediacom Tbk





Wardrobe:  
Berluti & personal  
collection  
Shoes: Berluti

Photographer:  
Jacky Suharto  
Stylist:  
Margaretha Novianty  
Makeup:  
Emma Kristyono

**THE INSPIRED  
ANALYST**

Adri Martowardojo  
Manager of  
Astra International Group





The plush interior of the store



# FOR BESPOKE

## Men BERLUTI BRINGS ITS LEGACY OF FINE LEATHER AND HIGH FASHION TO INDONESIA

The world of haute couture is undoubtedly dominated by clothes and accessories for women, leaving male fans of the global industry struggling to find items that not only look good, but also feel good. In meeting that demand, one name stands out by offering top-quality men's wear since 1895, and that is Berluti.

The Paris-based fashion house has for more than a century represented the very best in high fashion with its superlative collections of leather goods, including bags, wallets

and belts. But Berluti is particularly revered for its exquisitely crafted boots and shoes, both bespoke and ready-to-wear, which are the cornerstone of its success.

The maison's journey began with Alessandro Berluti, whose passion for shoes and shoemaking stemmed from his Italian heritage but blossomed in Paris in the late 19th century — a time when the French capital was hungry for innovation in all forms. Berluti quickly carved his name into this movement for modernity with a revo-

lutionary design of men's shoes made from only one piece of leather. Even more astonishing (at that time), they showed no signs of stitching. The young Berluti named the creation after himself: the Alessandro, the shoe that started it all and catapulted the now-legendary brand into fashion fame.

The company continued to expand under the creative and entrepreneurial guidance of Berluti's progeny; his son Torello, grandson Talbinio and finally his niece Olga. And even now, with luxury goods giant LVMH at its helm, the maison remains true to its long



heritage of quality shoemaking while also embracing new styles and techniques.

That very approach continues to this day with the launch of Berluti's Featherweight spring/summer 2016 collection – a prime example of the company's support of the latest innovations in textile. Fashioned from materials that are lightweight, durable and water-resistant, the line consists of garments in bright colours and sharp silhouettes to reflect the source of their inspiration, the north Indian city of Chandigarh.

“The combination of ultra-technical materials, such as silk/paper blends and powder-coated leather, and their featherweight lightness with the durability and the performance of the garment has enabled us to create a vibrantly coloured, sharp, contemporary and innovative Berluti wardrobe for spring/summer 2016,” said Artistic Director Allesandro Bartori.

But a Berluti collection is not complete without its famous shoes. This season, the



Detailed handiwork go into each shoe



Exquisitely  
handmade,  
Berluti  
footwear  
complete any  
outfit

“*THE MAISON'S JOURNEY BEGAN WITH ALESSANDRO BERLUTI, WHOSE PASSION FOR SHOES AND SHOEMAKING STEMMED FROM HIS ITALIAN HERITAGE BUT BLOSSOMED IN PARIS IN THE LATE 19TH CENTURY.*”

Playtime sneaker makes a comeback, and this time, customers are given a choice of different-coloured patinas. The fan-favourite is joined by two newcomers, the Alessio loafers (not to be confused with the maison's Alessio Oxfords) and the Victor. The perfect companion for a morning stroll on the boardwalk or an afternoon on a yacht, the Alessio provides comfort for casual occasions with its thick soles and breathable, perforated leather. The Victor, on the other hand, has you covered for formal evening soirees thanks to its Oxford-like appearance. The shoe is actually a slip-on loafer and very much resembles its iconic ancestor, the Alessandro, as it, too, is crafted from one single piece of leather.

All of these items from Berluti's spring/summer 2016 collection — and much more — will be available right here in Jakarta at its newest store in Plaza Indonesia, the maison's first in the archipelago. The first-floor boutique is lined with muted panels in cream to better spotlight its luxury offerings, which include shoes, bags, wallets and an array of additional accessories from Berluti. The ambience of elevated elegance is further bolstered by chic, caramel-coloured furnishings and hardwood floors that are sure to provide a sophisticated yet comfortable shopping experience.

Berluti  
Plaza Indonesia L1 #182A  
Phone 2992-4363  
Fax 2992-4362  
Opening hours: 10 a.m. to 10 p.m.  
Monday to Sunday





Installation view of A.D. Pirous: *Spiritual Calligraphy* exhibition

# ARTISTIC Maestros

DEBORAH ISKANDAR EXAMINES THE LIVES AND WORKS OF INDONESIA'S MOST INFLUENTIAL ARTISTS

The opening of the National Gallery in Singapore at the end of 2015 highlights the importance of documenting the history of modern art in Asia. While each country has its own journey to contemporary art, we have to look to the past, to appreciate the future. Recent exhibitions of two of Indonesia's most important maestros, A.D. Pirous and Srihadi Soedarsono, show the similarities of thinking but yet the divergent artistic paths of these great artists.

*A.D. Pirous: Spiritual Calligraphy* opened on 1st March 2016 at the World Trade Centre Complex, Jakarta. Sponsored by PT. Jakarta Land and curated by ISA Art Advisory, the exhibition aims to bring art to public spaces for the first time for Jakartans who don't have time to visit museums or galleries. *Spiritual Calligraphy* is a selected retrospective by the pioneer of Indonesian abstract and calligraphy art, Abdul Djalil Pirous. Highlighting the painter's signature style, you can see the transition of



A.D. Pirous in front of one of his paintings at the *Spiritual Calligraphy* exhibition. "Kurnia-Nya yang Mana yang Masih Kau Dustakan? / Then Which of The Favours of Your God Will You Deny?"

his work that fuses Western abstraction with calligraphy. Spanning four decades from the 1970s to the 2000s, the works showcased in the exhibition illustrate the development of Pirous' oeuvre in the history of art.

A.D. Pirous was born in Aceh in 1932 to a large and relatively well-off family. After travelling to Medan for his high school education, his talent as an artist was recognised and he was encouraged to pursue an art education by en-



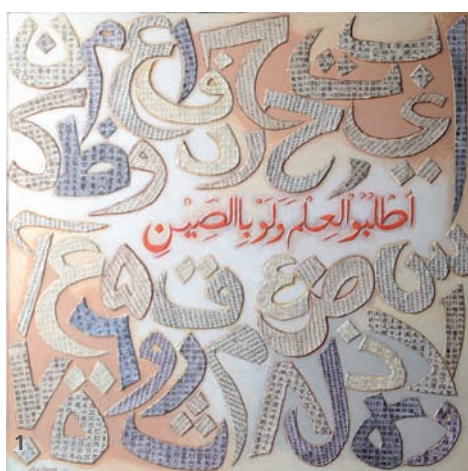
rolling in the Bandung Institute of Technology (ITB). As a child, Pirous studied Arabic calligraphy and Koranic verses. But it was a visit to the United States in the 1970s where he found the answer to his life question, his identity as an Indonesian artist. It was at an exhibition in the Metropolitan Museum of Art in New York that he encountered traditional and modern Islamic art from the Middle East and North Africa. This exhibition brought back memories of his childhood in Aceh. After that moment of enlightenment, Pirous focused on pursuing calligraphy and abstraction as a form of modern art, which marked a turning point in his artistic career.

In one of the highlights of the exhibition “Dia Yang Menyentuh Langit dan Dia Yang Menyentuh Bumi / He Who Touches the Sky and He Who Touches the Earth” exudes a poetic sense of spirituality produced by the gold axis that divides the canvas. The gold axis, executed in a strong abstract manner, is an element derived from Arabic calligraphy. In “Tuntutlah Ilmu Walau ke Negeri Cina! IIA / Seek Knowledge Even to China! IIA”, you can see how Pirous is able to create a harmonious unification out of several different calligraphies, from Chinese, Korean to Arabic. After years spent in America, the importance of looking to the East for answers rather than slavishly copying the West is clearly evident through this painting. Walking through the years of his artistic journey, we experience how Pirous uses his art as a vehicle to capture the spirituality of civilization while at the same time reflecting his ongoing journey of self-discovery.

This public bearing of an artist’s soul was also recently captured in the sublime exhibition of Srihadi Soedarsono’s works in *70 Tahun Rentang Kembara Roso / Srihadi Soedarsono: 70 Years Journey of Roso / Srihadi Soedarsono* presented by Galeri Nasional. In the book “The Path to the Soul”, Srihadi explains that the concept of “roso” to the Javanese is not merely a “feeling” or “rasa” but an embodiment of our soul. Similarly, it was also an extended stay in the United States in the 1960s where Srihadi became acutely aware of his Asian identity and the role that “rasa” plays in his paintings. Primarily known for his recent paintings of Indonesian dancers, the “roso” exhibition presented Srihadi’s early works on paper that have never been exhibited in public. Consisting of more than 450 sketches, drawings, and watercolours on paper as well as seven oil paintings, we can see the artistic journey Srihadi began as a young boy and the role of spirituality in his life that has been embodied his oeuvre. “Rasa” (or “Roso” in Javanese spelling) is a deciding factor in Srihadi’s works that built his sensitiv-



Mr. Will Bright (General Manager of PT Jakarta Land); Deborah Iskandar (Principal of ISA Art Advisory); Mr. A.D. Pirous; Mr. Triawan Munaf (Chairman of Indonesian Agency for Creative Economy); Mr. Robert Blake (USA Ambassador to Indonesia)



ity to the basic values of Javanese culture, the values of life, and the principles of beauty.

One can see from these exhibitions that these two Maestros have many similarities in upbringing, inspiration and education but developed artistically in completely different ways. Still, the main theme of Asian identity and spirituality is evident in their work, and it is this element that gives the viewer pleasure and elevates both of them as “Maestros of Indonesian Art”. Through such retrospectives, future generations of Indonesian artists can reflect on the journey of the country’s pioneers and forge a new national identity for Indonesian contemporary art.



*A.D. Pirous: Spiritual Calligraphy* was open to the public and ran until 1st April 2016 at the World Trade Centre Building 2 Lobby, WTC Complex, Jl. Jend. Sudirman Kav 29-31. For enquiries please contact [www.isaartadvisory.com](http://www.isaartadvisory.com).

1. A.D. Pirous; *Tuntutlah Ilmu Walau ke Negeri Cina! IIA / Seek Knowledge Eventhough to China! IIA* (2007); marble paste, acrylic on canvas; 120 x 120 cm
2. Srihadi Soedarsono in his studio.

All Images Courtesy of ISA Art Advisory



Srihadi Soedarsono’s signature *Dancers* painting; Oil on canvas; 135 x 225 cm





FENDI Dotcom bag and Strap You for RITA ORA



Different versions of the DotCom



Tiffany Hwang (Girls Generation) wearing FENDI 16SS Dotcom bag with QuTweet Mini bag bug

# DOTCOM Revolution

FENDI COMBINES CHIC AND PRACTICAL WITH ITS NEW DOTCOM BAG

Sometimes life can be challenging for the modern day woman who has to juggle both career and family, style and sensibility. This is especially true when it comes to fashion. But customers can always count on luxury fashion house Fendi to come up with the ideal solution to their fashion problems by combining chic with practical.

Fendi, which is well-known for their impeccable leather goods, has now applied this

philosophy of merging style and sensibility to their new bag line, the revolutionary DotCom.

The truly original DotCom is a bag that is just as fashionable as it is useful. Its minimalistic design makes it an instant classic and an accessory that can be used for years. It was intended for the everyday woman who puts both fashion and professionalism in the forefront of life. At first sight, it is clear by the bag's promi-

nent colour-contrasting "dot" where the name comes from. But appearance aside, the DotCom's most outstanding feature is its subtle removable pouch, which is clearly marked with a small, yet colourful, key-like dot on the front of the bag.

"The new DotCom bag is like having two bags in one because it's a very structured and functional bag, but at the same time, you can take out a small flat pouch from it. A multifunction-



al aspect that has been reworked with creativity," said Silvia Venturini Fendi.

The bag is truly versatile, an intriguing factor for women who are always on the go. Women can actually remove the colourful interior pouch and use it as a fashionable clutch. The DotCom also features micro-zipped sections that are the perfect size for everyday items, such as iPads, professional documents or other larger items that might not fit in a normal-sized purse. The two internal sections inside were smartly and practically designed by Fendi. They are the perfect size for holding cellphones, credit cards or business cards.



FENDI for Valeria Billelo in Venice



Jessica Chastain carrying FENDI DotCom with studded Strap You



Jessica Alba (left) and Gigi Hadid (right) wears FENDI Dotcom bag and Strap You from SS16 collection

Fendi, with its prestigious history, has managed to create a useful bag that holds virtually everything a woman needs for both day and night; a bag that is impressively spacious without being bulky. In line with the high standards that have defined the brand since it was founded in Rome in 1925, the DotCom is made with high-quality leather that is not only attractive but is also incredibly soft to the touch.

The DotCom is available in five colour combinations (for the bag and pouch): black with blue, dove grey with red, blue with black, bark brown with pink and ice grey with black. Each bag is adorned with the Fendi Roma logo. For the Spring Summer Collection, the DotCom is also available in Flowerland, Lace-up and Exotic versions.





# EXPRESS Yourself

DIESEL FLAUNTS ITS TRULY  
ONE-OF-A-KIND SPRING  
SUMMER 2016 COLLECTION

**D**iesel has paved the way in the world of denim and casual wear since it was founded in the 1970s. Unlike many iconic fashion brands, the company has always managed to stay true to its original mission – to create clothing and accessories that defy the status quo. For Diesel, freedom and individuality are the name of the game.

And their new 2016 Spring Summer Collection is nothing if not a true original. This time around Diesel used classic styles and instilled in them a little bit of edginess.

“Stripping away the extras we have enriched the collection, distilling it down to a pure expression of Diesel. There’s a free and individual



we've  
got  
more  
followers  
than  
@diesel

@jeojones @l\_em\_kiko

diesel.com

**DIESEL**

attitude that transforms the clothes, from the fashion pieces to the graphic t-shirts, and hits hard with denim. For summer, Diesel denim shines, trailblazing with new designs and cuts,” said Nicola Formichetti, Diesel’s creative director.

This season’s style was inspired by the notions of a free spirit and the desire for exploration. The brand has really shaken things up in the denim department, with things like 90s-style ballooned-shape pants with rolled ankles and vintage-y women’s tapered jeans.

The clothing also runs the gamut in terms of style. What’s especially intriguing about the new collection is that it references fashion from cul-



tures around the world and plays up worthy tributes to generations past.

Some pieces feature a rock-and-roll aesthetic, including faded jeans and denim jackets. Styles from countries around the world are also referenced in items like the cotton ponchos, Kimono-sleeved cargo style dresses and panama hats (derived from the 1990s). Diesel also plays around with bold colours, graphics and shapes with fun tie-dyed tops, graphic tees and geometrically-patterned denim jackets. The new collection also features an array of underwear, beachwear, footwear and accessories.

For a brand that's all about individuality, the new Spring Summer 2016 Collection really does have something for everyone.



### UNIVERSAL LANGUAGE

Much of Diesel's Spring Summer 2016 Collection comments on the globalised world in which we live. And the brand's attitude, marketing campaign and use of digital-references reflects just that.

"Our worlds, online and offline, are completely merged," says Formichetti. "Digital is now more real than reality. Emojis have become the new Esperanto, a universal language which is understood by millions."

"We worked with director/photography duo Santiago & Mauricio to shoot fun, instant video clips before the traditional advertising images. It was really important to speak today's language as phones and computers are the tools we connect with."

It's clear that the digital generation plays a big role in Diesel's latest styles. So as part of their Spring Summer 2016 campaign the brand has commissioned its own emoji alphabet, so to speak, and created video clips depicting the fun way emojis are used to describe everyday scenarios. The campaign features singer and actor Joe Jonas; actress, singer and designer Kiko Mizuhara, plus Jonas' group DNCE.

Once again, Diesel is staying true to its philosophy and continues to defy the status quo.

DIESEL  
Plaza Indonesia L2 #025  
Phone 2992-4379  
Opening hours: 10 a.m. to 10 p.m.  
Monday to Sunday



## Laidback Appeal

Watch by **ULYSSE NARDIN**  
Shoes and bag by **BALLY**  
Travel wallet by **CARTIER**  
Glasses by **GUCCI - OPTIK MELAWAI**  
Bracelets by **FENDI & BAFFI INC**

# Manly Pursuits

FROM CASUAL TO  
SPORTY, THE TIME PLACE  
KNOWS THE THINGS  
THAT MAKE A MAN

THE  
MR  
PORTER  
PAPER-  
BACK

THE MAN  
A



# True to Form

Watch by **ZENITH**

Bracelets by **BAFFI INC**

Glasses by **MONT BLANC -  
OPTIK MELAWAI**

Name card holders and tie  
by **ERMENEGILDO ZEGNA**

Cufflinks by **THOMAS PINK**

Belt by **CARTIER**

Book by **BROOKS BROTHERS**





# School Boy Charm

Watch by **BELL & ROSS**

Shoes by **ERMENEGILDO ZEGNA**

Belt, bow tie and scarf by **BROOKS BROTHERS**

Bracelet by **BAFFI INC**

Cufflinks by **CARTIER**

Passport holders by **MULBERRY**







## Active Male

Watch by **ROGER DUBUIS**

Sneakers by **CHANEL**

Backpack by **FENDI**

Hoodie by **ERMENEGILDO ZEGNA**

Sunglasses by **TOMMY HILFIGER**

**OPTIK MELAWAI**

Bracelets by **BAFFI INC**

Water bottle, gloves, and barbells by **REEBOK**

Photographer:

Andre Djuanda

Stylist:

Triska Putri





Combine comfort and style with Tory Burch's Spring/Summer 2016 offerings



# A TALE of Contrasts

TRANSCEND TIME AND NATURE WITH CHOICE PIECES FROM TORY BURCH'S LATEST COLLECTION

The warmer months are here once again. And with the arrival of longer days, the need to update our wardrobes is imminent. So pack up your winter gear and delight in these wonderfully fresh Spring/Summer 2016 offerings from Tory Burch.

For this collection, the famed designer retains her bohemian theme and reinterprets her signature piece - the tunic - that have made her renowned the world over. She plays around with

the proportions of the tunic and delivers with tasteful unexpected details and bright colours. A selection of new silhouettes display a beautiful marriage of contrasts and add depth to the collection.

Accessories play an important role in this Spring/Summer offering. Elements from nature are juxtaposed with modern details, organic shapes are enhanced and unexpected details capture the playful spirit of the brand and Tory Burch her-





Tory Burch also presents other versatile footwear including the Aurora and Minnie Travel. The Aurora's design is a sophisticated take on textures and sculptural elements with its glossy patent calfskin, metal-studded square toe and Lucite heel. The Minnie Travel, on the other hand, is a packable effortlessly chic and comfortable flat rolled into one.

Ladies can round off their Tory Burch Spring Summer 2016 looks with colourful Robinson bags. Named after the designer's parents, this understatedly elegant accessory is made of luxurious scratch-resistant leather. An adjustable chain strap, which can be worn double or long and across the body, makes it the perfect bag to carry from day to night.



self. The emphasis is on beauty found in atypical places, "For Spring/Summer 2016, we were inspired by how beauty is enhanced through time and nature. There is an emphasis on contrast: natural fabrics paired with iridescence; neutrals with brights; simple shapes with texture and intricate embroideries. Accessories include oxidised jewellery, handbags with opalescent edging and shoes with a sculptural gold heel, originally inspired by a slice of natural bark."

The footwear include spring and summer classics, interpreted in a way that only Tory Burch can. Espadrilles, which have long been a staple for warmer months, get a makeover. Combining natural jute trim with a selection of leather, this rustic beach must-have is made dressier with a sturdy heel and ankle-wrapping braided ties in the Positano; a platform with criss-crossed leather straps in the Bima; and delicately perforated leather with a chunky block heel in the Roselle.



Delight in the collection's bohemian vibe accentuated by bright hues







# OLIVIA Palermo

Style icon Olivia Palermo, who first appeared on TV as a part of the reality show 'The City,' is the latest artist to collaborate with jeweller and watchmaker Piaget, in their digital campaign for the Piaget Possession collection. The pictures were shot by her model-photographer husband, Johannes Huebl. The stunning images feature Olivia's personal favourites from the newly launched collection.





**RIO HARYANTO – TAG HEUER**

Leading the pack of this generation's history makers is driver Rio Haryanto, the first Indonesian to ever be part of Formula 1, the highest class single-seat auto-racing sanctioned by the FIA. The 23-year-old, who has been racing from the tender age of 15, has a seat with Manor Racing, and has received formal support from the Indonesian government. In televised interviews, Rio has been seen wearing TAG Heuer.



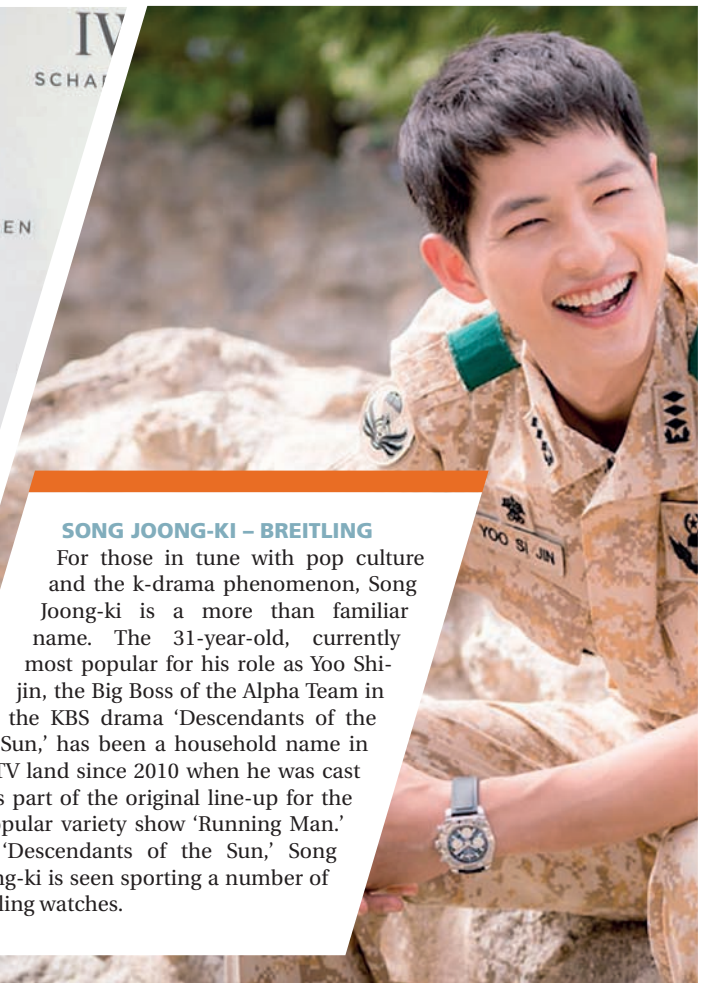
**FLORENCE WELCH – GUCCI**

Florence and The Machine frontwoman, Florence Welch, was announced earlier this year as the new ambassador to Gucci watches and jewellery. Gucci Creative Director, Alessandro Michele, has been quoted as saying that he was listening to her songs as he created his first collection for the Italian label. Welch, the English singer-songwriter, wore the G-Timeless Automatic during the announcement event.



**CHRIS EVANS – IWC**

While most would prefer to see Chris Evans on screen for as long as possible, the actor actually has more interest in working behind the camera these days. His directorial debut was in 'Before We Go,' which he also starred in together with actress Alice Eve. Claiming to enjoy the length of time and passion needed when directing a movie, the actor is now looking for the next great script. Chris wears IWC.

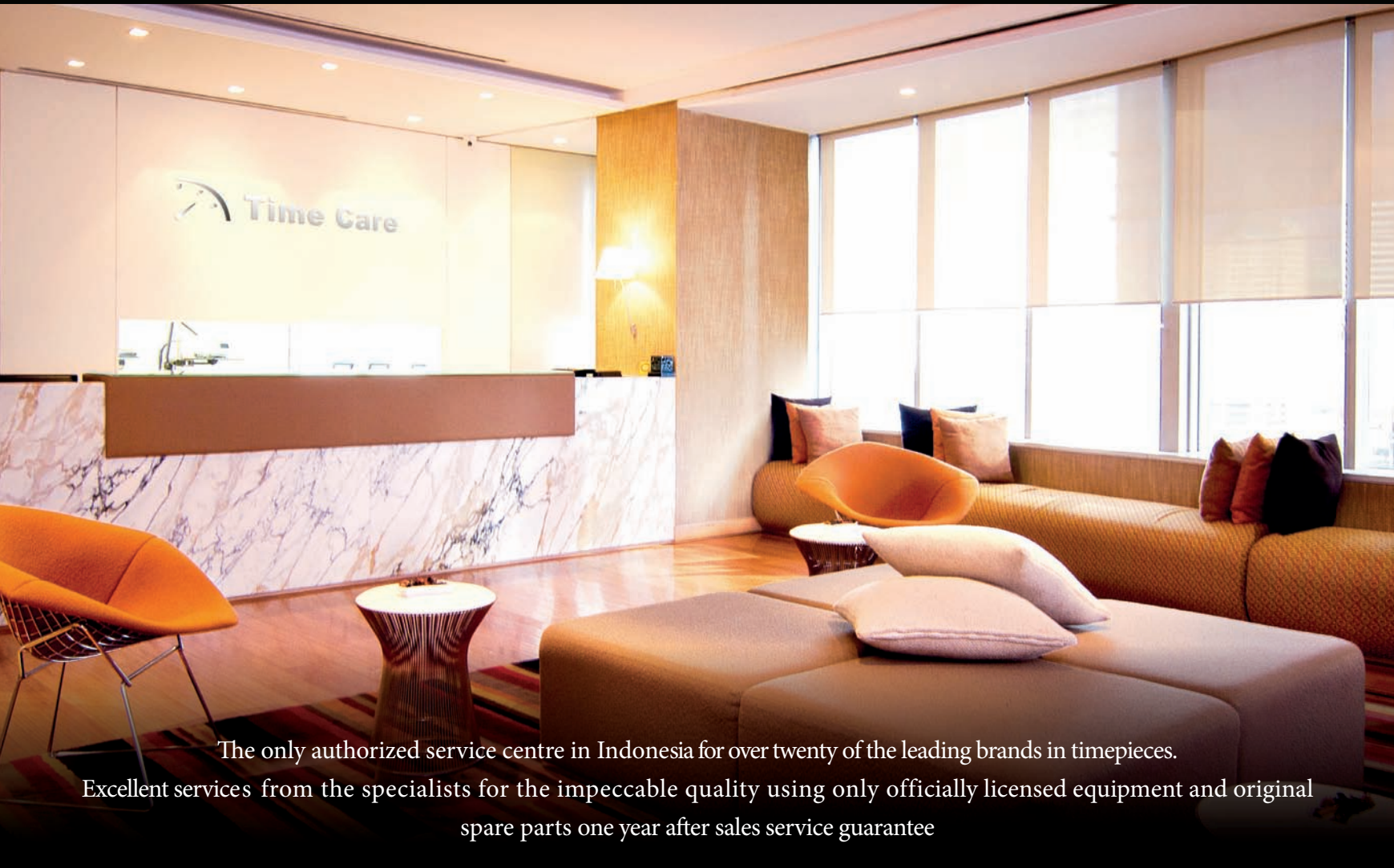


**SONG JOONG-KI – BREITLING**

For those in tune with pop culture and the k-drama phenomenon, Song Joong-ki is a more than familiar name. The 31-year-old, currently most popular for his role as Yoo Shi-jin, the Big Boss of the Alpha Team in the KBS drama 'Descendants of the Sun,' has been a household name in TV land since 2010 when he was cast as part of the original line-up for the popular variety show 'Running Man.' In 'Descendants of the Sun,' Song Joong-ki is seen sporting a number of Breitling watches.



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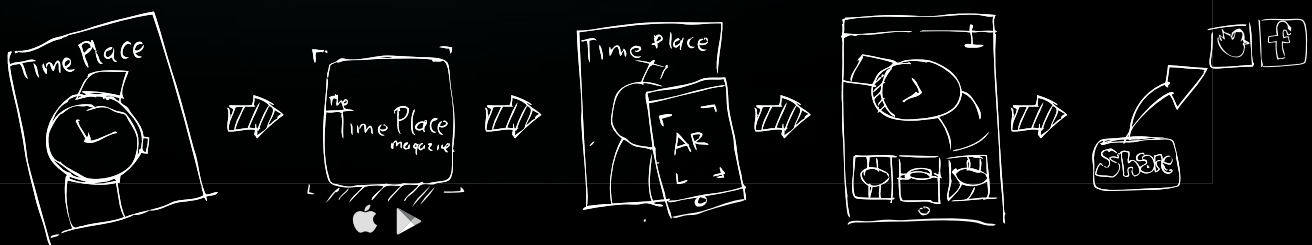
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