

The Time Place

#73

INDONESIA

#TIMEFASHION

Photo Shoot:
Fashion
Parade



Longines

A Pioneering
Spirit

Reborn:
CARTIER
Historical
Legacy

**Bell &
Ross**

Modern
Illumination

**Exclusive
Interview**

IWC
David Seyffer

Piaget
Quentin Hebert

High
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Carrying on with our #ReadAtHome campaign, we present you with the 73rd issue of The Time Place Magazine. On our cover is the Longines Spirit Chronograph. Inspired by the pioneering spirit, this regal timepiece showcases Longines’s exemplary watchmaking skills. Read about this classically modern offering in “Unlocking Achievements”.

In our interview section, we spoke with Mr. Quentin Hebert, Piaget’s Head of Watch Marketing. He shared key insights about the brand’s current marketing strategies and talked about his favourite watch from the 2020 releases. Similarly, we had a discussion with Mr. David Seyffer – IWC Museum Curator – regarding the historical appeal of IWC as a company and a manufacture, as well as the 2020 novelties that take inspiration from the brand’s illustrious past.

For our Reborn article, we put the spotlight on the Cartier Santos. We trace the legacy of the iconic watch, from its initial conception as a functional tool and companion for Alberto Santos-Dumont as he took flight, and its evolution through the years. Discover the world of the Cartier Santos in “Inherently Cartier”.

In #TimeFashion, REDValentino unveils its Pre-Fall collection debuting a new hue – neon pink – that serves as a fresh representation for its classic romanticism, while DIESEL showcases a special line of denim offerings that certainly add POP and vigour to any outfit.

Lastly, we honour and celebrate Indonesia’s medical frontliners with a once-in-a-lifetime giveaway. A whole host of premier luxury brands under Time International, most notably Cartier, will be making a couple’s wedding dreams come true in the most elegant way possible. With the cooperation of Four Seasons Hotel Jakarta and Prestige Indonesia, this wedding giveaway will truly be one for the books.

As we navigate the new normal, may well all stay safe and follow safety precautions. And if you’re working from home or sheltering in place, don’t forget to check out The Time Place Magazine and #ReadAtHome.

A handwritten signature in black ink that reads "Irwan D Mussry". The signature is written in a cursive, flowing style.

Irwan Danny Mussry
Editor-In-Chief and Publisher

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TIME INSTRUMENTS
FROM THE COCKPIT TO THE WRIST

Bell & Ross



JACKY SUHARTO
Photographer

Jacky Suharto – more commonly known as Jaysu – established JAYSU Photography in January 2002. With an unrivalled passion for photography from the get-go, Jacky honed his skills through shooting and experimenting, dedicating himself to fashion and wedding photography for 12 years before founding JAYSU Photography.



TRISKA AGUSTI PUTRI
Stylist

With a fashion design background, Triska has cut her teeth at one of the leading men's fashion and lifestyle magazines as well as an established e-commerce brand in Indonesia. Now she explores the intersection of design and styling, while pursuing her passion for French culture.



ARHADITA
Makeup Artist

A freelance makeup artist, Arhadita acquired her makeup skills and knowledge from Lasalle College Jakarta. Spending most of her career as a professional bridal makeup artist, she occasionally contributes to fashion or beauty photo shoots. Her makeup styles emphasise classic and timeless beauty.



RAEYHMA BATSYEBA
Hair Stylist

Raeyhma is a freelance makeup artist and hair stylist based in Jakarta. Her work focuses on bridal and commercial projects. She has worked with several beauty brands for both makeup and hair styling. Her works always represent flawless yet sweet looks.



DEBORAH ISKANDAR
Art Consultant

Deborah Iskandar qualifies as an expert on Indonesian and international art, with over 20 years of experience in Southeast Asia. Her company, now branded ISA Art and Design, provides advisory services for clients interested in buying and selling art, as well as building collections.



KEVIN SJAHRIAL
Writer

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

The Time Place

INDONESIA

INDONESIA'S LEADING MAGAZINE FOR TIMEPIECE
CONNOISSEURS AND ENTHUSIASTS

#ReadAtHome

Digital release of The Time Place Magazine #73
Discover insights from the world of horology, luxury lifestyle and more
with **clickable content**



THE 73RD EDITION OF THE TIME PLACE MAGAZINE WAS 100% PRODUCED REMOTELY AND IS AVAILABLE TO BE READ CONVENIENTLY AT HOME.



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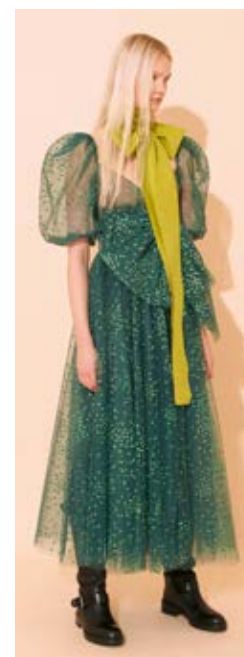
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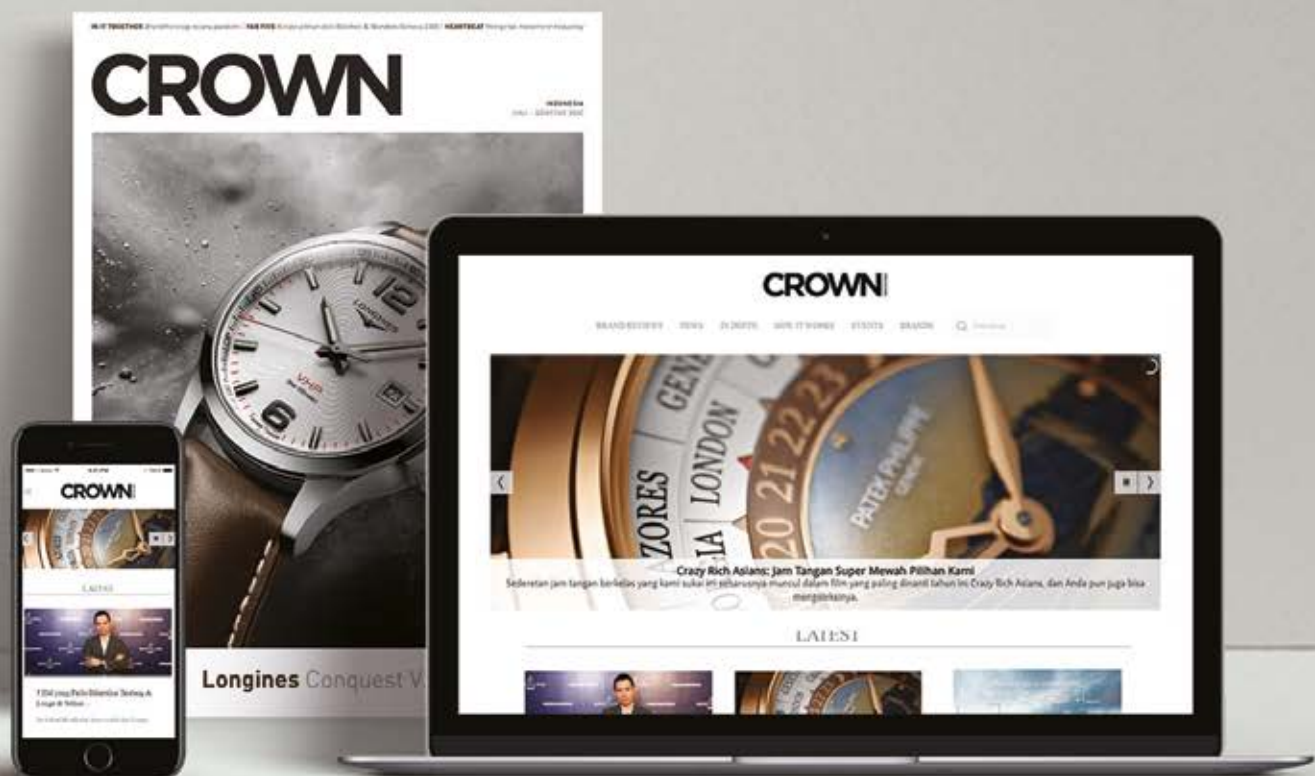
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CINEMATIC Bonds

IN LINE WITH ITS PURSUIT
OF EXCELLENCE, ROLEX
LENDING VITAL SUPPORT TO
THE WORLD OF CINEMA

As a prominent supporter of the arts, Rolex places great importance in strengthening its ties to the different fields that art encompasses. This includes the world of cinema, the magical arena of filmmaking which brings stories to life. For many years, the brand has been linked with this colourful industry, from having its watches featured in a number of iconic films, to lending support to up and coming filmmakers via its mentoring programme.

Since 2016, Rolex has been an integral behind-the-scenes proponent of the Oscars®. It designs and hosts the Greenroom at the Dolby Theatre, the specific area where presenters gather before going on stage to bestow Oscars® on the winners, as well as special guests of the Academy Awards®. Every year, the décor changes according to the chosen theme. For 2020, Rolex chose to depict a theme close to its heart: polar expedition. As a brand that has outfitted polar explorers with hardy and ever reliable

timepieces. Rolex has been heavily involved in exploration, witnessing expeditions of pure discovery evolve into those drawing attention to the urgent need to protect the planet. “The design of this year’s Greenroom is a reminder of the beauty and fragility of the environment that Rolex is seeking to protect through our support of pioneering individuals and organisations finding solutions to safeguard the planet for future generations,” said Arnaud Boetsch, Rolex Director of Communication and Image.

In 2017, Rolex became Proud Sponsor the Oscars®. It is Exclusive Watch of the Academy of Motion Picture Arts and Sciences and Founding Supporter of the Annual Governors Awards, a special event that recognises life achievement in film, in 2018. With these strong connections in the field, the brand has also become invested in championing the continuity of excellent filmmaking. The four Rolex Testimonees in cinema - Kathryn Bigelow, James Cameron, Alejandro G. Iñárritu and Martin Scorsese are masters of their craft, whose films stand the test of time and who have collectively won 57 Academy Awards®. These four filmmakers strive for excellence that is perpetual and



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1. The 2020 Greenroom, hosted and designed by Rolex
2. Rolex Testimonee James Cameron
3. The Academy Museum of Motion Pictures will be the world's premier institution devoted to exploring the art and science of movies and moviemaking.
4. Rolex Testimonee Alejandro G. Iñárritu
5. The 2020 Greenroom, hosted and designed by Rolex
6. Rolex Testimonee Martin Scorsese
7. Rolex Testimonee Kathryn Bigelow

they inspire the next generation of filmmakers to pursue ideas with the uncompromising passion that characterises their own work. This is possible because they have also been mentored and inspired by others, which helped them reach the pinnacle of filmmaking. The importance of passing on knowhow within the movie industry was emphasised through a film created by Rolex which was shown during this year's Oscars® ceremony. In the said short, the four Rolex Testimonees revealed how they were guided and inspired by filmmakers and others, helping them to break boundaries and strive for artistic greatness. Each one similarly

acknowledges that conveying their wisdom to the filmmakers of tomorrow helps ensure the continuity of expertise and the highest standards.

Apart from these partnerships, Rolex is also championing the preservation of film history and promoting the transmission of knowledge from generation to generation. It is a Founding Supporter of the new Academy Museum of Motion Pictures which is scheduled to open in Los Angeles this year. Designed by Pritzker Prize-winning architect Renzo Piano, the Academy Museum of Motion Pictures is slated

to become the world's pre-eminent film museum, with its approximately 4,650 square metres of exhibition galleries and world-class facilities, including a 1,000-seat theatre. Slated to become a hub for film lovers and enthusiasts from all over the world, the museum is in line with Rolex's other efforts in propagating the survival and success of the film industry. These collective endeavours will not only benefit the future generations of filmmakers and cultivate a deep affinity for movie magic, they will also serve to perpetuate Rolex's pursuit of excellence and create a lasting contribution to the world of film, as well as the world in general.



HEARTS OF the Matter

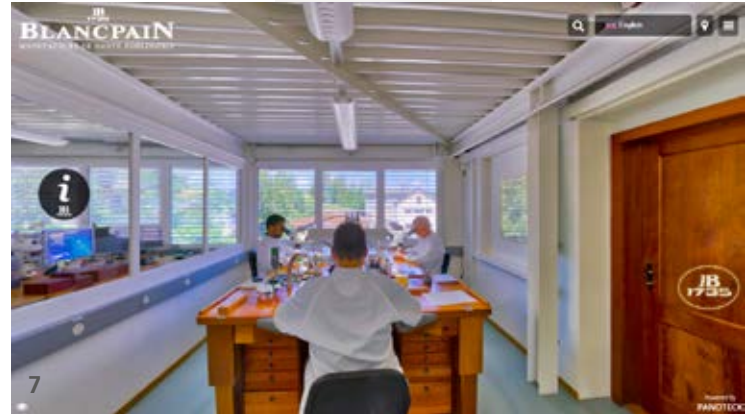
TRAVEL TO SWITZERLAND AND DISCOVER BLANCPAIN'S MANUFACTURES FROM THE COMFORT OF YOUR HOME

Nestled in the Jura Mountains, the Vallée de Joux is the cradle of prestige watchmaking. Located along the French border, this region was home to farmers who turned to the fabrication of components during the cold winter seasons for their livelihood. Over the years, their expertise

expanded into the creation of complications and by the middle of the 18th century, their reputation drew the attention of the Swiss watchmaking firms in Geneva who eventually asked them to take part in the creation and production of their fine complicated timepieces.

One of the renowned brands that calls this region home is Blancpain. Founded in 1735, Blancpain has two distinct manufactures in the Vallée de Joux: in the village of Le Brassus, which is where the brand's complicated watches and artistic crafts are undertaken, while in Le Sentier, all the principal specialised watchmaking activities are carried out by its watchmaking engineers. Together, these two centres of productivity encompass the wealth of tradition and know-how synonymous with Blancpain. With all the highly confidential production that goes on at these two hubs of creation, very few people, if at all, have been privy to what takes place behind their closed doors.

If you've ever wanted to see first-hand what it takes to create some of Blancpain's fine timepieces, then you're in luck. Blancpain is now giving watch enthusiasts the world over the opportunity to take a peek into its watch manufactures through a virtual tour accessible through its website, www.blancpain.com. With the COVID-19 pandemic keeping us all



at home at the present time, this all-access pass is a priceless treat that will allow an unprecedented view into the elite world of fine timepieces.

Once you begin the virtual tour, you are taken to a landing page with a sweeping panorama of the picturesque Vallée de Joux. You are then provided with a choice of exploring Le Brassus manufacture or the one in Le Sentier. Choose one or the other, or better yet take the time to navigate through both and you will not regret it.

In Le Sentier, an arched doorway welcomes you to a flurry of productivity. The tour takes you through the different work stations where each piece, each component is painstakingly crafted, processed, decorated and assembled. Beautifully shot videos impart the very activities that take place in each area. In the Blanking workshop, the process of creation begins with steel or brass that comes in the form of coiled strips. These are then fed into automatic presses equipped with die sets (punch & die) serving to blank (stamp) out components such as disc, correctors and indicators. At Ebauche, the focus is on the machining of plates and bridges, as well as springs, jumper springs, levers and other steel components. While in Decoration, a broad range of hand finishing and decoration methods – such as circular graining (or stippling), anglage (beveling), Côtes de Genève as well as mirror polishing

(black polishing) – reflects a time-honoured watchmaking heritage. Other workshops include component assembly, pre-assembly and casing up, fitting hands and dials. When the timepiece gets to the latter stage, the model is thus ready to be subjected to a series of final tests (water resistance, chronometry, power reserve, aesthetic finishes) carried out by an independent inspection body. These tests are conducted according to strict criteria specific to Blancpain, guaranteeing the high precision, reliability and excellence of its timepieces.

Following a tour of Le Sentier, take the time to visit the Le Brassus manufacture housed in La Ferme or the Farm. There, the most demanding and challenging complications in haute horlogerie are painstakingly made including minute repeaters, split-second chronographs, carousels, tourbillons and ultra-complex calendars. A treasure trove of creativity and craftsmanship, La Ferme also serves as the home of Blancpain’s Métiers d’Art, with workshops dedicated to engraving, enamelling damascening, Shakudō and Binchōtan. These finishing and decorative techniques are from the hand-crafted tradition and ancestral expertise of the brand. Other workshops include Engraving where Blancpain’s master engravers adorn watch dials, movement bridges, winding rotors, case backs and automata with a variety of motifs; Decoration, where Blancpain’s artisans work exclusively by hand and use traditional finishing and decorative techniques to

adorn components and even other parts that remain hidden from sight; and Vintage, where specialised master-watchmakers maintain and restore with passion and competence all Blancpain timepieces produced before 1981. The Vintage workshop focuses on authentic Blancpain vintage watches and involves respecting heritage and doing everything possible to preserve the character and beauty of the pieces in a subtle and authentic manner with due delicacy.

This sentiment of paying tribute to tradition while making full use of modern technology is what makes Blancpain endure until the present time. And thanks to this two-prong approach, we have now been brought closer to the very hearts of its manufactures, albeit virtually.

1. Entrance of La Ferme or The Farm, Le Brassus manufacture
2. Display of Blancpain masterpieces at Le Brassus manufacture
3. With a sweeping view of the Vallée de Joux, guests can choose which manufacture to visit
4. Casing Up, Fitting Hands, Dials Workshop at Le Sentier manufacture
5. The Tourbillon Carrousel Workshop at Le Brassus manufacture
6. Blanking Workshop at Le Sentier manufacture
7. The Métiers d’Art Workshop at Le Brassus manufacture



1

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A LIFETIME Legacy

AUDEMARS PIGUET CREATES
A SPECIAL CHRONOGRAPH
IN CELEBRATION OF THE
OPENING OF ITS MUSEUM

Audemars Piguet is the oldest fine watch Manufacture that still remains in the hands of its founding families. Based in Le Brassus since 1875, the company has developed new skills and techniques, broadening their savoir-faire to create trends that break technological and design barriers. In the Vallée de Joux, at the heart of the Swiss

Jura, the Manufacture has created numerous technical masterpieces and marvellous designs which reflect its uncompromising spirit.

This year, Audemars Piguet invites visitors to take a more in-depth look at its inner workings and illustrious history; welcome to the Musée Atelier Audemars Piguet.



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1. Interior of the Musée Atelier Audemars Piguet

2. Audemars Piguet's [Re]master01 model celebrates the opening of its Musée Atelier

3. Musée Atelier Audemars Piguet

4. The Musée Atelier Audemars Piguet is a place of unending discovery

5. Case back of the Audemars Piguet [Re]master01

All individuals involved strived to push the limits of their craft to reach new heights. This can still be considered as the beginning of the Audemars Piguet story as it takes a lifetime to create a lasting legacy.

To celebrate the opening of its Musée Atelier, Audemars Piguet has created a new take on one of its extremely rare chronographs from 1943.

Audemars Piguet's vintage chronograph wristwatches are among the rarest in the world. Between the 1930s to the 1950s, only 307 examples were made. Named [Re]master01, this new self-winding flyback chronograph speaks directly to the amalgamation of tradition and forward thinking that is at the core of each Audemars Piguet creation.

The Musée Atelier Audemars Piguet immerses visitors in the Swiss Manufacture's cultural universe throughout the decades since its establishment, and beyond. A space of live craft and encounters intertwine with contemporary architecture, pioneering scenography and traditional savoir-faire. The Musée Atelier Audemars Piguet is the embodiment of the Manufacture's free spirit and devotion to the perpetuation of haute horlogerie.

In 2014, Audemars Piguet hosted an architectural competition to find the firm that would help the watchmaker expand its historical premises. BIG (Bjarke Ingels Group) won the competition. They designed a contemporary spiral-shaped glass pavilion that complemented Audemars Piguet's oldest building – the very same building where Jules Louis Audemars and Edward Auguste Piguet set their workshop in 1875.

This architectural combination symbolises the intersection where tradition and forward thinking meet. This is the heart of the Audemars Piguet brand, where craftsmanship and innovation honour deep-rooted origins.

BIG's high-concept spiral seamlessly rises from the ground, offering a pristine setting for the horological masterpieces that have taken shape, year after year, in this remote valley of the Swiss Jura Mountains.

Part of the museum's spatial experience includes traditional workshops, where some of the Manufacture's most complicated timepieces are still being perfected. Visitors are brought around the workshop areas, and get to directly learn from the craftspeople of Audemars Piguet. The Grandes Complications and Métiers d'Art Ateliers are both situated at the heart of the spiral. They infuse life into the numerous feats of mechanical mastery and design that are exhibited throughout the museum.

The Musée Atelier Audemars Piguet offers a unique perspective of the Vallée de Joux and of the history of watchmaking – an ambitious architectural and museographical project made possible thanks to the creativity and collaboration of a host of experts, including architects, engineers and local artisans, as well as numerous departments within Audemars Piguet.

The [Re]master01, created in a limited edition of 500 watches, evokes all of the design attributes of the original: a round stainless steel case and teardrop lugs enhanced by 18-carat pink gold bezel, crown and pushers. The gold-toned dial is complemented by a blue tachymetric scale, pink gold hour, minutes and seconds hands as well as blue chronograph hands. Completing the watch is a light brown hand-stitched calf-skin strap, while an additional brown alligator strap is also provided for variety.

Just like the 1943 wristwatch, the [Re]master01 features the logo "Audemars Piguet & Co Genève." From around 1885 to the mid-1970s, the Manufacture set up a workshop in Geneva to be closer to end-clients and facilitate distribution within Europe and beyond. When Audemars Piguet started to sign its watches around the 1920s and 30s, the city of Geneva was often mentioned on the dial. The Audemars Piguet logo featured on [Re]master01 thus celebrates one of the Manufacture's important values – cultural openness to the larger world – which has allowed it to successfully endure until the present day.

[Click to discover](#)



1

FIT FOR A Kingsman

JAEGER-LECOULTRE AND MR PORTER COME TOGETHER TO CREATE A WATCH FOR THE MODERN GENTLEMAN

Specially adapted for “The King’s Man”, the upcoming prequel to the “Kingsman” series of films, Jaeger-LeCoultre and MR PORTER have created an exclusive timepiece limited to 100 pieces: the Master Ultra Thin Kingsman Knife watch.

Directed by Matthew Vaughn, the latest installment of the “Kingsman” franchise will take audiences back 100 years to the origins

of the Kingsman agency. In the same spirit, Jaeger-LeCoultre has also drawn from its rich and historic mastery of ultra thin calibres to develop the timepiece. The new timepiece is directly inspired by the acclaimed 1907 “Cou-teau” (French for knife) pocket watch.

The watch will be offered exclusively on MR PORTER, as a key part of “The King’s Man” ‘costume to collection’ series, from July 20th



2

to September 6th. Following that, the watch will also be available directly from Jaeger-LeCoultre online and in selected boutiques.

“We at MR PORTER are thrilled to be working with Matthew Vaughn and the Jaeger-LeCoultre team to exclusively launch the limited-edition Jaeger-LeCoultre Master Ultra Thin Kingsman Knife, in advance of the global release of “The King’s Man” later this year. The watch has a strong heritage styling coupled with being limited to only 100 pieces and will sure to be received extremely well with our growing global watch community,” said Sam Kershaw, Buying Director of MR PORTER.

“The thinness of this watch, inspired from a pocket-watch with a knife shape from 1907 is illustrating the skills and creativity of our fully integrated Manufacture. It represents the spirit of times with timepieces passed from generation to generation,” said Ms Catherine Renier, CEO of Jaeger-LeCoultre.



The newest film in the “Kingsman” series links past and present, going back 100 years to the origins of the Kingsman agency. So too has Jaeger-LeCoultre drawn upon its historic mastery of ultra thin calibres to develop a new timepiece directly inspired by the celebrated 1907 ‘Couteau’ (couteau is French for knife) pocket watch. The Master Ultra Thin Kingsman Knife watch is a refined dress watch that brings together tradition and modernity in a manner perfectly suited to both “The King’s Man” and to contemporary style.

The aesthetic foundations of the new watch are distinctly those of Jaeger-LeCoultre’s traditional pocket watches. The broad bezel sloping gently from the sapphire crystal to the edge of the case creates a profile that is evocative of a knife blade. The winding crown, protected by its triangular bow, is placed at 12 o’clock. These traditional elements are brought up to date with subtly modern details: simple index hour markers that keep the dial refined and clean, while a finely drawn ring is repeated as a circular highlight on the bezel.

As tribute to the film’s narrative, the case back is engraved with the Kingsman logo, along with the legend “One of 100”. The watch is presented in a uniquely designed Kingsman sleevebox.

The Jaeger-LeCoultre Master Ultra Thin Knife is an eloquent expression of the now-famous Kingsman creed: “Manners Maketh Man”. It is functional and supremely elegant – the perfect modern gentleman’s timepiece.

1. The limited edition Jaeger-LeCoultre Master Ultra Thin Kingsman Knife.
2. The case back of the watch features engraving.

3. The very slim silhouette of the Jaeger-LeCoultre Master Ultra Thin Kingsman Knife.
4. The Jaeger-LeCoultre Master Ultra Thin Kingsman Knife for the modern gentleman @ [benwellerformrporter](#).

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NEED for Speed

ROGER DUBUIS IS THE
OFFICIAL TIMING PARTNER OF
LAMBORGHINI "THE REAL RACE"

The coming together of two equally daring marques is as natural as it gets. It is no surprise that Roger Dubuis, which is renowned for its larger than life timepieces, entered yet another unique collaboration with Lamborghini as the Official Timing Partner of Lamborghini "The Real Race".

In recent years, Roger Dubuis has drawn inspiration from other trailblazing industries with a penchant for the same values. With this in mind, the audacious watchmaking brand fostered an iconic alliance with quintessential Italian design icon, Lamborghini Squadra Corse. It was then a natural progression for the

two companies to join forces once again, albeit in a slightly different arena.

As we see the world reinventing itself this year, Roger Dubuis is continuing to go out of bounds and revamps itself along with it. This is why it was very timely that Lamborghini spearheaded the "The Real Race", a Sim Racing championship artfully blending real and virtual racing with just a touch of madness. Roger Dubuis joined in the unfettered fun on the track as this revolutionary concept geared up to the heart-pounding five qualifier weekends, before culminating in a live final at Lamborghini's Sant'Agata Bolognese headquarters.

Super car and watchmaking fans of unique thrills were buckled to their seatbelts from May 29th to August 2nd when Roger Dubuis served as Official Timing Partner at the very heart of this event in which each second had the promise to become an epic larger-than-life moment.



the virtual racing realm. Join Roger Dubuis and Lamborghini, two of the foremost state-of-the-art marques in the world, in the most exciting way possible and take part in an unrivalled occasion where Hyper Horology meets a 21st century game-changing approach to virtual motorsports.

1. Roger Dubuis presents the Excalibur Huracán for Lamborghini "The Real Race"
2. Roger Dubuis unleashes its creativity and presents a bold timepiece
3. The Roger Dubuis Excalibur Huracán gears up for game-changing virtual motorsports
4. The RD630 automatic calibre powers the cutting-edge timepiece

To mark this wonderfully novel event, Roger Dubuis introduced a collection of out-of-this-world Excalibur Huracán timepieces. Evoking the power and velocity of the Huracán speed machines competing in "The Real Race" events, one of the Excalibur Huracán watches released by Roger Dubuis features a particularly arresting skeletonised titanium black DLC case and bezel, black DLC titanium crown with lacquered ring, sapphire crystal with anti-reflective treatment and a black DLC titanium case back with sapphire crystal.

Powered by the RD630 automatic calibre with 12° inclined sprung balance and a substantial power reserve of 60 hours, the timepiece comes with an interchangeable rubber strap with Alcantara® inlay. To further make it a representation of passionate racing and unparalleled speed, the strap features a simulation of the pattern on the sturdy Pirelli tyres used for the Super Trofeo.

Since 1995, Roger Dubuis has been at the forefront of boundary-pushing watchmaking. The brainchild of two daringly disruptive visionaries, the brand has forged on to shatter all watchmaking clichés with its uniquely outrageous concepts and expertise in cutting-edge watch creation. This year, it takes this larger than life spirit and breaks all boundaries, going over and beyond the effects of the pandemic, to present one of its most earth-shattering creations to date.

Discover what Roger Dubuis has on offer as it continues to unleash its creativity and explores



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1

ANCHORS Away

THE LATEST TIMEPIECE BY
FREDERIQUE CONSTANT
CELEBRATES THE RIVA AND
BRINGS BACK THE CHRONOGRAPH

More than three decades ago, a young and independent family company - the watchmaker we all know as Frederique Constant - was established in Geneva, the heart of the Swiss watch industry. Meanwhile, on Italian shores, the Riva Histori-

cal Society was set up to celebrate "La Dolce Vita" by preserving Riva, the famous yacht featured in the movie. This legendary yacht, the first editions of which were made by hand entirely out of wood, embodied the easy-going Italian way of life from the 20s to the 60s.



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3

ed by a large central seconds hand in blued steel – recalling the colour of the great Italian lakes. This maritime hue is replicated in the topstitching on the version that comes with a black calfskin leather strap, and is the chosen colour for the strap on the second model, which is finished with grey topstitching.

The exclusive nature of these editions, each of which is strictly limited to 2,888 pieces, is indicated on the back of every watch in two places. Firstly, by the individual number engraved on each watch. Secondly, by an original imprint representing the official Riva Historical Society flag, which is featured on the sapphire crystal of the watch. Through the sapphire crystal case back, fans of watchmaking will be able to appreciate the FC-392 calibre in detail, ticking at 28,800 beats per hour (4 Hz), complete with a golden oscillating weight. For a most exquisite finishing touch, each watch is presented in a special case with a miniature replica of the legendary Riva moored alongside it.

In 2009, the two entities came together, giving rise to a continued partnership, the fruit of which can be seen in the Frederique Constant Runabout collection. This year, Frederique Constant is introducing the latest addition to the collection – the new Runabout RHS Chronograph Automatic – crafted in honour of this collaboration. The new Runabout RHS Chronograph Automatic is available in two limited series, each composed of only 2,888 pieces.

Since the forming of this alliance, Frederique Constant has created many limited edition timepieces in support of the noble work of the Riva Historical Society. Each piece draws inspiration from Riva's illustrious heritage, imagery and universe. Borrowing certain hallmarks relating to yachting and escapism, the Runabout collection expresses the fine craftsmanship and luxury common to both enterprises and their creations.

The newest collaboration will see the return of a complication that has not been available for some years: the chronograph. It even mirrors the Riva's sporting past. Since 1962, the yacht company has produced numerous models with a powerful motor (2 x 185bhp) – ideal for enjoying the heady exhilaration of water sports on Lake Iseo, birthplace of the Riva.

Housed in a 42 mm steel case, the two new Runabout RHS Chronograph Automatic models share a tricompax chronograph (with chronograph functions located at 12 o'clock, 6 o'clock, 9 o'clock positions respectively) pow-

ered by the automatic FC-392 calibre. The movement provides a power reserve of 46 hours.

The Swiss origins of these timepieces can be seen through the guilloché dial – a traditional finish in Swiss Made Fine Watchmaking. The guilloché dial comes in either anthracite grey or silvered, depending on the edition. Two luminescent hands glide over a date window at the 6 o'clock position and are complement-



4

1. Frederique Constant Runabout RHS Chronograph Automatic
2. Version with anthracite grey dial and black calfskin leather strap
3. The Frederique Constant Runabout RHS Chronograph Automatic limited editions
4. The watch comes in a special case with a miniature replica of the Riva

The Longines
Spirit
Chronograph

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UNLOCKING Achievements

LONGINES
PRESENTS THE
LONGINES SPIRIT
COLLECTION AS
A TESTIMONY TO
THE PIONEERING
SPIRIT

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The Longines Spirit is a timepiece for intrepid explorers

The pursuit of exploration and discovery is probably one of mankind's foremost endeavours, without which we would not be where we are now. Deprived of the discoveries of the people who came before us - the pioneers - we would still be separated not only by distance but also by our individual languages and cultures. The daring and bravery these people demonstrated enabled humankind to bridge these very differences. With the advent of technology, our lives have now become intertwined, our cultures and languages can easily be navigated using a number of tools and our way of living has become more convenient and comfortable, a fact that makes life all-together more fulfilling.

With this in mind, Longines presents a wonderful collection that reflects the intrepid spirit of the pioneers. Like the men and women who inspired its creation, the Longines Spirit push-

“LINKING HISTORY WITH INNOVATION, THE LONGINES SPIRIT LIFTS TRADITIONAL ELEMENTS FROM PILOT'S WATCHES AND COMBINES THEM WITH CONTEMPORARY LINES AND CODES”



A closer look at the dial of the Longines Spirit Chronograph



Longines Spirit with grained silver dial and stainless steel bracelet

es boundaries with its state-of-the-art technology as showcased in the highly accurate movements that power all the timepieces.

STRENGTH AND RELIABILITY

Numerous historical adventurers and explorers placed their trust on Longines timepieces for the time and as an important instrument for navigation. The winged hourglass brand not only served as their trusty companion, it also functioned as a witness to their remarkable feats. A testimony to the exceptional achievements of the men and women who



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The Longines Spirit bears a dial stamped with five stars, a symbol of its high quality

conquered the air, land and sea, the Longines Spirit continues to bear this collective pioneering spirit.

Linking history with innovation, the Longines Spirit lifts traditional elements from pilot's watches and combines them with contemporary lines and codes. To begin with, the oversized crown, a prominent feature in the world's most iconic aviator's watches, is undoubtedly one of the first things that draws the eye. The flange, the pronounced step around the crystal, the front of the dial, the diamond-shaped indexes and the large, luminous "baton" hands are also details drawn from the pioneering days of aviation. Reworked and updated, they blend harmoniously with the new offering's overall contemporary design. Furthermore, the various finishing on the details, whether matt, brushed, polished or in relief, contribute to the updated appeal of the timepieces.

Despite its classically modern aesthetic, one thing that sets the Longines Spirit apart is the two state-of-the-art mechanisms that serve as its beating hearts. The L888.4 (powering the chronograph model) and L688.4 (driving the three hand/calendar versions) self-winding movements are fitted with silicon hairsprings to guarantee extreme accuracy and increased longevity. Equipped with a power reserve of 64 and 60 hours respectively, the calibres are chronometer-certified by the Official Swiss Chronometer Testing Institute (COSC). To ensure the safety and protection of the calibres, the timepieces that make up the new collection are complemented by a domed sapphire

glass with multi-layered anti-reflective coating on both sides, screw in crown, and engraved case back secured with six screws. They are also water-resistant to 100 metres.

Four models compose the new Longines Spirit Collection, namely a 42 mm chronograph and three hand/calendar variants measuring 42 mm and 40 mm. The chronograph iteration comes with a stunning sunray blue dial while the three/hand offerings come with either a matt black or grained silver dial. One thing that unites all the versions are the stamped five stars seen prominently on the dial. A symbol of the improvement in quality and reliability of the brand's movements, five stars is the maximum number that can be achieved according to Longines tradition, a guarantee of the models' distinct superiority.

Encased in stainless steel, the chronograph version features a central 60-second hand,



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The Longines Spirit Chronograph exudes masculinity



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The Longines Spirit with silver dial and light brown leather strap



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Case back of the Longines Spirit



Longines Spirit with black dial and dark brown leather strap

“ ENCASED IN STAINLESS STEEL, THE CHRONOGRAPH VERSION FEATURES A CENTRAL 60-SECOND HAND, SMALL SECONDS AT 9 O’CLOCK, A 30-MINUTE COUNTER AT 3 O’CLOCK AND A 12-HOUR COUNTER AT 6 O’CLOCK. AN APERTURE AT 4:30 SHOWS THE DATE ”

small seconds at 9 o’clock, a 30-minute counter at 3 o’clock and a 12-hour counter at 6 o’clock. An aperture at 4:30 shows the date. With the rich blue dial serving as a regal background for the chronograph counters, the timepiece, with its slightly bigger diameter and additional



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The silver dial iteration is suitable to wear for any occasion

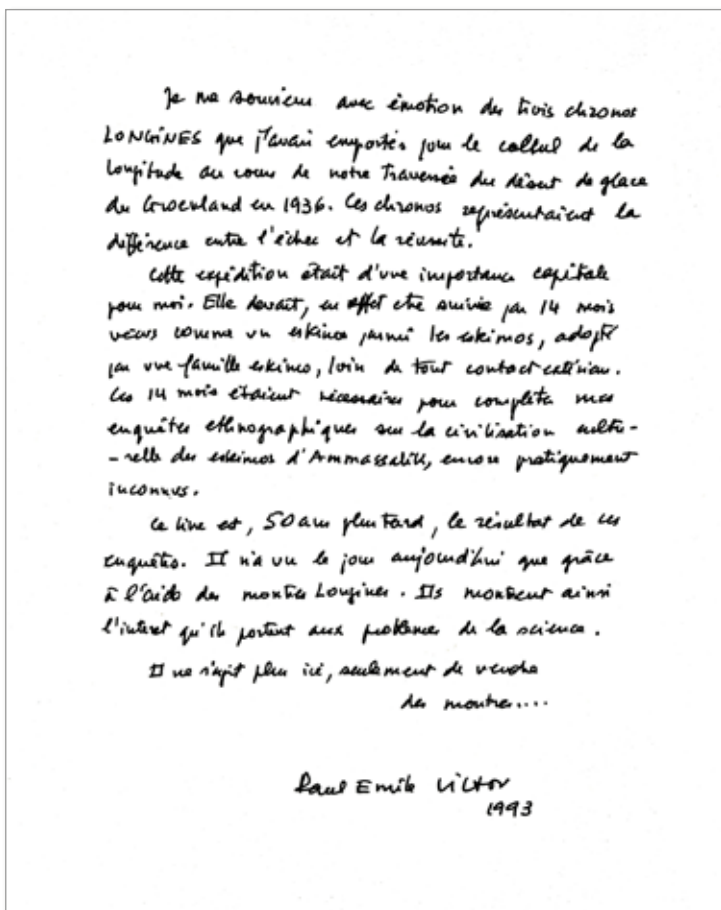


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Amelia Earhart wore a Longines chronograph during her solo non-stop flight across the Atlantic in 1932

unique state of mind that will never be out of date: one of an ambition to perform well along with an unceasing drive for excellence. As a testament to the reliability and quality of Longines timepieces, four of these distinct individuals chose to travel and explore with a Longines timepiece on their wrists.

Amelia Earhart was a true aviation pioneer. She was the first female aviator to ever fly over the Atlantic as a co-pilot in 1928 and followed this up in 1932, with the feat of being the first female aviator to fly solo non-stop across the Atlantic. On the latter flight, she wore a Longines chronograph and despite icy winds and mechanical failures, she successfully became the first woman to connect the continents. Drawn to flight because of its beauty, Earhart said, "I have often said that the lure of flying is the lure of beauty."



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Paul-Emile Victor was guided by his Longines chronometers when he crossed the Greenland ice cap in 1936

Letter from Paul-Emile Victor to Longines

Je me souviens avec émotion des trois chronos LONGINES que j'avais emportés pour le calcul de la longitude au cours de notre traversée du désert de glace du Groenland en 1936. Ces chronos représentaient la différence entre l'échec et le succès.

Cette expédition était d'une importance capitale pour moi. Elle devait, en effet être suivie par 14 mois vécus comme un eskimo, parmi les eskimos, adopté par une famille eskimo, loin de tout contact civilisé. Ces 14 mois étaient réservés pour compléter mes enquêtes ethnographiques sur la civilisation culturelle des eskimos d'Ammassalik, encore pratiquement inconnus.

Le lire est, 50 ans plus tard, le résultat de ces enquêtes. Il n'a vu le jour aujourd'hui que grâce à l'aide des montres Longines. Ils montrent ainsi l'intérêt qu'il portait aux problèmes de la science.

Il ne s'agit plus ici, seulement de vendre la montre....

Paul Emile Victor
1993

A resolute and valiant explorer, Paul-Emile Victor spent seven weeks crossing the Greenland ice cap in 1936. Even in the harshest conditions, Victor was guided accordingly by his Longines chronometers which continued to work accurately and helped him calculate longitude. "These watches made the difference between failure and success," Victor later stated. Devoting his whole life to polar expeditions, his resilient spirit is wonderfully represented in the new Longines Spirit collection.

Another female aviator who made her dreams come true was Elinor Smith. The youngest licensed pilot in the world at that time at the age of 16, Smith set multiple solo endurance, speed

pushers, enhance the innate masculinity of the watch. Meanwhile, the three hand/calendar watches display the hours, minutes, and the date at 3:00.

To round off the Longines Spirit collection, the timepieces are accompanied by a selection of bracelet/straps including a stainless steel bracelet with triple folding clasp and push-piece opening mechanism or a leather strap

with buckle in dark brown, light brown or blue. As a special presentation, the three hand/calendar watch is also available in a "Prestige" edition complete with three interchangeable straps (steel, leather and NATO).

SPIRIT OF DISCOVERY

Together with the release of the new Longines Spirit Collection, the winged hourglass brand also aligns itself with the past heroes and their



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Elinor Smith set a new record for flying at 32,576 feet in 1931

“

A CHAMPION OF EXPLORERS, DISCOVERERS, RECORD BREAKERS AND SPORT, LONGINES WAS FOUNDED IN SAINT-IMIER, SWITZERLAND IN 1832 ”

iv THE HOROLOGICAL JOURNAL November, 1938

Longines

MAKE HISTORY

By Courtesy of "THE OBSERVER"

Two important events in the history of LONGINES – the World flight of Wiley Post and the recent amazing World Flight of Howard Hughes. Both these Pilots had their aeroplanes equipped exclusively with LONGINES Chronometer and Chronographs

Thus proving that nothing but the very best and most reliable will satisfy the Airmen of today.



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Howard Hughes made a round-the-world flight record of three days, 19 hours and fourteen minutes, as timed by Longines in 1938

Longines
Howard Hughes
advertisement

and altitude records throughout her life. She was trying to set a record in 1931, when flying at 30,000 feet she blacked out. Luckily enough, she woke up just in time and managed to land her plane safely. A mere 10 days later, she set a new record for flying at 32,576 feet while wearing a Longines watch. "Children must be allowed to dream and have a horizon to work toward. For me there was only one path: I knew from age six that I wanted to fly," she said.

Driven to prove the impossible possible, Howard Hughes' fame could be credited to his two passions: flight and filmmaking. He succeeded

in making a round-the-world flight record of three days, 19 hours and fourteen minutes, as timed by Longines in 1938. He is also lauded for the use of the Longines Sidéroph, an on-board device for celestial navigation that was patented by Longines. The crew in Howard Hughes' aircraft relied on Longines chronometer watches, set to Greenwich Civil Time and to Greenwich Sidereal Time, and wore Longines Second-Setting watches for observation. Hughes' success throughout his life could be aptly attributed to his unique philosophy, "Do the impossible, because almost everyone has told me my ideas are merely fantasies."

A champion of explorers, discoverers, record breakers and sport, Longines was founded in Saint-Imier, Switzerland in 1832. A watchmaking company that possesses expertise steeped in tradition, elegance and performance, Longines has generations of experience as official timekeeper of world championships, and as partner of international sports federations. Similarly, Longines has built strong and long-lasting relationships in the world of sport over the years. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading watch manufacturer. Established in over 150 countries, the Longines brand is renowned for its winged hourglass emblem and continues to revel in the remarkable feats of the pioneering spirit.



Bell & Ross
BR03-92
DIVER FULL
LUM

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AQUATIC Luminescence

BELL & ROSS'S LATEST DIVING WATCH IS THE EPITOME OF FORM COMING TOGETHER WITH FUNCTION

For Bell & Ross – the luxury watch manufacture and ultimate reference for professional timepieces – each timepiece is designed to match its specific environment. Bell & Ross has developed tools that are perfectly suited for underwater exploration. These tools are capable of effectively assisting divers in the deepest and darkest waters. The manu-

facture's marine expertise is the result of the collective experience and knowledge of its designers, master watchmakers, and professional divers. These watches are legible, functional, accurate, robust and reliable. No matter the challenging demands, Bell & Ross watches are right there with the professionals taking on those missions.



The round dial is fitted into the BR03-92's iconic square case



The ultra-luminescent dial of the watch



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The Bell & Ross BR03-92 DIVER FULL LUM is a quintessential tool for diving

Bell & Ross's storied history of manufacturing watches for the marine realm is well-known throughout the industry. When Bell & Ross released its first square diving watch in 2017, the brand cemented its ability to produce professional underwater instruments.

The introduction of the HYDROMAX - water-resistant to 11,100 metres - in 1997, followed by the BR02 range launched in 2007, set very strong foundations for Bell & Ross's diving collection. Then came the BR03-92 DIVER with its square case, leaving a strong impression on both the haute horlogerie and diving worlds. The latest addition to this magnificent collection is the BR03-92 DIVER FULL LUM.

Turning traditional contrasts on its head, Bell & Ross is adapting its LUM concept to its diving collection, and reversing the conventional principles of day and night legibility. In addition, the BR03-92 DIVER FULL LUM also incorporates different shades of luminescence - ensuring full legibility under any lighting condition.

The BR03-92 line has always been a slightly unorthodox player in the luxury divers' watch market. The BR03-92 DIVER FULL LUM takes advantage of this quirk and fully embraces its aggressive night diver aesthetic. Managing to fit a circle dial onto a square case, Bell & Ross has successfully created a more cohesive package than any other in this range before. The manufacture doubles down on the signature Bell & Ross military aviation-tinged aesthetic while delivering a masculine and accessible diver design.

The BR03-92 DIVER FULL LUM's magic begins with its 42 mm black ceramic case with anti-magnetic protection, and water resistance of up to 300 metres. The rounded square shape



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The Bell & Ross BR03-92 DIVER FULL LUM is perfect not just for diving but for everyday wear

feels balanced and organic in black - especially as the colour helps to decrease some of the watch's bulk on the wrist. Paired with a narrow unidirectional ceramic bezel, the case design looks stealthy and tactical, with diving elements seamlessly integrated into the trademark BR03-92 base.

Optimum legibility is of utmost importance when diving, and may even be a lifesaving feature. It is also Bell & Ross's main philosophy and serves as one of its guiding principles. To that extent, the BR 03-92 DIVER FULL LUM perfectly fulfils this essential requirement.

The objective here is to switch the contrasts. In the daylight, its modern lines highlight the essential. The display of this timepiece comes together with a graphic dial and large indices. The 42 mm case is crafted out of deep matt black ceramic and emphasises the almond green colour of the dial.

“TURNING TRADITIONAL CONTRASTS ON ITS HEAD, BELL & ROSS IS ADAPTING ITS LUM CONCEPT TO ITS DIVING COLLECTION, AND REVERSING THE CONVENTIONAL PRINCIPLES OF DAY AND NIGHT LEGIBILITY”

Its metal basis dial is fully coated with a paint made of green Superluminova® C5 pigments, while the metal applique skeletonised indices and the bezel's numerals are filled with green Superluminova® C3.

This ultra-phosphorescent green light provides very long durability and visibility in the dark, offering a continued optimal reading of the time even in complete darkness. Due to this most resistant, intense, and innovative variant, the time indications - that must be readable at 25 cm in the dark - create a green on green contrast on the dial.

During night dives or when reaching great depths, the watch's subtle shades turn into an eruption of bright light, making the dial perfectly readable. The luminescent dial illuminates like a beacon of light, successfully guiding the diver out of the murky depths of the ocean.



Hublot
Big Bang
Integral
Titanium

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HOLISTIC Appeal

HUBLLOT INTRODUCES THE BIG BANG INTEGRAL TO COMMEMORATE THE ICONIC COLLECTION'S 15TH ANNIVERSARY

There's always a first time for everything. Just like when Hublot made waves in the horology scene by pairing a precious metal case with a rubber strap for its debut in 1980. The previously eccentric material combination that reflects Hublot's 'Art of Fusion' DNA quickly became a popular offer in the luxury sports watch category. Another first, as well as a turning point for Hublot,

was the release of the Big Bang collection at Baselworld 2005. Big Bang's distinctive design did not only earn Hublot enormous attention from global watch enthusiasts, but also a Best Design award from the prestigious Grand Prix d'Horlogerie de Genève.

The year 2020 marks the 15th anniversary of the Big Bang collection. To celebrate this



The limited edition Hublot Big Bang Integral in all-black ceramic



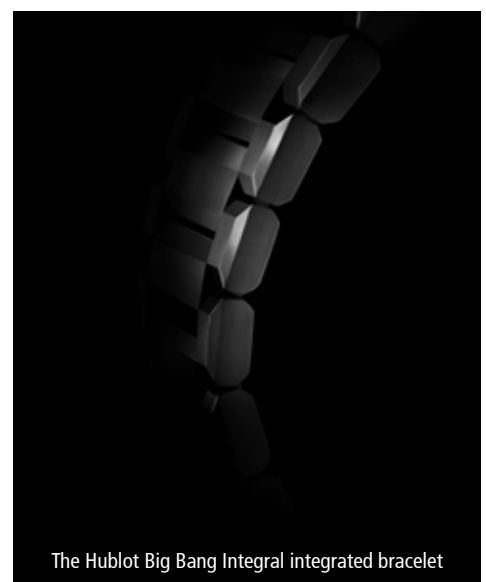
Hublot Big Bang Integral in 18-carat King Gold



An up-close look at the watch dial



A view of the watch case back



The Hublot Big Bang Integral integrated bracelet

milestone, Hublot released a new iteration of the iconic collection with an integrated metal bracelet for the very first time. Well, technically, Hublot had introduced a bracelet option for Big Bang UNICO in 2015. But it was equipped with pushers on the lugs for quick and easy interchangeability with another strap, whereas the first link of the novel Big Bang Integral's bracelet is completely fused with the case, resulting in harmonious unity.

To ensure a seamless fusion, the Big Bang Integral's case has been redesigned while retaining its iconic 'sandwich' construction. In a glance, the overall look of the dial and bezel is similar to the previous Big Bang 42 mm model. But soon enough you'll realise that the Arabic hour markers are replaced by indices for a better view of the openworked dial. The pushers have also been readjusted to return to its original model from 2005 with the emblematic bevelling and chamfering whose sharp shapes inspired the bracelet's aesthetic.

For Hublot, to be fully integrated does not only involve a unified construction, but also the usage of a single material for the entire watch. Comprised of three models, the Big Bang Integral is available in three different materials: the lightweight Titanium, the exclusive King Gold developed by Hublot with an intense 18-carat red gold, and the scratch-proof Ceramic in all-black which is offered as a 500-piece limited edition. These chosen materials compose the parts of the watch, from case to bracelet, except the lugs which contain black composite resin and the crown overmoulded with rubber.

“FOR HUBLOT, TO BE FULLY INTEGRATED DOES NOT ONLY INVOLVE A UNIFIED CONSTRUCTION, BUT ALSO THE USAGE OF A SINGLE MATERIAL FOR THE ENTIRE WATCH”

All surfaces look exceptionally stunning with polished and satin finishing.

The Big Bang Integral is supported with a power reserve of approximately 72 hours thanks to the HUB1280, also known as the UNICO 2. This in-house automatic movement holds four patents, including oscillating seconds clutch, chronograph friction system with ball bearing adjustment, ratchet retaining system with unidirectional gears, and index-assembly fine adjustment system. Its flat construction made it possible to be fitted in the 14.5 mm thick case which surely contributes to the watch's overall architecture.

Hublot might not be the first manufacture to offer an integrated bracelet, but its unique watchmaking expertise and extraordinary take

on material exploration clearly prove its enduring quality. Sleek, well-proportioned and reliable, the Big Bang Integral is the epitome of the luxury sports watch.

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Breitling Superocean Heritage '57 Capsule Collection and Breitling Superocean Heritage '57 Limited Edition

BREAKTHROUGH Initiatives

BREITLING PRESENTED THE FIRST LINE-UP OF ITS 2020 NOVELTIES ON THE BRAND'S INAUGURAL DIGITAL SUMMIT



Breitling Superocean Heritage '57 with a black dial and black vintage-inspired leather strap

Like a cool breeze on a hot summer day, an e-invitation to the Breitling Summit Webcast 2020 that The Time Place Magazine received earlier this year was such a soothing break from many devastating news that were coming from various parts of the world. While most watch brands were deliberating whether or not to proceed with their new releases, Breitling stole the spotlight with the brand's very first digital summit, hosted by

Breitling CEO Georges Kern on April 16th, to launch three new watches.

The webcast was initially planned to be broadcasted on Breitling's website. But as hundreds of thousands of viewers were tuning in, Breitling's server imploded and the webcast had to be moved to YouTube. The huge visibility and success of the webcast could not only be credited to the newness of the presentation

Breitling
Superocean
Heritage '57
Limited
Edition II



format, but more so to the gorgeous line-up that was introduced by Kern. Representing Breitling's Air, Land and Sea universe, these 2020 novelties suit every taste, while also highlighting Breitling's profound heritage, hailing especially from the '50s, '60s and '80s.

UNDER THE SEA

Starting off with the Sea universe, Kern unveiled the Superocean Heritage '57 Capsule Collection. As the name implies, the watches in this collection are inspired by the original SuperOcean from 1957. While the concave bezel and oversized hour markers from its predecessors are retained, Breitling also took cues from the golden era of surfing culture in the 1960s to exude a laidback lifestyle. These modern-retro watches are offered as a capsule collection, meaning they are available for a limited time and volume, but are not numbered. The Superocean Heritage '57 Capsule Collection consists of three models in 42 mm: a black dial and bezel iteration with stainless steel hour markers and bezel ring; a blue dial and bezel variant with stainless steel hour markers and bezel ring; and a black dial option with 18-carat red gold hour markers and bezel ring. The classic black and blue dial offerings are equipped with a leather strap in black and brown respectively or an Ocean Classic stainless steel bracelet with a butterfly clasp. For the two-tone version with 18-carat red gold, the strap choices include a golden brown leather strap or an Ocean Classic stainless steel bracelet with butterfly clasp.

Honouring its origin as a dive watch, the Superocean Heritage '57 Capsule Collection is completed with a bidirectional concave be-



Breitling Superocean Heritage '57 Limited Edition II
with an Ocean Classic bracelet

zel made of stainless steel with an ultra-hard scratch and shock-resistant ceramic bezel ring, Super-LumiNova® luminescent hour markers and hands, water resistance function of up to 100 metres and COSC-certified Breitling Calibre 10 with a power reserve of 42 hours.

The Superocean Heritage '57 is also offered as a limited edition with a rainbow graduation of Super-LumiNova® coating in yellow, green, blue, indigo, violet, red and orange for the hour markers and hands on a contrasting black dial. Presented with a black leather strap,

“

STARTING OFF WITH THE SEA UNIVERSE, KERN UNVEILED THE SUPEROCEAN HERITAGE '57 CAPSULE COLLECTION. AS THE NAME IMPLIES, THE WATCHES IN THIS COLLECTION ARE INSPIRED BY THE ORIGINAL SUPEROCEAN FROM 1957”

a more colourful look can be had with the separate purchase of an ECONYL® yarn NATO strap either in blue with dark blue stripes and lining, light blue with dark blue stripes and lining, yellow with orange stripes and lining, grey with black stripes and lining, red with black stripes and lining, or green with black stripes and lining. Limited to 250 pieces, the Superocean Heritage '57 Limited Edition will only be available for purchase at Breitling boutiques around the world.

A month after the webcast, Breitling released another Superocean Heritage '57 Limited Edition, this time with a blue dial and limited to 1,000 pieces, following the success of the first edition. “We were amazed by the popularity of the Superocean Heritage '57 Limited Edition, which told us that we could do something for the incredible healthcare workers. They have sacrificed so much and we wanted to make it clear how much we care with this new version of our own rainbow,” said Kern in the press release. A total of CHF 500,000 from the sales of the watches will be donated by Breitling to its chosen charities which are actively battling the COVID-19 disease in France, Italy, Japan, Spain, UK and USA.

UP IN THE AIR

For its Air universe, Breitling introduced the Navitimer Automatic 35. With cosmopolitan women in mind, this 35 mm version of the legendary Navitimer Automatic is made versatile for any occasion. A stylish choice of dials and straps are available in four different variations. First are stainless steel iterations with blue, cop-



Breitling Navitimer Automatic 35 Collection

per and silver dials paired with alligator leather straps in blue, brown or burgundy respectively. Second, a more precious model is presented with a white mother-of-pearl dial, diamond hour markers and a burgundy alligator strap. The models are also available with a stainless steel Navitimer bracelet with a folding clasp.

For those who seek a finer style statement, the following variations may be duly considered. A third stainless steel case option is enhanced with an 18-carat red gold bidirectional rotating bezel, a mother-of-pearl dial, diamond hour markers and a choice of brown alligator strap or two-tone Navitimer bracelet in stainless steel and 18-carat red gold with a folding clasp. The fourth choice is crafted of luxurious 18-carat red gold complete with a white mother-of-pearl dial, diamond hour markers and a brown alligator strap with an 18-carat red gold pin or folding buckle or an 18-carat red gold Navitimer bracelet with a butterfly clasp. All the watches are powered by the Breitling Calibre 17 with a power reserve of approximately 38 hours and chronometer certification from the COSC.



The two-tone Breitling Navitimer Automatic 35 with a white mother-of-pearl dial with diamond hour markers

Besides featuring the iconic circular slide rule that was made famous by Breitling through its Navitimer collection, the Navitimer 35 also displays a couple of design codes from its predecessors as explained by Kern in a separate interview session after the webcast, “Navitimer 35 is unique in terms of design, thanks to the pearl bezel typically inspired by the Navitimer Ref. 806 of the 1960s and clean three-hand dial based on Ref. 66 from the 1950s. So you have the unique design elements of a Navitimer, but in a reduced way. It’s sporty, but also elegant.”

BACK ON LAND

Moving on to the Land universe, Kern particularly looked very excited as he announced the modern interpretation of the Chronomat. First launched in 1983 and especially developed for the Italian aerial squadron, Frecce Tricolori, the Chronomat celebrated Breitling’s expertise in watchmaking and marked the return of the mechanical chronograph in the midst of the popularity of quartz watches. In 1984, the Chronomat was released to the public to celebrate Breitling’s 100th anniversary. Its sport-chic aesthetics succeeded to put Swiss watch-



Breitling Chronomat B01 42 with a silver dial and 18-carat red gold crown and pushers, bezel with 18-carat red gold rider tabs

making back on the map and make mechanical chronograph watches cool again.

Some might wonder if Land is the proper universe for the Chronomat which has long been associated with aviators. Well, there was a reason why Ernest Schneider — who helmed Breitling at that time — chose the Chronomat to commemorate Breitling’s centenary: it is an all-rounder. “Chronomat is an all-purpose line. Many journalists have asked ‘If you can only bring one watch to an island what would it be?’ and I was never able to answer it and today I can answer it. Definitely the Chronomat,” said Kern proudly. Chronomat’s versatility is proven by its reversible rider tabs at 3 and 9 o’clock which allow the wearer to use them for a ‘count-up’ or ‘count-down’ which is perfect for regattas, while its tachymeter on the inner bezel was helpful to the Formula 1 teams in the late 1980s and early 1990s.

The Chronomat, a shortening of Chronograph Automatic, is now powered by the in-house mechanical movement, Breitling Manufacture Calibre 01, with a power reserve of about 70

hours and certification by the COSC. An array of captivating selections is available for the Chronomat. From the classic Chronomat B01 42 in a stainless steel case with contrasting dial and chronograph counters which is also available as a two-tone model with elements made of 18-carat red gold and a choice of anthracite dial and rubber strap, the Chronomat Bentley with a beautiful green dial and a ‘BENTLEY’ engraving on the transparent sapphire case back, to the 250-piece Chronomat Freccie Tricolori Limited Edition with matching subdials just like its predecessor. All are completed with the iconic Rouleaux bracelet with a butterfly clasp.

This year, Breitling succeeded again in delivering watches with functionality, reliability and style. The inclusive and relaxed luxury that Kern intended for Breitling is truly reflected on the versatility of all these new watches as well as Breitling’s ability to adapt quickly to new digital initiatives. And most importantly, the 136-year-old brand continues to set examples with purposeful missions to share joy and even make the world a better place.



Breitling Chronomat B01 42 Freccie Tricolori Limited Edition

Click to discover



The new A. Lange & Söhne LANGE 1 TIME ZONE in white gold

DOUBLE Time

A. LANGE & SÖHNE'S
NEW WATCH SIMPLIFIES
TELLING TIME WHEREVER
YOU ARE IN THE WORLD

Ferdinand Adolph Lange established his manufactory in 1845, inadvertently laying down the cornerstone of Saxony's precision watchmaking industry. Even to this day, his precious pocket watches remain highly desired among collectors all over the world. However, following the Second World War, the company was almost lost to time after

being expropriated. It was not until 1990 when Walter Lange, Ferdinand Adolph Lange's great-grandson, decided to re-launch the brand. Thanks to him, we all still get to enjoy the high-level of precision watchmaking that made A. Lange & Söhne's timepieces so coveted around the world.



Yellow gold limited edition version of the A. Lange & Söhne LANGE 1 TIME ZONE



The new A. Lange & Söhne LANGE 1 TIME ZONE is available in three distinct versions

The LANGE 1 is considered to be one of the brand's biggest successes. Right from the beginning, the LANGE 1 defined new standards in precision watchmaking. It was recognised around the world as a symbol of Lange's quest for perfection. The LANGE 1 TIME ZONE was first introduced in 2005. This model was inspired by the original LANGE 1, and displayed the time in 24 time zones.

Fifteen years later, the new edition of the LANGE 1 TIME ZONE comes with a newly developed manufacture calibre – providing 72 hours of power reserve – and a modified dial. The new LANGE 1 TIME ZONE brings together functionality with superior legibility and exquisite craftsmanship. A significant aspect of the watch is its asymmetric dial. The two time displays, an outsize date, and a power reserve indicator add a lot of personality to the watch. In addition, it retains the switchable city ring that allows effortless setting of the second time zone.

In precision watchmaking, a “second time zone” function is a very convenient complication, particularly for those who travel regularly and work or communicate intercontinentally. The novel daylight saving time indication is also a very welcome addition.

With the newly improved dial, its wearer can tell time at home and in another time zone at a glance. The larger time circle shows home time, while the smaller time circle can be set to a second time zone by adjusting the city ring. When the time is adjusted with the crown, both displayed times are revised simultaneously.



A peek at the new manufacture calibre L141.1 which powers the watch

The ring-shaped day/night indicators are one of the key innovations that make the new LANGE 1 TIME ZONE so special. Originally designed to denote day or night with rotating arrow hands, they have instead been shifted to the centres of the two time circles. In that position, together with the hour hand, they inform the wearer whether the time shown applies to the first or second half of the day. The indicators are harmoniously designed to be intuitively readable.

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THE LANGE 1 IS CONSIDERED TO BE ONE OF THE BRAND'S BIGGEST SUCCESSES. RIGHT FROM THE BEGINNING, THE LANGE 1 DEFINED NEW STANDARDS IN PRECISION WATCHMAKING. IT WAS RECOGNISED AROUND THE WORLD AS A SYMBOL OF LANGE'S QUEST FOR PERFECTION”

Featuring blue printed semicircles, the discs make one revolution in 24 hours while the hour hand performs two revolutions in the same period. When the hour hand is located in the dial-coloured segment, the display spans the period from 6am to 6pm, and on the blue background from 6pm to 6am.

The daylight saving time indication is located in a small aperture of the golden or silver arrow applique at the five o'clock position of the smaller time circle – which shows time for the reference location set. When the aperture is red, the respective city has a daylight saving time regime. If standard time applies to the city all year round, the display shows a bright background. This feature has been implemented with coding on the underside of the city ring.

When the corrector button at the eight o'clock position is pressed, the city ring moves from the left to the right by one time zone. Concurrently, the hour hand in the small time circle advances by one hour, indicating the time of the new city beneath the arrow applique. To further simplify the distinction, zone time is indicated with printed Arabic numerals while home time is displayed with gold Roman numerals.

The LANGE 1 TIME ZONE is available in pink gold and white gold as well as in a yellow gold limited edition version of 100 watches. The case has a diameter of 41.9 millimetres and a height of 10.9 millimetres, just the perfect size for round the world time-telling.

The Happy Sport dancing diamonds are now in a prong setting



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JOIE de Vivre

CHOPARD PRESENTS TWO NEW JEWELLERY VERSIONS OF THE ICONIC HAPPY SPORT WATCH



Happy Sport
Joillerie in
white gold

What makes an icon? It all begins with out-of-the-box thinking, creativity and precise execution. This is how Chopard came up with one of its most illustrious models, the Happy Sport. Created less than 30 years ago, this unique timepiece is now considered a watchmaking benchmark thanks to its audacious design.

The year was 1993 when a young Caroline Scheufele, now the Co-President and Artistic Director of Chopard, envisioned a timepiece combining steel and dancing diamonds. Spurred by immeasurable creativity and the spirit of the times, Caroline Scheufele was instrumental in delivering a sporty chic masterpiece that served to embody the era and reflect



Sketch of the Happy Sport Joaillerie

the movement of every woman wearing the watch. The Happy Sport endures to the present day as a timeless tribute to joy and beauty.

This year, Chopard presents the Happy Sport in two new jewellery versions, with diamonds beautifully showcased in a novel prong setting. Using this technique, the diamonds are given a lighter and even more luminous effect. Instead of the traditional gold capsule with a spinning-top like base, which holds the dancing diamonds and enables them to turn without tipping over, the Chopard choreographers have been able to use a prong setting that holds the stones in place with only five prongs on the sides. This means the precious stones are more exposed to the light, giving them amplified radiance by exposing a greater number of facets. The prong setting is similarly applied on the bezel and the hour markers, resulting in a rich and graceful aesthetic.

The seven delightful dancing diamonds of the Happy Sport Joaillerie can be found centre stage on the dial of textured mother-of-pearl which has been meticulously engraved with a guilloché motif. This is incontestable proof of Chopard's exquisite craftsmanship and attention to detail.



Chopard Movement 96.17-C

Beating at the heart of this dazzling timepiece is the ultra-thin 96.17-C mechanical movement with automatic winding, based on the very first calibre created by Chopard Manufacture. Equipped with a comfortable 65-hour power reserve, the mechanism beats at a frequency of 28,800 vph (4Hz) and comes replete with 29 jewels. Furthermore, it is merely 3.30 mm thick, a testament to Chopard's mastery not only in aesthetics but also in the technical details. Entirely developed in the workshops of the Maison, where its 167 components are assembled, the movement reflects the allure of the timepiece it powers with bridges adorned with a Côtes de Genève motif.

Available in a 36 mm size, the Happy Sport Joaillerie is encased in either 18-carat white

“ THE SEVEN DELIGHTFUL DANCING DIAMONDS OF THE HAPPY SPORT JOAILLERIE CAN BE FOUND CENTRE STAGE ON THE DIAL OF TEXTURED MOTHER-OF-PEARL WHICH HAS BEEN METICULOUSLY ENGRAVED WITH A GUILLOCHÉ MOTIF ”

or rose gold of ethical origin, a reflection of Chopard's continuing commitment to sustainable luxury. The white gold version is a model of delightful harmony while the rose gold iteration is a sophisticated study in contrasts. On the dial, rhodium-plated hours and minutes hands point to diamond-set hour-markers to tell the time. Glare-proofed sapphire crystal allows the wearer unlimited viewing pleasure of the beautiful dancing diamonds, while an exhibition case back provides a peek into the watch's slim and equally attractive mechanism.

The Happy Sport Joaillerie is accompanied by an alligator leather strap with an 18-carat white or 18-carat rose gold pin buckle also set with stunning diamonds.

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The Breguet Marine Haute Joaillerie Poseidonia is a sparkling reflection of Breguet's deep affinity for the sea

GEM OF the Oceans

BREGUET BRINGS YOU THE
NATURAL BEAUTY OF THE
OCEANS IN DAZZLING FASHION

Breguet is offering an exquisite interpretation of the fascinating beauty of the seas with the new Marine Haute Joaillerie Poseidonia. The watch is inspired by an aquatic plant found in the depths of the Mediterranean harbour: *Posidonia oceanica*. Breguet portrays the plant's arabesques on the Marine Haute Joaillerie Poseidonia through the art of mother-of-pearl marquetry and invisible setting.

The dial is set with 85 baguette-cut diamonds. As light hits the watch, the watch face appears to ripple across the intense iridescence of the Tahitian mother-of-pearl - which is deeply coloured or more silvery depending on the way the light hits it. A product of extraordinary mastery in marquetry, the Tahitian mother-of-pearl demands expertise and delicacy.



Breguet Marine Haute Joaillerie Poseidonia



The case back providing a glimpse at the extra-thin, self-winding 591C calibre which drives the timepiece

“

THE SIDES OF THE WHITE GOLD CASE AND THE CROWN ARE SKILFULLY FLUTED, ALTERNATING BETWEEN POLISHED WHITE GOLD AND BAGUETTE-CUT DIAMONDS. A BRIOLETTE-CUT DIAMOND TOPS THE CROWN, WHILE THE CLAW IS SET WITH SIX BAGUETTE-CUT DIAMONDS”

”

Combining marquetry with the art of invisible setting, the white gold of the dial appears to recede from view, becoming indistinguishable behind the glint of the diamonds. Each mother-of-pearl is selected meticulously by an artisan to harmonise its iridescent pattern with the unique shine of each gem on the inset curves of the Poseidonia. Together, their radiance evokes rays of sunshine bouncing off the surface of the sea. The lines of the gems extend out to the lugs of the strap with diamonds.

Elegant, white gold Breguet hands indicate the hours and minutes. The tip of the seconds hand reveals the letter B from the maritime code of signals – a distinctive feature of the Marine collection. The classic baguette-set bezel facilitates reading of the time: the triangular diamonds mark each of the 12 hours. The sides of the white gold case and the crown are skilfully fluted, alternating between polished white gold and baguette-cut diamonds. A briollette-cut diamond tops the crown, while the claw is set with six baguette-cut diamonds. Rounding off the case are 14 baguette-cut diamonds set entirely invisible in the crown protection.

This dazzling setting continues to the clasp of the strap buckle, echoing the inset bezel and the shape of the open-tipped Breguet hands. The B for Breguet stands out against the coloured metallic finish in the centre of the strap buckle.

Joining the diamond and Tahitian mother-of-pearl Marine Haute Joaillerie Poseidonia, Breguet has come up with three other models



Emerald-set green version of the Breguet Marine Haute Joaillerie Poseidonia

with different gems: sapphire-set blue, ruby-set red, and emerald-set green – all featuring white mother-of-pearl marquetry. The inset curves of each watch are composed from the dominant hue of each version – red, green, or blue. Each of the 85 gems making up the pattern is first chosen for its hue, precisely cut, then set invisibly. The result is a singular radiance of remarkable colours that is unique to each watch. On the bezel, the setting is composed of the same colours that can be seen on the dial, just like the setting of the strap buckle. The metallic finish in the centre of the buckle also takes after the dominant colour of the watch, as does the iridescent nuance of the leather strap.

The transparent sapphire case back offers a look at the extra-thin, self-winding 591C calibre. The bridges of the movement are engineered by hand with the Marine motif that was inspired by the deck of a ship. Diamonds line the border of the bevel of the white gold rotor, creating contrasts with the intense iridescence of the Tahitian mother-of-pearl.

Through Breguet’s extensive expertise and artisanship, the Marine Haute Joaillerie Poseidonia is truly a splendid reflection of the fascinating and mysterious beauty of the oceans. It is a testament to Breguet’s craftsmanship and deep affinity for the sea.

Zenith
DEFY 21
Ultraviolet



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GOING Ultraviolet

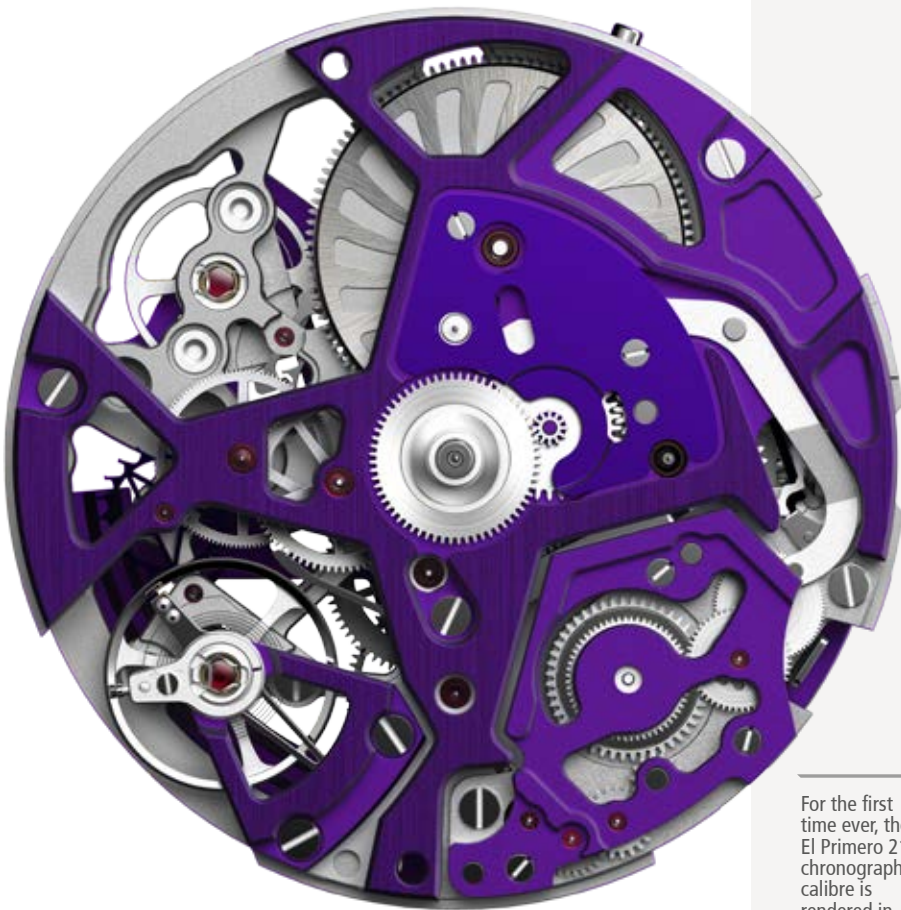
ZENITH ACHIEVES NUMEROUS FIRSTS WITH ITS BOLD NEW TIMEPIECE, THE DEFY 21 ULTRAVIOLET

If all the colours that our eyes can perceive are to be considered as frequencies of visible light, the violet hue is the colour with the highest frequency of them all. Beyond this spectrum lies only ultraviolet light - invisible to the human eye. In horological terms, only the highest frequency chronograph in production would be fitting of such an exuberant colour. Zenith brings the two together for a world-first

in watchmaking with the DEFY 21 Ultraviolet. Ever since its inception, Zenith has always sought to inspire individuals to pursue and achieve their dreams - even if the odds were stacked against them. Founded in 1865, Zenith became the first watch manufacture in the modern sense of the term. Throughout the years, Zenith timepieces have accompanied extraordinary figures that dreamt big and



The open dial of the Zenith DEFY 21 Ultraviolet provides a window into its inner workings



For the first time ever, the El Primero 21 chronograph calibre is rendered in regal violet

strived to achieve the impossible – from Louis Blériot’s history-making flight across the English Channel to Felix Baumgartner’s record-setting stratospheric free-fall jump.

With innovation as its key guiding principle, Zenith has come to develop and manufacture exceptional in-house movements for all its watches. From the first automatic chronograph, to the fastest chronograph with astounding precision, to reinventing the regulating organ, Zenith has shown time and time again that it is always pushing the boundaries of what is possible.

For centuries past, violet has been coveted as the most sought-after colour dye for garments, the production of which was a closely guarded secret by certain civilisations such as the Phoenicians. Its rarity and compelling beauty made it the colour of choice for royalty. Seen on luxury items from sports cars to bespoke suits, violet tones now depict a sense of daring, confidence, and whimsy. Yet, the colour remains a rare one in the world of watchmaking. For the first time ever in haute horlogerie, Zenith has rendered an automatic chronograph movement in the regal and opulent shades of violet. This is no ordinary chrono-



An equally royal rubber strap with violet insert accompanies the timepiece

graph to begin with. Zenith chose its revolutionary El Primero 21 chronograph calibre, beating at an astonishing frequency of 50Hz and capable of measuring down to a hundredth of a second, to drive the timepiece. The El Primero 21 chronograph calibre provides a power reserve of approximately 50 hours.

“ FOR CENTURIES PAST, VIOLET HAS BEEN COVETED AS THE MOST SOUGHT-AFTER COLOUR DYE FOR GARMENTS, THE PRODUCTION OF WHICH WAS A CLOSELY GUARDED SECRET BY CERTAIN CIVILISATIONS SUCH AS THE PHOENICIANS ”

There could be no better canvas for this visually striking and technologically advanced creation.

The open dial – featuring three grey chronograph registers and a grey flange ring – becomes a window to peer into the inner workings of the El Primero 21 chronograph calibre. The vibrant violet movement is accentuated by the DEFY 21’s distinctly avant-garde conception and design with open, angular bridges. A white-tipped central 1/100th of a second chronograph hand makes a complete cycle in one second. Besides the DEFY 21 El Primero 50th Anniversary edition, which was only available in a box set with two other watches, the DEFY 21 Ultraviolet is the first stand-alone DEFY 21 watch with an open dial paired with closed chronograph counters.

The faceted 44 mm case of the DEFY 21 Ultraviolet is made of microblasted titanium, which provides a striking contrast, allowing the purple-treated bridges of the movement to be truly eye-catching. This combination also brings out the darker metallic nuances of the titanium case. The violet hues that can shift from warm violet to cool purple tones are further complemented by the black rubber strap with a violet insert that possesses the look of woven textile.

Zenith has been moulding the future of Swiss watchmaking since 1865 and the DEFY 21 Ultraviolet is a clear representation of how far the brand has come. Continuing to equip those who dare to challenge themselves and break barriers, Zenith remains a stalwart in innovative watch creation.

The HYT
Soonow
Instant
Rainbow



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RAINBOW Illusion

HYT'S LATEST TIMEPIECE IS A HYPNOTIC MIX OF TECHNOLOGY, AESTHETICS AND MAGIC

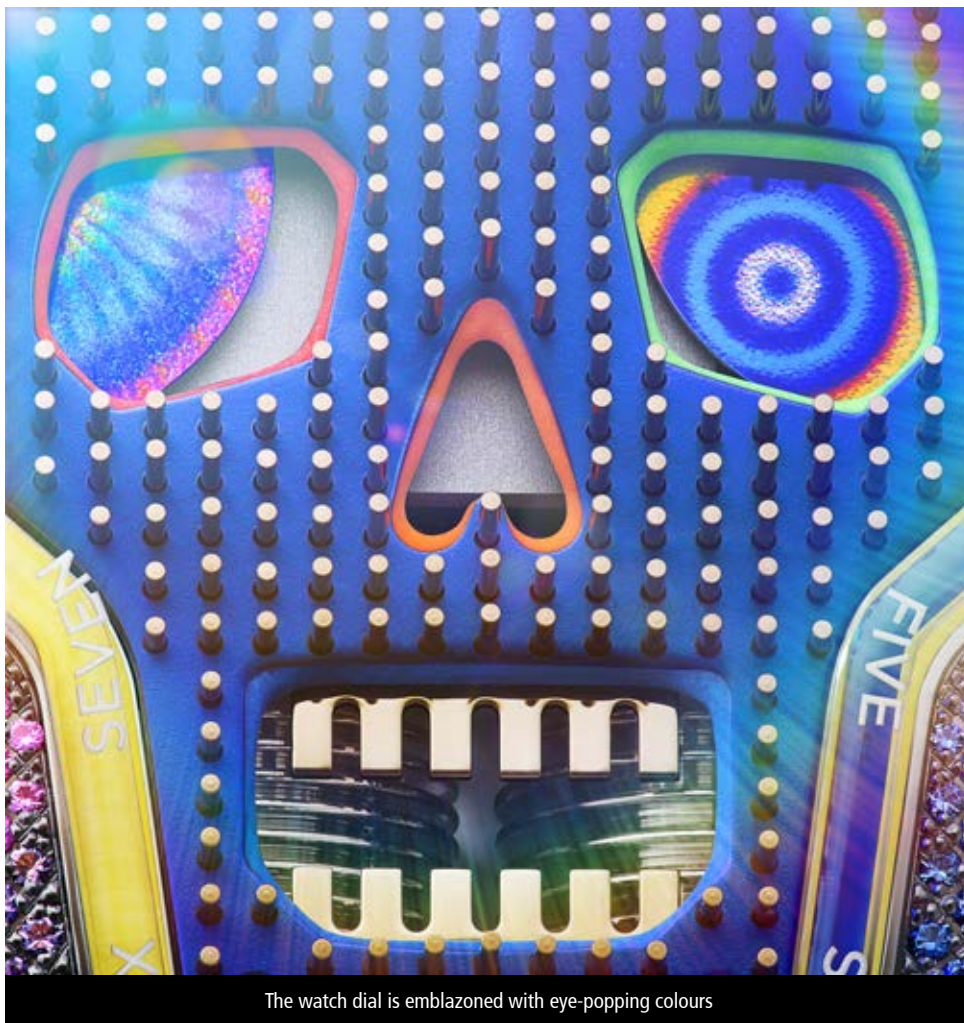
They say yesterday is past, tomorrow is the future, but today is a gift - that is why it is called the present. In a way, the present is the beautiful outcome of the past meeting the future. More than ever in these challenging times, we are being confronted with new ways of perceiving and appreciating

the "now". HYT's latest timepiece does this so intensely and in the most colourful, captivating way imaginable.

HYT was born out of the question as to why telling time should only be limited to needle-sharp hands or fleeting digital displays. Deter-



The skeleton figure features 18-carat gold pins and teeth



The watch dial is emblazoned with eye-popping colours

mined to make statements and waves with its rebellion, a multi-disciplinary think-tank was set up to create timepieces that connect the past, present, and future. The HYT answer is a watch that overcomes the forces of gravity to indicate the passage of time with liquids.

The SOONOW INSTANT RAINBOW by HYT presents time as a broad spectrum of possibility. "Now" potentially lasts forever as it is continually becoming what was "soon" just a moment ago. With this in mind, stopping and preserving time become as futile as trying to schedule or prolong a rainbow. The best that we can all do is to enjoy the beauty of both phenomena to the fullest as they appear to us.

The multi-coloured SOONOW INSTANT RAINBOW integrates the patented HYT fluidic module. Light hitting the fluids create an intrinsic form of magic – much like the way a ray of light interacts with water droplets to make a rainbow – that allows its wearer to tell time. The timepiece's design is rooted in the truth that both are in constant motion. The poetry in the design is that both should always be appreciated and never restrained.

The fascinating mechanisms of the SOONOW INSTANT RAINBOW is housed in a stainless steel case with DLC coating and satin finishes. The screwed case back with sapphire crystal features the "one of eight" decal. The movement powering the watch has hand-bevelled bridges adorned with Côtes de Genève, and provides a power reserve of 65 hours. Completing the look of the watch is a black rubber strap with a titanium folding buckle.

HYT's exclusive patented micro-fluidic module is housed in a borosilicate glass capillary tube with nano-coating interior, bent to a new shape. The yellow and blue fluids trace the paths of elapsed and future time respectively. The other colours of the rainbow spread across and around the dial with a refined gradation. A large collection of gems - 668 in total composed of sapphires, amethysts, and tsavorites - in 14 colour variations make the light dance in a frenetic yet mesmerising way. The blue-purple anodised titanium dial is covered with 313 18-carat yellow gold pins which significantly enhance the radiance of the timepiece.

“

THE FASCINATING MECHANISMS OF THE SOONOW INSTANT RAINBOW IS HOUSED IN A STAINLESS STEEL CASE WITH DLC COATING AND SATIN FINISHES ”



The timepiece comes with a black rubber strap

The styling of the skull on the dial of the SOONOW INSTANT RAINBOW is as hypnotic as it is functional. Located within the right eye of the skull is the power reserve indicator, steadily going through the entire colour spectrum. The left eye socket houses the seconds indicator, also going through the colour spectrum. A variety of monochrome Super-Luminova® outlines the skull, as well as the openings for the eyes, nose and mouth. The finishing touch to the dial is the grin – a tongue-in-cheek reference to the much hoped-for pot of gold at the end of the rainbow – full of solid 18-carat gold teeth.

With such an exceptional watch face looking back at you, one cannot help but look at time from a place full of wonder and hope.


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The TUDOR Black Bay Fifty-Eight "Navy Blue" is a celebration of the brand's mastery in divers' watches

BLUE Reverie

TUDOR'S LATEST WATCH BRINGS TOGETHER CLOSE TO SEVEN DECADES OF THE BRAND'S MASTERY IN DIVERS' WATCHES

On the topic of divers' watches, it would be remiss not to bring up the Black Bay, TUDOR's flagship timepiece that has been the top of its class for more than six decades. Now, TUDOR is offering the latest timepiece that will carry on the tradition of TUDOR's signature sports watches: the Black Bay Fifty-Eight "Navy Blue".

The Black Bay Fifty-Eight "Navy Blue" gets its name from its colour and also from the year 1958 - the year TUDOR presented its first divers' watch that was waterproof up to 200 m: the "Big Crown". In addition to aesthetic elements inspired by the historic watch, the new model

TUDOR Black Bay Fifty-Eight "Navy Blue"



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THE BLACK BAY FIFTY-EIGHT "NAVY BLUE" GETS ITS NAME FROM ITS COLOUR AND ALSO FROM THE YEAR 1958 - THE YEAR TUDOR PRESENTED ITS FIRST DIVERS' WATCH THAT WAS WATERPROOF UP TO 200 M: THE "BIG CROWN" ”

”



The Manufacture Calibre MT5402 powers the timepiece

offers a 39 mm case that is a characteristic proportion of the 1950s. The Black Bay Fifty-Eight "Navy Blue" is perfect for slim wrists, people who prefer compact watches, and vintage enthusiasts.

TUDOR introduced a divers' watch with a blue dial and bezel in 1969. These features were soon implemented on the rest of the collection. The watches attired in blue immediately created a lasting aesthetic hallmark known as "TUDOR Blue". This colour also appears on the soft pouch strap - offered with this new model - made from a synthetic, tactile material resembling flannel.

Ten years ago, TUDOR became one of the very first watchmakers to offer the fabric strap with its watches. It quickly became a trademark of the brand. Woven in France on 19th century Jacquard looms by the Julien Faure company - a 150-year old family business - the straps are manufactured to the highest standards and provide the utmost comfort on your wrist. This year, TUDOR and Julien Faure celebrate a decade of partnership that started just before the launch of the first TUDOR timepiece to be fitted with a fabric strap. To pay tribute to the excellent anniversary celebrating this

enduring collaboration built on exceptional mastery, the new Black Bay Fifty-Eight "Navy Blue" is available with three strap/bracelet options: blue Jacquard fabric with silver band, blue "soft touch", and "riveted" steel.

Like other models before it, the Black Bay Fifty-Eight "Navy Blue" adopts TUDOR's distinctive angular hands known as "Snowflake" - first appearing in the brand's 1969 catalogue. The refined art of bringing together traditional aesthetics and contemporary watchmaking allows TUDOR to differentiate each new edition it releases from the others in its repertoire. Decisively rooted in the present, the new timepiece brings together more than six decades of TUDOR's divers' watches.

The Manufacture Calibre MT5402 powers the hour, minute, and second functions of the Black Bay Fifty-Eight "Navy Blue". The movement has the finish that is typical of TUDOR Manufacture calibres. Its openwork rotor in tungsten monobloc is satin-brushed with sand-blasted details. Its bridges and mainplate have alternate sand-blasted and polished surfaces, along with laser decorations.

The construction of the movement has been designed to ensure robustness, longevity, reliability, and precision. Its variable inertia balance is maintained by a sturdy traversing bridge with a two-point fixation. The Manufacture Calibre MT5402 is chronometer-certified by the Swiss Official Chronometer Testing Institute (COSC), with its performance exceeding the standards set by the independent institute.

Another exciting feature of the movement is that it is "weekend-proof", thanks to its power reserve of approximately 70 hours. That is to say that it enables the wearer to take the watch off on a Friday evening and put it back on again on Monday morning without having to wind or reset it.

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The Hamilton Jazzmaster Open Heart with a stainless steel bracelet

OPEN HEART Technology

HAMILTON'S NEW JAZZMASTER IS THE DEFINITION OF CONTEMPORARY SOPHISTICATION

The Jazzmaster collection draws on Hamilton's long history and tradition of producing quality women's watches. This contemporary and modern collection of watches offers a refined look for those who enjoy the finer things in life. Excellent craftsmanship is a mark of the collection; this continues to be the case for the newest addition to the collection: the new Jazzmaster Open Heart.

Hamilton was founded in 1892 in Lancaster, Pennsylvania, USA. Combining the American spirit with the unrivalled precision of the latest Swiss movements and technologies, Hamilton watches are known for their innovative designs, high performance, and unequalled craftsmanship. Throughout the years, this level of innovation has helped forged strong connections in the aviation and film industries, with a slew of Hamilton watches appearing



Blue dial iteration of the Hamilton Jazzmaster Open Heart with beige ostrich leather strap



A closer look at the "open heart" dial

and sometimes even stealing the limelight in more than 500 films.

The Jazzmaster Open Heart 36 mm balances contemporary sophistication with refined craftsmanship in the most effortlessly modern way. The Jazzmaster Open Heart gets its name from the creative construction that allows the watch to "open its heart", revealing an intriguing and alluring glimpse of the mechanical workings within.

A precise cut-out design reveals the manufacture's Swiss-made automatic movement in action as it keeps time throughout all of life's beautiful moments. Revealed through the cut-out dial are the mechanical parts that continually power the watch: the balance, escapement and barrel, each assembled with total precision and skill.

With its sleek contemporary style, the Jazzmaster Open Heart is the timepiece of choice for modern day hustlers. Whether you're delivering a keynote, leading a business meeting, or attending a rooftop party, the exquisite timepiece will always be there right by your side.

Skeletonised and open-heart watches are a signature of the manufacture. Designers jump at the chance to work on original and unique



Black dial model of the Hamilton Jazzmaster Open Heart with black calf leather strap

cut-out shapes for the dial. Seen through the "open heart" is Hamilton's very own H-10 automatic movement with an extended power reserve of 80 hours. The movement also includes a hairspring made from the new alloy, Nivachron™. The cutting-edge anti-magnetic material makes this watch ready to take on the frenetic pace of modern life as well as any challenges that might come one's way.

The chic and streamlined stainless steel case is complemented by a wide selection of straps that allows the wearer to find the combination that best suits her. Whether it is the black or white calf leather strap, beige ostrich leather strap or the stainless steel bracelet, Hamilton's easy-click system allows the wearer to switch straps easily. No matter which strap is chosen, be confident that it will complement the elegant dial which is similarly available in a variety of colours: black, ice blue, deep blue, or mother-of-pearl.

The Jazzmaster Open Heart is elegant and beautifully made. It is a sure statement of confidence and authenticity; the Jazzmaster Open Heart is an impeccable choice for busy urban go-getters who would love nothing more but a watch that not only reflects their tender sentiments but also symbolises the very dreams they want to see to fruition.

QUENTIN HEBERT – PIAGET HEAD OF WATCH MARKETING

PRIDE and Prestige



In an exclusive email interview with The Time Place Magazine, Piaget's Head of Watch Marketing, Quentin Hebert, shared key insights about the brand's current marketing strategies and his favourite watch from the 2020 releases.

What are the key marketing strategies you're currently implementing for Piaget?

At Piaget, we are a dual brand. We are a watchmaker with a jewellery segment and we are a feminine core brand with a strong masculine offer. Maintaining this balance is key. We intend to grow the jewellery segment capitalising on the strength and notoriety of our jewellery watches. Then we strengthen our offer by building pillar collections: Altiplano, Gala, Piaget Polo and Possession. Raising the attention on these collections will help them to be more recognised and sought after. Finally, we are addressing a more varied clientele with a multiple yet exclusive range of products as Piaget is and will stay an exclusive and rare brand.

What keywords do you want to be associated with Piaget?

I would say family and exclusivity. For me Piaget is a small company with a familial spirit. It's also a very exclusive brand where being daring is key. I have to say at Piaget there is a strong connection between Piaget and its employees. People are proud to work for Piaget. This is due to the small size of the company, but also to the remarkable people that have left their footprints and whose aura remain very strong. When Yves Piaget says "salut les artistes!" upon entering the workshops, it shows how much the human connection between the people make the difference and how much respect there is for workers, designers, creators. They are at the centre of the attention as they are the source



Piaget Limelight Gala White Gold Palace
Decor G0A45163

of creativity. These artisans are artists not only at the centre of the creation process, they are the crazy factor which forces Piaget to dare, to create extraordinary pieces whether they are in movement, gold crafting, hard stones mastering or gem setting.

Exclusivity, as not everyone wears a Piaget. I would like people to have in mind that wearing Piaget is to have a strong sensitivity to beauty,

whether it is a pure line and balance which lasts forever or a crazy high jewellery piece expressing the aurora borealis. I would also like that people do not forget that Piaget is a small movement workshop lost in the middle of the Jura mountains where people are living in the middle of the nature which is so much an inspiration source for each one of us.

How savvy is Piaget's digital marketing?

To me, digital is not something we can be pro or against. It's a change in our customers' habits, it's how they live, how they purchase and more. Our customers have progressively started buying online. It's a great opportunity for us to pursue the relations with our clients and to reach new ones. Piaget is very present on the e-commerce platforms. First, with Piaget.com, our own website which opened its e-com function a few years ago. Secondly, in China, with the launch of Piaget TMall - Luxury Pavilion Flagship store - which is an instrumental step in our omni-channel strategy with the objective to offer to consumers an extra level of online experience. Third, we are present on Net-A-Porter and Mr Porter worldwide as well as on our call centre platforms in US, Europe and China.

We are continuously exploring innovative ways to engage with our clients using a unique combination of digital platforms and media touch points for example: Live streams on social media, interactive chat bots. Also, Singapore is presenting a new online virtual boutique, a first for Piaget, where visitors can enjoy a full brand experience at the touch of their fingertips! It will play a crucial role in optimising the digital experience and can be accessed remotely on digital devices. This audacious expansion aims to break free from the limitations of traditional retail infrastructures by introducing a digital platform that provides the same kind of emotional and holistic brand experience, it's a new way of looking at the brand. It serves as



Piaget Altiplano Ultimate Concept, 2020



The Piaget Altiplano Ultimate Concept is a true feat of watchmaking

an additional touch point for guests to explore, be engaged, educated, entertained, complementing and bridging the online experience to offline visits in a Piaget boutique. Soon, more markets will have this feature.

We also keep interacting with our consumers online via our social platforms, sharing about Piaget's expertise, crafts and history. We recently launched an episode of #OnlyAtPiaget series on social media to share about Piaget's proudest true craft - the art of gold.

What is your favourite watch from the new 2020 releases?

Piaget is a dual brand: feminine yet masculine. I like both sides. Thus, I have two favourite models this year. Piaget's Limelight Gala on a gold bracelet, which was inspired by the extravagant spirit of the 1960s, is a signature in itself. With its sensual curves, its cambered case and asymmetrical lugs, it does not only provide unique comfort on the wrist, it also looks like an embracing movement which brings together all the extraordinary facets of women. Limelight Gala celebrates the blue colour this year, Piaget's colour, with bold interpretations of Piaget Arts of colour, light and gold. The Altiplano Ultimate Concept, the thinnest mechanical watch in the world at only 2 mm, expresses the Art of movement. Presented as

a concept watch in 2018, it features the best of Piaget mastery in ultra-thin watches. It's now a watch that you can buy and personalise with more than 10,000 combinations.

Could you share with us some interesting stories behind the development of Piaget's 2020 releases?

Let me tell you the story of the Altiplano Ultimate Concept. It was developed and produced entirely in-house by Piaget's dedicated Research and Innovation division which worked solely on the prototype for four years, during which time many of the established codes of watch making were re-invented. The team had to abandon conventional thinking. Classical design dictates a standard construction with its distinct movement and case. Piaget embarked on a journey of unprecedented miniaturisation that resulted in the filing of no fewer than five patents, the process beginning with the creation of a part in one case for the watch into which the movement baseplate is directly machined. Then, the team found ways of making the thickest components of the movement slimmer: the barrel, regulating organ, winding system and the wheels axis with rubies! Last, but not least, to convert a prototype aiming at validating new technical solutions, new processes into a sellable watch is a long journey! We had to ensure its compatibility to everyday wear in any circumstance.



Another variation of the Piaget Altiplano Ultimate Concept

DAVID SEYFFER – IWC MUSEUM CURATOR



CAPTIVATING Chronicle

It has been 13 years since David Seyffer joined IWC. With a History of Natural Science, Technics and History doctoral degree, he is an expert in corporate archives management and historical artefacts exhibition. In an exclusive email interview with The Time Place Magazine, Seyffer discusses the historical appeal of IWC as a company and a manufacture.

What does your role entail as the Museum Curator at IWC?

My role has many facets. On the one hand, there is the classical museum work: designing exhibitions, searching for new ideas and presentation techniques and implementing them if necessary. On the other hand, my job also involves archiving and distributing information. The museum supports all kinds of projects within IWC, so we are also consultants. If product design wants to have detailed information about how watches looked like in the past and what purpose they were made for, we can provide them with comprehensive information to support the creative process. We assist many different departments within IWC, and that is a great honour for us.

This year marks your 13th year with IWC. What has been your most valuable experience?

There have been so many beautiful experiences; it would be impossible to tell them all. When we built up our historical department from scratch in 2007, you can imagine that there were new challenges every day. The good thing is that this is not stopping. Taking care of the records today and in the future means that you have to think intelligently and develop strategies and solutions, for example, for digital archiving. There is not a best practice yet about how to do this most efficiently and sustainably. During the last



IWC Portugieser Tourbillon Rétrograde Chronograph

months, we learned that people desire digital experiences. We are thinking about ways to bring the fascination of the museum to people all over the world digitally. The bottom line is that you have to be innovative and agile. It is this spirit that fuels passion. It's also very inspiring to see our novelties and new collections. Seeing new products come to life always gives me a boost of energy.

From a historical perspective, how do you see the growth of IWC as both a manufacture and a company? What has and hasn't changed?

Since Florentine Ariosto Jones founded IWC back in 1868, our vision has not changed. He

established IWC with the idea of combining Swiss craftsmanship with the latest manufacturing technology to produce the best pocket watches of his time. A great example of this is the new manufacturing centre. I am sure Jones would be thrilled to see that we assemble our products with a line concept as he had dreamt it. Another interesting point is our use of innovative materials. Even though the basic technology of a mechanical watch has not changed much, we are now using new and innovative materials. As a part of our 2020 Portugieser collection, we launched the Portugieser Tourbillon Rétrograde Chronograph. Parts of the escapement are made of diamond-coated sili-



IWC Portugieser Yacht Club Chronograph



The IWC Portugieser Yacht Club Chronograph was inspired by the Yacht Club from 1967

Lastly, could you elaborate on the historical appeal of IWC's 2020 novelties?

For the 2020 Portugieser collection, we supported the design team with different historical timepieces. The major influence of the new collection is the first Portugieser, Reference 325. It was created at the request of two merchants from Lisbon who requested a wristwatch with marine-chronometer precision. The clean and functional dial of the first Portugieser was inspired by deck observation watches of the time, nautical precision instruments used for calculating longitude on ships. Reference 325 has inspired much of the design of the current collection. For example, the new Portugieser Automatic 40 features the same iconic design, with the small seconds at 6 o'clock, and it comes in a reduced case diameter of 40 millimetres.

Another influence was, of course, the Yacht Club from 1967, the timepiece that is at the foundation of the Portugieser Yacht Club Chronograph, which we now present in its

con. This IWC Diamanod Shell technology results in less abrasion and improves the energy flow in the movement.

A significant change that I was able to experience was also the international growth of the brand. It is so amazing to see how the brand is growing and gaining appeal all over the world. For me, it's always a great pleasure to meet with international clients and collectors. But then again: we have been the International Watch Company since 1868, so maybe it's a logical consequence that we want to bring the fascination for mechanical watches to people all over the world.

IWC was one of the first watch manufacturers with an exclusive museum. Could you tell us more about the background story and the facilities of the museum?

The first museum was opened in 1993, but it was closed to the public. In 2007, we opened the new museum. Since 2009, we have been part of the Swiss Society of Museums. This is a great honour, and it shows that we follow the standards of the International Council of Museums (ICOM). Our museum lets you discover the history of IWC, starting with the days when F.A. Jones founded the company. Visitors can also explore our watch families and find out how and where they originated and what makes them unique. The museum has a relaxed atmosphere, similar to a gentlemen's



The IWC Museum in Schaffhausen

club. We also have a multimedia display cabinet, lounge furniture, as well as an audio guide you can download. Interactive screens permit an in-depth examination of our exhibits and give you all the background information you need. One of my favourite parts is the corner where we present special exhibitions. Here, we have the flexibility we need to show treasures from our history that perhaps not many people know about.

third generation. The original Yacht Club was robust and watertight for marine activities, but it also had a charming and elegant design suitable for a dinner party. This spirit, combined with a chronograph in the new Portugieser Yacht Club, makes it a watch for the 21st century. It's classical but not old-fashioned. It's elegant, but you can jump in the water with it. It's a watch that adapts perfectly to all circumstances and situations in life.

A photograph of Max Verstappen, a Dutch Formula 1 driver, celebrating a victory. He is wearing a black racing suit with orange accents, a black cap with yellow and red logos, and a black face mask. He is holding a large, multi-tiered trophy with a silver base and blue and red accents. The background is a plain, light-colored wall.

MAX VERSTAPPEN

The youngest Formula One Grand Prix winner of all time upon winning the 2016 Spanish Grand Prix when he was only 18 years old, Verstappen also holds numerous “first” titles that make him the pride of Dutch citizens. In 2016, TAG Heuer celebrated the champion with the launch of the Formula 1 Max Verstappen Special Edition watch, exclusively available in the Netherlands. Verstappen was spotted wearing the TAG Heuer Formula 1 Aston Martin Red Bull Racing Special Edition watch on the podium of the 70th Anniversary Grand Prix where he won first place with the support of TAG Heuer as the Official Timekeeper, Official Watch and Team Performance Partner of Aston Martin Red Bull Racing.





AUDEMARS PIGUET – WESLEY BRYAN

Wesley Bryan is one of Audemars Piguet's golf ambassadors which also includes the likes of Darren Clarke, Brander Grace and more. Bryan rose to popularity thanks to the viral golf trickshot videos that he did with his brother, George Bryan, on their YouTube channel, "Bryan Bros Golf". The American professional golfer currently plays on the PGA Tour and is dubbed as a rising star by many. Bryan wears the Audemars Piguet Royal Oak watch.



HUBLOT – CHIARA FERRAGNI

Boasting more than 20 million followers, Chiara Ferragni is no doubt the most followed fashion influencer on Instagram. Like many other influencers of her generation, she started her career with a blog, "The Blonde Salad", in 2009 which has now become a media company. What sets her apart is her established namesake brand, the Chiara Ferragni Collection, with flagship boutiques in Milan, Shanghai, Chengdu, Paris and Hong Kong. Ferragni wears the Hublot Big Bang Millennial Pink 42 mm watch.



CHOPARD – CHRISTOPH WALTZ

Prestigious awards from the likes of the Oscars, Golden Globe, Cannes Film Festival, Emmy, Screen Actors Guild, you name it, Christoph Waltz's got it. Waltz received recognition from a wider audience through the 2009 American film, "Inglourious Basterds". You may also have seen him in "Django Unchained" or the recent James Bond films. The 63-year old actor was photographed by Brian Bowen Smith for The Rake wearing the Chopard L.U.C 1937 watch.



BREITLING – KELLY TANDIONO

Kelly Tandiono's successful modelling career has led her to become one of the judges in the popular reality television show, "Asia's Next Top Model". Also an actress, Tandiono has appeared in 11 films including "Negeri Tanpa Telinga" which earned her the Best Actress award from the Royal Bali International Film Festival in 2014. The entrepreneur behind the Cover Me Not swimwear line, the sports enthusiast and friend of Breitling wears the Breitling Superocean Automatic 42 watch.

Cartier Santos-Dumont XL in pink gold (WGSAA0032)



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INHERENTLY Cartier

HAVING FLOURISHED THROUGH THE YEARS, CARTIER CONTINUES TO UNDERGO AN EXEMPLARY EVOLUTION

The name Cartier is synonymous for beauty, exceptional craftsmanship and unparalleled quality. To date, the distinguished jeweller and watchmaker has introduced to the world a treasure trove of masterpieces. Since its founding in 1847, the Maison's creativity has soared to new heights.

For 2020, it unveils the Santos-Dumont XL, a timepiece that was brought to fruition

using age-old watchmaking traditions and techniques. This latest offering proudly bears the prestigious mark of Cartier and ushers the Maison into the future and beyond.

LOOKING BACK

Cartier had humble beginnings before it became the esteemed Maison it is known today. Aspiring jeweller/watchmaker Louis-François Cartier was just a student of



Cartier Santos-Dumont XL in steel (WSSAA0032)



1912 - Cartier Santos-Dumont wristwatch

master craftsman Adolphe Picard at 29 Rue Montorgueil, Paris when in 1847 he took over his teacher's workshop. This served as the foundation of the brand and the beginning of Cartier's history of providing jewelry and watches for the French aristocracy. In 1874, his son, Alfred, took over the company and paved the way for more growth and development. Alfred's progeny – Louis, Pierre and Jacques – would be instrumental in Cartier's worldwide renown. In 1899, Cartier opened on the high-profile Rue de la Paix at the heart of Paris. As the world was changing, Cartier was also experiencing a rebirth. But instead of following the art nouveau style of the era, the Maison's style became known for its pure, uncluttered lines, geometric shapes and utter simplicity.

With its growing popularity worldwide, the Cartier family also found themselves rubbing elbows with the influential figures of the early 20th century. Alfred was active in artistic and literary circles while his sons, Louis and Pierre, explored the worlds of science, industry and sport. Louis, in particular, gravitated towards aeronautics as Paris was considered the 'cradle of aero-



1907 - Alberto Santos-Dumont aboard his airplane No.15

nautics' for technological developments. He mingled with aviation enthusiasts and a fortuitous encounter with Brazilian aviator Alberto Santos-Dumont in 1900 would result in a warm friendship and a period of inspired creativity for the Cartier brand.

In 1901, Alberto Santos-Dumont would convey to Louis Cartier that he found it difficult to check the time on his pocket watch while flying. This prompted Louis to think of a novel way for his aviator friend to conveniently view the time while manning the controls in his aircraft. Three years later, in 1904, Louis revolutionised watchmaking by inventing the first purpose-designed modern wristwatch for Santos-Dumont. Dubbed the Santos, the timepiece featured a square shape with rounded corners, the seamless curve of horns that converged towards the strap, and exposed screws; it became commercially available in 1911. The Santos not only became an indispensable



1978 - Cartier Santos de Cartier wristwatch with self-winding movement



2013 - Cartier d'Art Watch. Champlevé Enamel.
Photo 2000 © Cartier

tool for aviators, it also cemented the legend of Cartier style and became a symbol of the modern man who was intent on mastering time. Since then, Cartier has unveiled a multitude of Santos interpretations.

UNPARALLELED ARTISTRY

Resolute in shaping the history of time, Cartier has been a frontrunner in the field of design. Armed with its wealth of watchmaking traditions, the Maison has introduced to the world a bevy of shaped watches apart from the square-shaped Santos: the Tortue, the oval Baignoise, the rectangular Tank and the accidental Crash, just to name a few.

It has also striven to deliver awe-inspiring fine skeleton timepieces from as far back as the 1930s. In 2009, the skeleton became an inimitable Cartier signature with the release of the Santos 100 Skeleton Watch XL. Equipped with the Calibre 9611 MC, this was the first skeleton movement to be entirely designed and produced by the Cartier Manufacture. Instantly recognisable by its sculpted bridges in the form of Roman numerals, this patented design renders Cartier the sole watchmaker capable of creating a skeleton movement whose bridges have a time-telling function. In 2018, the workshops of the Cartier Manufacture at La Chaux-de-Fonds presented the Santos de



Cartier preserves age-old artistic crafts at its Maison des Métiers d'Art



2018 - Cartier Santos de Cartier Skeleton Watch Large Model Calibre 9611 MC (WHSA0007)

Cartier Skeleton Watch Large Model powered by Calibre 9611 MC.

Aside from excelling in design creativity, Cartier also has the highest respect for the various age-old artistic techniques it has adopted in watch creation. In 2014, Cartier opened the Maison des Métiers d'Art in the valley of La-Chaux-de-Fonds. Though located inside a 17th-century farmhouse, it boasts a cutting-edge laboratory and high-precision watchmaking workshop which



2009 - Cartier Santos 100 Skeleton Watch XL (W2020018)

has the purpose of rescuing artistic crafts from obscurity and incorporating them into the Cartier heritage of craftsmanship. The Maison features an open-plan layout that reflects the brand's focus on communication and openness, inviting the craftsmen to interact in the course of their work, but also, on a broader scale, opening up their work to the public. Custom tours are available during which visitors can witness the work of specialist craftsmen at their workbenches. In this hub, Cartier hones its repertoire in



2018 - Cartier Santos de Cartier Large Models with interchangeable straps



2019 - Cartier Santos de Cartier Chronograph (W2SA0008)

the expertise of fire, metal and composition. The techniques nurtured there include gold bead granulation, enamel granulation, filigree, enamelling, cloisonné enamel, champlevé enamel, grisaille enamel, flamed gold, stone mosaic, floral marquetry and straw marquetry.

MODERN ERA

Many years after the inaugural release of the Santos, in 2018, Cartier unveiled a contemporary interpretation. Deriving inspiration from the original 1904 model, the new Santos retained the geometrical square shape, a design influenced by the Eiffel Tower, as well as the eight screws on the bezel. Inside the timepiece is the calibre 1847 MC with anti-magnetic nickel phosphorus components in the escapement and movement mechanisms, as well as a shield made from a paramagnetic alloy, rendering the calibre effectively resistant to the powerful magnetic fields a watch may be exposed to in everyday life. With its updated bezel design and sleeker lines, the 2018 Santos was also precisely weighted and measured to optimise comfort and ergonomics.

Catering to modern lifestyles and ease of movement, the innovative straps of the



2018 - All the Santos de Cartier straps are interchangeable thanks to the patented Cartier QuickSwitch system

Santos are available in steel, gold, calfskin or alligator skin. Furthermore, all the straps are interchangeable thanks to the patented Cartier QuickSwitch system hidden under the strap. This invisible mechanism blends into the structure of the case and, to activate the system, the wearer simply presses the mechanism. Another cutting-edge feature is the patented SmartLink self-fitting technology which adjusts the length of the

metal bracelet to the nearest link without the use of a tool. At the touch of a button located on each SmartLink, the attachment bar is unlatched and one of the brushed metal links with screws can be added or removed from the watch.

The following year, 2019, Cartier presented a new Santos collection. Upholding comfort and ease of use, the Maison introduced a thinner and pared down Santos-Dumont, equipped with a high autonomy quartz movement. It also announced the arrival of the Santos de Cartier Chronograph. With a single start/stop push button, visible at 9 o'clock, the watch's reset function was di-



2020 - Cartier Santos-Dumont XL in pink gold (WGSA0032)



2019 - Cartier Santos de Cartier Skeleton Noctambule Large Model (WHSA0007)



2020 - Cartier Santos-Dumont XL in pink gold and steel (W2SA0017)

rectly integrated into the crown resulting in a lighter design, naturally leading to lighter movements. The 1904-CH MC Cartier Manufacture movement powers the timepiece and distils the chronograph's ingenious guidance and coordination systems – column wheel, vertical clutch, and linear reset hammer – while demonstrating superb craftsmanship. Last in the line-up was the Santos de Cartier Skeleton Noctambule. The bridges of the model are coated with Super-LumiNova® pigments which, while invisible during the daytime, reproduce and radiate the stored light once night falls. All three watches have straps available in steel, alligator leather or rubber, and they can be interchanged thanks to the patented QuickSwitch system. Meanwhile, the metal bracelet can be adjusted to the nearest link thanks to the patented tool-free SmartLink size adjustment system.

This year, Cartier enriches its repertoire with the Santos-Dumont XL. Boasting a re-worked design and proportions, the new offering has a contoured case and taut lines, lending it a refined elegance. The watch is

enhanced in an extra-large size and features a change in scale as opposed to previous models. On the wrist, the dial is wide and generous and possesses the same sophisti-

cation as symbolised by the sword-shaped hands, the beaded winding crown and the sunray satin-finished dial. The case back is engraved with the initials S=D, the signature of Alberto Santos-Dumont, a wonderful tribute to the origins and inspiration of the timepiece. Rounding off the watch is the 430 MC mechanical movement with manual winding. Three fine versions are available in varying case materials and straps: an 18-carat pink gold model with a grey alligator leather strap, an 18-carat pink gold and steel variant with a black alligator leather strap, and a steel iteration with a navy blue alligator leather strap.

Remaining true to the innovative spirit and signature flair of Cartier, these new watches are testaments to the watchmaking prowess of the Maison. Though they derive elements from previous models, they are undeniably modern and suited to the lifestyles of present day men and women. This is proof that when it comes to watchmaking design and creativity, Cartier has a resolutely timeless aesthetic, one that will continue to be beautiful and relevant for many years to come.



#TIMEFASHION





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Fashion Parade

BEING STUCK AT HOME BECAUSE OF THE PANDEMIC DOESN'T HAVETOBEBORING. THOUGHYOURACTIVITIESANDMOVEMENTS ARE MOMENTARILY LIMITED, YOU CAN MAKE THE MOST OF YOUR DAYS BY CONTINUING TO FEED YOUR FASHION NEEDS. BE YOUR STYLISH SELF EVEN DURING THIS UNPRECEDENTED TIME BY ORDERING SELECT FASHION FINDS ONLINE OR RUMMAGING THROUGH YOUR CLOSET AND PICKING OUT THE PERFECT PIECES YOU CAN MIX AND MATCH WHILE WORKING FROM HOME OR SHELTERING IN PLACE. Photographed by: Jacky Suharto, Styled by: Triska Putri, Makeup by: Arhadita, Hair styling by: Raeyhma Batsyeba , Model: Lucho – Gustav Models, Thai – Amor Models, Photographed at Hotel Monopoli Jakarta



All About Colour

Clothes, hat, bag
and shoes by CHANEL



Suitably
Handsome

Outfit by
Ermenegildo Zegna

Playful
Style

Outfit and bag
by Celine







Crazy for Accessories

Bags and Shoes
by Valentino



**Staying In,
For Now**

Clutch by Berluti
Outfit by Z Zegna

Mode
On

Outfit and Shoes
by Tory Burch





FIERCE Femininity

REDALENTINO REVISITS
THE '80s AND '90s FASHION
SCENE FOR PRE-FALL 2020

The definition of femininity is constantly changing with a wider context at play as society becomes ever more diverse and inclusive. In terms of style and behaviour, the dynamic interpretation of femininity is well-documented through fashion trends from season to season. For its

Pre-Fall 2020 offering, REDValentino took cues from the fashionable women of the 1980s and 1990s whose extravagant and fierce spirit continue to inspire the women of today.

Influences from the '80s, particularly the British clubbing scenes, are translated to furry



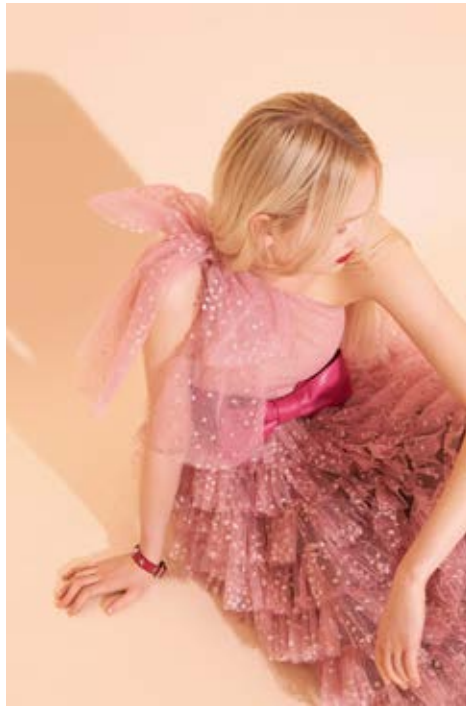


coats, dresses with bold puffy sleeves, leopard printed stockings, excessive bow accents and maxi ruffles. While Riot Grrrl, an American underground feminist movement from the '90s, is represented by destroyed denim, acid washed jeans with marble effect, checkered patterns, slogan prints and combat boots.

The distinctive bold vibes of both eras are unified by the assorted colours that this collection displays. Ranging from the obligatory pastels, classic black, acid green, to turning-heads hot pink. With layering styling, both eras are not only mixed and matched, but also toned-down to make it more relevant to be worn on the street. Through a varied selection of colours and the broad layering examples, this audacious collection appeals to every kind of fashionista.

Sleek style enthusiasts may consider the staple black-and-white looks comprised of a statement white top with puffy sleeves and big bow detail or a T-shirt underneath a clean-cut black blazer, paired with high-waisted black leather pants. For those who are into the sporty chic look, REDValentino provides a perforated dress in a green and white colour combination with mesh puffy sleeves. Check out an array of flowy tulle dresses now with eclectic details, catered especially for the fans of the brand's signature romantic looks.

From the accessories department, bags are dominated with daring colours and/or prints. The popular Rock Ruffles XL bag is offered in daring red for the bucket shape, while the shoulder bag version looks very stylish with 'Point d'Esprit' print or glittery leopard print.



REDValentino takes inspiration from the '80s and the '90s and infuses it with romantic flair

For shoes, REDValentino provides many options. Starting from Bowwalk sneakers, Sandie pumps, Softies booties, Bow mules, Reddicious Mary Jane shoes, to Bikered combat boots. Witty bow earrings and belts are great complements to this collection's fearless styles.

As fashion trends keep on recurring in a seemingly endless loop, it is obvious that REDValentino has presented similar stylings in their previous seasons, for instance the Fall 2015 collection which featured grunge-in-



spired designs amongst others. But what sets this collection apart is the fact that Pierpaolo Piccioli fully embraces the 1980s' glamorous boldness and 1990s' punkish themes in an unapologetic way. His basic canvas, the whimsical offerings, are set free with edgy silhouettes and courageous attitudes. They are a salute to and a true celebration of liberating self-expression.



VIVID Spirit

DIESEL ADDS COLOURFUL
UPDATES TO ITS SIGNATURE
PREMIUM DENIM

While a pair of DIESEL's jeans is easily recognisable thanks to its iconic diagonal tag on the front pocket, it is simply astonishing how DIESEL comes up with new denim offerings every season since 1978. Browsing through the Italian brand's website, you will find enormous selections of denim types, fits, finishes, materials and styles in premium quality for both men and women.





Let DIESEL's coloured denim brighten your day



For Spring/Summer 2020, DIESEL presents a playful take on its existing denim washes and fades; they are freshened up with a contrasting interior colour. To unveil either the bold pink, yellow, red, or blue colours, you can simply roll up the denim trousers and voilà, you're wearing the perfect summer jeans. As seen on the 'Pop Your Color' campaign that DIESEL launched especially for this new collection, the coloured-cuffed jeans will be the cool highlight of any statement outfit.

Interestingly, instead of the traditional dye or print, DIESEL created the polychrome effect through a foaming process. This innovative method allows the colour to be absorbed directly into the textile which results in a natural finish and a soft-to-the-touch feel. Furthermore, with DIESEL's well-measured execu-

tion, the colour is completely invisible when the denim trousers are kept unrolled, as long as the denim is not exposed to hand-placed scrapes, abrasions and distress treatment which will make the saturation more luminous. Hide the colour or expose it your own way, the choice is completely yours.

These must-have summer denims are comprised of 29 models: 23 options for men and six for women. For this collection, DIESEL's fan favourite JoggJeans fabric is presented in various signature styles, from the skinny D-Reeft, the slim D-Earby with an adjustable waist and zips at the ankles, the carrot-fit style D-Vider, to tapered style Krooley for men. While women may consider the boyfriend style D-Eifault with a regular waist, boyfriend style D-Fayza with a regular waist

and a low crotch, slim style D-Ollies, or boyfriend style regular slim fit Krailey with an adjustable drawstring waist. More choices of fabric and styles are available to indulge your inner denim enthusiast.

These understated and colourful updates give the power to the wearer and ups the ante with the additional convertible value that enables any stylish male or female to sport two different styles with just one pair of DIESEL jeans. And it is always very assuring to purchase a product from a liable premium brand such as DIESEL which is known for its exemplary For Responsible Living — a spin off from its For Successful Living slogan — commitment to benefit the current and future generations through social and environmental responsibility actions across its operations.



LUMINE – AYLA DIMITRI

Ayla Dimitri pursued her dream of working in the fashion industry by starting off as a journalist and stylist for a magazine. She often shared her favourite work moments on her personal Instagram account where she discovered a new opportunity as an influencer. Now a full-time content creator, she has more than 300,000 followers. Dimitri wears a green plaid set from LUMINE Jakarta's summer looks.



CHANEL – LAURA BASUKI

Laura Basuki was recently awarded the Best Actress in a Leading Role at the Indonesian Movie Actors Awards 2020 for her portrayal of the badminton icon in "Susi Susanti: Love All". Aside from acting and modelling, the mother of one is also behind the selfie-tourism, Haluu World, and hip restaurant serving healthy food, Fedwell. In a recent photo shoot with photographer Agus Santoso Yang, Basuki wore a CHANEL ensemble.



FENDI – SEO YE-JI

The star of South Korean series "It's Okay to Not Be Okay", Seo Ye-ji is still making headlines after the show's last episode. Along with her great performance and chemistry with co-star Kim Soo-hyun, her outfits in the drama are also trending. One favourite is from Episode 9 where Seo wore an embossed viscose cardigan and multi-colour mesh dress from FENDI's Spring/Summer 2020 collection.

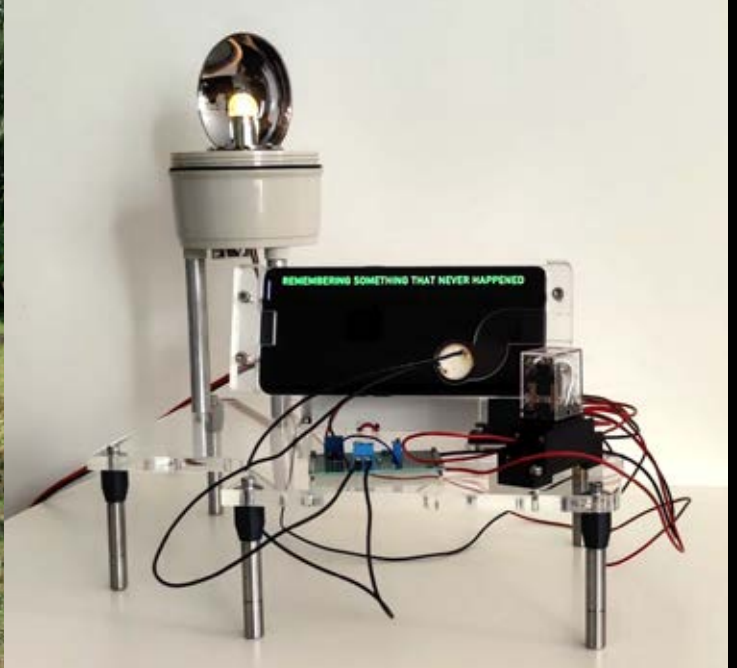


VALENTINO – OLIVIA LAZUARDY

Using her eponymous website, Olivia Lazuardy has the dream to inspire and empower her audience through fashion. In order to achieve that, she's been pairing fashionable photo shoots with heart-warming personal stories which focus on self-improvement on top of the fashion-related topics that she posts in her website. Lazuardy is seen sporting the SuperVee bag from the Valentino Garavani collection.



HIGH LIVING





GOING Digital

DEBORAH ISKANDAR
DISCOVERS PERFORMANCE
ART ONLINE

Who would have thought that something as direct and embodied as performance art could be presented digitally in an online exhibition? Although the combination seems unlikely, due to COVID-19, many galleries are forced to become creative and launch new online initiatives. At ISA, we have seamlessly been able to present works by performance artists through the proxy of your gadget or screens.

Performance artist collectives have recently begun experimenting more with multiple group video chat applications and social media homepages to create artist-led online performance festivals. The most recent one was an artist-led project, “Njir, Gitu Doang,” sup-

ported by indeks.id, INDO\ART\NOW and PRFRMNC.RAR, where seven up and coming, emerging, and established performance artists creatively adapted their performances to a zoom call format.

The concept of “performance art” originated in the 1970s as it evolved from futuristic dance, plays and other forms of expression since the early 20th century. Other than live performances, performance artists also showcase their artistic expression through the medium of photography, film and video stills. The 1950s and 1960s saw the birth of the “Happenings” movement which emerged from the theatrical settings of Dada and Surrealism. In 1960s Asia, there were “Butoh”

performances, a derivative of Japanese dance which developed at the same time. Butoh (舞踏, Butō) is a type of Japanese movement theatre that incorporates an assorted scope of exercises, procedures and inspirations for movements, execution, or development. Following World War II, Butoh emerged in 1959 through the joint efforts of its two key authors, Tatsumi Hijikata and Kazuo Ohno. As camera technology evolved, performance artists increasingly incorporated photography as more than just as an archive, but as an alternative medium and mode of experimentation. In the 21st century, the photography format has become more ideal for performance art festivals, events, and exhibitions that choose to, or are forced to host online initiatives without having to go live. Platforms such as an Instagram page or interactive catalogues have become new ways to experience performance art.

In Indonesia, the “69 Performance Club” was founded by Hafiz Rancajale and Forum Lenteng. In April, they launched an online initiative titled “DOMESTIC FORMATION”, a performance photography event as a response to the PSBB (Pembatasan Sosial Berskala Besar) or the stay home notice. The nine performance artists tried to capture their daily experiences in their individual homes and relate them to the social issues that were occurring as a result of the COVID-19 pandemic. They immortalised their body movements together



with the space and the objects around them into a still frame, while leaving the audience to imagine the movements in their head.

ISA Art & Design, as a pioneer of the online-offline gallery format in Indonesia, chose to take on the less-travelled road of exhibiting performance art photography. “CORPOREAL/MATERIAL” is an exhibition of photographic archives of performance art and performance photography pieces. Created together with performance art curator, Riyadhus Shalihin, the exhibit held in the virtual realm features artworks from prominent performance artists such as Agung Eko Sutrisno, Alfiah Rahdini, Aliansyah Caniago, Angga Wedhaswara, Arahmaiani, Dea Widya, FX Harsono, Jason Lim, Jim Allen Abel, Redha Sorana & Slamet Riyadhi, Semsar Siahaan, Wimo Ambala Bayang, and Subashri Sankarasubramanian.

The gallery has been thinking about the online aspect of presenting art since it was founded earlier this year, but the current situation proved that there is a pressing need for us to have an online alternative in viewing and appreciating art. Through this exhibition, ISA Art and Design aims to educate the public about

the lesser-known form of performance art. This pandemic is also a difficult time for artists since there are no physical openings or festivals at the moment, so through this online initiative, ISA Art and Design hopes to create market support for established and emerging performance artists and performance photography artists. Art is also an excellent way of ‘steering the ship’ into a more hopeful direction; online art exhibitions and projects are a way for us to enjoy ourselves and work on a meaningful and fulfilling project while being socially-distanced. This exhibition is also a leap of faith for the gallery in presenting performance art pieces.

This exhibition also features some of the most famous performance art pieces in the form of photography, one of which is a photography series by FX Harsono titled “Burn Victim (Korban 1/ Yang Mati dan yang Terbakar)”. The significance of this piece is not only because of the calibre of FX Harsono, a seminal artist that was also part of a revolutionary art movement “Gerakan Seni Rupa Baru”, but this artwork also comments on one of the biggest national tragedies ever to happen in Indonesia – the 1998 riots.

1. Writing in the Rain series by FX Harsono
2. CORPOREAL/MATERIAL exhibit announcement
3. Angkatan Keenam (Belanda Sudah Dekat! Series - 2008) by Wimo Ambala Bayang
4. Burn Victim by FX Harsono

Another featured work by FX Harsono is the “Writing in the Rain” series, a series of video stills from FX Harsono’s performance video that was displayed at New York’s Times Square in 2018 as part of the “Midnight Moments” programme.

Wimo Ambala Bayang is a photography artist that is actively creating with MES 56. In this exhibition, ISA Art and Design presents his ongoing series “Belanda Sudah Dekat”. This work discusses post-colonial issues using humour and the lens of community. Many of MES 56 artists utilise a lot of performance art elements in their photography practice.

This exhibition also showcases work by Jason Lim, Singapore’s performance art figure, who is a master ceramist. “Duet with Light II” is a performance that happened during the 2012 Venice International Performance Art Week. In the “Duet with Light II” photography series, the photograph of the live performance becomes an artwork series in itself.

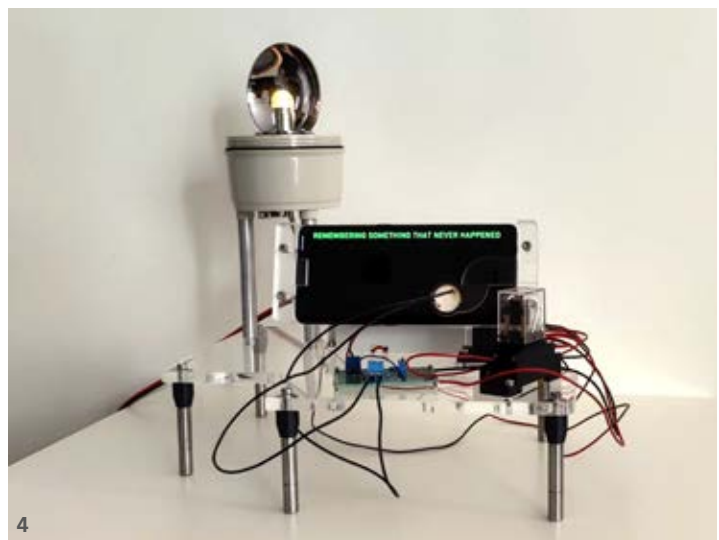
The exhibition could be viewed through these links
<http://bit.ly/corporealmaterial>
<http://bit.ly/corporealmaterialEPUB>

These online initiatives prove that art stays resilient even through these tough times and that we as an audience could continue to support the art scene while staying home.

With more than two decades of immersive experience in the art world, Deborah Iskandar is an expert in both Southeast Asian and international art. Her eye and passion for art is the driving force behind the online/offline gallery based in Jakarta, Indonesia, providing a dedicated platform for emerging and prominent women artists of the region. Originated as a consultancy firm, ISA Art & Design also works closely with architects and interior designers to provide desirable artworks for private and public refinement.

ISA Art + Design ©

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ART GOES Online

MUSEUM MACAN PRESENTS CREATIVE ALTERNATIVES IN EXHIBITING AND PROMOTING ARTS

The art industry is no exception to the ongoing COVID-19 pandemic's impact. Following the Indonesian government's recommendation with regards to business operations during the pandemic, the

Museum of Modern and Contemporary Art in Nusantara (Museum MACAN) has been temporarily closed since March. A few weeks later, the art museum announced its participation in the global movement entitled #Museum-



FromHome which includes seven educational digital initiatives to enjoy art through website, Instagram, Spotify and Youtube.

Virtual visitors of Museum MACAN's website and social media will be able to discover meaningful stories behind the selected artworks from the museum's collection, join virtual tours of the museum's previous exhibitions, watch an insightful talk show entitled "MACAN A to Z", which features art professionals, download kid-friendly art documents, shop artsy souvenirs with special offers and more, as part of the #MuseumFromHome movement.

In addition, Museum MACAN also launched Arisan Karya to stimulate and galvanise its networks and communities during this unprecedented time as well as advocating the important role that art presents in society. Similar to the original version of 'Arisan' - a contemporary Indonesian social culture where neighbours conduct monthly social gatherings to collect an agreed amount of money and raffle their names at each event to decide on the one who will be taking the total sum of the money home - Arisan Karya provides curated artworks by Indonesian artists which can be obtained by purchasing a ticket with a flat rate of IDR 1 million. Each ticket's owner will receive a random artwork which will be decided at a live raffle on Museum MACAN's Instagram account.

"This is a fun initiative that has serious outcomes. Right now, artists are wondering when their next pay check will come. The art system, at the best of times, is hard to manoeuvre and understand - it is not all art fairs and parties - but real, often under-recognised work, from which society benefits and which we need to support. The creativity of the art community can be seen throughout our society - in all the podcasts, videos and social media posts that we have viewed over the last month or so. COVID-19 has made a real impact on artists and our culture. We hope that Arisan Karya is a starting point that will drive action amongst others. We really hope that this initiative will not only motivate the local art community, but also be a source of joy for art enthusiasts who are working and studying from home. In a time like this, we have to postpone the physical experience of encountering art. But it is also in a time like this that should inspire action," explained Museum MACAN Director, Aaron Seeto, on the launch of Arisan Karya.

Arisan Karya has been finalised with three rounds in May, June and July. Upon each raffle, Museum MACAN encouraged local artists across Indonesia to submit their artwork



for Arisan Karya in an open call. Out of more than a thousand submissions, Museum MACAN selected 359 artworks by 266 participating artists. Indonesian leading artists such as Melati Suryodarmo, Tisna Sanjaya, Saleh Hussein, Agus Suwage and Ika Vantiani have also pledged their support for Arisan Karya. This initiative was welcomed warmly by art enthusiasts with sold out tickets within the first hour of public sales of the first round.

From the collected funds, 70% will be donated to the participating artists or the charities of their choice. The remaining 30% will be utilised to facilitate Museum MACAN's practical trainings for selected Indonesian art managers in business development, art handling and professional communications among others as well as online resources from participating artists which include practical art tips, workshop tutorials at home, or talks in the museum's digital platforms.

"We have been buoyed by the enthusiasm from artists, art workers, art lovers and sponsors alike - who have come together to share goodwill and to support the community at this moment of need. Communities of artists have banded together to share and support each other; Museum Patrons have joined forces with sponsors to deliver much needed food staples; and art workers across Indonesia have worked tirelessly to deliver this intricate program, whilst participating in a special education program delivered by museum staff. The diversity of talent, ideas and approach has made this a really exciting program to watch and support. Arisan Karya has been a platform of discovery, with emerging artists presented alongside some of the most recognisable names in Indonesia's contemporary art scene. This is exactly what we had in mind when we started Arisan Karya. We wanted to start a chain of support within the art communities," concludes Seeto.

1. Annisa Rizkiana Rahmasari - EVERYTHING IS PERSONAL SERIES for Arisan Karya 1
2. FX Harsono - Denial of Recognition no.1 for Arisan Karya 1
3. Melati Suryodarmo - Study of Movement for Arisan Karya 1
4. Special commissioned works for Arisan Karya 3 by Bagus Pandega featuring OPPO Find X2 smartphone
5. Rega Ayundya - Slow Mess #2 for Arisan Karya 1
6. Arisan Karya catalogue
7. Open Call Whatsapp for Arisan Karya 2
8. Arisan Karya 3 - Main Image

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1

DREAM Come True

TIME INTERNATIONAL SPEARHEADS
A WEDDING TO REMEMBER FOR
TWO VERY SPECIAL INDIVIDUALS

If there's one thing we can take away from this COVID-19 pandemic, it's to be grateful for everything we have and be thankful for the support and assistance that have allowed us to endure during this unprecedented time in history. With this in mind, Time International has partnered with Four Seasons Hotel Jakarta and Prestige Indonesia to pay tribute to the medical community in Indonesia. As a token for all their countless efforts and sacrifices, a special couple, composed of one

or two medical personnel, will be treated to the wedding of their dreams.

"Giving back has always been an important part of Time International, it is part of our company culture to give back when and where we can. The medical professionals risk their lives every day to help and care for patients, and it's an honour for us to play a part in helping one couple have the wedding of their dreams," says Irwan Danny Mussry, President & CEO of Time International.

MAGIC IN THE DETAILS

As a leading brand builder, Time International will serve as the key proponent in choreographing this marvellous event. To put together the ultimate dream wedding, Time International has tapped into a treasure trove of local and international brands. Cartier, the King of Jewellers and the Jeweller of Kings, will be beautifully adorning the bride with some of its exquisite jewellery pieces, while other world-class luxury brands will be responsible for the bride's make-up as well as the groom's attire. Additionally, Time International will bring together some of the country's best artists for the evening such as Daniel Mananta as the Master of Ceremonies, entertainment by Andi Rianto and Magenta, as well as other enticing performers. In planning the wedding, the bride and groom will also receive the expert support of the country's most well-known wedding planner, Kenisha Wedding Organiser, who will ensure that the bride and groom will be able to put all their dream wedding details into fruition.

Of course, one cannot plan a dream wedding without a fitting location for the wedding reception. The Four Seasons Hotel Jakarta deliv-



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ers the ideal setting for the ultimate wedding. “It is with an enormous sense of pride that we can contribute in giving back to the community,” says Yonatan Kachko, General Manager of Four Seasons Hotel Jakarta. “It has been a pleasure partnering with Time International and Prestige from the very first day of Four Seasons Hotel Jakarta and we will continue to do so. Paired with the legendary service of Four Seasons that is well known in Indonesia for over 20 years, we ensure to give the dream wedding for the winning couple.” Taking romance to another level, the venue will be won-

derfully ornamented by premium wedding decorator, Nefi Décor, one of the most prominent figures in Indonesia’s wedding industry.

Every minute of the winning couple’s special day will truly be a dream come true, from the luxurious car service which will transport them from their wedding ceremony to the Four Seasons Hotel Jakarta, to the quality photo and video documentation provided by a professional wedding photo and videographer. Every detail will be painstakingly put together and masterfully executed by only the

1. One special couple will make their dream wedding come true
2. Time International, with the Four Seasons Hotel Jakarta and Prestige Indonesia, will select one unique couple to have the wedding of their dreams
3. Daniel Mananta
4. Andi Rianto



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very best in the industry. In addition to that, the once-in-a-lifetime event will also be exclusively featured in Indonesia's top society magazine, *Prestige Indonesia*. "It is our way to thank medical workers and professionals for their courage and bravery in fighting the pandemic. We are grateful for the dedication and sacrifices of all frontline individuals who have gone above and beyond the call of duty," says Ronald Liem, Publisher and Editor-in-Chief of *Prestige Indonesia*.

DREAM MECHANICS

To take part in this momentous celebration, each couple will need to create a five-minute submission video, imparting their love story and outlining the reasons why they should win this giveaway. Couples with at least one medical frontliner are eligible to join. Furthermore, they would need to send in a copy of the medical license/s and provide proof that they are legally able to marry. Submissions will be accepted from 1 August 2020 until 30 September 2020. Open to all Indonesian residents, this special dream wedding giveaway will be judged by none other than Four Seasons Hotel Jakarta General Manager, Yonatan Kachko; Time International President & CEO, Irwan Danny Mussry; *Prestige Indonesia* Publisher, Ronald Liem, and Kenisha Wedding Organiser Founder, Fenny Palijama.



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Celebrating love is but one manner of giving back to our fearless frontliners, but it is undeniably a positive way of prevailing over the adversity we are all experiencing at the moment. What's more, providing two unique individuals the opportunity to manifest their love and begin their blessed union in the most spectacular way possible can only be considered a joyous dream come true for Time International, Four Seasons Hotel Jakarta and *Prestige Indonesia*.

- 5. The lavish ballroom of the Four Seasons Hotel Jakarta will serve as the beautiful reception venue
- 6. Top wedding vendors will come together for one unforgettable wedding

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