

# LUXURIOUS REPORT

## WATCH & JEWELRY



MAY - JUNE 2015

\$8.50US \$8.50CAN



SWATCH GROUP  
EMPIRE

DAVID MORRIS  
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MAURICE LACROIX  
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GRAVITY



UR-210S FULL METAL JACKET

**URWERK<sup>®</sup>**  
BAUMGARTNER & FREI/GENEVE



GeoGraham Tourbillon Orrery.  
Mechanical solar system model with  
100 years calendar (two additional  
graduations of 100 years - 300 years in  
total). Year counter on the back with  
planet correction indicators.  
Price: \$230,000



**GRAHAM**  
WATCHMAKERS SINCE 1695



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Resource for the best in luxury.



### Devon | Tread 2

The Tread 2's movement continues the DEVON tradition of displaying time using a patented system of Time Belts with hours displayed on the horizontal belt and minutes displayed on the vertical belt. A seconds display function and a useful chronograph feature can be actuated through the watch's unique articulating crown lever and push button.



### A RESILIENT, RESPONSIVE AND CREATIVE INDUSTRY

The show has been a positive one for the watch and jewelry brands. Nowhere else are more innovations, creations and new collections revealed than at Baselworld – all the elements that make this show the trend-setting event worldwide.

Reflecting on this year's edition of Baselworld François Thiébaud, President of the Swiss Exhibitors' Committee, said he was reminded of the show's rich history and the evolution from its simple roots to the superlative event it is today. "Baselworld is universally acknowledged as the premier event for the global watch and jewelry industry. What makes it exceptional is that Baselworld is the only show that fully reflects the excellence of the industry by uniting everyone from the smallest to the largest brands representing every sector; and it offers each of these a prestigious platform to present themselves in the best light."

Summarizing his impression of this year's show, Mr Thiébaud said that the feedback he had received from brands over the course of the eight days, leaves him "convinced that this year will be a positive one for the industry because everyone has continued to innovate, not just with creating products, but also with intensifying communication with the media and buyers".

Commenting on the value of the show, Karl-Friedrich Scheufele, Co-President of Chopard, is of the opinion that "Baselworld continues to be the major milestone in the year, allowing us to meet and work with all our major clients around the globe. Our press meetings are equally important and increasing every year".



## BASELWORLD 2015 STRENGTHENS ITS LEADERSHIP POSITION

Baselworld 2015, THE global trend-setting event for the watch and jewelry industry concluded today on a positive note after eight intensive and memorable days. The biggest and most prestigious brands in the world, the finest retailers and the global press once again united under one roof and capitalized on the myriad of business and networking opportunities that are exclusive to Baselworld. A record number of press attendees underlined the relentless growth of interest in the show.

Universally acknowledged as the one unmissable trend-setting event for an entire industry, Baselworld is the only show that unites key players from all sectors from around the world: watchmaking, jewelry, diamonds, gemstones and pearls, as well as suppliers. The undisputed premier event

once again saw 1,500 brands unveil and showcase their innovations and creations. With marginally fewer buyers present (-3% vs 2014), Baselworld 2015 had around 150,000 attendees (including representatives from exhibiting companies, buyers, journalists and other visitors) from over 100 countries. They felt the pulse of the industry, discovered the novelties, and purchased the latest collections which will set the trends for the coming year.

More than 4,300 (+ 7.5% vs 2014) representatives of the press from over 70 countries attended the show. These numbers signify a new all-time record further underscoring the international interest in the show. In keeping with Baselworld's wide reach and universal attractiveness, a live-stream of the opening press conference was broadcast and followed by some 3,000 journalists from all over the world.





Karl-Friedrich Scheufele's opinion was also shared by Thierry Stern, President of Patek Philippe, for whom Baselworld continues to be the most important annual event where "we get to meet all our partners and the entire global network in a concentrated time". Mr Stern found this year's show to be "an excellent edition that was really successful in terms of numbers and the interest in our products from retailers and the press".

Enthusiastic about Baselworld and the success of the LVMH Group at this year's show, President of the group's watch division, Jean-Claude Biver, said that for their brands, TAG Heuer, Hublot and Zenith, "the results are excellent and we are above all our expectations".

#### SHINING SUCCESS FOR THE DIAMOND, GEMSTONE & PEARL TRADES

Baselworld goes beyond the world of watches and jewelry as it is also the leading global event for diamond, gemstone and pearl merchants. The leading players and dealers from around the world participate in Baselworld because of the immense audience it attracts among which are the largest customers from the global markets. First time Baselworld exhibitor, Shanghai Kimberlite Diamond Co. Ltd, very enthusiastically praised the value of their participation. "This is the first time we've exhibited at Baselworld and we can honestly say this is the one and only show that offers us so many unique opportunities. In the course of the eight days we were able to maximize the effect of our participation as we met with the most important buyers from all over the world and talked to the most significant journalists. All in all, this has been a tremendously successful show for both our brand and our business." Said Kimberlite Chairman Dong Liusheng.



#### PRESS ATTENDANCE AT BASELWORLD 2015 SETS NEW RECORD

More than 4,300 (+ 7.5 % vs 2014) of the world's financial press, major dailies, lifestyle publications, all the trade press, the major TV channels and key players in the field of social media from over 70 countries attended the show to be among the first to discover the latest innovations and creations unveiled at Baselworld. With everyone from magazine editors seeking to discover cutting-edge trends and innovative designs to bloggers who deliver up-to-date editorials to consumers in every corner of the planet, the international press once again played a major role in creating an unrivalled global impact and underscored the show's premier position for the watch and jewelry industry.

#### BASELWORLD –NEVER CEASING TO INNOVATE TO MEET EVOLVING REQUIREMENTS

Summing up the successful conclusion of the 2015 edition of this superlative show, Sylvie Ritter, Managing Director of Baselworld, said that "Baselworld is the heart of a whole industry which spreads throughout the entire world from here. This statement is becoming increasingly true with every year that passes, as Baselworld strengthens its position as the leader year after year". Further reflecting on what makes this show the one unmissable event for the entire industry, Ms. Ritter very clearly states: "This envied and enviable position has to be defended untiringly; that's why Baselworld moves forward every year, improving convenience and impact, and never ceases to innovate to meet the constantly evolving requirements".







## JAEGER-LECOULTRE & ANNUAL CHAPLIN AWARD GALA.

As a major sponsor and partner of the Film Society of Lincoln Center, Jaeger-LeCoultre is proud to celebrate every year one of their most prestigious events: the Annual Chaplin Award Gala. This year, Barbra Streisand - recipient of the 40th Chaplin Award - will present the 42nd Chaplin Award to Academy Award winner Robert Redford, director, actor, producer, environmentalist, and founder of the Sundance Film Festival and Institute, who will be honored at Lincoln Center on April 27th, 2015.



## PIAGET

### ACTRESS JESSICA CHASTAIN TO EMBODY THE PIAGET WOMAN.

'We are thrilled to introduce Jessica Chastain as the new international brand ambassador', explains Philippe Léopold-Metzger, Piaget CEO. 'She embodies Piaget's unique values - from her audacious acting career choices to her unrelenting passion for perfection. She is beautiful, elegant, charismatic, and full of joy.'



### ARNOLD SCHWARZENEGGER AT BASELWORLD

Arnold Schwarzenegger was at Baselworld to launch his own brand of wristwatches. The timepieces will be 100 percent Swiss-made and Magnum Group, Brazil's biggest watchmaker, plans on selling them in department stores worldwide. The new line is set to go on sale in September for \$565 to \$2,790. Part of the proceeds will go to After-School All-Star program, which the actor founded to provide activities to children in poor communities.



### TWO FLYING LEGENDS IN THE BREITLING SKY

Global star, seasoned pilot and aviation aficionado, John Travolta has been flying the Breitling banner for more than 10 years. For the new 2015 campaign advertisement, the privileged partner of aeronautics professionals depicts him alongside another flying legend, the North American X-15, exceptionally loaned by the Air Force Flight Test Museum from its base at Edwards, California.



### ULYSSE NARDIN: ARTEMIS RACING PARTNER FOR THE 35TH AMERICA'S CUP

The America's Cup is an iconic test that combines exceptional boats, history-filled water venues and inspiration; high-level sailing especially means excellence, innovation, precision, technology, and team spirit. These values are also shared by Ulysse Nardin, which will fly the colors of Artemis Racing for the next America's Cup campaign, beginning next June and running until 2017.



### ELITE FITNESS IN BOCA RATON: "THE \$18,000 WEIGHT LOSS CHALLENGE"

Boca Raton's Elite Fitness in Florida, has initiated a weight loss incentive scheme called the "\$18,000 Weight Loss Challenge". Twelve people have signed up to participate in the competition, with the winner taking home the \$18,000 grand prize! The ten week challenge will be decided by which competitor loses the most weight as a % of their beginning weight. The competitors take their weight loss seriously, and hope to make a dramatic change in their health.



elitefitnessboca.com





BREGUET RÊVE DE PLUME  
HAUTE JOAILLERIE

## FROM EDITORIAL STAFF

Dear Reader,

Luxurious Report is a magazine which was established in response to a perceived lack of publications devoted exclusively to the refined markets of fine jewelry and watches. As an entrepreneur who has spent several years publishing fine art and books, Joseph Merhi was ready to take the next step: magazine publishing. Merhi envisioned a magazine brimming with pages of the finest jewelry. After his many years spent as both a wholesale dealer of precious stones and a jewelry manufacturer, Merhi developed a keen eye for quality. In publishing Luxurious Report, Merhi is able to share his in depth knowledge of fine jewelry with an audience of like-minded consumers. Through detailed reviews of new and established fine jewelry and watch brands, shifts in industry trends, and coverage of industry events and collector's auctions, Luxurious Report accentuates the difference between "everyday" jewelry and the remarkable designs and workmanship which have become distinctive of high jewelry, as well as for fine watches. Our audience of vendors, collectors, brand ambassadors, and fine jewelry and watch enthusiasts recognize quality. As you peruse our pages, we hope you discover brand and industry coverage that both informs and reinvigorates your passion and interest for the fine jewelry and watch industries.

Sincerely,

Luxurious Report, Editorial Staff



*Cellini*

THE CLASSICAL WATCH BY ROLEX  
ROLEX PRESENTS THE NEW CELLINI COLLECTION. A CONTEMPORARY CELEBRATION OF CLASSICISM AND THE ETERNAL ELEGANCE OF TRADITIONAL TIMEPIECES. PRICE: \$17,800



# Restoration of Venice's Tower Clock

PIAGET HAS PLAYED AN ACTIVE ROLE IN THE MAINTENANCE OF THESE EXTRAORDINARY HOROLOGICAL LANDMARKS.

## The Restoration of the Moors

For over 500 years, the rich history of Venice and the life that flows through its streets, piazzas and canals has been marked by the magnificent astronomical clock of the Torre dell'Orologio. Perched high above the roofs of Venice, two grand figures have stood loyally either side of the clock's bell, ringing in the hours by striking it with their hammers. Conscious of the importance of the great Venetian clocks in the history of watchmaking, Piaget has played an active and exclusive role in the maintenance of these extraordinary horological landmarks. The Maison's latest Venetian patronage project is the completion of the update of the famous Torre dell'Orologio: the restoration of the two statues of Moors, important symbols of Venice's influence.

Venice's long heritage as a center of excellence for the arts and technological innovation mirrors Piaget's position as a Maison, dedicated for the past 140 years to the pursuit of perfection, as revealed in its new global advertising campaign, "Perfection in Life". Through the technological feats of its watchmaking and the aesthetics of its LUXURY WATCH and JEWELRY COLLECTIONS, Piaget invites the most discerning seekers to discover these creations, as well as experience unique moments in the most unique places. Celebrating Venice's own historical passion for perfection and the exceptional experience it offers, Piaget has committed its watchmaking expertise and support to the restoration of Venice's invaluable clocks since 1997, including the complete restoration of the mechanism



of the Tower Clock and the clock of the Palazzo Ducale.

Located on the north side of St Mark's Square, leading into the Merceria, the Tower Clock's strategic positioning played an important role in the overall layout of the city: both as a triumphal archway leading from the religious and political center of Venice into the city's main commercial artery, and as a symbol of the wealth and might of the great city to anyone visiting from the sea. A monument to time and a statement to the influence of Venice, the Tower Clock still dominates the city.



An engineering masterpiece, the first clock was constructed in 1493 by Gian Carlo Ranieri and subsequently modified between the mid-16th and 19th centuries. Originally conceived as shepherds, the two imposing statues that dominate the structure have since been renamed the "Moors" by Venetians, because of the discoloration of the bronze over time in the Venice air. Each one has a distinctive role to play: the older Moor represents times passed by striking the bell two minutes before the hour, while the younger one strikes it two minutes after the hour, symbolizing times to come.

Recently, these figures have not been able to strike the hours consistently because of extensive wear and tear to the mechanism that allows them to pivot towards the great bell; still the original, cast at the Arsenal in 1497. Piaget has been invited once again by the Fondazione Musei Civici di Venezia to lend its expertise and financial support to the restoration of these Renaissance figures, so that for years to come, the clock will continue to keep perfect time with the chiming of its loyal Venetian Moors.





# THE SWATCH GROUP EMPIRE

*Thanks to one man's vision, today's Swatch Group offers far more than the trendy plastic watches that share its name.*



Thinking back on the Swatch Watch craze of the 1980's always puts a smile on our faces. Purchasing multiple watches, with their colorful designs, and having an entire collection seemed perfect for that era. It was the norm to have a different Swatch Watch for every outfit. And we all just loved it!

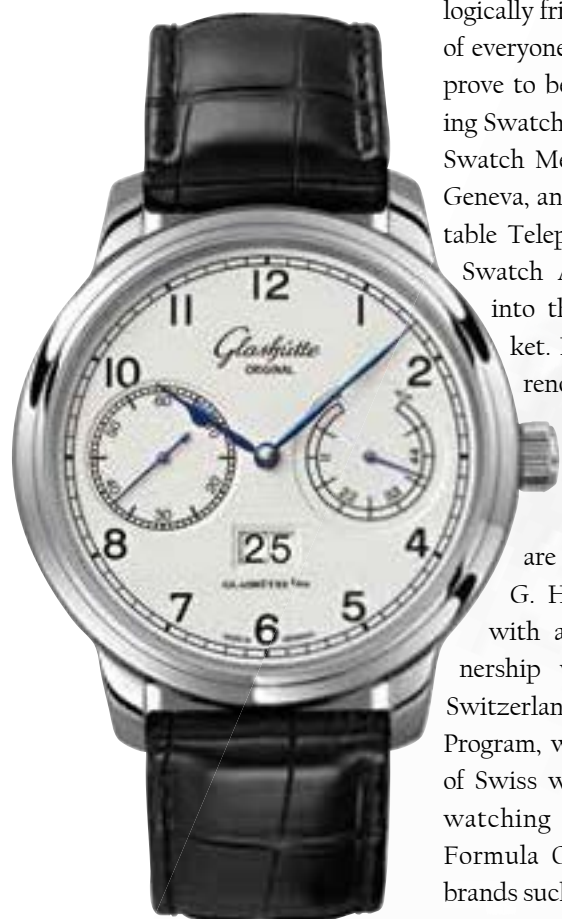
To everyone's surprise, the once scoffed at Swatch sold over 250 million watches worldwide by the early 1990's. Credited for leading Swatch from the bankruptcy of its founding companies was Nicolas Hayek. The son of a Lebanese mother, and a Lebanese – American father, Hayek founded his own management consulting firm, Hayek Engineering, based in Zurich. Making his mark quickly on the European and Swiss business scene, Hayek lived by one of his management credos "The rarest resources are entre-

preneur types and top management".

Due to heavy competition by Japanese watch manufacturers, Swiss watchmaking firms ASUAG and SSIH were in heavy turmoil. Hayek believed that by repositioning, and restructuring operations of the different brands, the two companies could remain competitive. With the creation and success of the Swatch Watch, the Swiss watch industry recaptured a large share of the watch market, and with the strategies he developed, the entire Swiss watch industry regained its leading position worldwide.

In 1983, with the merger of ASUAG and SSIH, the new company was named Société Suisse de Microelectronique & Horlogerie or SMH. As one of the world's largest producers of watches and watch movements, in 1991 the renowned Blancpain Brand of watches joined SMH. Other brands such as Tissot, Rado, and Omega would also join the family.





Glashütte Original Senator Observer. Price: \$24,525

Continuing its quest for innovation, SMH entered into partnership with Daimler Benz, to produce The Smart Car. Causing a sensation at its launch, the car's Swatch-like features and minuscule design, as well as being an ecologically friendly vehicle, was on the top of everyone's list. The late 1990's would prove to be fruitful for SMH's expanding Swatch Brand. The company opened Swatch Mega stores in New York and Geneva, and with the Swatch Talk Portable Telephone, Swatch Telecom, and Swatch Access, the group launched into the telecommunications market. In recognition of their world renowned product, SMH adopted the Swatch Group name in 1998.

Aspiring watchmakers are able to attend the Nicolas G. Hayek Watchmaking School, with a course developed in partnership with the Watchmakers of Switzerland Training and Education Program, where they can study the art of Swiss watchmaking. When you are watching a sporting event such as Formula One or the Olympic Games, brands such as Longines, and Omega un-

der the Swatch umbrella, provide timing services for these special events.

Swatch Group Watches & Jewelry collectively hold eighteen watch brands that address every segment of the market. From the Prestige and Luxury Brands of Breguet and Blancpain, to the High Range of Longines and Rado, the Middle Range of Balmain and Calvin Klein to the Basic Range of Swatch and Flik Flak, The Swatch Group has you covered.

With their more recent acquisition of The Harry Winston Jewelry Brand, the Swatch Group empire seems unstoppable. Always ahead of the times, we can't wait to see what new and innovative gadgets and watches they come up with next.

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**MB&F**  
HOROLOGICAL LAB

# L M I

LEGACY MACHINE N°1

## WILD, EXTREME, OUTRAGEOUS, UNRESTRAINED:

All might be used to describe MB&F's futuristic Horological Machines, but traditional, classical round? With its monumental central balance; superlatively finished movement; completely independent dual time zones; unique vertical power reserve indicator and elegant annular case, Legacy Machine N°1 (LMI) is a tribute to the great innovators of traditional watchmaking; and above all, an authentic three-dimensional MB&F Machine.

Legacy Machine N°1 was conceived when Maximilian Büsser started fantasizing: "What would have happened if I had been born in 1867 instead of 1967? In the early 1900s the first wristwatches appear and I would want to create three-dimensional machines for the wrist, but there are no Grendizers, Star Wars or fighter jets for my inspiration. But I do have pocket watches, the Eiffel Tower and Jules Verne, so what might my more traditional machine look like? It has to be round and it has to be three-dimensional: Legacy Machine N°1 was my answer."

In fidelity to high-quality 19th century pocket watches, LMI features

a sedately oscillating (2.5 Hz), large diameter balance with traditional Breguet over-coil suspended from majestic twin arches; its enigmatic regulating mechanism in full view, but without apparent connection to the movement. Both the hours and the minutes on each of the two sub dials can be set completely independently of each other – dual time zone complications usually do not allow independent adjustment of the minutes – their domed dials further reinforcing visual references to the golden age of watchmaking (1780-1850). Looking like a miniature sextant, a world-first vertical power reserve indicator keeps track of available power while providing a visual three-dimensional counterpoint to the graceful arches supporting the balance.

Gazing down through Legacy Machine N°1's crystal clear bubble sapphire dome to the micro-mechanical fantasy below, it's easy to imagine Jules Verne's Captain Nemo looking upon the mythical underwater city of Atlantis.

Legacy Machine N°1's transcendental in-house movement bears testimony to the enormous talent of its creators. Jean-François Mojon and his team at Chronode (Best Watchmaker Prize at the 2010 Grand Prix d'Horlogerie de Genève) met the considerable challenge of developing the caliber for LMI from a blank sheet, while acclaimed independent watchmaker Kari Voutilainen took

responsibility for the aesthetic design and for strictly ensuring the utmost respect for tradition and finish. Immaculate Geneva waves, highly-polished gold chatons and bridges with impeccably executed bevels following deliberate internal angles (which cannot be finished by machine) showcase the movement's absolutely peerless fine-finishing. The movement of Legacy Machine N°1 proudly bears the names of both its creators, and is the first caliber other than Voutilainen's own to bear his name.

With Legacy Machine N°1, MB&F has majestically reinterpreted traditional 19th century watchmaking excellence to create a contemporary, three-dimensional object d'art.

Legacy Machine N°1 was awarded the Public Prize (voted for by horology fans) and the Best Men's Watch Prize (voted for by the jury) at the 2012 Grand Prix d'Horlogerie de Genève.

Price: \$103,742



## ACADEMIA MATHEMATICAL

Entirely designed and hand-assembled within the Manufacture by our own master watchmakers, the Academia Mathematical watch, DeWitt's 4th Concept Watch, is the fruit of months of research and development.

DeWitt's mystery watch concept bears witness to the passionate interest in mathematics shown by its founder, Jérôme DeWitt. Far removed from the conventions of traditional watchmaking, the numerals indicating the hours and minutes give the impression that they have been scattered, thrown into chaos so that in the end they can give the precise time. There are no hands, but rather totally autonomous jumping numerals that come to life by lighting up in the center of the watch to indicate the passage of time.

It is thus that a grand watch complication, with its complex mechanisms and painstaking precision, places itself at the service of poetry. Comprising 384 pieces, the Mathematical movement is based on the new Dewitt Manufacture automatic caliber, most of the components of which have been produced in-house, and all of which have been hand-assembled by our master watchmakers.

It operates at a frequency of 21,600 vibrations per hour and features a screwed balance and a 48-hour power reserve. With its bridges decorated with both circular and beveled Côtes de Genève patterns and its circular-grained main-plate, all the movement's finishes are hand-crafted.

Fitted with a 42.5 mm round case in 18-carat rose gold, the Academia Mathematical watch is adorned, like all DeWitt watch creations, with the brand's emblematic imperial columns.

### An entire watch concept rather than just a watch

Its aesthetic design and mechanical structure reflect DeWitt's uniquely inventive approach to watchmaking, culminating in a myriad of fascinating calculations that drive relentlessly towards the nature of universal beauty.



**DEWITT**  
HEIRS OF NAPOLEON



**PATEK PHILIPPE**  
GENEVE



## PATEK PHILIPPE DEBUTS IN THE WAKE OF A MEMORABLE AND EXCITING YEAR

The year 2014 was dedicated entirely to Patek Philippe's 175th anniversary. It was a memorable occasion, because given its uninterrupted history, Patek Philippe not only ranks among Switzerland's oldest manufactures but is also the oldest and last independent family-owned watchmaking company in Geneva that pursues by far most of its activities on Genevan territory.

To celebrate the anniversary, Patek Philippe launched a fireworks of commemorative timepieces that will long be remembered. But, as

evidenced by the Baselworld 2015 debuts, the manufacture has yet again come up with genuine surprises.

Last October, on the occasion of its 175th anniversary, Patek Philippe presented a collection of limited-edition commemorative watches of the likes the world has never seen before. And only six months later, the manufacture is again launching a suite of fascinating new models. They manifest the rich repository of experience that can be tapped by a manufacture which has been in business for nearly two contiguous centuries. Its annals also include a legacy chapter in pilot's

watches that were indispensable navigation instruments prior to the invention of GPS. Chronometer and Annual Calendar functions are an ongoing focus of development in which the manufacture has played a pioneering role. With a classic split-seconds chronograph, Patek Philippe is delighting the purists among watch connoisseurs in a particularly artistic way – enamel is the catchword. Just briefly after the close of the manufacture's 175th anniversary celebrations, Patek Philippe is already demonstrating how it is planning ahead for the 200th: with refined creations that deserve a standing ovation.



## MAURICE LACROIX

Manufacture Horlogère Suisse



### MASTERPIECE GRAVITY

40 YEARS OF EXCELLENCE IN ONE TIMEPIECE

The Masterpiece Gravity 40th imparts the hour and minutes display on a blue lacquered, off-center dial which is domed at its center and secured with two mirror-polished screws. Diamond cut indexes and rhodium plated hands exhibit cool refinement. Encircling this dial is a rhodium plated minute track. The vibrant use of color is typical of Maurice Lacroix who has gained a reputation for selecting shades that deliver stunning aesthetics.

The sense of modernity is reinforced with the main bridges, positioned adjacent the hour and minutes display, that have received an eye-catching sandblasted finish. Moreover, these bridges feature polished beveled edges accentuating their extremities to comely effect. In contrast, four additional bridges, presented dial-side of the watch are rhodium finished and brushed. The screw sinks on these four bridges are sandblasted, providing a cohesive link to the main bridges.

The classical execution includes an off-center hour and minutes display featuring a pure white lacquered dial, retained with two mirror-polished screws. Hours are marked with black Roman numerals, hands are gold plated and the minute track consists of blue and black markings. Adjacent the hour and minutes display, the surrounding canvas is decorated with circular Côtes de Genève motif.

For those seeking a more avant-garde form of expression, the contemporary execution may be their preferred timepiece. In this instance, the off-center hour and minutes display features a captivating black lacquered dial. Hours are marked with diamond cut indexes which sparkle with a brilliant gleam and the hands are delivered in a matching rhodium finish. Framing the extremities of the dial is a flat rhodium plated minute rail, featuring red and white markings. Adjacent the hour and minutes display, vertical Côtes de Genève stripes, accentuated with black DLC treatment, provide a modern and highly attractive appearance.

The “glass-box” sapphire crystal is also domed and magnifies the oscillator and assortment, making them appear to sit high within the case and according a sublime three dimensional characteristic to the dial. A small seconds display, presented on a sub-dial, partially projects over the disclosed balance assortment, masterfully exploiting depth and curving line.

Finally, the case back of the watch is equipped with a sapphire crystal, according a view of the automatic Caliber ML230.



N° 1 GRAVITY LIMITED  
Limited edition of 250 pieces



N° 2 GRAVITY LIMITED  
Limited edition of 40 pieces



## JAEGER-LECOULTRE



*Jaeger-LeCoultre  
Master Ultra Thin Moon  
Price \$10,100*

### Master Ultra Thin Tourbillon

For more than a century, the Manufacture Jaeger-LeCoultre has made ultra thin movements one of its favorite domains. The supremely understated Master Ultra Thin line, which draws its strength of character from extreme slenderness, is entirely devoted to this theme.

Within a creation mingling refined design and technicality, a new material is sometimes all it takes to transform the universe of the watch. Having previously appeared clothed in pink gold with a sophisticated aura, the Master Ultra Thin Tourbillon now shows up in white gold, exuding an air of unmistakable elegance conveyed through its sleek, contemporary aesthetic.

#### URBAN VIBE

The Master Ultra Thin Tourbillon watch evokes the finest hours of watchmaking history. Inspired by its classic heritage, the Dauphine hands lend a refined note that is ideally suited to the fundamentally restrained face of this model. The choice of a white gold case, combined with a finely grained white dial, brings a breath of fresh air to the overall visual harmony. The slender lines of the tapering lugs, and above all the slimness of the case, are highlighted by a material as precious as it is discreet. It channels a distinctively urban vibe and a contemporary style epitomized in the black nickel-plated hands and hour markers.

#### PRODIGIOUS LIGHTNESS VERSUS GRAVITY

The delicacy of the design extends to the Manufacture-made Tourbillon positioned at 6 o'clock, where it immediately catches the eye. This iconic Jaeger-LeCoultre complication is designed to optimize the precision of the watch by neutralizing the detrimental effects of gravity on the regulating organ. While the Tourbillon occupies a substantial space on the dial, its execution called for a wealth of finesse. It is held by a filigree worked bridge revealing the finely balanced proportions of its orbit. The grade 5 titanium cage is stunningly light and its 0.33-gram weight is an undeniable asset in reducing the energy required by a barrel that is wound by a rotor mounted on ceramic ball bearings.

#### A RELIABLE, HIGH-PERFORMANCE MOVEMENT

The sapphire crystal case-back reveals the new high-frequency Jaeger-LeCoultre Caliber 982 beating at 28,800 vibrations per hour. This watch entirely meets the demanding standards set by the Manufacture. Better still, it embodies decades of research in the fields of technology and chronometry. The Master Ultra Thin Tourbillon nonetheless remains a watch designed for daily life and is pleasant to wear with its 40 mm diameter case measuring just 11.30 thick. The precision of the Tourbillon, the functionality and comfort of an automatic movement and a pleasurable feel on the wrist: the Master Ultra Thin Tourbillon has some 'weighty' assets to place in the balance.



*Jaeger-LeCoultre  
Master Ultra Thin  
Tourbillon  
Price \$ 74,000*





MB & F

M.A.D GALLERY

## MECHANICAL ENTOMOLOGY

Four artistic visions. Four sculptural styles. One fascinating theme... The MB&F M.A.D Gallery is proud to present a collection of “Mechanical Entomology” featuring insect-inspired sculptures by four talented artists hailing from both sides of the Atlantic.

Spectacularly fusing the world of natural history with metal, mechanisms and machines, this collection – the first themed M.A.D Gallery exhibition – includes the mechanical creatures a.k.a. “McCre” of Gaby Wormann; the Duellona cast bronze insect sculptures of Christopher Conte; the ‘clockwork’ butterflies of Paul Swan Topen;

and the Scissor Spiders of Christopher Locke. Each creation is the fruit of these artists’ fertile imaginations and their supreme artistic craftsmanship.

Entomology is the scientific study of insects, and we have all probably witnessed a few entomological collections, starting with school trips to musty museums lined with glass-topped wooden drawers and curvaceous bell jars containing hundreds of carefully arranged insect specimens neatly labeled with their place of origin and Latin names.

## INNOVATION



The pieces in M.A.D Gallery’s entomological exhibition feature or evoke a wide range of insects – or arthropods, to be exact – with some housed in special wooden and glass displays, some in bell jars, and some bearing their Latin nomenclatures. But, being a M.A.D Gallery presentation, this is no ordinary collection of critters and its “mechanical” qualification provides that quintessential MB&F twist.

The exhibition features breathtaking butterflies that will put you in a flutter; beautiful beetles that will leave you ‘shell’ shocked; a sublime scorpion with a real sting in the tail; and spiders so spellbinding even the most fearful arachnophobes won’t be able to resist a peek.





## MONTEGRAPPA

### SALVADOR DALÍ SURREALISTA



Fountain Pen 18kt Gold Authorized by the Fundació Gala Salvador Dalí. Limited Edition of 38. Price \$45,750

Bassano Del Grappa: Montegrappa's series of Genio Creativo limited edition writing instruments honors artistic giants including Antonio Stradivari and Amedeo Modigliani. The third 'creative genius' in Montegrappa's roster of peerless artists is Salvador Dalí, a visionary who personified surrealism, as well as being a writer, filmmaker and designer of note.

Blessed not only with technical skills, but also with a unique visual sense, Dalí created a number of significant works so original and startling that they have entered the global consciousness. The first pen produced to honor the Spanish surrealist was inspired by his 1944 work, *Dream Caused by the Flight of a Bee Around a Pomegranate a Second Before Awakening*. It was the first of a number of works to contain a form, which would become a recurring image in Dalí's work: *The Space Elephant*.

Montegrappa's association with the works of this renowned artist has been supervised and licensed by the Fundació Gala-Salvador Dalí, the cultural institution created by Salvador Dalí himself in 1983. The Fundació runs the Dalí Theatre-Museum in Figueres, which presents the most comprehensive collection of the artist's work, the Gala Dalí Castle-Museum in Púbol and the Salvador Dalí house in Port Lligat, Cadaqués.

Montegrappa's new Dalí pen, the Surrealista, is inspired by the painting, *Apparition of Face and Fruit Dish on a Beach* (1938). The picture shows fruit on or in a wine glass. A human face, in a style that would appear again in one of Dalí's later works, is seen below the fruit, the handle of the wine glass acting as the bridge of the nose. The texture of the face is the sand of the beach, while on the sand is a cloth and a snapped rope.

To realize the aesthetic of this marvelous work, Montegrappa's artisans developed a pen in the form of pearl-grey resin with the trim representing the elongated face and the fruit, the cap graced with Dalí's signature. The packaging, too, recreates the face, opening to reveal the pen with the lips parting.

The Salvador Dalí Surrealista will be offered as a limited edition of 1000 fountain pens and 938 roller-balls with sterling silver trim, and 19 roller-balls and 38 fountain pens with solid 18k gold trim. 1938 commemorates the date the painting was made, which is co-incidentally the date when Leopoldo Tullio Aquila, father of Gianfranco Aquila, Montegrappa's Chairman, and the grandfather of Montegrappa's CEO Giuseppe Aquila, started his collaboration with Montegrappa.

Since 1912, for more than a century, Montegrappa has been manufacturing high-quality writing instruments in the same historic building in Bassano del Grappa, North East Italy.



### MY GUARDIAN ANGEL



Bassano Del Grappa: During periods of turmoil and uncertainty, humanity appreciates the comforting thought that each of us has a Guardian Angel. It is a concept that exists in and transcends religions and cultures, a sense that we are not alone in times of trouble.

As a lucky charm, an object to touch – from Greek 'worry' beads to rosaries to a mezuzah to a rabbit's foot – a small, physical representation can symbolize this spirit. It can comfort the holder, its mere presence enough to reassure an individual of the existence of a higher spirit, who cares for the welfare of each and every one of us.

To create such a talisman, Montegrappa has designed a pen called My Guardian Angel. For that intangible spirit that guides our lives, a totem of all that is good when times are bad, My Guardian Angel is a writing instrument that recognizes the positive energy common to all faiths, in a form that is uplifting and life-affirming.

An angel embraces the pen, in the way that goodness acts as a cloak around the soul. It takes the form of a celluloid cap and barrel in a cloud-like color, embraced by low-relief engravings in sterling silver or 18k yellow gold, inlaid with

sky-blue enamel and turquoise details. The design features an angel standing tall on the barrel, with sword and shield, the clip taking the form of an angel's wings. The cap's top is a dome of blue, inlaid with the rays of the sun.

Offered along with the pen will be matching cuff-links and wristwatches. The cuff-links feature an angel armed with sword and shield, the watches a motif of wings and sun rays.

Montegrappa will issue 1000 sterling silver fountain pens, 912 sterling silver roller-ball pens and 1912 sterling silver ballpoint pens, along with 100 solid 18k gold fountain pens, 100 Solid 18k gold roller-ball Pens and 100 Solid 18k gold ballpoint pens. The watches will be offered in a series of 333 in sterling silver and 33 in solid 18k gold, while the cuff-links will be offered in pairs of 333 in sterling silver and 33 in solid 18k gold.

It is Montegrappa's wish that those in possession of these items will feel a sense of inclusion, and of peace.



Guardian Angel Rollerball Pen - 18kt Gold Limited Edition of 100 Price \$85,500



## FANCY DIAMONDS

# A Must Have for the Diamond Lover

*Fancy diamonds of every color  
and shade inspire the creative  
imagination.*



With fancy diamonds gaining more popularity as of late, movie stars and the jet set elite have been spotted sporting these beautiful gems. Fancy diamonds in pink, blue, green, red and yellow, as well as an array of other shades are on their must have list.

When it comes to diamonds, rarity equals value. With colorless diamonds being the rarest, the value is based on the absence of color. In the fancy diamond world, the intensity and hue of a diamonds coloration can detract, or enhance its value. It takes highly trained laboratory graders, which go through a complex process, to grade these highly sought after fancy colored gems.

The rarest and most valuable colors marketed by trade professionals are pinks “rose-colored”, blues, greens, and purples, often referred to as mauve. Fashion trends also play a key role in the demand for certain colored fancy diamonds, such as Jennifer Lopez’s \$2.5 million, 6.1 carat, Harry Winston pink diamond engagement ring.

Colored diamonds are created by the inclusion of various minerals and other elements. For example the presence of boron impurities is what brings out the blue in blue colored diamonds.



The more boron, the more intensity of the blue diamond. And it is truly magnificent!

When diamond deposits are exposed to natural radiation, the very rare green diamond is born. However, green diamonds are always regarded with suspicion, and carefully examined for the possibility of treatment through artificial radiation.

In the second century, brown diamonds were used in jewelry by the Romans. It is the most common fancy diamond and has been given names like “Champagne” and “cognac”, due to the color variations which range from very light to dark. Brown diamonds can also show a hint of yellow, orange, red, or green.

The second most common fancy diamond is the yellow diamond, also known as the “canary”. A diamond’s color is also influenced by size and the shape of the diamond cut.

Using certain styles like the radiant cut can intensify the yellow color in diamonds.

Other popular colors are: black diamonds, which are often used in pavé settings to contrast colorless stones; fancy white diamonds with their milky white color; and gray diamonds which contain a high level of hydrogen.

A famous example of a large fancy colored diamond is the Hope Diamond, “Le Bijou du Roi”. This cushion antique brilliant cut, VS1 diamond is dark grayish blue and weighs 45.52 carats and can be found on display at the Smithsonian Institute.

With such an assortment of marvelous colors, it may not be easy to select a favorite fancy colored diamond to adorn your body, but the search will be rewarding.





# DE BEERS JEWELER

*It was only natural that De Beers would extend its presence into high jewelry and now, in partnership with Moët Hennessey Louis Vuitton, there is De Beers Diamond Jewelers.*



**I**n 2001, two of the most recognized icons of luxury joined together in a new venture that would reverberate throughout the world of high jewelry. The De Beers Group of Companies and Moët Hennessey Louis Vuitton (LVMH) formed De Beers Diamond Jewelers, with a highly specialized concept for their jewelry creations. The new company would focus on diamond jewelry only. For embellishment of their diamond collections, they would use colored diamonds. Today however, they have on occasion used other colored gemstones as esthetical accents to the diamonds.



The marriage of De Beers and LVMH was as perfect as the jewels that grace their creations. With the De Beers knowledge and access to a wide selection of diamonds and the diamond market and LVMH's extensive knowledge of the high end luxury goods markets and their experience in retailing and marketing to the high end consumers, De Beers Diamond Jewelers had a unique and solid platform for success. To establish its presence, the company's first diamond purchase was the Millennium Star, an incredible 203 carat Pear-cut diamond.

The purchase of the Millennium Star was soon followed by another landmark event, the opening of the first De Beers Diamond Jewelers store at 50 Old Bond Street in London. Later the first international store opened in Tokyo, Japan in 2003. Today the Bond Street store is the flagship of over 30 stores worldwide, including stores in Hong Kong, Beijing, Moscow, Dubai, Paris and New York.

De Beers Diamond Jewelers searched ateliers for the highly talented craftsmen that would interpret unique designs to create masterpieces in precious metals and the specially selected diamonds by De Beers. Today De Beers works with a select few ateliers, each experts in the creation of exceptional pieces.

Over the years the company's jewelry collections have grown and transformed. The Talisman collection, reminiscent of a bygone era, added texture to the metal with a hammered technique and incorporated rough and polished diamonds, once the cherished domain of ancient kings and queens. The high jewelry Aria collection, unveiled in 2014, brought the incorporation of dark blue aventurine to contrast the brilliant clarity of the diamonds.

As a relatively young, though inspired purveyor of high jewelry, De Beers Diamond Jewelers has assured its place in the world of rarefied jewelry and continues to create, grow and inspire with each new collection.







## Maria Kondakova

Fine Jewellery

Previously a connoisseur's secret, Maria Kondakova Fine Jewellery was unveiled to a wider audience at Baselworld 2015 with the launch of the You V diamonds collection.

Maria Kondakova Fine Jewellery was founded in 2007 and caters to the most discerning clientele, who value individuality in every aspect of their image. The Swiss-based high-end jewelry house is a family business with Russian and Greek heritage. A strong work ethic is reflected in the company culture, where every member of the team is committed to providing the highest levels of service and creating a full brand experience.

The company mission is to provide timeless designs, unaffected by changing trends, for elite clientele wishing to highlight their individuality. Maria Kondakova Fine Jewellery aims to fill the gap in the market for a fine jewelry house offering bespoke and limited edition pieces of innovative design with classic elements, which will rival mass-produced luxury jewelry brands. It is important to highlight and accentuate the beauty and character of the wearer, ensuring the creations are pleasing to the eye and have emotional appeal, which can subsequently create an emotional connection.



High quality and craftsmanship translate the poetry of the designer's vision into innovative pieces, which can be cherished for many years to come. Deep meaning embedded in every piece communicates the stories and elements of inspiration reflective of the designer's experiences. Delicate and thoughtful designs with multicultural influences showcase a definitive design signature. Intricate pieces reflect the delicate nature of the relationship of the wearer and jewelry as an art form.

All creations are very special and come made-to-order or in a limited edition. Many have been specifically designed for the brand's very special clients. Every element of every jewel is carefully sourced and selected to fit the fairy tale that is Maria Kondakova Fine Jewellery. The brand prides itself on achieving the highest levels of quality and innovation by working with the most outstanding craftsmen in Italy and using the latest technology, which makes the creations a truly exceptional choice for those seeking unique and personal expression in every aspect of their lives.





DAVID MORRIS

The London Jeweler

GALLERY  
JEWELRY

## Giving The Stars Their Shine

David Morris creates fine jewelry that is sought out by celebrities and royalty to exhibit at their most regal occasions. The company's rich history explains how they became a name stars look to for glamorous apparel.

David Morris is to Bond girls, what Aston Martin is to James Bond. David Morris' jewels have dazzled on the silver screen since they first appeared in the iconic British spy series over 40 years ago. From *Diamonds are Forever* (1971) to *The Man With The Golden Gun* (1974) and *Tomorrow Never Dies* (1997), the famed London jeweler has adorned some of the most beautiful and deadly Bond girls with the most opulent cinematic treasures that the establishment has to offer.

Stepping into David Morris' sumptuous New Bond Street atelier is like entering a hedonist's dream. The astonishing array of jewels is almost too much pleasure for the eyes to consume. Even for New Bond Street, a street embedded in the literary works of Jane Austen and Virginia Woolf as well as in British culture for its abundance of lavish art, antiques, and fashion, the David Morris store front stands out as a particularly British institution of extravagance. Though, that may have less to do with the grand white pillars of their Bond Street hallmark, and more to do with the company's rich history of embellishing royalty.

After an apprenticeship learning the art of diamond mounting, and a brief turn at London's Central School of Arts and Crafts to become a goldsmith, David Morris established his company in 1962. Within two years, he had already claimed 9th and 10th, in 1963 and 1964 respectively, at the De Beers Diamonds International Award ceremony in New York.

True acclaim came however, when he was asked to design a tiara of diamonds and sapphires for Countess Marie Kinsky upon her marriage to Crown Prince Hans Adam Liechtenstein in 1967. The commission represented the beginning of David Morris' tradition of delivering the finest jewelry suitable for sovereignty. According to *Day and Night Magazine*, "David Morris continued to appease the demands of an incredibly lustrous clientele that would in due course include Princesses Anne and Margaret and the Prince of Wales, while Sarah Ferguson chose David Morris Burmese ruby earrings for her engagement to Prince Andrew in March 1986."



*London-based  
fine jeweler,  
David Morris,  
beguiles all, from  
Bond girls to  
Royalty.*





Natural Sapphire necklace with white marquise and pink brilliant-cut diamonds. Sapphire weight 175.74cts diamond weight 50.60cts

Well before David Morris' diamond necklaces graced the necks of Bond girls, he was commissioned by Richard Burton to garnish the queen of Hollywood royalty, Elizabeth Taylor, with a heart-shaped diamond necklace for Valentine's Day. Years later, David Morris' friendship with Roger Moore and Maurice Binder, known for designing some of the most recognizable Bond title sequences, including the first, led to Morris being commissioned to design jewelry for the series. Morris' pieces for the series were the only jewelry to be displayed at

Barbican's exhibition, "Designing 007: Fifty Years of Bond Style." The exhibition marked the 50th anniversary for the series, but it was also the 50th anniversary for David Morris.

David Morris' son, Jeremy Morris, has succeeded his father, taking on the positions of managing director and principal designer of David Morris. The many collections of David Morris, which include a glamorous line of diamond and carved mother of pearl watches, exemplify the undeviating modern sophistication that preserves the brand's regal relevance throughout

decades of change. From the floral-inspired diamond tiara of their Le Jardin collection to the Phoenix collection which sparkles with all the might of a Grecian fire bird, every collection released by David Morris uses an abundance of smaller diamonds to create intricate designs of a grander scale. With the light that reflects from each of the many diamonds mounted on David Morris pieces, it's clear that you don't have to be a movie star or royalty to feel like one when wearing jewelry by David Morris.



Colombian emerald necklace with white cut diamonds



# FERRARI FIRENZE

## WHEN SPRING CAME

The collection pays homage to the beauty of nature, to its enchanting hues and the emotions it evokes. From the motifs to the overall delicate proportions, each detail has been meticulously thought out to bring lightness, grace and movement to each and every piece. Varying color shades highlight the exceptional know-how precision of our boutique factory: the most delicate nuances grace objects with a warm glow. Girasole's 38 small petals are individually attached to the ring, requiring many hours of our artisans' time.

This ring wants to be touched. In fact, if held upside down the flower becomes a blossom, closing its petals. If worn, it becomes a sparkling companion, enchanting with its constant movement. One hundred diamonds and sapphires, selected according to the highest standards, add stunning brilliance to this piece.

Shell features stones of over 20 different sizes and its shades are created through the complex selection of at least 4 colors. It is the very symbol of Ferrari-Firenze's excellence and personality: delicate, light and gracious. Shell earrings feature over three hundred stones, each set individually and meticulously by hand. The ring from the same collection has become one of the maison's best sellers, enchanting for its different-colored sections and its curvy eclectic shape.

Corolla combines elegance and innovation, revealing the enchanting history of the maison through its simplicity and its incredible radiance. A versatile piece that can be worn with ease for any occasion, this ring enriches a collection that is an emblematic expression of Ferrari Firenze's love for women.

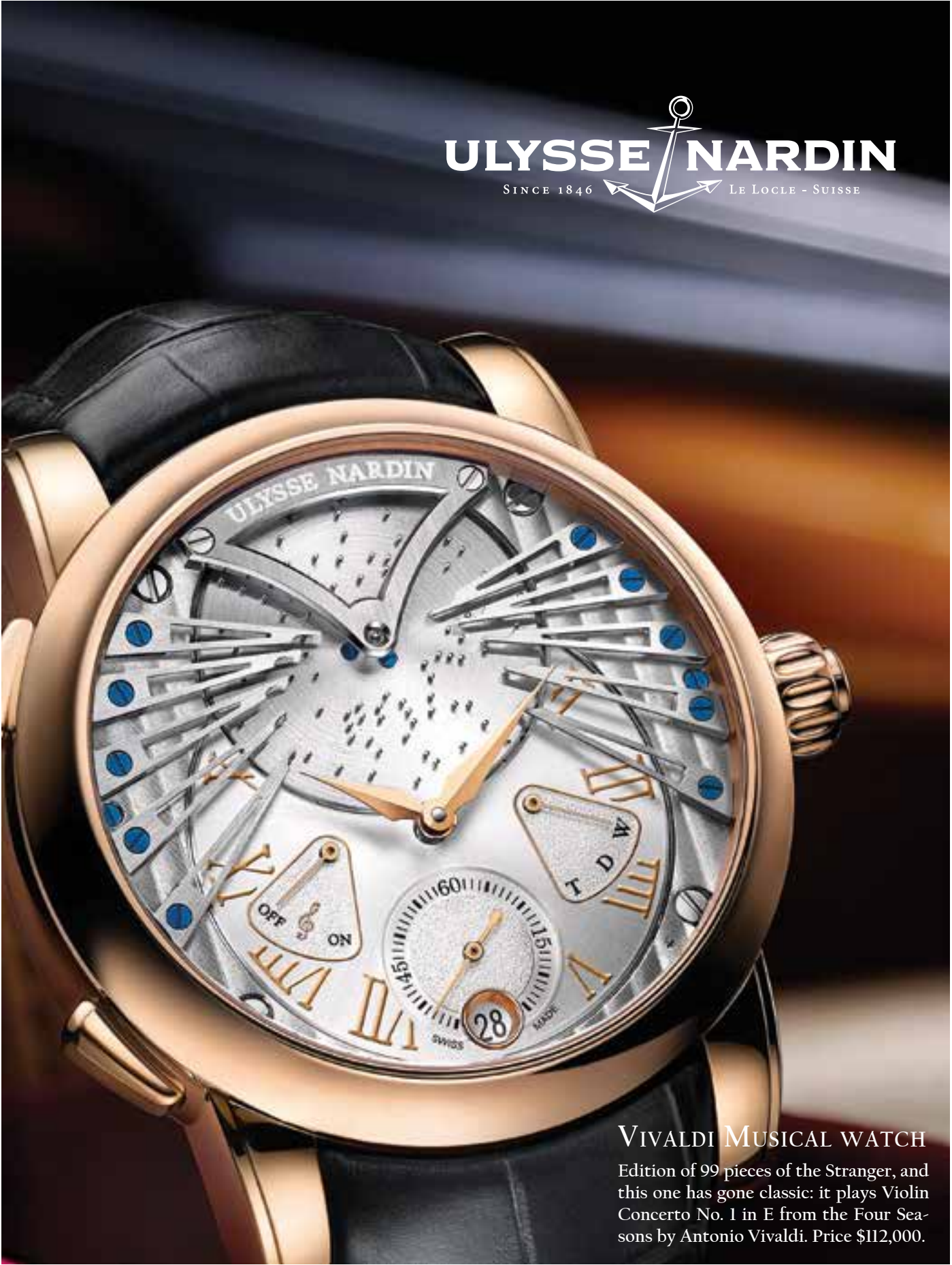
Trottola several hours of twisting, pulling, setting and shaping these earrings reveal the factory's constantly renewed sources of inspiration as well as its quest for a sense of freshness. Trottola in Italian means 'spinning top', a powerful name for a ring that is designed to ensure its top spins around while the hands move. An incredibly charismatic piece.



Ferrari Firenze's boutique factory is settled among Tuscany's greenest hills to the south of Florence. Impeccable design, sense of humor, grace and taste... together these define Ferrari Firenze's spirit of beauty. Ferrari Firenze's craftsmen work precious materials like fabric, twist gold like a thread, and apply stones like tassels.

This Italian boutique factory it's renowned for its unique pieces, each of them with an extraordinary story to tell – a love wish, a secret gift, a family adventure...this is why in our factory there is no limit to customization. Simple elegance for everyday pieces or dashing design for extraordinary evenings, our craftsmen's hands will slowly bring to life every wish for beauty.





ULYSSE NARDIN  
SINCE 1846 LE LOCLE - SUISSE

VIVALDI MUSICAL WATCH

Edition of 99 pieces of the Stranger, and this one has gone classic: it plays Violin Concerto No. 1 in E from the Four Seasons by Antonio Vivaldi. Price \$112,000.



ANCHOR TOURBILLON  
Manual winding movement 18 ct white gold case 44mm Water-resistant 30 m White enamel dial Alligator strap. Price \$84,000

High Quality On The High Seas

*After nearly 170 years creating timepieces, nautically-inspired fine watch brand, Ulysse Nardin, still manufactures watches that are as edgy in their technology as they are in their design.*

The adventurous spirit of Ulysse Nardin watches captures the intensity, beauty, calm, depth, and ever changing tides of the sea in a way that only this nautically-inspired company could. Established in 1846, Ulysse Nardin has nearly 170 years of experience in making watches that are visually stunning and technically precise. While the company's many advancements in their signature calibers have garnered several awards and worldwide praise, when looking at a Ulysse Nardin watch, its wonder of internal intricacies are instantly transcended by its external complexity.

With such a vast inventory of watches, the company divides its models into four distinct classes: Marine, Functional, Exceptional, and Classico. As could be expected, the Marine class of watches is a salute to ocean voyages and the lust for exploration. Each of these watches alludes to the sea in some way. Whether it be in the satiny, navy blue face of the watch, the wavy enameling reminiscent of a choppy ocean on a windy day like on the Marine Diver watch, or the dials that bring to mind the chronometers after which the watches are named, the subtle hints of ocean can be found all over these watches.



Black Sea Chronograph . Price \$14,000



STORY TELL



Classico Collection Year of the Goat

Functional watches prove to be as appropriately named as the Marine watches. High tech features such as the perpetual calendar, dual time function, and Ulysse Nardin signature, self-winding movement are all elements that lend themselves to the functionality claim. However, while efficiency may be what unites these watches in category, it ignores the bold detailing also shared amongst them. From the retro geometrics of the Quadrato Perpetual to the sporty orange-and-black aesthetic of the Acqua Perpetual, or from the aeronautic feel of the rotor-like arms of the Sonata Silicium to the simple, yet regal face of the Dual Time, the watches of the Functional category promise to be as dynamic as they are reliable.

The Classico watches are similarly animated. Anything but boring, the enamel faces of the Classico Enamel watches feature ships like the HMS Caesar or Pride of Baltimore wrestling against wild seas. These watches are perfect for individuals who are as passionate about ocean expeditions as Ulysse Nardin was. The Classico category also highlights a variety of other watches that are sleek, simple, and timeless with both alligator and stainless steel straps for the customer in search of something a little more traditional.

Lastly, the Exceptional watches. These extraordinary watches exemplify the beauty in the atypical. By far the most complex designs, the Exceptional line targets those seeking watches to make a statement. The Stranger not only entices the eyes with striking patterns of diagonal metal pieces slicing inward across the face, but, for the first in a limited series, this watch also enthralls the ears. Using a new, in-house developed musical mechanical watch caliber, the Stranger plays the melody to “Stranger in the Night,” a song famously sung by Frank Sinatra.



Self-winding movement small seconds and power reserve indicator Titanium/steel case 43mm 120 diamonds, Mother of pearl dial white pink roman figures. Alligator strap.

Ulysse Nardin | Marine Chronometer for ladies

The Skeleton Tourbillon Manufacture, however, garners its attention with a sultry metal framework akin to a rib cage and layers of visible gears encased in either 18 ct rose gold or platinum. The Freak, though, is the true crown jewel of this collection. Its renegade Tourbillon carousel is constructed of silicium escapement wheels, and thus has no true dial, crown, or hands. The Freak, true to its name in both looks and function, is like no other.

Further developing their revolutionary work with silicium, last year, Ulysse Nardin introduced another new escapement, the Ulysse Anchor Escapement. With a circular silicium frame, suspended pallet arms, and blade springs which,

due to their unique property, can be both pliable and rigid, the Escapement has achieved several advancements. Among other things, the caliber generates less friction, maintains stored energy with virtually no loss, and is all together slimmer thanks to the suspended pallet arms that render the need for a staff pallet obsolete.

Time and time again, Ulysse Nardin soars into uncharted territory in style and with the technology of their unique calibers. Every one of their distinctive watches dares to redefine what a timepiece is and what a timepiece can be. One can only imagine what freakish delights the master craftsman behind Ulysse Nardin will dream up next.



# CARL F. BUCHERER

## PATRAVI SCUBATEC

At Baselworld 2015, the Lucerne-based Carl F. Bucherer brand presents the latest Patravi ScubaTec model. The case in pure rose gold imbues the timepiece with an irresistible attraction. Equipped with a helium valve, luminescent hands and indices, an ultra precise automatic movement and a rugged rubber strap with integrated adjustment, the Patravi ScubaTec is the ideal companion for individuals venturing into the fascinating underwater world.

PRIME TIME  
NOVELTY



## CARL F. BUCHERER

PATRAVI SCUBATEC | PRICE: \$24,700

**MOVEMENT:** Automatic, caliber CFB 1950.1, chronometer with diameter of 26.2 mm, depth 4.8 mm, 25 jewels, and a power reserve of 38h.

**FUNCTIONS:** Date, hour, minute, and second.

**CASE:** 18 carat rose gold, bezel in 18 carat rose gold/ceramic, automatic helium valve, screw-down crown, sapphire crystal with anti-reflective coating on both sides. Water-resistance to 100 meters, diameter 44.6mm, and depth 13.45, domed anti-reflective, scratch resistant sapphire crystal. Water resistant to 10 ATM, 100 meters.

**STRAP:** Rubber, diving clasp made of with 18K rose gold and blackened titanium.



## CARL F. BUCHERER

MANERO TOURBILLON | PRICE: \$98,800

**MOVEMENT:** Manual winding, Caliber CFB T1001, Diameter 33 mm, Depth 6.2 mm with 35 jewels and a power reserve of 70 hours.

**FUNCTIONS:** 24-hour, date, power reserve indication, Hour, Minute.

**CASE:** 18 carat Rose Gold, convex sapphire crystal, anti-reflective coating on both sides, case back with sapphire crystal, water-resistant to 30m, diameter 41.8, mm, depth 12.58mm.

**CASE DIAMETER:** 41.8mm, depth 12.58

**STRAP:** Hand-stitched Louisiana alligator skin, folding clasp 18 carat Rose Gold.

Limited edition to 188 pieces.





PRIME TIME  
NOVELTY

HYT

H1 PINK GOLD FACE LIFT | PRICE: 69,000

There are two reservoirs at 06:00; while the first compresses, the second expands, and the other way round, resulting in the movement of the liquid in the capillary.

**MOVEMENT:** Mechanical hand-wound, exclusive HYT caliber, 28,800 vph, 4Hz, 35 jewels, bridges hand-chamfered and adorned with Côtes de Genève, rhodiumed bellows, 65-hour power reserve.

**FUNCTIONS:** Retrograde green fluid hours, minutes, seconds.

**CASE:** Pink gold (5N) with brushed, shot-peened and satin-finished surfaces, pink gold (5N) crown.

Diameter: 48.8 mm. Thickness: 17.9 mm, black rubber-clad screw-lock crown, crown guard, screw-locked added lugs, metal dome at 06:00, cambered sapphire crystal glass with anti-reflective coating on the inside, screw-down sapphire back, water-resistant to 100 meters.

**STRAP:** Brown alligator leather, pink gold pin-buckle.



HYT

H2 BLACK DLC & PINK GOLD | PRICE: \$160,000

**MOVEMENT:** Mechanical with manual winding, exclusive HYT caliber, 21,600 vib/h, 3 Hz, 28 jewels, titanium bridges with decorated micro-blasted black PVD and titanium, colored satin-finished accents, 192-hour (8-day) power reserve.

**FUNCTIONS:** Retrograde fluidic hours, minutes with jumping hand at 30 minutes, crown position indicator (H-N-R), temperature indicator.

**CASE:** Titanium black DLC & pink gold (5N) with polished, micro blasted and satin finishes, diameter 48.8 mm. Height: 17.9 mm, screw-down dynamo-metric crown sheathed in rubber, protected crown, screwed lugs. Titanium black DLC dome at 6 o'clock, domed sapphire crystal (box) with anti-reflection coating, screwed sapphire back, water-resistant to 50 meters.



## HYT | H3 TITANIUM AND PLATINUM

### LINEAR FLUID REVOLUTION AN EXCEPTIONAL LIMITED EDITION

As HYT had explained from the very start, the H3 stands out as the most exceptional timepiece in the brand's collections. Thanks to its two barrels, it boasts a 170-hour power reserve (equivalent to around 7 days). Produced in charcoal gray PVD-coated titanium and platinum, the series will be limited to 25 timepieces. The first timepieces will be available from September 2015. Price upon request.





# LOUIS MOINET | MEMORIS

LOUIS MOINET INVENTS THE FIRST  
“CHRONOGRAPH-WATCH” IN HISTORY.

The new caliber on Memoris is the LM54. With a rhythm of 28,800 vibrations per hour (4Hz), it has 302 components and provides a 48-hour power reserve. Over sixty parts have been designed and manufactured to allow the chronograph to be presented atop a dedicated movement plate, separating it from the automatic movement beneath. A 46 mm timepiece, available in pink gold or white gold, in three limited editions of just 60 pieces each. Price \$55,000

## LOUIS MOINET

DERRICK GAZ | PRICE: \$290,000

**MOVEMENT:** Manual tourbillon movement with gas drill derrick automaton, 55-part LM42 caliber, designed and manufactured by Louis Moinet.

**Winding:** Manual, Tourbillon cage: 1 rotation/minute. Power reserve: 72 hours

**FUNCTIONS:** Tourbillon, hours & minutes: central hands, power reserve: ‘manometer’ display at 2 o’clock.

**CASE:** 18-carat gold, diameter: 47 mm, thickness: 14.10 mm, water resistance: 30 meters, case back: Fitted with 6 screws, engraved with individual number and Louis Moinet symbols. Two sapphire crystals with non-reflective coating on both faces.

**STRAP:** Hand-sewn Louisiana alligator leather with alligator lining.



## LOUIS MOINET

ASTROMOON | PRICE: \$340,000

**MOVEMENT:** Manual tourbillon movement with chronograph function and moon phase 373-parts LM29 caliber, manufactured by Louis Moinet on the basis of a historic caliber, winding manual, power reserve 46 hours, jewels 28.

**FUNCTIONS:** Hours & minutes (central hands), seconds (displayed on tourbillon cage at 11 o’clock).

**CASE:** Original Louis Moinet design comprising 49 different elements, “Rose des vents” compass rose design, 18-carat gold, diameter 46.50mm, water resistance 50 meters, two sapphire crystals with non-reflective coating on both faces.

**STRAP:** Hand-sewn Louisiana alligator leather with alligator lining.





## ARNOLD & SON

### ROYAL CONSTANT FORCE TOURBILLON

Arnold & Son pushes precision chronometry ever further with the Constant Force Tourbillon, featuring a patented constant force device with 60-second Tourbillon and true beat seconds. The symmetrical movement architecture of the Constant Force Tourbillon movement pays tribute to Arnold & Sons' historic marine chronometers. At the top, two visible mainspring barrels and the constant force device provide optimal power to the tourbillon at the bottom of the dial.

The Constant Force Tourbillon features a patented constant force mechanism. Instead of power from the mainspring feeding directly to the escapement/tourbillon, it charges a small hairspring which in turn releases a consistent amount of power to the escapement/tourbillon once each second. The device also drives the true-beat seconds hand (also known as jumping seconds or dead seconds), a highly cherished Arnold & Son complication. When the power from the mainspring drops below that required by the constant force mechanism, the movement stops rather than running at lower precision. The constant force device rotates once per minute in increments of one second, visually mirroring the rotation of the constantly rotating tourbillon cage. Price \$ 182,900

PRIME TIME  
NOVELTY

## ARNOLD & SON

### INSTRUMENT COLLECTION DIAL SIDE TRUE BEAT | PRICE: \$29,000

Demonstrating its rich British history and quality Swiss craftsmanship, Arnold & Son unveils a new limited edition of the DSTB (Dial Side True Beat). The DSTB is a testament to its heritage, vision and Haute Horlogerie ingenuity.

**MOVEMENT:** NAC grey treated with Haute Horlogerie finishing: hand-chamfered bridges and polished edges, fine circular graining and Cotes de Geneve circular satin-finished wheels, screws with beveled and mirror polished heads.

**FUNCTIONS:** Hours, minutes, true beat seconds.

**CASE:** Stainless steel, diameter 43 mm, cambered sapphire with anti-reflective coating on both sides, see-through sapphire case back, water-resistant to 30m.

**STRAP:** Hand-stitched black alligator leather.

**DIAL:** Gem-set, Hands Dauphines.



## ARNOLD & SON

### INSTRUMENT COLLECTION GOLDEN WHEEL | PRICE: \$45,000

**MOVEMENT:** Palladium treated with Haute Horlogerie finishing: hand-chamfered bridges with polished edges, fine circular graining and Cotes de Geneve rayonnantes, dial plate NAV gray treated with Cotes de Geneve, circular satin-finished wheels, blued screws with beveled and mirror-polished heads.

**FUNCTIONS:** Jumping digital hours, minutes and true beat seconds.

**CASE:** 18-carat red gold, diameter 44 mm, cambered sapphire with anti-reflective coating on both sides, see-through sapphire case back

**DIAMETER:** 44mm

**DIAL:** Silvery and white mother-of-pearl.

**STRAP:** Hand-stitched brown or black alligator leather.





## BREGUET

### MARINE CHRONOGRAPHE “200 ANS DE MARINE” 5823

On October 27th 1815, Abraham-Louis Breguet was appointed chronometer-maker to the French royal navy by King Louis XVIII. It was not only a prestigious honor but also an essential state function. At that time, marine chronometers were of vital importance to fleets as they could determine the position of ships at sea. They had to be accurate and resist the constant movement of a ship. Involved in this task, Breguet designed a number of outstanding marine chronometers. They were mounted on special boxes made of mahogany or walnut wood. A gimbal suspension system kept the chronometers level whatever the circumstances. The Marine collection recalls that period of the company’s history and meets the demands of today’s clients. The tough and dynamic looks of the Marine watches are the result of a contemporary design that retains some of the brand’s stylistic features.



## BREGUET

### BREGUET TRADITION RÉPÉTITION MINUTES TOURBILLON 7087 | PRICE: UPON REQUEST

**CASE:** 18-carat rose gold with delicately fluted case band. Double-paned sapphire-crystal case back. 44mm diameter. Welded lugs with screw bars.

**DIAL:** Silvered 18-carat gold, engine-turned and offset at 1:30. Individually numbered and signed Breguet. Hours chapter with Roman numerals. Breguet open-tipped hands in blued steel.

**MOVEMENT:** Self-winding movement with minute-repeater and 60-second tourbillon at 6 o'clock. Numbered and signed Breguet. Titanium baseplate and bridges. Cal. 565DR. 16 lines, 60 jewels. Magnetic strike governor. 80 hours power reserve indicator in an aperture at 12 o'clock. Bi-directional platinum winding rotor on the periphery of the movement. Tourbillon bridge in titanium. Inverted lateral lever escapement with silicon pallets. Breguet balance-wheel on a Breguet silicon spring. Balance frequency 4Hz. Adjusted in six positions.



## BREGUET

### BREGUET TRADITION AUTOMATIQUE SEC- ONDE RÉTROGRADE 7097 | PRICE: UPON REQUEST

Tradition wristwatch in 18-carat white gold. Self-winding movement. Retrograde small seconds at 10 o'clock. Off-centered silvered gold dial, engine-turned by hand. Sapphire case back. Water-resistant to 3 bar (30 meters).

**DIAMETER:** 40 mm. Also available in 18-carat rose gold.

**MOVEMENT:** Self-Winding Movement, caliber 505 SR1, Jewels 38, balance-spring Breguet/Silicon

**CASE:** 18-carat white gold, ovoid, Sapphire case-back.





# CUERVO Y SOBRINOS

## HISTORIADOR FLAMEANTE BLUE EDITION GOLD

Distinctive and elegant, the Historiador is a reproduction of an icon original model produced from the 1940s-1950s. Classic and timeless, the watch is instantly recognizable by the unique silhouette and design of the lugs. Limited Edition: “1 of 50 in Rose Gold for 50 states.”  
Price \$ 14,000



## CUERVO Y SOBRINOS

### HISTORIADOR VUELO CRONO VUELO

PRICE: UPON REQUEST

MOVEMENT : CYS 8120, Dubois-Dépraz 30342, 11 1/2”, Automatic Chronograph, date, 24 hours, Power reserve of 40 hours, 51 jewels, frequency 28’800, finishes rotor with special decoration and “CyS” perforated.

CASE: Stainless steel, Ø 40.00 mm, thickness 13.65 mm, water resistant 3 ATM, curved sapphire crystal with anti-reflective treatment, crown with blazon engraving, see through case back, tachometer scale engraving on bezel of case.

FUNCTIONS: Hours and minutes on center.

DIAL: Hours and minutes.

STRAP: Alcantara and Louisiana Alligator.



## CUERVO Y SOBRINOS

### HISTORIADOR STEEL RACING DIAL

PRICE: \$2,900

MOVEMENT: CYS 5102, bta 2824-2 / SW 200-1, 11 1/2”, automatic, diameter 25.60 mm, height 4.60 mm, power reserve 38 hours, Eta mvt 25 jewels, SW mvt 26 jewels, frequency 28’800, rotor finishing with fan decoration and “CyS” engraving.

CASE: Stainless steel, diameter 40 mm, height 10.40 mm, double curved sapphire crystal typical from the 50s, water resistant to 3 ATM, case-back engraving with logo “CYS racing” and spokes-wheel design.

FUNCTIONS: Hours, minutes , central second and date.

DIAL: Complex “racing” dial reproduced the rays of a wheel in 3D, engraved logo CYS on the middle, external sector with hours.





ROLEX DEEPSEA

OYSTER PERPETUAL

A new-generation divers' watch, the Rolex Deepsea benefits from exclusive technical innovations like the Ringlock System. This new case architecture patented by Rolex enables the watch to resist the colossal pressure exerted by water at the depth of 3,900 meters, equivalent to a weight of approximately three tonnes on the crystal. Through its exceptional performance in terms of robustness and waterproofness, the Rolex Deepsea is a member of the prestigious family of Rolex divers' watches such as the Submariner and the Submariner Date. Its name pays tribute to the Deepsea Special, an experimental model that reached the record depth of 10,916 meters in the Pacific Ocean when the bathyscaphe Trieste descended into the Mariana Trench in 1960. Price: \$12,000



STEEL & GREEN BEZEL  
Price \$8,550



GOLD & BLACK BEZEL  
Price \$23,600

ROLEX OYSTER  
SUBMARINER

The Oyster Perpetual Submariner is the quintessential divers' watch, the benchmark in its genre. Introduced in 1953 during the pioneering era for scuba diving, it was the first watch to be water resistant to 100 meters (330 feet). This iconic timepiece has since evolved with a series of patented Rolex technical innovations, guaranteeing its reliability and precision down to depths of 300 meters (1,000 feet). At home in the oceans, where it remains an indispensable instrument for every diver, the Submariner has also conquered terra firma as the watch of action with a rugged elegance of its own.

CASE: Oyster, 40mm, 904L steel, bezel, winding crown, scratch resistant sapphire, Cyclops lens over the date.

DIAL: Highly legible Chroma-light display with long-lasting blue luminescence.

FUNCTIONS: Centre hour, minute and seconds hands, Instantaneous date with rapid setting, Stop-seconds for precise time setting.

MOVEMENT: Perpetual, mechanical, self-winding, Officially certified Swiss chronometer (COSC).



STEEL & GOLD BLUE BEZEL  
Price \$8,300



# TIMEPIECE *for* Her



✦  
VACHERON CONSTANTIN



## METIERS D'ART FABULEUX ORNAMENT - CHINESE EMBROIDERY

LIMITED TO 20 PIECES

At Vacheron Constantin, we do not have one collection, but many collections. Each of them cultivates its differences, so as to mark out its distinctive personality through its strength of character. Price \$146,218



## TIMEPIECE FOR HER



### VACHERON CONSTANTIN

**HARMONY DUAL TIME** | PRICE: \$51,200

On the occasion of the 260th anniversary of its founding, the Manufacture Vacheron Constantin unveils the seven first models of a new collection called Harmony. Issued in limited editions, these eminently contemporary timepieces feature a new cushion shape and a design inspired by one of the brand's first wristwatch chronographs introduced in 1928. At the heart of these generous cases is the reinvented aesthetic beat new calibers – entirely designed, developed and produced in-house.



### CARL F. BUCHERER

**PATHOS DIVA LADIES** | PRICE: \$14,300

**MOVEMENT:** Automatic, caliber CFB 1963, diameter 20mm. Depth 4.8mm with 25 jewels and a power reserve of 38 hours.

**FUNCTIONS:** Date, hour, minute, second.

**CASE:** Stainless steel and 18 carat rose gold, 54 diamonds TW vvs. 0.7 ct., case back with sapphire crystal.

**CASE DIAMETER:** 34mm, depth 9.65mm.

**BRACELET:** Stainless steel and 18 carat rose gold, folding clasp stainless steel.

### JAEGER-LECOULTRE

**RENDEZ-VOUS MOON**

PRICE UPON REQUEST

A symbol of time, the moon is the hourglass of water tides and of our biological clocks. It is also an emblem of womanhood, alternately viewed as wife, daughter or sister. Its fertile, maternal image nurtures our imagination. Is it the milky color conferred by the reflection of the sun – its husband according to the Incas – that has given it such a feminine aura? Others choose to see in it only the hidden, nebulous face. However, when positioned directly opposite to the sun that lights it up entirely, the moon shines with a benevolent radiance, illuminating the night with its full, glowing roundness. Meanwhile, its quarters serve to cultivate the mysterious aspects of its nature.



### BOUCHERON

**CYPRIS TOURBILLON**  
COLLABORATION PRICE UPON REQUEST

Watch in white gold set with diamonds, sapphires, and onyx, Girard-Perregaux Tourbillon with Three Gold Bridges.

A noble and free-spirited traveler, the Swan is a symbol of grace and femininity. It proudly displays its precious and shimmering plumage on this breath-taking watch.

The Tourbillon with Three Gold Bridges created by the Girard-Perregaux manufacture is one of the most extraordinary movements in the world, achieved through an exceptional expertise in watchmaking craftsmanship. An exquisite adornment that sits perfectly on the wrist and sparkles with magical radiance.

## TIMEPIECE FOR HER



### CUERVO Y SOBRINOS

**DIAMOND AND SAPPHIRE LADY** | PRICE: \$33,500

Full setting diamond dial, diamond color white and black, blue sapphire exclusive CYS design for the applied indices CyS logo. 558 full diamonds and sapphires setting 1.57 carats.



### ROGER DUBUIS

**EXCALIBUR 42** | PRICE UPON REQUEST

Creative Skeleton Flying Tourbillon. Limited edition 28 pieces. Decorative jewelry elements are cleverly entwined with the skeleton flying tourbillon movement and the dial, to the point where they become indistinguishable from each other.

**CASE:** 42 mm, pink gold.

**STRAP:** Deep ruby strap, genuine alligator, hand-stitched.

**CLASP:** Pink gold adjustable folding clasp set with brilliant-cut diamonds.



# MONACO: MORE THAN THE GRANDEST GRAND PRIX.

YOU DON'T  
HAVE TO WIN  
THE CUP, TO  
WALK AWAY WITH  
SOMETHING SHINY



*The race at Monaco's Grand Prix may be the main event, but the fashions are sure to ignite some thrills as well.*

There are 21 Grand Prix races this Formula One season, but the Monaco Grand Prix is, without a doubt, the grandest of them all. Celebrities flock to the luxurious locale for four nights of exhilarating parties and one thrilling race. With a well-known assemblage of people who set the trends for what's in vogue, the fashion of Monaco is a focal point of the weekend. However, for the many permanent residents of Monaco, high-end apparel is more than a weekend necessity; it's a life-long essential. To understand how Monaco came to be the alcove of opulence that it is today, you have to know the history behind Europe's Mediterranean haven.

The country sprung out of anonymity when movie star, Grace Kelly, agreed to marry Monaco's Prince Rainier III, in 1956. It was dubbed by press as the marriage of the century. Thirty million viewers tuned in to watch the fairytale-like transformation of Grace the starlet into Grace the Princess. Soaked in silk and pearls, the image of a style icon, Princess Grace, became transposed with Monaco. Monaco itself would forever be seen in the eyes of the international community as a setting for elegance and fashion.

Now, in less than 500 acres, the sovereign city-state of Monaco holds many of the world's most affluent people; the area located along the French Riviera is positively dense with millionaires. Never have the concentrated masses of an overcrowded nation been so fabulously accessorized.

"It's unsurprising to see that Monaco is the most likely place where you will bump into a millionaire; the principalities' low tax and Mediterranean waterfront is the ideal habitat for wealthy individuals," said Wealth-insight Analyst Oliver Williams in an article by CNBC.

With the highest per capita number of both millionaires and billionaires, many wonder how all these elite plutocrats find ways to spend their illustrious wealth in a country so small. Equipped with a glamorous casino, the finest restaurants, exceptional boutiques, some of the most expensive real estate in the world and a magnificent harbor in which to dock your yacht, Monaco assures that if you have money, it has plenty of ways for you to spend it.

Fashion in Monaco is a currency which may be traded in for status and access. Thus, boutiques from the world's top brands in fine jewelry and watches offer their most exorbitant jeweled treats for the country's trademark connoisseur crowd.

Monaco's famous Place du Casino is the perfect location to begin a day of high-end shopping. Among its many shops, is the Chopard boutique. Established in 1860, Chopard is a brand that has revived itself many times over the years. No longer just a manufacturer of fine watches, Chopard also makes a wide arrangement of jewelry and accessories. However, it will always be most known for its precision timepieces. Their Diamond collection features watches which are impeccably suited to the style of Monaco. With an art deco appeal, they are a throwback to classic sophistication and polish.





Chopard GPMH Chrono \$7,600

The handmade timepieces of Chopard's L.U.C collection, a tribute to founder Louis Ulysse Chopard, are especially representative of the brand's perennial flair. The limited-edition watch, The Tribute, is a standout, not only because of its Poinçon de Genève, but also because of its unique ability to transform from a pocket watch into a wrist watch. However, no collection is more appropriate for the Monaco Grand Prix than Chopard's Classic Racing collection.

The limited-edition Grand Prix de Monaco Historique watch pays tribute to the race with several eye-catching details. From the racing stripes which divide its grey dial, to the multiple dials clearly inspired by the dials in cars, and, of course, the Monaco Automobile Club logo which is visibly engraved on the movement through the transparent back, this is the quintessential Grand Prix watch.

A short walk from the Place du Casino are many boutique-ridden streets that summon shoppers outside to explore Monaco in its ideal, Mediterranean climate. The House of Repossi is a fine jewelry boutique which set up their flagship store in Monaco in 1979. The 95-year-old family atelier is known for its bare, sculptural designs that are inspired by the art nouveau movement.

The Repossi brand has been immersed in the world of couture fashion for many years. It's collaboration with Alexander Wang for the 2011 NYC fashion show yielded the burnt gold collection. In 2013, creative director, Gaia Repossi, was named "Best Jewelry Designer of the Year" at the Elle UK style awards. Perusing the Repossi collections, it's easy to see why. The latest collection, White Noise, uses simple lines tangled into complex gold structures to create statement pieces that are deceptively simple.

## STORY TELL



Audemars Piguet

Near Repossi, is the Audemars Piguet boutique. Founded by Jules Louis Audemars and Edward Auguste Piguet in 1875, the fine watch company has never left the hands of its founding families. During its storied existence, the company has accomplished several world firsts. In 1892, Audemars Piguet developed and produced the first minute repeater wristwatch. In 1946, the company created the world's thinnest wristwatch. Years later, in 2008, Audemars Piguet produced the first watch featuring a carbon case and movement.

With eight stunning collections, such as the surreal multi-dimensional watches of the Millenary collection and the truly innovative designs of the Novelties collection, there really is something for everyone. Audemars Piguet's varied group of brand ambassadors sports many athletes. Among the ranks of athletes who are proud to wear Audemars Piguet are stars like Leo Messi, Lee Westwood, Bud Cauley, Keegan Bradley, Ian Poulter, and so many more.

One doesn't need more of an endorsement that Audemars Piguet watches are suited to Formula One races than the seal of approval from fellow brand ambassador, and seven-time World Champion, Formula One race car driver Michael Schumacher. His favorite model from Audemars Piguet is the Royal Oak Offshore Chronograph. The strapping watch, encased in titanium and cermet bezel, and complete with small second and date displays, appears more like a piece of equipment than a traditional timepiece.

No matter what brand, Monaco's extensive selection of fine jewelry and watch boutiques will assure that you not only get to the race on time, but looking stylish as well.





# THE PATEK PHILIPPE MUSEUM

———— *A watch lovers dream* ————

The most impressive European time piece collection from the 16th-19th century, as well as Patek Philippe's exquisite mastery of watchmaking since 1839, is a must see collection for the watch lover.



The Patek Philippe Museum is home to a prestigious collection of creations by master watchmakers which displays their passion for timepieces. The art deco building housing the Patek Philippe Museum today, which has a long and interesting history, was most probably designed by the architect William Henssler in 1919. After going through an extensive remodeling in 1999, the building was ready to showcase the outstanding collection of timepieces.

Housing over five centuries of watchmaking innovation, the antiques collection is a journey through the history of horology. A great number of masterpieces of the Swiss, Genovese, and European watches and enameling, from the 16th century to the early 19th century, are presented in these outstanding collections. Multilingual and audiovisual presentations animate the exhibit for visitors, enhancing the experience of exploring the roots of time-measurement and detailing the evolution of watchmaking.



In the Patek Philippe Collection, dating from the company's foundation in 1839 to the present day, one can witness the creativity, mastery, and production of pocket watches, as well as wristwatches. The manufacturing of the world's finest watches for more than 170 years has generated favorites like the Coat of Arms of Princess ZUBÓW 1845, The Flower Garden 1893, The Officer Gondolo Wristwatch 1920, and of course, the most complicated time piece ever made, the Caliber 89. The unparalleled craftsmanship and innovation have left a legacy of true works of art.

You can visit The Patek Philippe Museum at Rue des Vieux-Grenadiers 7, 1205 Geneva, Switzerland. In addition to the magnificent displays, there's a library at the museum dedicated entirely to horology. A watch lovers dream!





## Auction results around the world from Sothebys & Bonhams

### MB&F FINE WATCH

A fine and unusual pink gold and titanium automatic wristwatch with 3-dimensional movement, 18k pink gold frog-form case, bezel and sapphire crystal display back secured by clover-head screws, case and movement signed, date and day/night indication HM3 sidewinder circa 2012.

Sotheby's Hong Kong, April 2015

Estimate \$38,694 - 51,592USD.

Lot Sold \$56,429 USD.



### ASSEMBLED BY A DEDICATED SWATCH COLLECTOR

Assembled by a dedicated swatch collector over the years, this is one of the largest swatch collections in private hands ever known. Comprising over 5,800 Swatch watches from 1983 to 2008 and beyond, featuring rare and exclusive prototypes, limited and special editions, along with meticulously collected artwork relating to Swatch designs. This collection includes approximately 5630 standard Swatch, 45 prototypes and 19 maxi Swatch.

Sotheby's Hong Kong, April 2015.

Lot Sold USA \$5,997,458 USD.



### AN IMPORTANT FANCY DEEP-BLUE DIAMOND 'TROMBINO' RING, CIRCA 1965

The cushion-shaped fancy deep-blue diamond, weighing 5.30 carats, set horizontally within a mount pavé-set with brilliant-cut diamonds and courses of baguette-cut diamonds, remaining diamonds approximately 2.00 carats total, signed Bulgari, ring size I, Bulgari pouch. Blue diamonds are extraordinarily rare. Over the past ten years fewer than thirty blue diamonds over five carats have appeared at auction worldwide.

Bonhams London, December 2014.

Sold for \$9,179,816 USD.



### A PAIR OF ART DECO RUBY AND DIAMOND CLIP BROOCHES, BY CARTIER, CIRCA 1925

Each shield-shaped clip with a central cluster of cushion and pear-shaped rubies, within an openwork border of old brilliant, single and baguette-cut diamonds, rubies approximately 26.70 carats total, diamonds approximately 3.00 carats total, signed Cartier London, length 3.0cm, fitted Cartier case.

Bonhams London, December 2014.

Sold for \$714,253 USD.



### SAPPHIRE AND DIAMOND DEMI-PARURE

Comprising: a pendant necklace suspending an oval cabochon sapphire within a surround of square diamonds, to a surmount set with square and tapered baguette diamonds, to a fine link chain, length approximately 560mm; and a ring, size G, sizing beads.

Sotheby's London, March 2015.

Estimate \$22,130 - 29,500 USD.

Sold for \$40,585USD.







#### HONDA POWERED BY COMPRESSED AIR

At 800 pounds and powered by compressed air, this is not your average concept vehicle. Envisioned for the L.A. Auto Show Design Challenge by the Honda Advanced Design Center in Pasadena, CA, the Honda Air is another take on the future of alternative-powered vehicles. The Design challenge rules were simple: envision a 1,000-lb., four-passenger vehicle that is both comfortable and safe, while delivering excellent driving performance. With a design inspired by modern roller coasters and skydiving wing-suits, this is a four-passenger vehicle that will definitely make an impression in the carpool lane



## Lamborghini

#### TOTAL RECALL WITH LAMBORGHINI & SAMSUNG

The best of Samsung Gear VR and Lamborghini Huracán innovation will be accommodating Geneva International Motor Show 2015 visitors to a driving experience that will immerse them in a totally different virtual reality, one where they can enjoy the thrill of speed and fulfill the dream of being a racing driver in a unique and unforgettable way.



#### THE PATEK PHILIPPE WATCH ART GRAND EXHIBITION LONDON 2015

Patek Philippe has started the countdown for the opening of the Patek Philippe Watch Art Grand Exhibition London which will take place from May 27th to June 7th this year at the Saatchi Gallery in London. The exhibition will celebrate Patek Philippe's tradition of high-precision watch manufacturing and provide an insight into the company's 175 year history as well as its heritage in the domain of haute horlogerie. Visitors will have the opportunity to discover the world of the last privately family owned Geneva watch company from the inside.



#### ALLIES IN EXCELLENCE, LEBEAU-COURALLY & ROLLS-ROYCE WRAITH

"There's a sense of effortless grace and elegance, but at the same time something more contemporary and daring," says Rolls-Royce Director of Design Giles Taylor about the new Wraith model. The Rolls-Royce Wraith is undoubtedly a car that will astonish everyone who has the honor to see it and the privilege to drive it.

The boldness in design and the refinement in engineering and finishing of this car have raised the bar in bespoke car manufacturing once again. In the same way as Lebeau-Courally has always cherished the shared philosophy of excellence in watch making and manufacturing bespoke hunting guns, it has brought Lebeau-Courally and Rolls-Royce together in a series of unique events.

Both luxury brands will collaborate in hosting a select audience at a few remarkable appearances in the weeks and months to come. During these rare events, guests will be able to become acquainted with Rolls-Royce's dramatic Wraith model and Lebeau-Courally's bespoke Le Comte watch model.

Both brands have enjoyed each other's company at similar events and will probably work closely together in the future for jointly hosted shows and presentations.



## FABERGÉ

#### FABERGÉ, THE WORLD'S MOST ICONIC ARTIST JEWELLER

Faberge revives its revered tradition of creating the most precious and coveted of objets d'art. The Fabergé Pearl Egg draws inspiration from the formation of a pearl within an oyster, and the egg's painstakingly-crafted mother-of-pearl exterior opens to reveal a unique gray pearl of 12.17 carats, sourced from the Arabian Gulf and exhibiting exceptional purity and a highly unusual shade of gray.

The object embodies 139 fine, white pearls with a golden luster, 3,305 diamonds, carved rock crystal and mother-of-pearl set on white and yellow gold. An ingenious mechanism enables the entire outer shell to rotate on its base, simultaneously opening in six sections to unveil its treasure.





# LONGINES

CELEBRATES NEW PARIS BOUTIQUE



The Swiss watch brand Longines, which benefits from a watchmaking expertise reflecting a strong devotion to tradition, elegance and performance, opened its first boutique in France on the Parisian Left Bank on the 25th of February.

An elegant environment covering 120 square meters enhances the 500 models on display. This highly anticipated opening creates the opportunity for clients and watch collectors to come and share a unique moment in the new Longines showcase and to admire iconic timepieces of the brand, as well as new models, such as the Conquest Classic Moonphase.

Boutique Longines  
3, Rue de Sèvres  
75006 Paris



# JAEGER LECOULTRE

OPENS IN MIAMI DESIGN DISTRICT



Following Beverly Hills, Boca Raton, Las Vegas, Costa Mesa, Palm Beach, Aventura and New York, Jaeger-LeCoultre opens its Miami Design District boutique, a unique luxury shopping destination and new meeting place for fine watchmaking lovers.

In the heart of the vibrant Miami Design District, an exceptional 1,000-square-foot area will now be devoted to the timepieces from the Manufacture, amid a revamped interior design pervaded by a sense of discreet luxury, serene intimacy and modern refinement entirely in tune with the innovative area dedicated to fashion, art, culture and architecture. A warm, luminous space where Jaeger-LeCoultre will convey at once its past, its present and its future and a unique location where Jaeger-LeCoultre will turn the spotlight on artistry and craftsmanship, two themes that have been part of the Brand since 1833.

Jaeger-LeCoultre Boutique  
140 NE 39th Street, Suite 106  
Miami - FL, 33137



THE LUXURIOUS DIRECTORY



Piaget Boutique Window | Phone: 212.355.6444  
www.piaget.com



Vacheron Constantin | Phone: 877.701.1755  
www.vacheron-constantin.com



MontBlanc | Phone: 800.995.4810  
www.montblanc.com



Audemars Piguet | Phone: 212.758.8400  
www.audemarspiguet.com

Arnold & Son  
212.221.8765  
www.arnoldandson.com

Backes & Strauss  
212.989.3852  
www.backesandstrauss.com

Carl F. Bucherer  
800.395.4306  
www.carl-f-bucherer.com

De Beers  
212.906.001  
www.debeers.com

Devon  
310.402.1530  
www.devonworks.com

Dewitt  
305.572.9812  
www.dewitt.ch

Ferrari Firenzi  
www.ferrarifirenzi.com

Girard-Perregaux  
877.846.3447  
www.girard-perregaux.com

Glashutte Original  
866.203.8699  
www.glashutte-original.com

Graham  
213.622.1716  
www.graham-london.com

Hublot  
800.536.0636  
www.hublot.com

HYT  
41.32.323.27.70  
www.hytwatches.com

IWC  
800.432.9330  
www.iwc.ch

Jacob & Co.  
212.719.5887  
www.jacobandco.com

Jaeger-LeCoultre  
800.JLC.Time  
www.jaeger-lecoultre.ch

Longines  
201.271.1400  
www.longines.com

Louis Moinet  
41.32.753.68.14  
www.louismoinet.com

Omega  
800.766.6342  
www.omegawatches.com

Patek Philippe  
212.218.1240  
www.patek.com

Richard Mille  
310.205.5555  
www.richardmille.com



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