



## INDUSTRY WATCH

WATCH REPORT | NEWS AND HAPPENINGS FROM THE WORLD OF WATCHES

Speed tracking with Marc Hauser; the Formex Speed Tracking watch



### NEED FOR SPEED

In the fast-paced new world of speed tracking, an accelerated variation on skydiving, ruggedness counts, so Formex Watch SA has created a rugged new watch collection in collaboration with speed tracking record holder Marc Hauser. The skydiver says, "Speed tracking is a discipline that invariably involves precision, speed and innovation. Watches embody the same attributes. What I share with Formex Watch SA is the enthusiasm for bold accomplishments and the determination to always give my best. It was an interesting experience to contribute to the development of this watch and to discover the technology integrated into a Formex timepiece." The Swiss-made Speed Tracking watches are 46.5 mm in diameter and feature a patented suspension system for shock absorption. Formex CEO Hans-Peter Grädel comments, "It was a great pleasure and a formidable challenge to create

a watch that lives up to the requirements of the new speed tracking discipline. Never before has our brand been so clearly associated with speed." [speed-tracking.com](http://speed-tracking.com), [formexwatch.com](http://formexwatch.com)

### ASIAN INVASION

Luxury watch storage and watch winder manufacturer Buben & Zörweg and its Asian sales partner Sparkle Roll report a successful outing at Beijing's Luxpo

show, where more than 50 luxury brands display their products directly to high-end consumers over four days. Buben & Zörweg displayed its limited edition Solitaire Orbit Tourbillon safe with 46 Time Mover watch winders and orbital tourbillon clock (\$210,000) and its limited edition Ellipse Grand Revers Tourbillon Rhodium clock (\$70,000). Commenting on the event, brand co-founder Christian Zörweg says, "The opportunity to present our masterpieces in such luxurious surroundings is a very special highlight for us. We are very proud of the close cooperation with our partner Sparkle Roll and are already looking forward to further events in the Asian region."

310.205.5555, [buben-zorweg.com](http://buben-zorweg.com)

### WEST MEETS EAST:

Buben & Zörweg at Luxpo Beijing





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### CALIFORNIA SCENE

Dubey & Schaldenbrand announced the opening of a new retail account to better serve consumers in Southern California. Located in the prestigious Palos Verdes Peninsula, Medawar Fine Jewelers was selected for its demonstrated knowledge, experience and its highly trained staff. The Medawar family has been serving the area for more than 30 years and is delighted to be able to bring Dubey & Schaldenbrand's collection to their dedicated clientele. Owner Robert Medawar, himself a trained watchmaker, says, "There are only a handful of timepieces designed to last generations. Today, I am proud and honored to represent and partner with such a timepiece. A Dubey & Schaldenbrand watch is a functioning work of art, constructed with precision and care that is second to none. As a third-generation master watchmaker and jewelry store owner, it is a true pleasure to introduce my customers to this mechani-



### GOOD BONES:

Armleder (left) and Emch, creators of 10 unique skull-motif watches

cal marvel." Further openings are slated for Fairfield, Conn.; Toronto, Ontario; South Florida; and Las Vegas. [888.919.8463](http://888.919.8463), [dubeywatch.com](http://dubeywatch.com)

### FOR ART'S SAKE

Romain Jerome has joined forces with internationally renowned Swiss artist John M. Armleder to give rise to 10 unique timepieces featuring the skull motif that recurs often in Armleder's work. The watches are made of polished steel, and an applied skull motif decorates each hammered and polished dial. The reverse of each applique is lacquered with a different color that is revealed by a subtle play of shimmering reflections on the dial. The back of each watch is numbered and bears an engraved medallion with the artist's signature. Romain Jerome CEO Manuel Emch comments, "I had long wished



to combine my twin passions for contemporary art and watchmaking. Given the brand's origins, it was important to me to work with a Swiss artist, and my own admiration for Armleder's work and his status as a role model for young artists meant that my choice was quickly made!" Armleder explains, "The skull evokes a *memento mori* and an allegory of the passing of time, which is an appropriate subject for a timepiece and which interests both art and watch collectors."

[813.926.3367](http://813.926.3367), [romainjerome.com](http://romainjerome.com)



Medawar Fine Jewelers, Palos Verdes Peninsula



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The 1:Face, a watch with social ambitions



### SOCIAL MOVEMENT

Can a watch change the world? According to Mark Moschel, director of the company that launched the 1:Face Watch on the crowdfunding site indiegogo.com on October 1, the answer is an unequivocal yes. Each watch sold is tied to the fulfillment of specific and clearly stated social goals. Just three weeks after introducing its range of six large, colorful digital watches, with each color tied

to a specific cause, the company was on the verge of reaching its \$100,000 funding goal and was quickly approaching its initial social impact goals of feeding 10,000 children, providing 100 efficient charcoal stoves to people in Haiti, funding 100 months of AIDS treatment, and more. The steel watch with mirror screen, LED display and silicone strap sells for \$40 on the 1:Face website. [1facewatch.com](http://1facewatch.com)



### ON THE STRIP

Wynn & Company Watches is the newest store in the Wynn Esplanade of the Wynn Las Vegas hotel, resort and casino. Conceived as a premier shopping destination for watch aficionados, the shop offers timepiece collections from leading makers. Especially prominent are Patek Philippe, Vacheron Constantin, Panerai, Breguet and Blancpain, each of which occupies a dedicated, custom-designed salon, reflecting its unique brand identity, within the store. Wynn & Company Watches also offers two com-



### YOU WYNN SOME:

Display windows [above] and the Vacheron Constantin salon [below] at Wynn & Company

fortable viewing rooms, where guests can meet privately with a timepiece expert to select a watch. Clients will find watches not available anywhere else in Las Vegas—such as those by Franc Vila and Christophe Claret—and one-of-a-kind pieces, such as Claret's 21 Blackjack and Baccara watches, featuring unique complications.

[wynnlasvegas.com](http://wynnlasvegas.com)





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### EXPANDING UNIVERSE

Continuing the expansion of its retail presence in North America, Breguet unveiled a new retail concept with the grand opening of Wynn & Company Watches in Las Vegas in late October. Located in the Wynn Esplanade of the Wynn Las Vegas hotel, resort and casino, the shopping destination offers renowned timepiece collections from leading makers. Breguet describes its newest retail design concept with a single word: elegance. The space, inaugurated with a private cocktail reception on October

### LAS VEGAS ADDRESS:

Breguet at Wynn & Company

18, combines pearly glass surfaces with warm walnut brown wood and leather. 866.458.7488, [breguet.com](http://breguet.com)

### SPORTING CHANCE

Swiss watch manufacturer IWC Schaffhausen celebrated the opening of its third and newest North American boutique on November 20 in South Florida. North American brand president Gianfranco D'Attis wel-

comed special guests, including the Miami Heat's Ray Allen, to the new retail space in the Bal Harbour Shops to celebrate the opening. IWC maintains strong ties to the sports community, including an ongoing relationship with the Laureus Sport for Good Foundation. So, it was fitting that the brand chose to support Allen's Ray of Hope Foundation through its boutique opening event. The NBA All-Star founded the charity organization to provide avenues of opportunity through which youth can hope to realize their full potential. D'Attis comments, "The opening of our new boutique is an exciting moment for IWC and allows us the opportunity to support a wonderful charity that has done such good through the years." 800.432.9330, [iwc.com](http://iwc.com)

### IT'S THE SIMPLE THINGS

François-Paul Journe's exceptional Chronomètre Souverain received the award for Best Men's Watch 2012 from the jury in the European Watch of the Year Awards at the London Mayfair Hotel late last year. Inspired by early 19th-century marine chronometry, the precision wrist chronometer uses a manual-winding mechanical movement with twin barrels that work in parallel to deliver stable power over the full length of the power reserve. The unusual power reserve indicator displays hours used rather than hours

remaining. Like all F.P. Journe watches, the winning timepiece is invented, manufactured and assembled entirely in its maker's Geneva manufacture. Upon the announcement of the win, William Asprey, exclusive English retailer for F.P. Journe, took the stage to accept the prize. Characterizing the Chronomètre Souverain as an antithesis of complicated watchmaking, Asprey announced that "F.P. Journe is happy the jury understood that to make a simple but perfect watch was not an easy task." 212.644.5918, [fpjourne.com](http://fpjourne.com)



The award-winning Chronomètre Souverain



IWC's Bal Harbour Shops boutique



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### WINNING FORMULA

The motorsports-inspired French watch brand BRM Chronographes partnered with the Caterham F1 Team for the 2012 racing season, joining a growing portfolio of blue-chip companies supporting the up-and-coming Anglo/Malaysian team in Formula 1 competition. As part of the deal, the BRM logo was featured on the team's cars. In addition, BRM developed three limited edition watches featuring the team's colors and presented them at the Paris Motor Show. [214.231.0144](tel:214.231.0144), [brm-manufacture.com](http://brm-manufacture.com)



### RACING COLORS:

The BRM V12-44-Caterham chronograph

the site is extremely product-oriented. It presents a wealth of information about each product along with all-new photography. Completely owned and operated by Chopard in America, the site launched in the US market only and serves as a pilot program that other global markets may follow in the future.

[800.CHOPARD](tel:800.CHOPARD), [us.chopard.com](http://us.chopard.com)

### EXPANSION PLANS

Manufacture Contemporaine du Temps of Neuchâtel was acquired by Cage Holding

SA last October. The holding company is actively enlarging its activities in Switzerland and regards the acquisition of MCT as a long-term investment. MCT broke into the world watch market in 2008 with the introduction of its Sequential One model, which presented a new time display featuring digital hours and a rotating sapphire minutes disc. Going forward, the brand strategy will emphasize expansion of production capacity and technological innovation. François Candolfi, newly appointed CEO, and master watchmaker Stephan Widmer, who has been brought on as head of production and development, are already on the job. Expect to see two new models from MCT at Baselworld 2013. [41.32.727.1200](tel:41.32.727.1200), [mctwatches.com](http://mctwatches.com)

### NEW BUSINESS

Chopard announced the launch of a redesigned website and its first e-boutique at the opening of the fourth quarter, 2012, with the stated primary goal of increasing

brand awareness. The site is also expected to drive traffic to traditional retail stores, generate new business, communicate brand philosophies and demonstrate Chopard's commitment to forward-thinking endeavors, among other goals. As one might expect,



Chopard's redesigned website and e-boutique



The MCT Sequential One