

LIVE YOUR LIFESTYLE

LIFESTYLE LIVING

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PROMOTION
craft matters

FRAGRANCE
now smell this

SHOWCASE
baselworld 2014

AUTOMOBILE
sporty thoroughbred
DESIGN
glamour under the stars





BASELWORLD 2014

For eight days each year, Basel, an industrial town anchored where Switzerland comes together with Germany and France, comes alive with the Baselworld Watch and Jewellery Fair, the largest watch and jewellery trade show on the planet. A cultural and historical city showcasing schnitzel and kraut-loving bankers, artists and dockworkers, Basel becomes the focal point of the multi-billion dollar watch and jewellery business for eight days each year.

First held in 1917, the grand old dame of watch and jewellery fairs, Baselworld has emerged as the not-to-miss event on the industry's calendar and the largest gathering of watchmakers, jewellers, retailers, journalists, collectors and watch enthusiasts.

In preparation for Baselworld, material is brought in from all over Europe for the show's stunning pavilions, because a sophisticated logistics concept is vital to meet the demands involved in setting up this annual event. Tens of thousands of tonnes of steel, wood, plastic, glass, cables and other

materials are needed to construct this "city within a hall".

Serving as a crucial barometer for trends in watchmaking and as a fiercely competitive platform for unveiling the latest innovations, the annual event houses over 1,400 exhibitors in a network of vast halls. Exhibitors range from international powerhouses like Chopard, Rolex, Omega and Breitling – with some brands boasting multi-storeyed pavilions, to niche, conceptual watchmakers.

Ambassadors of Swiss know-how, watchmakers, jewellers and representatives of related sectors are looking forward to unveiling the result of their passionate endeavours at the 42nd Baselworld event. Baselworld 2014 will have many watch brands seeking to whet the appetites of watch lovers with their new releases. The not-to-be-missed meeting for this sector, with its longstanding tradition of excellence, will be held from March 27 to April 3, 2014, in Basel.

Lifestyle Living invites you to a sneak peek at some of these incredible timepieces.

BLACK BEAUTIES

All black and beautiful, the key principle behind Hublot watches is the art of fusion

Hublot is a unique Swiss watch company that was founded in 1980 by Carlo Crocco and became the first luxury watch company to combine precious metal with natural rubber straps. It was a dream initiated by Jean-Claude Biver and Hublot's Chairman and CEO, Ricardo Guadalupe, those who were responsible for turning this brand into a genuine success story, in which the Big Bang, King Power, Classic Fusion and Manufacture Pieces represent the symbols of a constantly developing tradition. A key principle behind the design and creation of Hublot is the art of fusion.

BIG BANG UNICO ALL BLACK

The Big Bang UNICO All Black is totally black, totally matte and totally in sync with Hublot's signature concept, being the perfect fusion between the 100 % manufacture movement and the iconic Big Bang design. Launched recently, the hotly anticipated Big Bang UNICO is now available in an All Black version as a limited edition of just 500 numbered pieces, in line with all of Hublot's All Black series.

The watch is a perfect fusion of Hublot's very own unique "invisible visibility" concept, the iconic Big Bang design and the in-house movement – the UNICO, a chronograph movement with a column wheel and double clutch visible on the dial side, completely designed, developed and produced in the Hublot manufacture workshops.

BIG BANG POP ART FOR LADIES

An ultra-feminine series inspired by the famous art movement describes the feel of the watch as fun, filled with vibrant colours inspired by Long live Pop Art and long live life!

Pop Art, an artistic movement which had its heyday in the American culture in the 70s is the inspiration behind Big Bang Pop Art for Ladies. Its Playful use of colour in the watches inherit the trait that everything was questioned. Dare... Reinterpret... Subvert... Andy Warhol and his famous portrait of Marilyn Monroe immediately spring to mind. How has it influenced the Big Bang? Pink, blue, purple, apple green: an explosion of colour in 4 watches, all 100% Pop Art reinterpretations. Seriously vibrant. And a first in the world of Haute Horlogerie.

Two models in gold and two in steel. These are playful watches, and yet their design is that of the iconic Big Bang 41 mm, featuring a bezel set with 48 baguette precious stones: topazes for the blue, amethysts for the purple, sapphires for the pink and tsavorites for the green, and dials with multi-coloured counters reminiscent of a painter's palette. The ensemble is completed by a strap in coloured alligator sewn onto tone-on-tone rubber for comfort and flexibility. Inside beats the HUB 4300 movement, a self-winding mechanical chronograph with a date window at 4 o'clock which is sure to catch the eye of connoisseurs. Power reserve of over 40 hours. Water resistant to 100 m for year-round durability.



CELEBRATING INFINITY

In a first, Ulysse Nardin watches feature the most advanced perpetual calendar in the history of watchmaking

Founded in 1846, in Le Locle, Switzerland, Ulysse Nardin was named after its founder, Ulysse Nardin, an accomplished watchmaker. It is one of the few companies that has remained in continuous production for over 165 years. Ulysse Nardin has operated out of the same building headquartered in Le Locle, Switzerland, since 1865. Historically, the company is best known for its manufacture of highly accurate marine chronometers supplied at one point during the 1800s to over fifty of the world's navies.

ULYSSE NARDIN PERPETUAL MANUFACTURE

Perpetual from Ulysse Nardin (UN), and developed by mastermind Ludwig Oechslin, was the first perpetual calendar that allowed the time zones and date to be adjusted both forward and backward. While most other perpetual calendar watches had to be sent to the service centre if you adjusted the date wrongly, not so for the GMT +/- Perpetual from UN. This movement features a silicon escapement (anchor, escape wheel and roller) and hairspring, which means that the most fragile parts in the movement are not affected by magnetism anymore. The world's most convenient perpetual calendars now comes in a 43-mm precious metal case and features a modern in-house movement from Ulysse Nardin, which is chronometer rated.

DUAL TIME MANUFACTURE

The Ulysse Nardin Dual Time Manufacture is being released as a pre-Baselworld first look. This timepiece enables the

second time zone and date to be adjusted both forward and backward. Like the Marine collection, it is now equipped with a movement that has been developed and manufactured entirely in-house. Never before has a watchmaker so perfectly fulfilled the desire for comfort of frequent travellers and explorers. Part of an iconic Ulysse Nardin collection, the launch of the Dual Time Manufacture was a significant milestone in the history of contemporary watchmaking. Now, this incredible timepiece returns equipped with an automatic movement that has been developed, designed and manufactured entirely in-house: caliber UN-334. Endowed with a Big Date double window display, also adjustable in both directions, it boasts a silicon escapement, the height of watchmaking technology that very few brands are able to master. Complex to work with, its manufacturing techniques remain the prerogative of just a handful of watchmakers. The self-winding movement, a technological gem, is showcased through a sapphire case-back.



STYLISH AND SUPER-SPORTY

Ranging from ultra chic to sporty, Frederique Constant watches bear the stamp of reliability and technical perfection

Fréderique Constant was established in its current form in 1988. Aletta Bax and Peter Stas launched their first collection in 1992, comprising six models fitted with Swiss movements and assembled by a watchmaker in Geneva. Frédérique Constant is involved in all the stages of watch production, from initial design to final assembly.

THE SLIMLINE MOONPHASE MANUFACTURE

When renowned Swiss watchmaker, Frederique Constant, launched its new Slimline Moonphase Manufacture range last year, the clear emphasis was on the ease with which all applications could be accessed through the single crown. Combined with classic good looks, stylish elegance and unrivalled reliability, it seemed as though horological perfection may have been achieved. And how do you improve on perfection?

This is the question put to Frederique Constant's team of specialist engineers and passionate designers every single day, and it is to their eternal credit that they never cease to come up with new ideas, new solutions to old problems and new looks that invariably turn heads and draw admiring glances.

From ultra-chic to super-sporty

This year, Frederique Constant introduces a new look to two of its exceptionally popular Slimline Moonphase Manufacture models. In a single stroke, they have taken these two fabulously stylish models out of the ballroom and boardroom and moved them into the yacht club, tennis club or ski resort.

The FC-705S4S6B is presented with a gleaming, three-part stainless steel case measuring 42mm diameter. The automatic movement features hours, minutes, date and moonphase, all adjustable through the single crown. The stunning domed silver dial is adorned with hand-applied nickel indexes and hands, and is protected by a convex sapphire crystal. The appreciated see-through case back has also been retained.

The FC-705N4S6B offers the same features and functionality, but the dial is a midnight navy blue. Both models are driven by the FC-705 Manufacture caliber, with 26 jewels and an exceptional 42-hour power reserve.

What makes these models stand out is the addition of an ultra-modern and super-sporty stainless steel bracelet, which replaces the previous alligator straps. The new bracelet features a seven-link design and a unique butterfly buckle with pushers, giving the Slimline Moonphase a stylish, outdoors look.



CUTTING-EDGE GEAR

Victorinox timepieces are exquisite and multi-functional and come from an iconic lineage of Swiss Army knives **LL BUREAU**

In 1884, the Swiss pioneer Karl Elsener founded a cutler's workshop. A short time later, he paved the way for an unparalleled company history by developing the now legendary Original Swiss Army Knife. In addition to pocket, household and professional knives, today, the independent family company Victorinox also produces and sells timepieces, travel gear, fashion and fragrances all over the world. Each product is an expression of Swiss quality and Swiss pioneer.

DIVE MASTER 500

To celebrate its 25th anniversary as a Swiss watchmaker, Victorinox Swiss Army is launching a limited and numbered titanium edition of its famous diving watch. In a first for the Dive Master collection, the 500 pieces in this exclusive 43-mm model are powered by a mechanical chronograph movement with automatic winding. In 2014, Dive Master 500 forcefully demonstrates its durability, reliability and the high quality of its construction.

The limited edition comes with several exclusive new features: the 43-mm case is in grade 2 titanium, sandblasted matte grey. The treatment also embellishes the titanium bracelet. The dial is in the same monochrome grey, which gives the chronograph a particularly strong graphic look. The quality of the design, however, is not the only standout element. As its name suggests, Dive Master 500 is a genuine diving instrument.

The specifications and indications necessary for working in an aquatic environment have not been forgotten. Instead, they have been strengthened in an unprecedented way by the generous use of luminescent material on the indexes and hands, the flange on the right side, and on the 20-minute zone, and the contours of the counters at 6 o'clock and 9 o'clock. Finally, on the unidirectional rotating bezel, the 20 minute scale is also specially marked. A subtle and original detail is sure to appeal to aficionados: the luminescent material covering these two important areas, which at first glance is not different from that used on the rest of the watch, changes color in the dark, turning blue while the other indications remain green.

Another first: the watch is equipped with an ETA 2894-2 mechanical self-winding movement, visible through the sapphire crystal case back. This proven caliber makes the Dive Master not only a genuine diving chronograph, but an indispensable companion for everyday life.



CHRONOGRAPHS WITH CLASS

Inspired by active lifestyles, Bentley's newest timepieces demonstrate the company's heritage, innovation and impeccable technical skills **LL BUREAU**

The watch brand Bentley was established in 1948, in La Chaux-de-Fonds, Switzerland. Steeped in the history of Swiss horology, the town is reputed for being the cradle of modern watch making. In the early 90s, Bentley evolved to become Bentley Luxury Group, and expanded its product portfolio to include fashion and lifestyle accessories. The company adopted the brand motto, "Be In Control."

The watch division is principally engaged in designing, watchmaking and distributing watches and accessories. Bentley watches are the flagship products managed by the group, following traditional Swiss watchmaking techniques and innovation in design. Bentley watches are recognised by enthusiasts as contemporary examples of precision craft, with each luxurious timepiece achieving a fine balance between tradition and modernity.

For Baselworld 2014, Bentley plans to launch three new collections, namely: Bourbon Date Display 42mm, Solstice Chronograph and Sea Captain Chronograph.

SOLSTICE CHRONOGRAPH

Following the successful relaunch of the Solstice Collection in an entirely new case design at Baselworld 2013, Bentley adds a new chronograph model into the 2014 Solstice Collection. The cushion-shaped Solstice model reflects the Bentley designer's artful interpretation of light and darkness; the original design concept was inspired by the winter solstice occurring over the mountain peak of Monte Rosa, Switzerland.

Solstice chronograph models all feature integrated chronograph pushers and lock-down screw crown enriched with the 'B' logo. The new model provides an extra large sub-second dial at the 6 O'clock position, and chronograph functions include 30-second counter with retrograde; the second counter sweeps from 9 to 3 O'clock position with clear timing markers, and minute counter and hour counter are indicated with beveled dial elements made from stainless steel. The models are attributed with two dial colours, white and black, with woven fibre patterns accredited to the sporty nature of the collection.



BOURBON DATE DISPLAY 42 MM

Bentley welcomes a new model with large date display into the 2014 Bourbon Collection of fine watches. Originally launched in 1996, the Bourbon Collection was inspired by royal court cultures, and has since exuded a sense of elegance and intricacy through its precise construction, premium details and authentic craftsmanship.

The new timepiece is conceived with an extra large date display window at the 12 O'clock position, the concise dial design centres around a stylised 'B' logo with corrugated fan blade curves spiralling out towards the diamond encrusted hour markers. Sapphire glass domes over the three-hander dial face in black or white, are fitted in the brushed stainless steel bezel with tapered edge. The genuine leather straps are offered in two colour options, including black, brown, and a special perforated option.



SEA CAPTAIN CHRONOGRAPH

This particular model lineup of Bentley's Sea Captain has been described by Bentley as the first foray into a class of watches designed specifically for dive and water sport enthusiasts.

Sea Captain's core design, while paying tribute to other dive watch legends from Switzerland, infuses it with remarkable Bentley watchmaking expertise and unprecedented material advancements. The new models showcase a distinct sporty elegance and have been applauded as a great addition to the Bentley family.

The Sea Captain watches are housed in stainless steel cases; the casing is engineered from ground up to accommodate the external hi-tech ceramic bezel that turns uni-directionally, elapsed dive timer markings made of ceramic are engraved onto the bezels, displayed in intervals of 20s. Five striking dial colours are available – silver, blue, black, brown and two-tone gold and black. The dials have wave patterns discreetly imprinted on the surface and are inspired by ocean waves and a sunny sky, and as standard equipment, the date aperture is set at the 3 o'clock position. With sapphire crystal glass comprising nine layers of anti-reflective treatment domes over the meticulously finished dial, the glass virtually eliminates any surface glare and ensures protection in inclement conditions. The watches are also equipped with triple lock screw down crown, and as described by Bentley, the watches are seaworthy up to 100 m in depth.



A GRAND BOUQUET

SICIS breathes new life into their micromosaic timepieces with these gems from their limited edition O'Clock Collection

TENEBRIS WATCH, MEMENTO MORI COLLECTION, BY SICIS O'CLOCK

Nano-mosaic featuring a golden skull with crossed bones, sapphire glass, steel, rose gold, alligator strap, with Swiss Automatic Movement.



WHITE GARDENIA BY SICIS O'CLOCK

Flower-shaped watch with petals in Nano-mosaic; sapphire glass; 18-carat white gold and titanium, diamonds and ice diamonds; Swiss quartz movement. Available in Limited edition of 10 pieces. Different colours are also available.



RUBY FOX BY SICIS O'CLOCK

The case is fox-shaped. With yellow-gold 18 carat, diamonds, and Nano-mosaic; sapphire glass; Swiss Movement. Limited edition of 10 pieces.



HAUTE HORLOGERIE

Supremely elegant, the new, technically ingenious Classique "Grande Complication" is a thoroughbred Breguet

Breguet is a Swiss manufacturer of luxury watches, founded by Abraham-Louis Breguet, in Paris, in 1775. Currently part of The Swatch Group, headed by Marc A Hayek, President and CEO of Montres Breguet SA, its timepieces are now produced in the Vallée de Joux, in Switzerland. It is one of the oldest surviving watchmaking establishments and is the pioneer of numerous watch-making technologies, the most notable being the tourbillon, invented by Abraham-Louis Breguet.

Says Hayek, "Breguet exercises a genuine fascination through its capacity for innovation. Its inventions have left an indelible imprint on watchmaking history and the developments currently being achieved within its manufacture make Breguet an undeniable reference in its field. This philosophy is entirely in tune with my vision of fine watchmaking: its ability to push the boundaries of horological construction, blending aesthetics with mechanical constraints, makes it a full-fledged art in its own right."

BREGUET CLASSIQUE GRANDE COMPLICATION TOURBILLON EXTRA-THIN AUTOMATIC 5377

The Breguet Classique Tourbillon extra-thin automatic returns to centre-stage in a regal platinum façade. As beautiful as it is ingenious, this exceptionally extra-thin watch is accentuated by one of the most spectacular horological inventions – the Tourbillon. It is distinguished by an off-centre tourbillon with a carriage in titanium, which formulation is protected by several patents. The movement of this 5377 itself incorporates a balance spring in silicon – lauded for its anti-magnetic properties, and an escapement made of silicon and anti-magnetic steel. These technical characteristics enable the new calibre 581DR fitted into this Classique "Grande Complication" to beat at 4Hz, a high frequency for a Tourbillon. Yet, the power reserve is not sacrificed, thanks to the patented "high-energy" barrel, the reference 5377 provides 90 hours of running time.

To keep the height of the movement down to 3mm in a 7-mm thick case, Breguet's watchmakers have placed the bi-directional platinum winding rotor on the periphery of the movement. This technical prowess makes this automatic tourbillon one of the world's thinnest.

Stylistically, the dial of this 42-mm platinum watch is decorated with four engine-turned patterns which embody a full measure of respect for high watchmaking centuries-old values: 1) a hobnail pattern for the hours and minutes chapter; 2) a barleycorn surround; 3) a straight chevron pattern for the power-reserve indicator at 8:30; 4) cross-hatching to outline each feature. A blue sapphire at the centre of the tourbillon bridge draws the eye down from the hands.

The platinum case comes with a finely fluted caseband; sapphire-crystal caseback–42mm diameter; welded lugs with screw bars; water resistant to 3 bar (30m). Dial in 18-carat gold, silvered and engine-turned in four different patterns. Individually numbered and signed 'BREGUET.'



VIRTUOSO WATCHMAKERS

In sync with the great composers, Raymond Weil takes watchmaking to a fine crescendo with its latest collection

Founded in Geneva in 1976, Raymond Weil is one of the last Swiss independent family-owned and family-operated watchmaking companies. Managed by Olivier Bernheim and his two sons, Elie and Pierre Bernheim, the company – founded in 1976 by Raymond Weil (Olivier Bernheim's father-in-law), continues to develop and consolidate its status among the leading names of the Swiss watch industry.

Based in Geneva, home of Switzerland's most prestigious watchmakers and of the industry's topmost expertise in component and material supply, the brand enjoys a unique position in the exclusive world of luxury with a collection of refined timepieces that embody an elegant and contemporary blend of elements inspiring emotions with both customers and partners.

Music has always been at the centre of the Raymond Weil universe. This is borne out by the names of the brand's collections – taken from famous operas such as Nabucco and Parsifal, or with musical connotations, such as Maestro or Jasmine – and the various musical partnerships Raymond Weil has signed with iconic musical venues, exclusive musical awards ceremonies, live music platforms and music related charities.

TOCCATA BY RAYMOND WEIL

This year, following in the footsteps of the great composers, Raymond Weil presents its new Toccata. With this entry collection, the brand intends to promote its watchmaking know-how among a wider audience, respecting the tradition handed down

from generation to generation within this family company.

The notes of the Toccata ring out as being among the most beautiful creations of music; and Raymond Weil pays homage to the source of its inspiration right from the beginning, by celebrating the one who is behind every great musical work – the composer. With quality finish and sober design, the Toccata embodies the brand's boldness and creativity. The tempo of this collection reflects the elegance and simplicity of both, the gents and ladies models. Equipped with a quartz movement, Toccata combines subtlety, accessibility and quality. The beautifully rounded case is available in 29, 39 and 42mm diameters, in steel or yellow gold PVD-coated steel.

The refinement of the case and its pure lines blend harmoniously with the rounded sapphire crystal, the hallmark of this collection. The dials display a simple but precise musical score under the baton of the orchestra's conductor, which sweeps back and forth incessantly over the indexes or Roman numerals. The model with a black galvanic dial and matching leather strap or steel bracelet exudes a rare elegance.

The grand finale of this score is an all-steel model with a satin-sunray silver dial, punctuated with a small seconds at 6 o'clock, classic and yet contemporary. With this launch, Raymond Weil is developing the entry price segment of its collection, while maintaining production quality and precision. Musically, this collection is celebrating the artistic spirit behind every creation, whether in watchmaking or in music.

