

WATCH MARKET REVIEW

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TAG HEUER & PORSCHÉ

Joining forces

Partnerships between the world of motorsports and watchmaking are just so much in sync! The two universes have a lot in common. TAG Heuer and Porsche join forces. The result is a new watch, the TAG Heuer Carrera Porsche Chronograph. The two brands go back a long way. One can trace the relationship right down to the descendants of the brands' founding fathers. Since then, these worlds have merged and converged. Of course, the world now looks forward to the rich portfolio of joint projects that reflect TAG Heuer's and Porsche's shared commitment to speed and precision sports.

The TAG Heuer Carrera Porsche Chronograph carries the ethos of the iconic Carrera, which is a nod to the heritage of both brands. The distinctive tachymeter scale engraved on the bezel is quite in tune with the design DNA. As you look more, you'll see references to Porsche's design essence as well- Porsche's engraved inscription on the bezel, the font on the indexes, the Arabic numerals that suggest the numbers on the dashboard of fine Porsche sports cars and of course, the Porsche colours of red, black, and grey – which also recall historic Heuer models.

Don't miss looking at the oscillating mass through the transparent crystal case back. It has been redesigned as a tribute to Porsche's celebrated steering wheel. It is printed with "Porsche" and "TAG Heuer". The dial's asphalt effect, created especially for this watch, expressing the passion for speed! The in-house Calibre Heuer 02 manufacture movement with an impressive 80-hour power reserve is the beating heart of the watch.

This is a Special Edition watch delivered in a black watch box featuring the logos of TAG Heuer and Porsche in white.



After the disarray of 2020, things seem clearer in 2021. The vaccines are finally here, business is resuming and lockdown measures are easing slowly. Finance Minister Nirmala Sitharaman presented the Union Budget on the first of this month. As expected, some of the moves were targeted at rebuilding an economy that has been shattered by the pandemic.

With a proposed increase of about 137% over last year, on healthcare, from which an initial sum of 35,000 crore was earmarked for the Vaccination drive alone, it was literally a shot in the arm for the healthcare realm. The ripple effect of the same is bound to be felt by all in a positive manner.

The fiscal deficit at 9.5% of the GDP is alarming, but the government has been forthright about the same. In view of the devastating impact of the pandemic on the economy of the entire world, we are looking forward to rebuilding our nation stronger and more resilient. The budget emphasized on 'Atamanirbhar Bharat'. There has been a clear push to encourage local industries.

What does this mean for the Indian watch market? As the industry moves into the future we need to reinstate the confidence that India can be a key player in the horological market right from manufacturing watch parts, to producing the finished products. It will take a while to get there, but as they say, it all begins with the first step!

Sunil Karer, Editor

CONTENTS

Pg 02	WATCH TREND
Pg 04	TAG HEUER / G-SHOCK
Pg 05	TITAN - OVER THE EDGE
Pg 06	SEIKO
Pg 08	LVMH WATCH WEEK
Pg 10	MB&F
Pg 11	TITAN GRANDMASTER
Pg 12	TIMEX GROUP INDIA LTD. / FOSSIL
Pg 14	WATCHES FOR HIM
PG 15	WATCHES FOR HER

WATCH MARKET REVIEW HOURS & MINUTES

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WATCH TREND

KROSS STUDIO

Calling Batman fans!

Kross Studio and Warner Bros. Consumer Products have unveiled the 1989 Batmobile X Kross Studio Desk Clock, a tribute to an iconic car in the batman universe- the Batmobile. The challenge was to fit the state-of-the-art clock movement in the slim profile of the Batmobile. The clock is covered in black aluminium composite with aeronautical grade scratch protection coating and the wheels of the spectacular car spin. The smoked windows enable a subtle glimpse of the movement. Hours and minutes are displayed horizontally by two cylinders. One can read the time on the top of the clock through bat-like cowl decals.

The in-house mechanical manual-winding movement has an exceptional power reserve of 30 days. The subtle batman touches continue to evoke awe. There is a Batman-shaped key in satin-finished and mirror-polished steel to wind the clock and set the time. Taken together all these are no less than a Batmobile work of art. This exclusive collectible is produced in a limited edition of 100 numbered pieces. Now we all know that Batman always gets the most technically sophisticated gear, and this time round it's no different!



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TAG HEUER

Naomi Osaka appointed Brand Ambassador

Tennis pro Naomi Osaka is not only one of the world's top tennis players, but also an exceptional athlete with a winning mindset, and a committed social activist. She now joins the impressive list of brand ambassadors of TAG Heuer.

Since joining the WTA professional circuit in 2013, Naomi Osaka has become one of the most explosive and influential tennis players in the world. She still retains this spirit of excellence. Naomi Osaka continues to advance in the sport, challenging top players from around the world. This integral spirit of always striving to improve befittingly aligns with the company's deep-rooted philosophy of constant innovation as a true manufacture d'horlogerie throughout all phases of manufacturing from design and production of movement components to the watch's final assembly.

The superstar has also become a leading voice for social justice. In addition, she is passionate about fashion. Her keen sense of style will resonate with TAG Heuer's women clientele! She blends in with the "Don't Crack Under Pressure" motto of the brand.

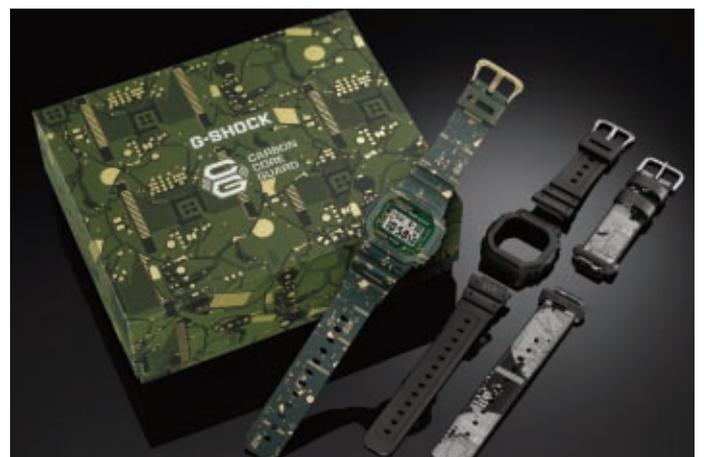
A perfect fit for the TAG Heuer family!

CASIO

Versatile G-Shock

G-Shock watches now have interchangeable bezels and bands. The toughest watch around has time and again proven its versatility. It is equipped with a host of functions and can be a great tool for you. But above supreme functionality, the watch is also known for its sporty style.

The DWE-5600CC, the newest model of 5600 series, is simply irresistible in an epic square shape! It recalls the first G-SHOCK and comes with three types of replaceable bands and two bezels. From green resin bezel and band imprinted with the circuit board design to additional accessories like the matte black resin bezel, a band imprinted with the numerals "3229" and a fabric strap with a luminescent and reflective finish in black and white, this G-shock is one of its kind. Users will be delighted when they lift off the bezel to reveal the "SHOCK RESIST" logo visible from the side of the case. So here we have 3 unique looks and multiple combinations...all set to pull off the tough look!





TITAN

Over the Edge!

Who does not know about the Titan Edge? Since its launch in 2002, Titan Edge has crafted some of the slimmest timepieces the world has ever seen, and also won awards for the same. The latest, the Edge Mechanical is so far, the Slimmest Mechanical watch from Titan. Powered by Cal. 903, Edge Mechanical is a hand wound marvel at sub 6 mm slimness. An ultra slim mechanical movement, Cal. 903 is at just 2.2 mm with 106 delicately crafted machined parts. The watch has a power reserve of 42 hours.

There are two breathtaking designs- Carve and Linea. The Carve has the dial carved out at the edge, and an open heart with an offset second counter in the form of a highly refined recessed scoop. It has an integrated genuine leather strap with a signature buckle for a seamless ergonomic fit.

The Linea is inspired by lines, which flow from the dial to lugs and on to the strap, an architectural assemblage of sapphire crystal glass and surgical grade stainless steel. It has an open heart with an offset second counter in the form of a highly refined recessed scoop. This one has an integrated rubber strap crafted in fluoroelastomer, lending itself to an ergonomic fit and high durability.

With elegantly engineered contours and crafted in surgical grade stainless steel with sapphire crystal glass, the Edge showcases Titan craftsmanship at its peak.

As we enter 2021 with hope and optimism, looking forward to a brighter year, these watches, with their impeccable quality and master craftsmanship set the tone!





SEIKO

140th Anniversary Celebrations

140 years of watchmaking excellence are commendable indeed. Prospex, Presage and Astron take inspiration from the many faces of Japan to celebrate Seiko's 140th anniversary. Just 11 years after Kintaro Hattori founded his company at the age of just 21, he opened his first manufacturing facility. The saga still continues!

So, what are the timepieces designed to celebrate this legacy? There is the Prospex diver's collection, inspired by the beauty of Iriomote Island. This place attracts divers in its pristine waters. The surrounding mangroves host a wealth of flora and fauna. The Iriomote-inspired series inspired by this verdant surroundings are based on Seiko's celebrated 1968 diver's.

The Presage Sharp Edged Series automatic watch on the other hand turns to the Tokyo dawn as the root of inspiration. The flat

surfaces with sharp angles of the watch play with light. A highlight is the Asanoha or hemp leaf pattern that has been used for ages in Japanese fabrics. The gold colour accents of the indexes and hands are set onto a black dial so as to be reminiscent of the sunlight that illuminates Tokyo in the early dawn.

The Astron captures the beauty of cherry blossom or Yozakura by night. When seen under a star-lit sky, they give an ethereal and magical glow to the space around them. With a black case and bracelet acting as the night sky, the purple dial with its pink hue captures the beauty of Yozakura. This hosts the GPS Solar Dual-Time Caliber 5X53 which adjusts to the exact time anywhere in the world, using just the power of light and offers both high speed time zone adjustment and time transfer functions.

The beauty of Japan merges with the creations of Seiko!

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LVMH

Watch Week 2021

As we enter 2021, wondering what's in store for the year, the LVMH group's watchmaking Maisons Bvlgari, Hublot and Zenith have already set the tone of positivity for the times to come. The spirit of resilience shines forth. January 25th to 29th saw the digital hosting of the combined creative watchmaking forces. The LVMH Watch Week – 2021 showcased new creations to press, retailers and watch lovers from all over the world.

As the brands presented their collections, they also passed on a strong message of solidarity and continuity in these trying times. "Following LVMH Watch Week in Dubai and the last August Geneva Watch Days, I am happy to keep a live connection with all of you through technology, even if we all miss to meet physically! Time will come but, in the meantime, enjoy Bvlgari's new creations which express the spirit of the Maison: Jewelry and craftsmanship sensitivity, iconic and bold designs, synthesis of Italian rooted DNA and ultimate Swiss expertise. I am impatient to meet you all around the world in the close future!" said Jean-Christophe Babin, Bvlgari Group CEO.

Hublot CEO Ricardo Guadalupe also asserted that "Today, more than ever, we must adapt how we connect with each other, in new and different ways, in particular, digitally. Innovation is key and the release of our Big Bang Tourbillon Automatic Orange Sapphire is the perfect example: new material, new caliber, the perfect expression of Hublot's Art of Fusion."

Introducing the latest in Zenith, CEO Julien Tornare stated, "The Chronomaster Sport collection sets a new standard of precision, performance and design for the staple Zenith automatic chronograph. We can't wait for you to touch, feel and experience one of our most significant launches for 2021 in person."

Yes, there is a longing to be back and experience the magic of holding watches and witnessing these mechanical and aesthetic marvels in real-life. But till then, the magic is no less poignant on the screen! After all, the show must go on!

H&M Picks...

HUBLLOT

Big Bang Tourbillon Automatic Orange Sapphire

ZENITH

The Chronomaster Sport



It's no secret that the manufacture has tamed sapphires in various hues. This time round a completely new colour is added to Hublot's palette of through-tinted sapphires. This unprecedented technical and aesthetic feat is combined with an entirely new tourbillon movement not only equipped with self-winding (a rarity for a tourbillon), but also with a reinvented architecture with its micro-rotor visible on the dial side and three sapphire bridges. This striking orange rendition is in a limited edition of 50 pieces.

BVLGARI

OCTO FINISSIMO S



The Octo Finissimo S Chronograph GMT brings with it a unique sporty charisma. Of course, as much as we love the aesthetic appeal of the watches of the maison, the mechanical complexity is equally mind-blowing! This watch is ultra-modern. You will be mesmerized by the elegance of the piece as it stands in satin-polished steel with a new blue sunray dial paired with the silver counters. A larger screw-down crown, ensuring water resistance up to 100 meters just enhances the sporty-chic charm.



An evolved version of the celebrated El Primero movement is just the milestone that we love to celebrate! This watch measures 1/10th of a second, with an ultra-readable display. This elegant piece carries the signature tri-color dial. The Chronomaster Sport has a 41mm steel case and a polished black ceramic bezel. Visible through the sapphire display back, the new architecture reveals a blue column wheel and an open rotor marked with the Zenith star. Time to hail the new the El Primero 3600, clearly the star of the piece!

As the world moves ahead pursuing normalcy, it is heartening to know that the versatility of the horological industry continues...albeit digitally!



MB&F

HM9-SV

Exceptional mechanics must not be hidden. They must be shown and displayed for others to admire the inner workings of the beautiful time machines that we admire so much. The success of the Horological Machine N°9, nicknamed HM9 'Flow' has as much to do with its internal qualities, as it has to do with its look. Hence, the Horological Machine N°9 'Sapphire Vision' – aka HM9-SV strives to encase the movement in a transparent shell.

While in normal circumstances, this would be a no-brainer. One simply has to use sapphire crystal. But, with MB&F its always different. The curves and bubbles and flowing lines of the machine would require intricate working with complex sapphire crystals. Add to it the requirement of 30m of water resistance. Well, no challenge is unsurmountable for the brand, and so here it is.

In the transparent case is the HM9 movement, starring two fully independent balance wheels, each located in its own lateral pod. But the real brain is the central planetary differential, performing the delicate task of averaging two distinct heartbeats into one coherent time-pulse. That pulse is delivered via conical gears to the vertical time display on a sapphire crystal dial, marked with Super-LumiNova. On the reverse, co-axial beneath each of the balances are propellers: twin turbines that spin freely as an element of pure visual interest. HM9's sapphire crystal hull is sealed with a proprietary combination of patented three-dimensional rubber gasket and high-tech compound bonding, mastered thanks to an in-house process involving a vacuum and high temperature.

The look is that of an exploratory vessel from Atlantis! HM9 Sapphire Vision comes in four editions, each limited to only five pieces: two editions with 18K red gold frame, combined with a NAC-coated black or a PVD-coated blue engine; and two editions with 18K white gold frame, featuring a PVD-coated purple or a red gold-plated engine. Welcome to the age of exploration!





TITAN

Grandmaster Collection

We know the Grandmaster Collection as the much-revered range of collectable timepieces inspired by the world of chess. It goes without saying that these timepieces have a powerful design language as well, a sort of depth in their look. In the new collection, you will see Marble as a special material that has been used and Anthracite brown as special plating. Another novelty is the use of Japanese Movement Miyota with offset second hand for the first time.

There are a total of 10 collectable timepieces. The elegant marble dial, a floating minute ring and an anthracite brown or steel case make up each piece. The back cover of the timepieces is engraved with the silhouette of the key chess pieces. Comfort and style are common across all the pieces. However, there are enough differentiating factors to ensure a kind of uniqueness to each piece as well. The watches are available in metal and genuine leather strap options with double deployment buckle. One can choose between an all steel look, anthracite-brown look, all black look with some hybrid combinations. Each timepiece has unique textures as well.



TIMEX GROUP INDIA LTD

The Helix capsule...



Helix's new capsule collection celebrates the 'chunky accessory look' trend. This one is really edgy, and very trendy. The new all-bracelet collection comes with attractive dials, markers and colour pops that perfectly embody the chunky accessory look. The collection comprises of 14 styles in brand new cases with youthful and casual styling in the all-bracelet style. The fashionable designs of this collection are in line with the trends for the youth audience.

The women range of watches are quite distinct. You will see a narrow bezel, wide dials with a pop of colour/dual finish and are perfect for anyone who loves style with subtlety. For the men, you will see a big dial opening, graphic dials in primary colours and markers in contrast colours, making it a stunning chunky accessory. The designs are quite versatile and offer a bold look, but one that is not too loud. Wear it on a casual occasion, or something more formal, it will easily slip into both these modes with panache!

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DIESEL

Diesel On Fadelite

Diesel On Fadelite is a smartwatch that is designed to be worn by both men and women. It is powered with Wear OS by Google and the Qualcomm Snapdragon Wear 3100 platform. The smartwatch features a smaller 43mm case size.

The translucent strap adds a tinge of colour, and also exudes a certain kind of elegance and subtleness which adds on to the look of the watch. Available in four striking colourways—red to black, black to clear, blue to clear, and all clear with an iridescent case—the colours seem to “fade,” inspiring the name of the watch. Moreover, the straps have been stamped with the Diesel logo. They are breathable and extremely comfortable.

A translucent hard-shell nylon casing enclosure provides durability for the case and module, while maintaining a lightweight feel that's perfect for both the active and proactive wearer. With smartwatches, the interactive dials play a key role. In this watch, the dials continue to challenge the status quo. The innovative new “Globe” dial on this watch features two additional time zones. Other features include weather effects and interactive dial animations that show a range of real-time weather conditions and can update these based on your current location. Beauty and technology, it's a complete package!



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Here is a super-bold watch that uses colour to maximum effect. The matte nylon case is lightweight and exudes a sporty style. The mesh silicon strap is a novelty as well. The orange colour is just so striking and thanks to it, you've got a young vibe to the piece. This is a useful and functional piece for everyday wear. The sporty vibe works in its favour...and now, with spring and summer approaching, this seems like just the right piece to add on to the bright and cheery vibes!

ARMANI EXCHANGE

Colour pops!



FOSSIL

Go bold!



A great pick for casual wear...this piece has a 50mm case. Yes, oversized casual timepieces are the rage now and have taken wrist-statement to a whole new level. Do you notice the layered bezel showcasing multiple finishes and stacked details? Big and bold is the name of the game! Some other features include oversized silicon straps, a textured look, chronograph functionality and industrial styling. Statement making watches are here to stay!

WRIST CANDY

Watches for HER

CARL F. BUCHERER

Manero AutoDate LOVE



Bold, feminine and super expressive.... This one makes a strong statement in just one look. This is a watch one can't look away from. The red hue of the dial and the strap is accentuated by the rose gold case and the delicate pops on the dial and indices. Diamonds in the bezel make this precious jewel stand out more. amidst this glitter and gleam, the wearer would truly rise and shine! This is a strong watch, for the modern woman of today!

A soft blue dial that glimmers in a subtle manner. An elegant silver bracelet. A bezel that gives out a precious vibe. This beautiful watch is inherently a classical accessory that infuses a subtle touch of elegance to your appearance. Whether it is for a casual outing, or a formal soiree, this is a timepiece that can elevate your look to a different level.

MICHAEL KORS

Layton Women



SCHWARZ ETIENNE

FIJI Floral Seconds Joaillerie



This new ladies' model features an 18-carat rose gold case embellished with 512 diamonds, and 236 more diamonds on the dial. The crown's curvaceous profile is embellished with eight diamonds, adding to the overall sense of luxury. Can you see the magic of black and gold? At the six o'clock position you'll see a mechanical feat. An oversized index emanates from the centre of an animated floral display. This feature is comprised of an openwork lattice structure, sat atop a rotating grey disc. As the disc rotates, it delivers a dynamic depiction of a flower repeatedly coming into bloom. The innovative and beautiful small seconds display is for women who love mechanics with a dose of glamour.




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