

# WATCH MARKET REVIEW

Regd. No. MCS/216/2020-22. RNI NO. 14462/67.  
Published on 15th & Posted at Mumbai Patrika Channel  
Sorting Office Mumbai - 400001 on 21st of every month.  
Total Pgs. 16. Rs. 50/-

## SEIKO 5 SPORTS

AUTO MOAI Limited Edition



The Seiko 5 Sports and AUTO MOAI collaboration brings forth a merry synthesis of two renowned worldviews. On one hand there is the artist AUTO MOAI as artwork created expressly for the two models. AUTO MOAI is an artist working in Japan with the theme “anonymity”, depicting the relationships between people who are implicitly connected to each other on the streets. This is something that is hard to visualize and even harder to express. But, here is it on the canvas of the watch.

Seiko 5 Sports becomes the medium of expression. The black-coloured dial features AUTO MOAI's iconic motif “faceless figures”. The leather strap is printed with artwork exclusively designed for the collaboration watches. As a special feature of the limited edition, the “faceless figures” motif is illustrated on the caseback and includes the serial number. The watches are offered in a special box with the same design as the strap.

Included is a special booklet featuring the artwork created specially by AUTO MOAI for the watches. The elegant Stainless-steel case with black hard-coating and the calf strap add that touch of sophistication to the piece. The editions are limited...are you ready for some truly deep artistic interpretations?



Dear friends,

We are right in the midst of the second wave of the pandemic. Hopefully, we will continue to follow restraint and cautiousness until we can safely say that we're out of the pandemic! Just when we thought things were going back to normal, there is an indication that there is time to 'normalcy' yet! What a year it has been. On one hand we have all grappled with issues and inconveniences, often at great personal cost. On the other, there is hope in form of vaccinations. Maybe it is a matter of time and continuing to follow safety norms. But yes, we will get there and welcome better days!

There is pent up demand and people are looking at ways to navigate these challenging scenarios. Watchmakers continue to offer new and interesting timepieces. They also continue to adapt to changing formats. For example, online fairs were unheard of a couple of years ago. Now, we have exclusively online fairs, and also hybrid versions. By incorporating hybrid formats, watchmakers will be able to offer attendees a different and curated experience. It will propel the watch industry in new directions.

Internationally, the big players are all moving and adjusting to the new normal. Watches and Wonders Geneva 2021 was a 100% Digital salon, though a physical fair took place at Shanghai later. It is heartening to see that the spirit of watchmaking ingenuity is alive despite the restrictions! Well, I'm sure you will enjoy the report of the novelties at the fair. We also feature many creations that have pro-planet materials and processes incorporated. This is a very promising direction in which the watch industry is moving towards.

Take care and stay safe! Here's hoping for the best!

Sunil Karer, Editor

## CONTENTS

Pg 02	WATCH TREND SWATCH - bioceramic
Pg 04	EDOX - the grand ocean / ALPINA - alpiner quartz chronograph
Pg 06	EVISEN AND SEIKO a collaborative vision
Pg 08	WATCHES & WONDERS 2021 a mission accomplished
Pg 13	FOSSIL a pro-planet assortment
Pg 14	SKAGEN - aaren naturals / BANGALORE WATCH COMPANY - catching on the cricket mania
Pg 15	CHRISTIE'S auction of the decade in Asia

## WATCH MARKET REVIEW HOURS & MINUTES

Apna Ghar Bldg, Unit No.2, S.B.S. Road, Colaba,  
Mumbai 400 005 India Tel: 91 22 22811 720 / 21, 22042347  
info@watchmarketreview.com ; www.watchmarketreview.com

Indian Subscription by post Rs. 800/-  
Indian Subscription by courier Rs. 1,500/-  
Single Copy By Air US \$ 50

Printed, published and owned by Sunil / Devki Karer on behalf of  
WATCH MARKET REVIEW.

Published from Unit # 2, Gr. Flr. Apna Ghar Bldg., S.B.S. Road, Colaba,  
Mumbai - 400 005, India. Printed at Superlekha, T.I. Estate,  
S. M. Compd., J. R. B. Mumbai - 400 011. Edited by Sunil V. Karer

All rights reserved throughout the world. Reproduction in any form, without permission of the publisher is strictly prohibited. Some of the showcased products may not be available in India at present.

Editor: SUNIL KARER

Associate Director & Feature Editor: KARISHMA KARER

Marketing Director & Business Development: KARAN KARER

Design: MARY GODINHO

Writers: DHANISHTA SHAH, NICOLE FERNANDES & NEHA CHADDHA

Co-ordination: MARY GODINHO

Circulation: DAYANAND CHAVAN

COVER: SEIKO 5 SPORTS

## WATCH TREND

# SWATCH

## Bioceramic

A unique mix of ceramic and bio-sourced plastic made by Swatch is the next new material we're going gaga about. Two-thirds ceramic, one-third bio-sourced plastic, BIO CERAMIC is both resilient and resistant with a silk-like touch. The Big Bold, a watch with 47mm diameter case, deep and architecturally structured is the design piece that expresses this new material. The bracelet, glass and loops are made from bio-sourced plastic. This is another example of Swatch pushing the boundaries of innovation in design, materials and technology. By the end of 2021, all key Swatch product lines will further explore the use of BIO CERAMIC.



A TATA PRODUCT

Cheer for your favourite team  
**IN STYLE!**



**SONATA**

INDIA KA FAVOURITE  
OFFICIAL LICENSEE





# EDOX

The Grand Ocean



The Grand Ocean is a collection that as the name suggests is inspired by navigation on the vast expanses of water. However, just like the deep depths of the ocean, the collection hides a true technical sophistication- the art of case construction.

This one is broken down into several elements, treated in a separate way to obtain well executed finishes. In particular, we find in the distinctive triple horn, a combination of finishing between brushed and hand-polished components that provide a high-quality aesthetic contrast. These various surface treatments are a trademark of Edox's know-how that reach the depths of sophistication.

The Grand Ocean Chronograph in particular shines in the deep green colour of the oceans and provides impeccable functionality. And, just time itself, Swiss boutique watchmaker Edox never stands still. This watch is one more testimony to that!



# ALPINA

Alpiner Quartz Chronograph

The new Alpiner Chronograph is equipped with a Quartz caliber. When we talk about Alpina, we expect a sporty functional tool all ready to perform well in different situations. Yes, this two pusher compax chronograph with impeccable finishing fits this description well.

In a first for the brand it offers a Quartz Chronograph version of its famous Alpinier. It is a new offering that follows in the footsteps of the legendary Alpinier 4, born in 1938 - a watch that is antimagnetic, shock-resistant, water-resistant and made of stainless steel.

Quartz movements have their own place and respect in the horological universe. The quartz technology was mastered 50 years

ago, during the golden age of watchmaking and the birth of its greatest chronographs. Today, we find that quartz is still appreciated across the world. The reliability and precision of the quartz calibres are also outstanding.

Three new authentic Alpinier models with a large 42 mm steel case, luminescent hour and minute hands (central as well as for the chronograph), and a seconds counter at 3 o'clock with a red hand are now available with the quartz mechanism. The discreet Alpina logo, symbol of the Alpine summits, stands out in the form of a red triangle as a counterweight to the central chronograph hand. Precision, reliability and design in one package!





HAUTLENCE

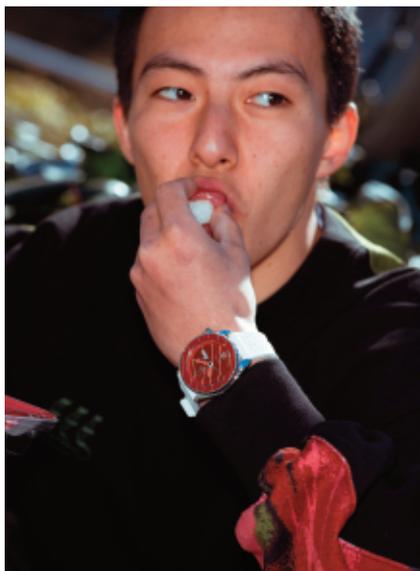


HL VAGABONDE 02

in-house calibre

---

[www.hautlence.com](http://www.hautlence.com)



## EISEN AND SEIKO

A collaborative vision

Seiko 5 Sports and Japanese skateboard brand EISEN SKATEBOARDS have collaborated on a lineup of three models. EISEN is derived from "everything" pronounced with Japanese intonation, and expresses the belief that "skateboarding is everything". The brand has released a variety of products that incorporate ancient Japanese traditions and culture, as well as works by artists associated with the brand.

Inspired by the skateboard, Seiko has launched timepieces that portray EISEN's vision. Take the SRPF93 watch for instance. The off-white dial resembles the urethane material of a skateboard wheel, and the calf belt resembles the wood-grained skateboard deck. The highlight of the design is the dial center made in the image of a skateboard's bearing. The skateboard's hexagonal indexes are designed to resemble the axle nuts that connects the wheel to the truck. On the caseback is the EISEN logo's iconic Samurai helmet and a serial number from 0001/1500 to 1500/1500.

The SRPF94 is a nod to the helmet. This model incorporates the EISEN

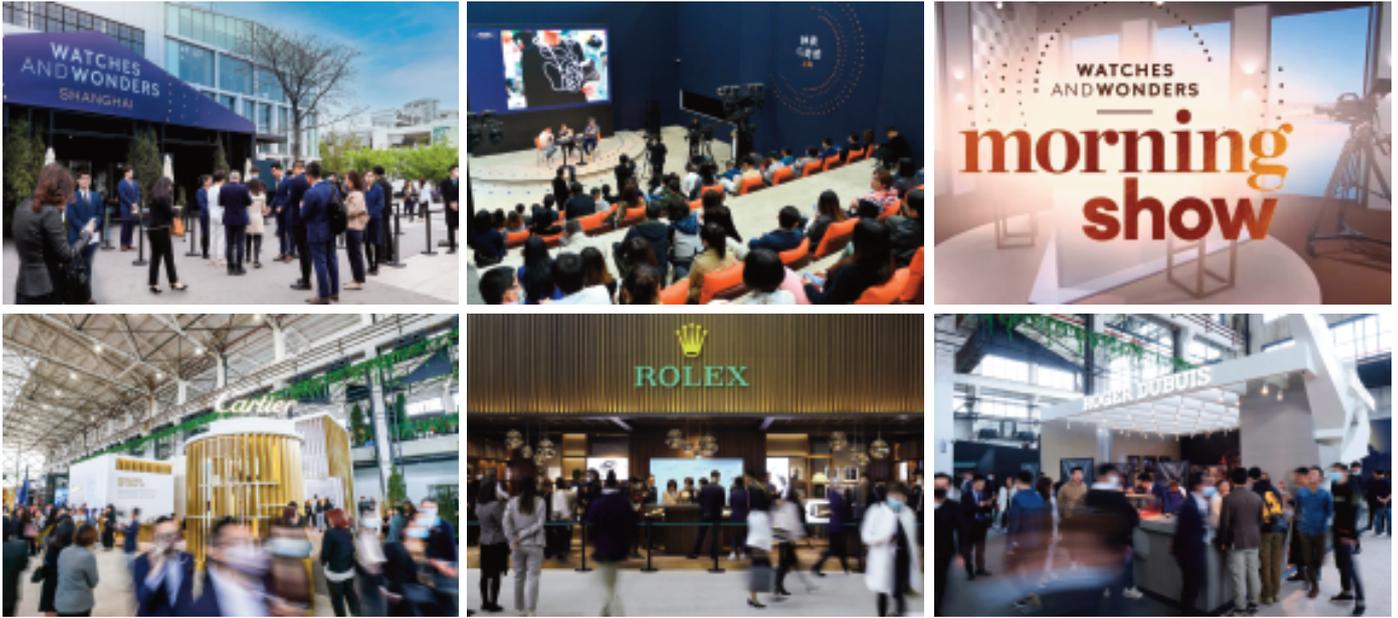
logo Samurai helmet into its design. The silicon strap with the original paisley pattern adds a subtle accent. The display plate on the bezel is specially designed with kanji characters, incorporating Japanese taste in every detail. The bezel is specially designed with kanji characters. On the caseback is the EISEN logo's iconic Samurai helmet and a serial number from 0001/1500 to 1500/1500.

The SRPF95 has a sashimi-red dial and the textured rice band, both inspired by one of EISEN's icons, tuna sushi. The tip of the crown is colored in the image of soy sauce. The hour, minute, and second hands with LumiBrite, which glow in the dark, are uniquely colored, reminiscent of tuna and wasabi. On the caseback is the EISEN logo's iconic Samurai helmet and a serial number from 001/700 to 700/700.

These models are offered in a special presentation box with a unique Japanese feel. The back of the lid is printed with the Japanese kanji "路滑板製造会社". Three beautiful pieces, all so different in look from each other, and yet united with a common aesthetic!



*Artisan d'Horlogerie d'Art*  
**VOUTILAINEN**



# WATCHES AND WONDERS 2021

## A Mission Accomplished

The past year has been one of pandemic-fuelled anxiety and extreme uncertainty. However, the resilient watch industry has once again taken a challenge heads on and salvaged the creativity and inventiveness that has been a mark of the horological world. So, what if the watch world was unable to travel for the numerous fairs that used to mark the calendars earlier? Last year Watches and Wonders presented a digital salon. This year, along with the digital there was the physical format as well, adapted to suit the changing needs.

First, 38 prestigious brands convened, April 7-13 on the new [watchesandwonders.com](https://www.watchesandwonders.com) digital platform. Then, from April 14 to 18, 19 brands exhibited at the in-person Watches and Wonders Shanghai Salon. A single event that accommodated the need of the hour, spanning online and offline for a celebration of watchmaking excellence.

And just like one of expect from a busy watch fair, this one too had all the markings of a bustling exhibit: New releases, major announcements, exceptional creations, panels, discussions and a hugely popular Morning Show that kept interest at a high throughout. With close to 110,000 unique users on [www.watchesandwonders.com](https://www.watchesandwonders.com), more than 12,000 visitors at the West Bund Art Center in Shanghai, the fair was populated by numbers. There were close to 360,000 posts featuring the hashtag #watchesandwonders2021 across social media, blogs and other online platforms, showing that the fair reached a record audience.

400 new releases were unveiled during the week, 500 press conferences, 300 presentations to retailers and some 600 one-to-one appointments were organized in over twenty languages. And though online, the Talks and panels aptly covered topics of concern for the industry such as innovation and the customer experience and sustainability. With several live discussions that also continued on social media and platforms such as Clubhouse, this was a truly veritable exchange.

The Morning Show, one of the big new features for 2021, went out live every day with analysis and commentary on the latest news. CEOs, journalists and watch experts were invited onto the set, designed to reflect the atmosphere of the Salon, to give their insight on events in an innovative and dynamic format. Simultaneously broadcast in English and Chinese, the program reached new audiences and accrued almost 100,000 views on YouTube and Weibo on the first day.

The physical salon at Shanghai also had a program of cultural and educational activities with full safety measures in place. Visitors had the pleasure of meeting the celebrity guests invited by Chopard, Montblanc and Panerai, as well as following KOLs and other influencers around the Salon. Another enchanting highlight were the thousand drones that took to the skies above Shanghai for a magical night-time display.

In keeping with the times, one of the strongest trends to emerge is the move towards sustainable watchmaking. Hence, one could see cases made from recycled materials, plant-based straps, solar-powered movements and reinvented packaging. In terms of colour, green took clear centerstage amongst the varied hues that were present. One could see green on dials, straps, even movements. Innovative materials confirm their appeal while sport-luxe models continue to gain ground, matching robustness and reliability with contemporary urban style. On the complications front, watchmakers are exploring the many possibilities of the tourbillon, with single-axis, double-axis and inclined triple-axis variations, as well as astronomical complications with a great diversity of perpetual calendars. One also saw a return to smaller case diameters.

The digital salon was, as promised, a highly interactive experience. By using the best of technology available, clients, media and retailers had watchmaking world literally on their fingertips, and witnessed many breath-taking creations. Watches and Wonders Geneva 2021 has made certain that the clock stays ticking!



**A. LANGE & SÖHNE**  
The Triple Split

Welcome the world's first mechanical split-seconds chronograph that allows multi-hour comparative time measurements. This is due to the triple rattrapante mechanism for seconds, minutes and hours. A new dimension of measuring time!



**BVLGARI**  
Octo Finissimo Perpetual Calendar

The Octo is recognisable indeed. With such well-defined historical legacy, this record-breaking watch looks elegant in the titanium version. Pathbreaking mechanics merge with ultimate sophistication in design.



**CARTIER**  
Tank Must

Green shines most this year! This Tank's lacquered dial exudes a rich, deep appearance in the metal, accentuated by the alligator strap. Simple and sublime!



**IWC SCHAFFHAUSEN**  
Big Pilot's Watch 43

This sporty charm has won our hearts. The extreme clarity on the dial and the elegance of the brown strap and stainless steel case is timeless indeed. A classic forever!



### JAEGER-LECOULTRE

Reverso Hybris Mechanical Calibre 185  
(Quadriptyque)

A watch with 11 different complications and 12 patents...not to mention the four different faces and the exquisite craftsmanship. The perfect piece to celebrate the 90th anniversary of its Reverso collection!



### LOUIS VUITTON

Tambour Carpe Diem

Carpe Diem...seize the day. Is that not what time is about? Quite meaningful along with the ever popular skull motif that reminds us of the transient nature of time and to make the most of what we have.



### ORIS

Divers Sixty-Five 'Cotton Candy'

The watch is a light and playful take on the Divers Sixty-Five platform, with a bronze 38mm case and bracelet paired with a wild green dial. What a pleasant fun but functional alternative to a sporty piece!



### PANERAI

Luminor Marina eSteel

The watch is iconic and needs no explanation. However, the recycled-based steel alloy is indeed one of the most remarkable technical achievements in the brand's history! It's all about getting circularity into watchmaking.



**PATEK PHILIPPE**  
Ref. 5711/1A-014 Nautilus

Now does this wonderful piece signal away a special vintage charm? A totally new olive-green sunburst dial for this icon of casual elegance makes a place in the legendary Nautilus collection.....and in our hearts!



**ROGER DUBUIS**  
Excalibur Single Flying Tourbillon

Creating the impression of a thinner look and feel, while heightening the sense of transparency and depth, the calibre is rebuilt from bottom to top in an architectural feat that sees the Roger Dubuis star now levitate freely above the barrel. Technical prowess meets immense beauty!



**ROLEX**  
Oyster Perpetual Day-Date 36 'Gem set'

A gem-set beauty with the brightest colour of the season. This is one piece that will immediately infuse that spark of luxurious elegance every time you sport it!



**TAG HEUER**  
Aquaracer Professional 300 Calibre 5 Automatic

A classic watch that stands up to the most demanding challenges of professional diving, sailing and other under-water expeditions! A ready companion for adventures in the deep.

# MB&F

The legacy continues



The MB&F Legacy machines have been something of a 'legacy' in themselves. a decade ago, when the line debuted, the conception was related to the question of how an MB&F timepiece (or wrist machine) would have been conceptualized in the past. And then, through a series of collaborations with astounding artists and watchmakers a new saga began.

Now, the LMX marks the tenth year of this legacy. X not only stands for the number ten, but also alludes to something exceptional, something truly innovative. This timepiece has an evolved display of the power reserve. The completely novel three-dimensional display showcases the engine's impressive seven days of power reserve. There is an option of selecting between two modes of counting down the power reserve.

Those who appreciate the nuances of intricate mechanical watch movements will also delight in the deeply symmetrical engine of the LMX. The symmetry is astounding on the dial side as well as through the sapphire case back.



The symbolism of symmetry is the best way to mark the legacy of ten years. LMX is available in two limited launch editions: 18 pieces in 18k red gold with black NAC treatment on plates and bridges and 33 pieces in grade 5 titanium with green CVD treatment on plates and bridges.

The legacy of an enthralling decade stands encapsulated in this mechanical wonder. Wonderful indeed. But with MB&F the question always is, what's next? We just can't wait!





# FOSSIL

## A pro-planet assortment

In celebration of Earth Month, Fossil has launched a veritable pro-planet assortment. This collection includes brand new cactus leather tote bags made in partnership with Desserto and the second iteration of the limited-edition Solar Watch.

With the bags, Fossil introduces vegan cactus leather, an innovative material new to the industry, through the collection of Kier Cactus Leather Totes. Each bag is designed with material made from organically grown cactus leaves developed by Desserto, a Mexico-based company with a focus on sustainable materials.

The limited-edition Solar Watch is a World-Timer, and has been launched on Earth Day. The watch houses a solar-powered movement with rechargeable battery, which can reach a full charge after eight hours in the sun and will retain charge for up to three months. Also, the 42mm watch case is made with castor oil while the rPet strap is made from post-consumer plastic bottles. In addition to its pro-planet designs, the World-Timer is packed with features, including a compass, stopwatch, alarm, timer, and world time function. In the world time function, the user can select from forty-nine cities around the world to easily check the local time in that area, connecting users across the globe.

*"We are delighted to provide our consumers in India with a retail experience that is fueled with our passion to embark on a sustainable journey. One that will reduce carbon footprints and help in optimizing resources to the fullest. In doing so, we aim to contribute towards better environmental and people health. As our planet continues to be in a constant climate crisis, sustainability is certainly the need of the hour. With our pro-planet initiative, we look forward to creating products that will inspire and celebrate sustainability as well as continue to be at the forefront of fashion," says Johnson Verghese, Managing Director at Fossil India. Cheers to being pro-planet!*



# SKAGEN

Aaren Naturals

We live in times where pro-planet is the buzzword and the need of the hour. Skagen's latest collection of environmentally sustainable watches, Aaren Naturals, carries forth the traditional inspirational source of Denmark in its essence. However, what's different is that each timepiece's case, and strap feature pro-planet materials, including stainless steel with recycled content and leather alternatives made with mulberry bark, cork and apple.

"Sustainability in business has always been an industry need, one that is gaining significance now more than ever. We are delighted to introduce the very essence of Denmark through the Aaren Naturals collection, for Indian consumers. The eco-friendly measures we are adopting will ensure we make environmentally responsible strides in fashion. Our aim is to create a lasting impact with our materials and processes through pro-planet change in order to build a cleaner future," says Johnson Verghese, Managing Director, Fossil India.

Available in both 36 mm as well as 40 mm case sizes, the aesthetic of the watches is subtle, sleek and truly elegant. The brand is consciously exploring ways to minimize its carbon footprint. Using environmentally-aware materials helps revitalize our natural world, and Skagen will be offering an increased number of styles using more sustainable materials, including Aaren Naturals — and acting to combat climate change through water and waste reductions.

## WATCH MARKET REVIEW

# HOURS & MINUTES INDIA

www.watchmarketreview.com

## ONLINE NOW....

- THE LATEST DEVELOPMENTS IN THE WORLD OF HOROLOGY.
- PRESENTS PRODUCTS THAT REPRESENT THE BEST OF INDUSTRIAL AND ARTISTIC DESIGN.
- EVENTS — UNIQUE ESTABLISHMENTS THAT HAVE RECENTLY MADE THEIR DEBUTS ALONG WITH PRODUCT LAUNCHES
- ENGAGING CONVERSATIONS, INTERVIEWS, ANALYSIS, REPORTS, SPECIAL ADVERTORIALS WITH INDUSTRY EXPERTS.
- INFORMATION AND ACCESS TO THE WORLD'S FINEST WATCH BRANDS AND THE INDIAN TRADE.



Have you got your copy of Hours and Minutes yet?  
**SUBSCRIBE NOW!**

₹800 in India (Regular Post)  
₹1500 in India (Courier)  
\$ USD 260 International Subscriptions (Airmail)

Send us a cheque in favor of WATCH MARKET REVIEW or Contact us:

WATCH MARKET REVIEW  
Unit No. 2, Apna Ghar Building,  
Ground Floor, Shahid Bhagat Singh Road,  
Colaba, Mumbai - 400 005  
INDIA

T: +91 22 2204 2347 / 2281 1720 / 21  
E: info@watchmarketreview.com

# BANGALORE WATCH COMPANY

Catching on the cricket mania



On their mission to "reacquaint gentlemen with fine watches of Indian origin", Bangalore Watch Company has come a long way. Here are the first of their three new watches for 2021.

The Cover Drive sports watch collection has become a crowd favourite. As we know, with the Cricket season upon us in India, and the summer in full swing, it is just right to indulge in some colour. Here two bright colours in the Cover Drive line-up. Namely, Yellow Jersey (in a bright mustard coloured dial) and Men in Blue (in a pastel blue dial).

Both these dials have a frosty soft-matte treatment just as their predecessors in the Cover Drive collection and bring a refreshing tone. Besides the fresh colours, these two dials extend the backstory of Cover Drive's cricket legacy by representing the cricket jerseys of some of the most iconic teams ever to wield a bat- The Yellow Jersey and Men in Blue.



# CHRISTIE'S

## Auction of the decade in Asia

2021 is right on track to becoming a world-record setting year for Christie's Watches. The group has already set a historic record for online sales worldwide with the recently concluded Dubai auction (US\$ +14 million for a 100% online watch auction. Come May 22nd, Christie's is on its way to a championship season in the watchmaking, in Hong Kong.

Alexandre Bigler, Vice President and Head of Watches, Christie's Asia Pacific comments: "May 22, 2021 will be a date that will go down in the annals of watch auctions around the world. Asia is poised to witness a new record for the watch market in the region. The evening sale, with 18 fabulous lots that are true 'Legends of Time,' will be the auction event of the decade, and once-in-a-lifetime opportunity to see some of the most remarkable watchmaking creations ever. Complemented by a Day Sale on the same day and our online sales, Christies' Asian watch auction season is one for the record books and will go down in history,"

There will thus be a day sale and an evening sale as well. And the timepieces herein are astounding. For the evening sale, the pieces span right from the 1800s to the modern era. 18 timepieces have been curated

under the theme "The Legends of Time". Each piece therein exemplifies history in itself. Each piece boasts of an extraordinary provenance and speaks of rare and outstanding quality. Viewers will see an amazing variety of pure exquisite craftsmanship with these one-of-a-kind rarities.

The day sale will offer 147 lots including 56 Patek Philippe timepieces, a selection of 36 unusual and high quality Rolexes and a unique F.P.Journe Chronometre Souverain made for Master Watchmaker George Daniels. Some select high jewellery pieces are also on offer.

The two sales on the same day are poised to set an all-time record for an Asian auction, by far surpassing the bar of HKD 157,601,099 – 346,107,000/ US\$ 19,700,125 – 43,263,375 – (cf. the last record set by Christie's at US\$ 26 million in November 2019). Here's indeed something to look forward to!

The sale is a once in a lifetime opportunity to glimpse some of the most extraordinary creations in watchmaking history. The event will take place at the HK Convention and Exhibition Centre in an elegant atmosphere that befits the timepieces for auction!



28  
DB

## KIND OF BLUE

CONTEMPORARY EXPRESSION  
OF WATCHMAKING ART

SPHERICAL MOON PHASE  
SILICON/WHITE GOLD BALANCE WHEEL  
TRIPLE PARE-CHUTE - SHOCK-ABSORBING SYSTEM  
FLOATING LUGS  
MIRROR-POLISHED AND BLUED TITANIUM

WWW.DEBETHUNE.COM

# DE BETHUNE

L'ART HORLOGER AU XXI<sup>E</sup> SIÈCLE