

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/-



TAG HEUER

Sublime With A Sporty Twist

Smart watches are rapidly becoming a coveted possession among watch lovers as they combine the ease of technology with the aesthetics of a luxury time piece. Luxury smart watches gets two new additions to its repertoire from the house of Swiss Watch making giant TAG Heuer. Built to deliver ultimate elegance combined with a sporting performance, the wearer can access a host of sports activities and wellness apps whilst flaunting superior designs inspired from iconic watchmaking chronographs.

The brand has launched an exciting new generation of its Connected Watch which feature the signature design codes that makes TAG Heuer one of the most distinguished watch brands in the world. Both models highlight one unique aspect of the Connected Identity thus making it a valuable addition to your watch wardrobe. The larger 45mm model features a strikingly redesigned sporty look while the smaller 42mm model offers a slimline look that adds to the charm of the wearer.

“With these two new, very different Connected watches, we hope to bring a new generation of TAG Heuer Connected Calibre E4 to a wider range of customers, becoming a companion in their daily lives: from business to sport activities to the most elegant dinners. Since 2015, TAG Heuer has been a pioneer in the luxury connected watch sector. The development of these new watches

highlight how Connected has become a pillar of TAG Heuer, alongside Aquaracer and Carrera, building on 160 years of Swiss watchmaking experience,” explains Frédéric Arnault, CEO TAG Heuer.

Slimmer and sleeker in appearance, the 42 mm version is decorated with ergonomic steel pushers, a thin bezel and a bracelet that is fully integrated into the design. This model exudes class and sophistication and will pair beautifully with any occasion, be it a social gathering or a business meeting.

For those who have a zest for life and a passion for fitness, the 45 mm is a great fit. Deviating from its predecessors, the crown features a large diameter that towers over the watch thus allowing you to comfortably adjust the crown using just your fingertips. With a slight incline inwards, the watch feels light weight when worn making it the perfect accessory for your grueling workouts or intense matches.

Both models can be fitted with the strap of your choice. This can be either leather, steel or rubber depending upon the wearer’s preference and style. The watch face lights up with futuristic graphics and animated designs that depict the effect of time elapsing.

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Watches have always been a mainstay of fashion as they tell a story about the wearer in a very subtle manner. Not just a fashion accessory, watches also form an integral part of the kind of lifestyle the wearer would like to project.

It is perhaps this same reason why mechanical watches are such an evocative part of a person's watch wardrobe as they paint a visual picture of the wearer's characteristics. The cover story elaborates on how mechanical watches are an insight into the mind of the wearer and how they are still a credible timepiece that can be passed down

through generations.

The issue also touches upon the feat of engineering that is the Omega Ultra Deep watch that allows you to discover deeper depths of the ocean. As a collector's item, the issue offers a glimpse of the latest chronograph that is sure to become a treasured part of any collection.

The marriage between the world's oldest and newest currencies is a delight for the entire world as it gives birth to a never seen before collaboration in the world of watches.

We hope you enjoy this issue!

Sunil Karer, Editor

WATCH MARKET REVIEW HOURS & MINUTES

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

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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

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WATCH TREND

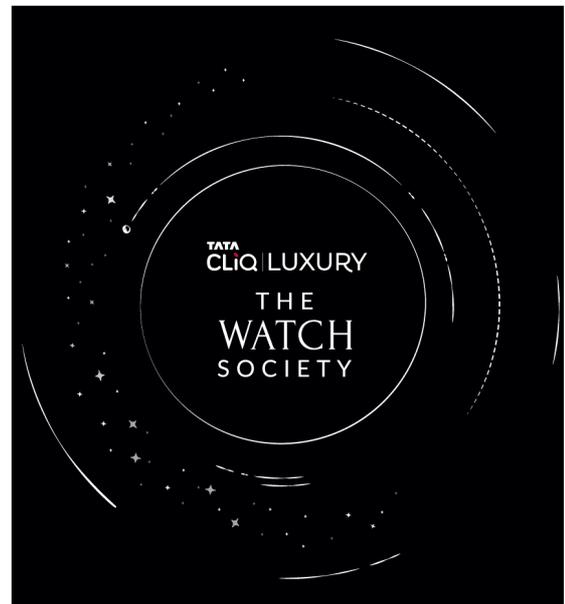
TATA CLiQ LUXURY

The Watch Society: A Melting Point of Luxury Watch Aficionados

India is set to receive its first ever phygital society much to the delight of watch lovers. 'The Watch Society' introduced by Tata CLiQ, aims to create and engage special interest groups for the luxury watch category. The society hopes to be a thriving community of consumers, collectors and enthusiasts that encourage exchange of information, education, content and conversations with the luxury watch vertical at its core.

The Watch Society will feature watches from global luxury brands including Swiss, fashion as well as smart watches. Since the platform consists of watch lovers and is for watch lovers, it will be equipped with state of the art tools such as assisted sales which will guide those that wish to purchase these timepieces through its digital portal.

The Society will also benefit from the expert contribution of former Telegraph UK watch editor, James Gurney who will enhance the content through his vast wealth of knowledge in this domain. His five part video which gives viewers valuable information and intriguing trivia about iconic global watch brands will be hosted on Tata CLiQ Luxury's social media channels. The Watch Society and all its content will be available just a few clicks away on the Tata CLiQ Luxury app.



KRITISANON
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WATCH : ME3218, ME3214



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WATCHES AND WONDERS 2022

The Countdown Begins!

Watch lovers, retailers, journalists and clients are counting down the days upcoming edition of Watches and Wonders Geneva 2022. Held from 30th March to 5th April, the event will showcase 38 exhibiting watch Maisons as they reveal their latest offerings in Palexpo city, Geneva. The set up for the physical salon is underway and expected to wow the guests with its opulence and grandeur. The exhibiting maisons are gearing up for the grand reveal and excited to showcase the very best from the world of watches.

Since this is a hybrid event which constitutes a digital arm as well, all attendees, press members and retailers have already been given access to the private area of watchesandwonders.com platform to plan their personalized program. Press presentations have also been given the hybrid treatment which means they can be followed either In-person or online and has an impressive lineup of new watch products. The week is packed with a vast array of exciting events, live broadcasts, discussion panels, exhibitions and launches.

Treat Your Senses

Three new presentation formats have been introduced in the press programme that will constantly feed members of international media with news and updates both online and at the Salon. The exhibiting Maisons will hold key note sessions, announcements, speeches and appearances throughout the week in the auditorium which will also be live broadcasted on the watchesandwonders.com website as well as all social media handles.

To give clients a complete sensory experience of the latest offerings, 'Touch & Feel' sessions of maximum ten people will be organized. This will ensure that the viewings are more confidential in nature and the spotlight shines on the brand as well as the products offered. For those who cannot travel to Geneva, digital presentations will constantly update them so that they can keep abreast of all the exciting developments remotely.

Digital Wave

Since digital content is the need of the hour, two fully equipped studios will be available for the Maisons. All digital content will be loaded onto the broadcasting area and can be accessed at any time during the week. The Morning Show will be broadcasted live from the Salon every morning at 8.30am CET hosted by business journalist Olivia Chang. The Show will display the highlights of each day, conversations and discussions between brand managers and industry experts as they try to decode watch trends for the coming year.

The evening slot will feature another program at 6.30pm CET called the Late Show hosted by Olivia Chang as well. This show will recap the events of each day and also highlight exceptional objects, brands and pieces that will be handpicked from the 38 exhibitors.

The topic of this year's panel discussions is sustainable development. Panel discussions spanning 45 minutes each will be dotted along the week as the panelists attempt to explore the topic from every angle including transparency, responsible sourcing, innovation and the circular economy. For those who miss the live discussion, a live broadcast from the Salon will be displayed on the watchesandwonders.com platform and on its YouTube channel, the program will also be available in replay.

Innovation and Creativity

With all these elements this year's Watches and Wonders is sure to amaze the crowds. However, it is the LAB located at the centre of the Salon which is set to steal each attendee's heart. Facing the Carre des Horlogers, the space will be dedicated to ideas, innovation and out of the box thinking. It will showcase 15 projects that denote the technological and digital prowess of each exhibiting maison as well as highlight ecoresponsible sourcing practices, upcycling, the use of new materials, new energy sources and strategic partnerships with sustainable associations and organizations. It will also educate and enlighten attendees about NFTs and tell them all about the world of metaverse. With a fabulous lineup of events, exhibitions, showcases and discussions, Watches and Wonders 2022 is poised to be an unforgettable experience for one and all.



28
DB

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L'ART HORLOGER AU XXI^E SIÈCLE



SEIKO

Cool As Ice

The rush of adrenaline, the temptation of adventure and the thrill of victory is what makes life worth living. Japanese watch brand Seiko embodies this same spirit of adventure through its iconic timepieces as it introduces its latest Prospex Collection. Pristine shades of white and blue reminiscent of the glaciers situated in Arctic Circle and Antarctica have been immortalized in these watches that lend a unique aesthetic to your collection.

Each watch in the collection has been inspired by one of Seiko's early models launched between 1960's and 1970's. First up is the deep blue dial watch from 1965

used by the members of the Japanese Antarctic Research Expedition. Another light blue dial graced with a darker blue bezel had been recreated from the landmark 1968 diver's watch. The timepiece worn by Naomi Uemura in 1970 when he completed a 12,500 km solo dog-sled run from Greenland to Alaska. Serves as an inspiration for the third watch.

All three watches are powered by the Caliber 6R35 which delivers a power reserve of 70 hours. Each timepiece is 200 meter water resistant perfect for an adventurous expedition into the Arctic. The twelve indexes along with the watch hands have been coated with Lumibrite so as to maximize legibility in the dark.

FREDERIQUE CONSTANT

Timeless Timepieces



The word classic is often associated with the brand Frederique Constant. With its decades old heritage name, minimal yet elegant designs and global appeal, Frederique Constant takes its rightful place among the echelons of fine Swiss Watchmaking. 2022 sees the brand revisiting its flagship line 'Classics Automatic' that includes five new self-winding models consisting of three index versions and two Heart Beat variations. Each of the five pieces are fitted with a 40 mm case and decorated with guilloche as well as Roman numerals that give it a timeless feel. In the age of technology, new age watches gravitate towards complicated dials as they are often considered the face of the watch. Elements like diamonds and coloured gemstones overcrowd the dial making it a trendy but ultimately grotesque timepiece. Frederique Constant believes in the simplicity of clean lines, elegant structures and timeless timepieces.

Elegance in Simplicity

Borrowing its inspiration from the sources of classicism, the guilloche dial

encloses a discreet date window as well as Breguet-style hands. The movements are back in the Classics Index Automatic line with three new automatic movement variations. The first piece will appeal to those who prefer a touch of femininity as it features a pink gold-plated case woven through a dark brown leather strap. The dial is superimposed in silver and displays the time through 12 indexes set around a satin-finish hour circle.

The other two variations have been made with the same composition with a steel case: one with a silver dial, the other with a khaki dial, both worn with a black leather strap. With an aim to offer a watch that will be a valuable addition to your watch wardrobe, each model is powered by the automatic FC-303 calibre which includes a power reserve of an impressive 38 hours.

Heart to Heart

Strife with variant rich symbols, the Frederique Constant Heart Beat watch gets an upgrade from its 1994 version. As an homage to its Swiss founder and the spirit of entrepreneurship that created this timepiece, the watch uniquely highlights the beating heart of the watch. Thus receiving the name Heart Beat Watch. The watches beating to the rhythm of the FC-310 calibre with automatic winding, have a 30-hour power reserve.

These new timepieces are sure to become instant classics as they combine the old world charm of Swiss watchmaking with the new age minimalism of the current times. A subtle mix of tradition and elegance which is a treat to the eyes!

OMEGA

Exploring Greater Depths



As a brand that has always been associated with diving, Omega has perennially tried to push the boundaries of human endeavor. In 2019, the first ever Ultra Deep watches created history when they reached the deepest place on Planet Earth. In order to continue this diving legacy, Omega has now made the technology that made the dive possible available to the public by transforming it into an impressive 6000m collection.

In 2022, watch lovers can expect the release of seven new state of the art models as a part of Omega's Ultra Deep collection. The watches are 6000 meters water resistant which is a staggering 20,000 feet under water, a feat that has not yet been achieved by any other watch maison in the world. The 45.5 mm range is led by a bold version crafted in sand blasted and forged grade 5 titanium.

Perhaps one of the most iconic features of the watch is the asymmetrical case which is reminiscent of the original Ultra Deep model. The watch features a brushed ceramic bezel with a trademark liquidmetal diving scale along with distinctive 'Manta Lugs'. The case sits atop a cyan and black striped NATO strap that is made from polyamide yarn, sourced from 100% recycled fishing nets. A sturdy loop and buckle secures that watch to your wrist made in grade 5 titanium.

The dome shaped sapphire crystal houses a black titanium dial printed with cyan coloured numerals. The central seconds hand adds a touch on contrast to the dial with its blue gradient. On the flipside of the watch, you will find a grade 5 titanium caseback featuring a laser engraved Sonar emblem and the signature Omega seahorse at its core. The words "Divers' watch 6000 m for saturation diving" are included to reaffirm the watch's adventurous credentials.



FOSSIL

Old World Charm With A Modern Twist

Decades of Dedication

As a homegrown American brand Fossil has been in the business of providing traditional, wholesome watches since decades. With its unique sense of style, credible watchmaking and affordable price point, it has gradually become one of the most beloved watch brands of the world. Be it the magic of mechanical watches or the new age smart watches, Fossil has dipped its fingers into every category making its mark across the globe.

When it comes to mechanical watches, Fossil offers a wide range of options to its consumers. You can choose from leather strap to ceramic straps, black, brown or grey cases, a number of textured options in the bezel as well as varied strap closures. Most watches even showcase the fascinating inner mechanics of the watch through a transparent backing which leaves the cogs and springs visible to the naked eye.

A mechanical watch is an emotional purchase. While battery powered watches are known for their precise accuracy, it is mechanical watches that add a certain human element to the watch. Since mechanical watches require the wearer to wind the watch daily or use the energy generated by the wearer to power its movement, they are a link to the past. A person who wears a mechanical watch projects a statement about the kind of person he or she is. The watch is now a daily companion whose heartbeat cannot work without yours. This kind of human connection is priceless, and thus commands a premium.

When it comes to watches, mechanical is the term for a timepiece that is not powered by a quartz or battery-powered movement. This can be either automatic which features a rotor that rotates when your wrist moves, powering the watch, or it can be hand wound where the watch needs to be wound through human effort. The question that you need to ask yourself before purchasing a mechanical watch is: Do you wish for a daily connection with your watch? A reminder of all the cogs and springs that go into the making of your timepiece? If the answer is yes, then a mechanical watch is the perfect match for you.

Instant Classic

While the watch market is currently dominated by battery operated watches, mechanical watches are a rare find. They are usually very expensive in price as they are considered an heirloom passed down through generations. However, for watch aficionados who love mechanical watches but do not wish to burn a hole in their pockets, Fossil offers some great options. With their latest spring collection, both men and women can experience the joys of mechanical watches.



Automatics for Her

If you cannot decide between the shimmer of gold or the allure of silver-don't worry. Fossil offers a unique amalgamation of gold and silver that pairs beautifully with any look you might have planned. This battery free watch is both sleek as well as highly functional at the same time. Endorsed by the Bollywood star Kriti Sanon who also happens to be the brand ambassador of Fossil India, the Stella wristwatch is priced at ₹ 13,995.

Automatics for Him

Sharp, charismatic and attractive are a few words that can be used to describe Fossil's Bronson Automatic Collection of men's watches. This automatic timepiece is crafted with a stainless steel bracelet and a textured dial. The watch offers two variants one in a cool steel grey and another in a piercing black for the wearer to choose from. The Bronson Automatic watches are priced at ₹ 18,495.

Wearing a mechanical watch is like wearing an age-old tradition on your watch every day. It's the result of meticulous, demanding expertise found nowhere else, as some mechanical watches are real masterpieces of the watchmaking industry. Many even clock a lifespan of 150 to 200 years. As a rare item that transcends passage of time, a mechanical watch can be passed down to future generations even after spending decades on the first wrist.



G-SHOCK

Game, Set, Match



In yet another out-of-the box collaboration, G-Shock takes on a Spanish avatar. Catering to football fanatics and FC Barcelona lovers, the newly launched models celebrate the exciting documentary series Matchday: Inside FC Barcelona that takes a deeper look into the inner workings of this legendary football club.

Introducing two new models from the G-SQUAD line, the new ranges reflect the iconic team colours of the FC Barcelona jersey: blue and garnet. The bands have retained certain elements from each of the past and present sports kits which allows wearers to display their love for their favourite players. Since the club has a rich history which has produced several illustrious players through its inception, the club's motto, "Mes que un club" (more than a club) is emblazoned in the local Catalan language.

The GBD-H1000BAR shines like a winner's trophy with its metal bezel in bright gold ion plating that sits atop a band loop with four red stripes of the Catalan flag. It is equipped with a heart rate monitor and GPS tracking. The GBD-1000BAR features an accelerometer that counts steps taken in a day as well as track distances.

Both the models offer Mobile Link functions which allows you to sync your watch with the smartphone app. The wearer can then use the app to manage their daily health through the statistics displayed by the watch. This includes life logs with data on step counts and calories burned, activity logs, and more. The Memory in Pixel (MIP) LCD display for exceptional visibility and the soft urethane band for outstanding ventilation and flexibility deliver comfort in every situation, from everyday use to hard workouts.

In many ways football is similar to the art of watch making. Both require mastery in their respective skill sets, rigid discipline and a passion to only give your best on the field. So celebrate the thrill of victory and the adoration of millions of fans as you experience the culture, philosophy and passion of this legendary club through the match making marvel, G-Shock.



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HUBLLOT

A Union Like No Other



As the world is currently riding the digital wave, the world of watches has also taken a digital turn. World renowned Swiss watch brand Hublot has partnered with digital asset and cryptocurrency platform, Ledger to create a first of its kind collaboration of crypto technology and high end watch craftsmanship.

Named the Hublot Big Bang Unico Ledger the watch has a 42 mm black ceramic case and a skeletonized automatic chronograph in-house movement. Perhaps one of the most distinct features of the watch is the high contrast golden bezel which has been cast in solid 'Electrum'. Electrum is one of the oldest alloys that were found and were in rampant use in the Lydian societies around 580-590 BC. This alloy was made using natural gold with a mix of silver and was known to be one of the earliest coins that was used as a form of currency.

To make the watch relevant to the current times, Hublot has created a special stainless steel version of Electrum using a 50/50 gold-silver mix. Around the outer edges of the bezel the words "Vires in Numeris" have been inscribed six times which is the Bitcoin Latin motto meaning strength in numbers. This never seen before partnership of world class brands is a treasured mix of the world's oldest and newest currencies.

Apart from owing a piece of history, the wearer will also receive a limited-edition crypto key the Ledger and Hublot Nano X which is exclusive to watch buyers. The Nano X is Ledger's signature digital asset wallet, a Bluetooth-enabled piece of hardware for safely encrypting,

securing, managing and growing your crypto assets. The Nano X is finished in matte black and decorated with both Ledger and Hublot logos. With rapid globalization and the spread of digitization a collaboration like this is sure to go down in history as a game changer. Brands are increasingly favouring collaborations over competition and a union like this is the first step in that direction.



HIRSCH

A Rose For A Rose

Who says life cannot be a bed of roses? With Hirsch's latest watch bracelet inspired by the ever blooming rose, you can always have a part of this blushing bloom on your wrist. Created using actual rose petals, this pink watch strap is truly an eco-friendly masterpiece.

To make this strap, first freeze dried rose petals are completely crushed with the help of cutting edge technology that helps to preserve the colour, cellular structure and form of the flower as well as their softness. This mix is then coated over the surface of the strap giving it a fresh pink look as well as a floral fragrance to the strap. The supporting material of the strap is a painstakingly artisanal procedure known as multi layering is added to the piece. Each one-of-a-kind masterpiece is completed in 86 stages, 75 of which are totally dedicated to the creation of the bracelet.

Due to the use of natural rose petals, the strap is animal cruelty free, 100% organic as well as vegan. The strap is compatible with classic as well as smart watch variants as per the wearer's preference. Owning a watch strap like this is similar to owning a piece of art and is sure to add a touch of positivity to the duller day!



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ALPINA

Nature At Its Best

Nature is a bottomless source of inspiration for any creative pursuit. Elements of nature like forests, mountains, lakes and valleys have been immortalized in works of art since centuries. Be it paintings, photography, literature and even jewellery. So why should the art of watch making be any different? Alpina, the Swiss watchmaking maison has a penchant of using these elements of nature in its design and is a huge hit among mountaineers and adventurers alike.

After the resounding success of Alpina's launch of its sustainable line in 2021 in collaboration with Salomon Foundation which helps injured mountaineers and their families, Alpina is set to launch the Alpiner4 Chronograph "Granite" model to meet the growing demand. The model has been rightly named "Granite" as the steel case embodies the durability and properties of Alpine granite. The steel bracelet is a strong metal that can withstand the pressures of mountain climbing making it a great accessory for mountaineers. The light blue dial is reminiscent of the shimmering waters of Alpine lakes and offers a serene aesthetic to the timepiece.

Two's Company

As part of the Alpiner4 Chronograph Automatic line, two new variants have been introduced. The first one is a robust 44 mm steel case that is water resistant up to 100 meters. It also consists of a host of interesting features including an engraved shockproof and anti-magnetic back, sapphire crystal, steel bracelet, bidirectional rotating bezel and a 24 hour graduated flange.



However the cynosure of the piece lies in the all-new grey sunray dial. Resembling the ombre hues of the sunset, the dial is a beautiful canvas for the red chronograph minute hand that stands out and makes for intuitive time reading.

Lap of Nature

The third variant of the Alpiner4 Chronograph Automatic line is a lush green timepiece that adds a contemporary touch to your watch wardrobe. With its emerald green dial, bark brown calf leather strap and off white stitching, the timepiece is an uncanny resemblance to a thriving forest. As with the previous two models this version also encloses luminescent steel hands and is powered by the AL-860 self-winding movement, beating at 28,800 vibrations per hour and boasts of a 55 hour power reserve. Inspired by the dominating Swiss Alps these watches offer exceptional accuracy and reliability even in the most challenging of circumstances.

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AEROWATCH

Collector's Delight



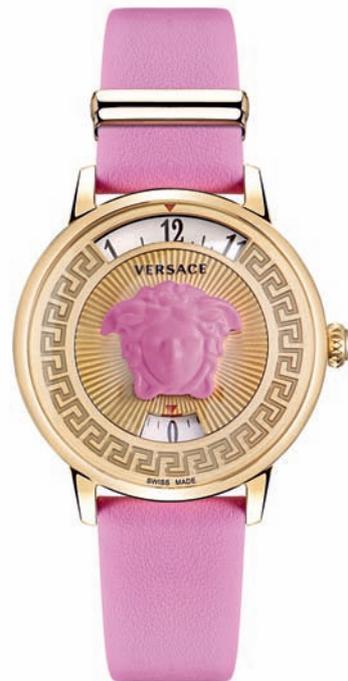
Swiss made watches have always been touted as one of the finest watchmaking in the world. Be it their impeccable clockwork, precise manufacturing or its superlative finish, very few have mastered the art of watchmaking as well as the Swiss have. It is perhaps due to these qualities that no watch collector's repertoire is complete without a Swiss watch.

From the snowy Alps in the town of Saignelégier, home to Aerowatch's legendary timepieces, comes a limited edition "Les Grandes Classiques Chrono" which will delight even the most discerning collectors. With only 199 pieces in circulation, the model features a 44mm case and a rounded dial that gives the effect of three dimensional ring. This showcases a beveled date along with an embedded look for Arabic hour numerals and a 31 day scale. The moon-phase display and the three subsidiary dials are black for added contrast to the reddish hue of the chronograph hands and a red crescent tip that follows the moon on its trajectory.

The limited edition "Les Grandes Classiques Chrono" is equipped with the legendary self-winding Valjoux chronograph movement. The display back reveals the intricate inner workings of the watch and demonstrates the finesse of Swiss watchmaking artistry. An embossed leather strap with contrast stitching and a fold-over clasp completes this chronograph.

VERSACE, FERRAGAMO AND TED BAKER

Elegance Redefined



The distinct style of luxury watches has always captured the attention of watch lovers as they often make a statement. Some brands prefer to create outlandish styles with never seen before motifs, while others use bright pops of colours to catch the eye. As fashion becomes more global in nature, several fashion brands are making a foray into the art of watchmaking.

To name a few, brands like Versace, Ted Baker and Ferragamo have ruled the runway with their cutting edge designs and garments, are now entering the world of watches. With a rich history rooted in fashion these brands have a keen eye of aesthetics and an unparalleled knowledge on the pulse of consumer behavior. They have a loyal clientele whose hearts they have already won thanks to their years in fashion designing. So it is no surprise then that these brands have dipped their toes into the technical waters of watchmaking.

Versace

The Versace Medusa Icon pink leather strap watch is an eclectic pop of colour to an otherwise dull outfit. With a round case measuring 38 mm and a jet black cabochon atop its crown, this watch is a show stopper. Although the dial is white in colour, a pink 3D Medusa head that forms the Versace logo makes it an iconic timepiece. The head features greca texture engraved on the outer part and the hours and minutes are indicated by disks at 12h and 6h. A pink genuine calf leather strap with a metal loop adds to the dramatic flair of this watch.

Ted Baker

Designed for women who love style, Ted Baker has launched watches with a stainless steel bracelet, mesh bands and leather straps that bring British fashion to your wrist. The watch known as Victoriaa features a 34 mm case that graces a gold hued stainless steel bracelet that gives this watch a touch of royalty and is fit for a queen.

Ferragamo

The iconic symbol from Salvatore Ferragamo, is now offered with an elegant bangle bracelet which makes it a chic jewellery inspired timepiece. Water resistance up to 30 meters and fitted with a two year warranty, this timepiece is sure worth the investment.




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