

**WATCH  
MARKET  
REVIEW**



# EDITOR'S NOTE



Dear Friends,

This issue celebrates the many faces of modern watchmaking from timeless icons to bold new experiments. There's something for everyone, be it a young Gen Z taking his first steps into the world of watchmaking or a seasoned collector looking for his next pick. Gracing our cover is Baume & Mercier's latest Clifton collection, a masterclass in elegance and mechanical refinement. It's a reminder that true sophistication lies not in excess, but in balance where craftsmanship and character meet.

Inside, we revisit the Tissot PRX, now reimagined in Damascus steel and lightweight titanium, proving that versatility and design-led appeal can coexist beautifully. Our deep dive into microbrands uncovers the mavericks of modern horology independent creators who are quietly reshaping what it means to own something rare and personal.

For collectors, the India Watch Weekend: Collectors' Edit brings together the pulse of the country's most passionate enthusiasts, capturing the spirit of a community that's growing stronger with every tick. India Watch Weekend has the entire watch community excited as we approach the much awaited event. In this issue we give you a low down of what you can expect from the two day festival and detailed insight into the programme schedule.

And for those looking to start or expand their own collections, our Buying Guide under ₹ 3 lakhs curates the smartest picks that combine value, design, and credibility. This edition is a celebration of how watchmaking continues to evolve classic, creative, and constantly in motion.

We hope you enjoy the issue!

Sunil Karer, Editor

## HOURS & MINUTES

Unit No.2, Apna Ghar Building, Ground Floor, Shahid Bhagat Singh Road, Colaba, Mumbai 400 005. MAH. 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

Editor: SUNIL KARER

Associate Director & Feature Editor: KARISHMA KARER

Marketing Director & Business Development: KARAN KARER

Design: MARY GODINHO

Editorial: SANJANA PARIKH

Co-ordination: MARY GODINHO

Circulation: DAYANAND CHAVAN

COVER: Baume & Mercier - Clifton

Printed, published and owned by Sunil Vedprakash Karer on behalf of  
WATCH MARKET REVIEW, 29, Divyang, S.B. Road, Colaba, Mumbai - 400 005. MAHARASHTRA  
Published from Unit No. 2, Apna Ghar Building, Ground Floor, Shahid Bhagat Singh Road, Colaba, Mumbai - 400 005. MAH.  
Printed at Superlekha, Tantia Industrial Estate, Unit No. 9,  
Sitaram Mill Compound, J. R. Boricha Marg, Mumbai - 400 011. MAHARASHTRA Edited by Sunil Vedprakash Karer

## TABLE OF CONTENTS

|  |    |  |
|--|----|--|
| <b>COVER</b>   |    |  |
| Baume & Mercier - Clifton Collection 2025                          | 01 | Top 5 Microbrands To Discover In November 2025 10                    |
| <b>COVER STORY</b>   |    |  |
| Clifton Shines With Baumatic Brilliance                            | 04 | This Louis Erard Watch Proves Astro Boy Is Still The Hero We Need 14 |
| Get Ready, Mumbai: Time Takes Centre Stage At The Collector's Edit | 06 | Police Redefines The Meaning Of Audacity For A New Generation 16     |
| Steel Was Just The Start: Tissot's Boldest PRX In Titanium!        | 08 | Big On Style, Easy On The Wallet Watches Under ₹ 3 Lakh 18           |
|  |    | Grand Seiko Makes A Grand Entry Into Mumbai 23                       |

# Swiss Souvenir.



Simply Elegant A672.30350.6SBM Ø 41mm

MONDAINE<sup>®</sup>

Official Swiss  Railways Watch

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

# CLIFTON SHINES WITH BAUMATIC BRILLIANCE



**T**he Swiss watchmaking industry stands at a defining moment as Baume & Mercier unveils a reimagined Clifton collection that redefines luxury timepiece standards. Celebrating 195 years of horological mastery, the maison introduces a transformative vision where technical sophistication, refined aesthetics, and inclusive excellence converge to create timepieces of exceptional distinction.

## A Legacy of Visionary Excellence

Baume & Mercier's commitment to horological equality extends far beyond contemporary market trends, it represents a foundational philosophy established over a century ago. During the Roaring Twenties and Art Deco period, the maison distinguished itself through pioneering work in miniaturization, creating some of the world's slimmest extra-thin and ultra-thin movements.

In the 1950s, Baume & Mercier portrayed the modern woman through campaigns featuring professionals such as female physicians, individuals who appreciated not merely the external beauty of a timepiece but understood the

significance of superior mechanical movements. The 2025 Clifton collection honors this heritage through the introduction of two groundbreaking models: the Clifton Baumatic M0A10831 and M0A10833. For the first time in the collection's history, these 34mm timepieces feature the self-winding Baumatic manufacture movement, previously reserved exclusively for larger cases. This milestone represents more than product expansion it embodies the maison's unwavering commitment to offering identical levels of horological excellence regardless of case dimensions or intended wearer.

## Mathematical Precision in Design

The evolution from 40mm to 39mm for three-hand models reflects sophisticated contemporary design philosophy. These proportions capture the elegant restraint characteristic of 1950s luxury watchmaking while accommodating modern preferences for versatile daily wear. The introduction of 34mm cases extends this philosophy further, offering refined dimensions that transcend traditional categorization while preserving the collection's signature sophistication.



The redesigned case architecture incorporates elements that pay homage to mid-century excellence: a domed sapphire crystal that enhances the silhouette's graceful lines, a crown seamlessly integrated into the caseband, the return of an Arabic numeral at 12 o'clock, a date aperture positioned at 6 o'clock, and crosshair details adorning the dial center. Each element contributes to a design language that speaks simultaneously of heritage and contemporary refinement.

#### **The Baumatic Manufacture Movement: Technical Mastery**

The Baumatic's technical specifications establish new benchmarks for mid-luxury horology. Its resistance to magnetic fields up to 1,500 Gauss, exceeding ISO 764 standard requirements by a factor of 25, ensures exceptional resilience in contemporary environments saturated with electronic devices. Operating at a frequency of 4Hz (28,800 vibrations per hour), the movement delivers chronometer-grade precision while maintaining remarkable energy efficiency.

The crown achievement of the Baumatic movement lies in its 120-hour power reserve, offering five full days of autonomous operation through meticulous optimization of the barrel, escapement, and hairspring. This extended reserve provides exceptional convenience for owners while demonstrating the movement's sophisticated engineering. Water resistance to 5 ATM (approximately 50 meters) ensures reliability for daily wear across diverse conditions. Beyond pure performance specifications, the Baumatic movement exemplifies finishing excellence. The sapphire crystal caseback reveals circular-grained bridges, sandblasted and snailed baseplates, and an openworked oscillating weight adorned with Côtes de Genève decorations and snailed finishing. The unique Baume & Mercier engraving completes a movement whose visible architecture rivals timepieces commanding significantly higher valuations.

The newly introduced metal bracelet marks a substantial



advancement in both design and functionality. The three-row construction, featuring abbreviated semi-circular links, ensures fluid articulation on the wrist while maintaining visual harmony with the case architecture.

#### **Redefining Feminine Horology**

The integration of the Baumatic manufacture movement into 34mm cases represents perhaps the most significant development within the 2025 Clifton collection. This achievement directly addresses the luxury watch industry's persistent tendency to offer women either simplified quartz movements or diminutive versions of masculine designs lacking equivalent technical sophistication. The Clifton Baumatic M0A10831, with its luminous off-white dial and gold-plated accents, presents an authoritative statement on technical equality in luxury watchmaking. The trapezoidal faceted indexes, alpha-shaped hands, and beaded minute track, unique to the 34mm models create a refined aesthetic language that embraces feminine elegance without compromising mechanical complexity.

#### **The Clifton Philosophy: Timeless Sophistication**

The Clifton name evokes the refined coastal elegance of Cape Town's premier residential district, where Atlantic majesty meets architectural distinction. The contemporary Clifton collector values understated luxury over ostentatious display, preferring timepieces that reward careful examination rather than demand immediate recognition. These individuals understand that authentic luxury resides in construction quality, movement precision, and design thoughtfulness rather than solely in brand prominence or precious metal content.

For discerning individuals seeking timepieces that enhance daily experience while providing lasting satisfaction, the Clifton collection presents an exceptional proposition. These watches promise to age with grace, maintain enduring relevance, and provide the quiet confidence that accompanies exceptional Swiss craftsmanship.

# GET READY, MUMBAI: TIME TAKES CENTRE STAGE AT THE COLLECTOR'S EDIT



**W**hat if you could spend a weekend where time itself became the main attraction? Where every tick of a watch echoed through the city's most glamorous new space? This November, from the 28th to the 30th, Jio World Plaza, the beating heart of Mumbai's luxury landscape becomes the stage for India Watch Weekend The Collector's Edit, an immersive celebration of craftsmanship, style, and the art of living beautifully. A prelude to India Watch Weekend 2026, it's not just another horological event it's the one every collector, enthusiast, and aesthete will want to be part of.

Walk through the grand doors and you'll sense it instantly- the thrill of exclusivity, the buzz of discovery. This isn't a static exhibition; it's a journey through time. Every space, every experience has been crafted to surprise, entice, and leave you wondering what lies around the next corner. Watches never before seen in India will make their debut here, creating a sense of quiet anticipation that only true connoisseurs will understand. After all, when the world's finest brands gather under one roof, you know something extraordinary is about to unfold.

The experience ranges from elegance to nostalgia, technical brilliance to lively discussions. Imagine sipping delicately brewed tea while surrounded by the soft glamour of the 1960s- an era Piaget defined with its ultra-thin watches and bold use of colour. It's a chance to relive the golden age of design, where fashion, jewellery, and horology met in perfect harmony. Between vintage charm and modern sparkle, the session invites guests to revisit the decade that taught us how to wear time as art. You might even spot a familiar friend of the brand because at The Collector's Edit, surprises are very much part of the design. For those who prefer to get into the details, the focus shifts to precision and craft. IWC invites guests to sit at the watchmaker's bench to touch the tools, see the gears turn, and truly understand what goes into creating a movement that beats with such grace. Guided by experts, you'll assemble components, observe the smallest details, and realise that perfection isn't just built it's felt. The two-hour workshop is intimate, limited to ten participants, and offers a perspective on watchmaking that no collector should miss.



Then comes Panerai, bringing its signature mix of bold Italian spirit and Swiss mastery. This hands-on session is less about theory and more about the unexpected meeting of haute couture and haute horology. Together, they strike the perfect “I could be on a yacht, but I’m actually in a meeting” balance. Guests can learn how to pair a light, tailored Canali Kei blazer with a playful Luminor. Or a finely made merino wool polo with the serious Radiomir that says “I know my watches but don’t take myself too seriously.” Let that oversized crown guard catch the light as you reach for your espresso. The whole look says you appreciate fine details but refuse to make a fuss about them. It’s casual luxury at its best bold, effortless, and entirely Panerai. Next comes an encounter that redefines pairing altogether. Think of it as a culinary journey through Japan’s meticulous artistry. It’s a meeting of flavours and finesse a slow, deliberate experience that celebrates patience, balance, and purity.

For those craving adrenaline, an F1-inspired immersive experience promises something India has never seen before. Picture the roar of engines meeting the rhythm of horology, a sensory spectacle that fuses speed, precision, and spectacle in equal measure. It’s not just about racing; it’s about how watches capture motion, control, and the essence of time itself. Expect the unexpected this is where luxury gets thrilling.

And when night falls over Mumbai, the tempo changes once again. The exclusive evening soirées begin by invitation only, naturally. Expect conversations that flow as smoothly as the champagne, collectors mingling with brand ambassadors, and a mood that balances energy with elegance. These are nights meant for celebrating shared passions, for toasting to time itself.

Throughout it all, the Café Lounge becomes a home base for connoisseurs. A space to unwind, meet fellow enthusiasts, or simply linger over coffee while admiring the quiet hum of mechanical beauty. Between activations, conversations, and a few unexpected surprises, the weekend becomes more than an event, it becomes an experience of belonging.

In the end, The Collector’s Edit is not just about watches it’s about the culture that surrounds them. It’s where craftsmanship meets emotion, where time slows just enough for you to appreciate how beautifully it moves. For one unforgettable weekend, Jio World Plaza transforms into Mumbai’s temple of time a place to see, be seen, and lose yourself in the art of horology. The only question is: will you be there when the clock strikes?

# STEEL WAS JUST THE START: TISSOT'S BOLDEST PRX IN TITANIUM!



**T**issot is doing something interesting with the PRX. Again. After successfully reviving the integrated bracelet sports watch in 2021 at a price point nobody else was touching, and following it up with forged carbon versions that actually looked good, they're now introducing titanium to the collection. More significantly, they're using Damascus steel for the first time in the brand's 172-year history. Not etched patterns. Not decorative treatments. Actual layered Damascus steel for the case and dial. This matters because Tissot has a legitimate history with material experimentation. In 1969, the Sideral used fiberglass when everyone else was still married to steel and gold. The Idea 2001 in 1971 became the world's first mechanical watch made from synthetic materials with the "Sytal" system that eliminated lubrication requirements. The RockWatch in 1985 used granite and stone. These weren't gimmicks they were genuine attempts to rethink what a watch could be made from. The PRX Damascus and Titanium editions continue that tradition, just with materials that have proven themselves elsewhere.

## Damascus Steel: Not What You Think

The Damascus steel used here isn't traditionally forged. Tissot uses powder metallurgy two grades of stainless steel powder with contrasting properties, layered alternately in a mold, then subjected to hot isostatic pressing at temperatures near fusion point and pressures up to 1000 bar. The powders bond at the atomic level, creating a dense, multilayered block comprising 70 successive layers. This block is CNC-machined to create cases and dials. The pattern gets revealed through a combination of polished and satin finishes, creating interplay between light and shadow. Each piece is genuinely unique the layering creates different patterns depending on where and how the material is cut. It's not traditionally forged Damascus, but it achieves

similar visual results with modern manufacturing consistency. The 38mm case maintains the PRX's signature integrated bracelet design, sharp angles, and thin profile. Water resistance is 100 meters, which is practical for a sports watch. The dial features the same Damascus pattern as the case, creating visual continuity that's either harmonious or busy depending on your tolerance for texture. The pattern isn't subtle it's the dominant visual element, which means you're either buying this watch specifically for that Damascus aesthetic or you're not buying it at all.

## Titanium: Finally

The titanium versions make more immediate sense. Grade 5 titanium case and bracelet, same 38mm dimensions, same PRX design language. The weight difference is noticeable titanium's roughly 45% lighter than stainless steel, which makes the already-compact PRX feel almost insubstantial on the wrist. Tissot offers two titanium variants: one with a dark blue sunray dial, the other with a lighter blue-grey dial that complements the titanium's natural tone. Both use applied indices and dauphine hands, maintaining the PRX's clean, 1970s-inspired aesthetic. The titanium bracelet features brushed center links with polished outer links standard PRX finishing applied to lighter material. What's interesting is that Tissot waited this long to do titanium in the PRX. The collection launched in 2021, became a commercial hit almost immediately, and spawned dozens of variations quartz, automatic, chronograph, forged carbon, different dial colors. Titanium seems like an obvious move that should have happened sooner, but Tissot apparently wanted to get the material treatment right rather than rush it to market.



### Powermatic 80: Still Reliable

All three versions run on the Powermatic 80 movement Tisot's modified ETA C07.111 with an 80-hour power reserve courtesy of Nivachron balance spring. It runs at 21,600 vph (3Hz), includes a date function at 3 o'clock, and features a see-through caseback. It's not haute horlogerie, but it's reliable, serviceable, and backed by Swatch Group's global service network. The 80-hour power reserve is practical if you rotate watches you can set it down Friday night and pick it up Monday morning without rewinding. The Nivachron hairspring provides better resistance to magnetism and temperature variations compared to standard balance springs, which translates to more consistent timekeeping in daily wear. Finishing is functional rather than decorative: perlage on the plates, Côtes de Genève on the rotor, blued screws. Nothing that'll impress movement purists, but everything you need for a watch at this price point to function reliably for years.

### Does It Work?

The titanium versions are straightforward wins. Lighter weight, same design, modest price increase. If you wanted a PRX but found the steel version too heavy for extended wear, problem solved. The Damascus steel version is more divisive. The pattern is genuinely unique per piece, which appeals to collectors who value individuality. The material has legitimate historical significance Damascus steel has been prized for centuries for its strength and beauty. But translating that to a watch case via powder metallurgy and

CNC machining rather than traditional forging might feel inauthentic to some. What's undeniable is that Tissot isn't just slapping new dial colors on existing models. They're experimenting with materials in ways that most brands at this price point don't bother with.

### Final Thoughts

The PRX Powermatic 80 in titanium and Damascus steel proves Tissot is still willing to take material risks even after the collection became a commercial success. The safe move would've been more dial colors, maybe some limited editions with celebrity collaborations. Instead, they're introducing Damascus steel for the first time in 172 years and finally bringing titanium to their best-selling sports watch. The titanium versions will sell well—they solve a practical problem (weight) without compromising design. The Damascus steel version is harder to predict. It's visually bold, genuinely unique per piece, and unlike anything else in this price segment. Whether that translates to commercial success depends entirely on whether enough people want a Damascus steel sports watch or if it remains a curiosity. Either way, it's refreshing to see Tissot continuing the material experimentation that defined their most interesting work in the 1960s-80s. Not every experiment succeeds commercially, but the willingness to try keeps things interesting. The PRX titanium and Damascus steel editions launch November 4, 2025. Expect the titanium versions to be widely available; the Damascus steel might be more limited depending on manufacturing capacity and demand.

# TOP 5 MICROBRANDS TO DISCOVER IN NOVEMBER 2025

**N**ovember arrives with a quietly powerful undercurrent in the world of horology. The moment has come for microbrands to step fully into the spotlight. Once seen as niche players or modest passion projects, microbrands now sit at the convergence of collector interest, digital-direct commerce and design innovation. They blur the lines between independents and mainstream luxury, carving out a space where creativity matters as much as credential.

In this piece we'll walk through how these small brands are evolving: how they are harnessing modern tooling, storytelling and community to challenge assumptions; how they are translating boutique scale into meaningful value and design; and perhaps most importantly, why they are resonating with a younger, curious wave of collectors who are looking beyond name-on-dial prestige to substance and personality. As we move into this season of discovery, the question is not just which microbrands are worth your attention, but why they are shifting from sidelines to centre stage in 2025. Stay tuned as we take that journey.



## ANOMA

Anoma creates wearable sculptures that blur the line between art and watchmaking. Inspired by architecture, nature, and modernist design, the brand embraces experimentation and freedom, living up to its name derived from “anomaly.” Conceived in London and crafted in Switzerland, each Anoma timepiece is the result of collaboration between designers, artists, and artisans. Creative Director Matteo Violet-Vianello has extensive experience working at Sotheby’s and A Collected Man. Now a GPHG Academy Member, he leads the vision, merging his deep understanding of independent horology with a passion for sculptural form.

The A1 embodies this philosophy through its distinctive rounded triangular case, inspired by a 1950s Charlotte Perriand table, the organic softness of river stones, and the modernist tension of Constantin Brancusi’s sculptures. Its dial, engraved with fifty subtly offset triangles, draws from the Optical Art movement to create a mesmerizing play of light and motion. By concealing traditional elements like lugs and crown, the design channels pure geometry and reflection a study in movement, proportion, and artistic restraint that transforms time into visual rhythm.



## VAER

Founded in 2016 by Ryan Torres and Reagan Cook in Venice Beach, Vaer was born from a simple but ambitious idea to create the perfect everyday wristwatch. One that could seamlessly transition from the ocean to the office, balancing style with substance. In an age of disposable fashion and digital distractions, Vaer reasserted the timeless appeal of durable, analog craftsmanship. Each watch reflects the brand's core values: extreme water resistance for daily ocean use, interchangeable straps for versatility, refined aesthetics for everyday wear, and extensive U.S. sourcing for uncompromised quality control.

Vaer's philosophy extends beyond design into responsibility. Every watch is built to last a lifetime and to be repaired rather than replaced, supporting a more sustainable model of ownership. True to their roots, the founders have also pledged 1% of total revenue

toward protecting endangered wildlife and ecosystems. In just a few short years, Vaer has evolved from a small passion project into a brand that redefines modern American watchmaking grounded in function, taste, and respect for the natural world.

## MAKOTO WATCH COMPANY

Makoto Watch Company was founded by Ryan LeClair, a lifelong watch enthusiast whose passion for horology and global travels ultimately led him to Japan. Captivated by the country's artistry, precision, and devotion to craftsmanship, he set out to create a brand that reflected these ideals. The name "Makoto" meaning Genuine Honesty, Authenticity, and Integrity in Japanese, perfectly captures the brand's spirit. Every Makoto timepiece embodies these values from meticulous construction and design to the sincere way the brand connects with its collectors. Ryan's vision is simple yet profound: to offer finely crafted, limited-run watches that deliver exceptional quality and value, proving that true luxury can be both attainable and enduring.

The Hamana and Hakusan collections beautifully express this philosophy through their distinct homages to Japan's natural beauty. The Hamana features a radiant blue sun-ray dial inspired by the tranquil waters of Lake Hamana, while the Hakusan evokes the purity of snow-capped peaks with a crisp white dial that glows luminously in the dark. Each limited to just 250 pieces, these watches capture moments of serenity and splendor found in Japan's landscapes transforming them into wearable expressions of art, nature, and integrity.



## DIRENZO

In 2017, DIRENZO watches came into existence with a burning desire to create something extraordinary. The vision was crystal clear: to craft a line of exquisite timepieces that draw inspiration from the timeless beauty of mid-20th-century race cars and aircraft. Designed for connoisseurs who share a deep love for mechanical wristwatches, DIRENZO watches are more than just timekeepers. They are art pieces that embody the very essence of beauty, elegance, and sophistication.



At the heart of this brand lies the unwavering passion of its founder, Sergio Godoy Di Renzo. His relentless pursuit of perfection has led to the creation of some of the most awe-inspiring watches you will ever lay eyes on. And now, with each watch that bears the DIRENZO name, he invites you to experience the same joy and excitement that he felt when he brought these magnificent timepieces to life. So go ahead, indulge in the timeless beauty of DIRENZO watches, and make every moment count in style.



## ZELOS

Zelos was founded in 2014 by Singaporean watch enthusiast and engineer Elshan Tang, born from his passion for collecting and his desire to create something truly different. What began as a teenage fascination soon evolved into a trading venture, but Elshan soon realized that true fulfilment lay not in reselling others' creations, but in designing his own. The name "Zelos," derived from the Greek word for zeal and passion, perfectly captures that vision to craft distinctive timepieces that tell stories through unique materials, bold design, and uncompromising quality.

Today, Zelos is celebrated globally for its originality and value, designing watches in Singapore that draw inspiration from the extraordinary from the depths of the sea to the vastness of space. Each model showcases rare materials like meteorite, bronze, submarine steel, and Timascus, a titanium Damascus alloy pioneered by the brand. This fusion of daring aesthetics and meticulous engineering defines the Zelos philosophy: to continuously innovate, challenge conventions, and create timepieces that are as adventurous and enduring as the spirit behind them.

# THIS LOUIS ERARD WATCH PROVES ASTRO BOY IS STILL THE HERO WE NEED



If your childhood ever involved dreaming of jet-powered boots, laser eyes, and saving the world before bedtime, this one's for you. Louis Erard has teamed up with the iconic Astro Boy for a collaboration that takes us from the futuristic skyline of Metro City straight to the serene Swiss valleys of Le Noirmont. Meet the Louis Erard x Astro Boy, a watch that doesn't just tell time, it tells a story that spans generations.

This is no ordinary crossover. It's the first time Louis Erard's new 2340 collection opens its arms to pop culture, and it does so with an icon who's been inspiring hope since the 1950s. Created by Osamu Tezuka, Astro Boy wasn't just another animated hero. He was built from loss, powered by heart, and designed to fight injustice a robot more human than most humans. Decades later, his message of coexistence and empathy feels just as relevant, especially when interpreted through the precision and emotion of Swiss watchmaking.

Manuel Emch, the creative mind behind Louis Erard's new chapter, sums it up best: "The 2340 isn't just a case, it's a canvas. With Astro Boy as the first muse, the collection is set to explore the cultural icons that shaped our collective memory from classic cartoons to video games and beyond. Think of it as horology meeting nostalgia in the most stylish way possible."

Now let's talk about the watch itself, because this isn't your

average fan tribute. Limited to just 178 pieces, the Louis Erard x Astro Boy is a collector's dream, built on the sleek, integrated design of the 2340 series. The dial? Pure animation magic. Astro Boy isn't printed he's sculpted. Layered, applied, and full of motion, with his smoke trail and heroic pose bursting out of a vertically brushed Metro City backdrop. Behind him lurks one of his classic foes, rendered in shadowy black, a subtle nod to the eternal good-versus-evil story we all grew up watching.

There's no clutter, no indexes just a clean cinematic stage, brought to life under a soft Super-LumiNova blue glow. Flip the watch over, and the caseback features a custom engraving: a quiet salute to Astro's legacy and the future he dreamed of protecting. Underneath all that artistry beats the heart of a watch that's serious about performance. The titanium and steel hybrid case measures a slim 8.95 mm, featuring brushed and polished finishes that play with light like a panel from a manga. It's a watch that feels futuristic yet grounded, nostalgic yet forward-looking much like Astro himself.

So, whether you're a lifelong fan of Tezuka's boy wonder or simply someone who believes a watch can carry more than time it can carry a story this collaboration is your cue. Strap on the Louis Erard x Astro Boy, and you're not just wearing a watch. You're wearing your childhood, rebooted for adulthood, one heroic tick at a time.



**SONA GROUP**

SINCE 1987

**One-stop Destination for  
Watches and Watch Components**



WATCHES



ION PLATED



STAINLESS STEEL



LEATHER



SILICONE



DIGITAL PRINTED

#6, 5<sup>th</sup> Cross, N S Palya Industrial Area,  
Bannerghatta Road, Bangalore - 560 076. INDIA  
Tel: + 91 80 26685861 | 26688327  
Mob: + 91 93412 52567  
Email: [info@sonagroup.net](mailto:info@sonagroup.net)  
[www.sonawearables.com](http://www.sonawearables.com)  
[www.sonagroup.net](http://www.sonagroup.net)

# POLICE REDEFINES THE MEANING OF AUDACITY FOR A NEW GENERATION

*In conversation with Barbara De Rigo and Rahul Shukla*



Over the last four decades, POLICE has built its identity around one defining value: audacity. But as times change, so does the meaning of that word. Once associated with rebellion and escape, today's audacity has a more personal, introspective tone. It's about self-expression, authenticity, confidence and the freedom to be yourself without filters.

That evolution is at the heart of the brand's new collection. "Every POLICE collection stems from the same DNA. It's always a challenge to create something new while staying true to who we are, but the essence never changes. Audacity is still our core, though now it means showing who you truly are, even your imperfections. It's about being real, not just heroic," shares Barbara De Rigo, Owner, De Rigo.

The collection reflects this modern audacity through bold urban design, powerful aesthetics, and an attitude that connects with today's youth. Yet, as POLICE evolves, it's also stepping into a broader arena, one that borders the premium space but remains firmly rooted in accessibility.

"We don't see it as a repositioning," she clarified. "It's more of a natural path that aligns with how society is changing. India, in particular, reflects these shifts beautifully. We observe, we listen, and we adapt. Commenting on the same, Rahul Shukla, Vice-President And Chief Sales and Marketing Officer Watches and Wearables, Titan Company says, "The goal isn't to become mid-luxury, it's to stay in the accessible premium segment. Our consumer might buy multiple watches, but they'll always find something within reach that expresses their fearless self."

### EXPERIENCE OVER OWNERSHIP

The conversation naturally turned toward changing consumer behavior especially among younger buyers, who now value experiences over possessions. For POLICE, this isn't a new concept. "We've never been about selling a product. POLICE has always offered an experience, a feeling, a set of values. From the start, we've stood out by offering something that transcends the physical object. You can copy a product, but you can't copy the emotional connection behind it."

This philosophy continues to guide the brand's creative and design approach. While the world of horology often revolves around technical mastery and movements, POLICE stays focused on fashion sensibility and emotional resonance. "POLICE is a fashion-led brand. It's not about changing movements or chasing new mechanics. It's about material innovation, design language, and staying true to the boldness our audience expects," notes Rahul.

### INDIA AT THE HEART OF GROWTH

Few markets capture the global watch industry's attention the way India does right now and for POLICE, it's a key growth driver. "India is potentially our biggest market. We're fortunate to have a partner like Titan, whose expertise and understanding of local consumers are invaluable. Together, we've grown rapidly, and we're planning to scale even faster in the coming years," said Barbara.

The numbers speak for themselves. In the past year, POLICE has grown nearly 50%, and this year, it expects to cross ₹100 crores in retail sales. The brand's ambition is equally bold: to become a ₹500 crore brand within the next five years. Rahul says, "Our audacity isn't just in design, it's in our ambition too. India offers everything a brand could hope for: a young demographic, a growing economy, and consumers who love stories. If you have a story to tell, India is the market to tell it."

POLICE has already tapped into that storytelling through collaborations that spark excitement and cultural relevance. From Batman and Mercedes AMG Formula One globally to a partnership with cricketer KL Rahul in India, these associations embody the brand's energy and appeal. "More collaborations are in the pipeline. But we can't reveal them just yet. What we can say is that every partnership will stay true to the POLICE DNA which is courage, determination, and unapologetic self-expression," hints Rahul.

POLICE has already tapped into that storytelling through collaborations that spark excitement and cultural relevance. From Batman and Mercedes AMG Formula One globally to a partnership with cricketer KL Rahul in India, these associations embody the brand's energy and appeal. "More collaborations are in the pipeline," they teased, "but we can't reveal them just yet. What we can say is that every partnership will stay true to the POLICE DNA which is courage, determination, and unapologetic self-expression."



### AUDACITY IN ACTION

No discussion of India's market potential is complete without acknowledging its unique challenges but POLICE views them as opportunities. "Every market has risks," she admitted. "That's why partnering with Titan is so strategic. They know the terrain, they share our vision, and together, we can navigate both the challenges and opportunities."

The broader geopolitical environment, too, has unexpectedly worked in India's favor. "Strangely enough, some of the global instability has highlighted India as the bright spot in the world economy," Barbara noted with a smile. "Even when we were in Geneva, people were apologizing to us for global politics but in truth, it has accelerated India's position as a growth hub."

As the conversation closed, the message was clear: audacity isn't just a design philosophy for POLICE, it's a way of thinking. "This is the time to be audacious. In business, in creativity, in ambition. Audacity brings discomfort, collaboration, and agility but it's the only way to move forward. And for POLICE, that spirit defines everything we do."

# BIG ON STYLE, EASY ON THE WALLET WATCHES UNDER ₹ 3 LAKH

**B**uying a luxury watch doesn't always have to mean spending a fortune. The under ₹ 3 lakh category is where true horological excitement begins where design, craftsmanship, and mechanical integrity converge at an attainable price point. It's a segment that has grown remarkably in recent years, with both Swiss and Japanese brands refining their offerings to cater to a new generation of enthusiasts who value authenticity as much as aesthetics.

In this range, you're no longer looking at just another accessory, rather you are looking at watches built with substance. Sapphire crystals, automatic or solar-powered movements, premium materials, and strong brand legacies start to become the norm rather than the exception. Whether you prefer the rugged charm of a diver, the refined lines of a dress watch, or the everyday versatility of a sporty chronograph, there's something here for every style and wrist size.

Think of it as the perfect entry point into the world of fine watchmaking. These are timepieces that carry the credibility of respected maisons while still fitting comfortably within a sensible budget. They're watches that look just as good at work as they do at a weekend brunch, watches you can grow with ones that tell your story as much as they tell the time. In this guide, we've rounded up some of the best watches under ₹ 3 lakh that deliver a balance of heritage, performance, and design, proof that true luxury isn't always defined by price, but by presence.

## OMEGA

### Constellation

For those seeking a blend of elegance and heritage, the Omega Constellation 25 mm is a sparkling choice. Its iconic design with the signature half-moons, distinctive “claws” on the case, and mono-rang bracelet has stood the test of time. The crystal-white silvery dial is beautifully contrasted by blackened hands, indexes, the Omega logo, and the Constellation star, giving it a luminous, refined charm. Beneath its polished exterior beats the Omega Calibre 4061, while the caseback proudly features the Constellation Observatory medallion a nod to precision and legacy. The Omega Constellation 25 mm perfectly captures Swiss watchmaking mastery in a compact, timeless form, making it an exquisite companion for every occasion.

Price: ₹2,89,700



## TISSOT

### SRV

The Tissot SRV Collection captures attention with its bold designs and vibrant dials that exude youthful energy. It's a watch made for those who enjoy standing out, for wearers who see their timepiece as an expression of personality rather than just a functional object. From bright colour accents to sleek case finishes, the collection strikes a fine balance between playful and sophisticated design. Powered by a reliable quartz movement, the SRV ensures precision down to the last second, with hours, minutes, and seconds clearly displayed for effortless readability. The End-of-Life (EOL) indicator adds a thoughtful touch, subtly alerting the wearer when it's time for a battery change—proof of Tissot's attention to real-world practicality. With a 5-bar water resistance rating, it's perfectly suited to everyday wear, whether at work, at leisure, or during travel. Some models also feature interchangeable straps, allowing for easy personalisation that adapts to any setting or mood.

Price: ₹44,500



## BAUME & MERCIER

Riviera

The Baume & Mercier Riviera 10810 is a radiant expression of refined style and timeless sophistication. Its sun-satin-finished warm silver dial, enhanced with a delicate transparent waves motif, beautifully catches the light, while riveted 5N-gilded Roman numerals and Super-LumiNova-coated indexes add a subtle glow that enhances legibility and charm. Encased in a dodecagonal 33 mm stainless-steel case with polished and satin-finished surfaces, the watch plays gracefully with light and texture, reflecting the Riviera's effortless elegance. The octagonal crown, embossed with Baume & Mercier's Phi logo, adds a signature detail, while the interchangeable stainless-steel bracelet with a tool-free system ensures both comfort and versatility. Blending craftsmanship, radiance, and practicality, the Riviera 10810 embodies the modern spirit of Baume & Mercier in a beautifully balanced form.

Price: ₹ 1,59,300

## DOXA

Sub 200

The DOXA Sub 200 Stainless Steel is a vibrant timepiece that perfectly balances bold design with classic dive-watch appeal. Its sunray dial and polished case catch the light beautifully, giving it a striking presence on the wrist. Built as a professional-grade diver, the Sub 200 offers 200 meters of water resistance, a unidirectional rotating bezel, a scratch-resistant sapphire crystal with anti-reflective coating, and a dependable Swiss automatic movement. Combining rugged performance with refined aesthetics, the Sub 200 stands out as a distinctive choice for those who appreciate both adventure and style.

Price: ₹ 1,16,000



## TUTIMA GLASHÜTTE

Sky

The Sky collection is known for its clear, practical design focused on legibility and durability. The 41 mm stainless steel cases offer a strong yet refined wrist presence. The cases feature a screw-down crown, providing water resistance up to 100m, suitable for a range of environments. The anti-reflective sapphire crystal ensures that the dials remain highly readable in various lighting conditions, which is essential for aviators. Key features across the collection include automatic movements like the calibre 330 and calibre 310, offering reliable timekeeping and a 38 to 48-hour power reserve. The degrade dials are simple and uncluttered, featuring bold indices and hands coated with Super-LumiNova for night-time visibility. Additional functionality is provided through date displays.

Price: Rs 1,90,000



## EPOS

3501

Among the many choices for an accessible watch, the Epos 3501 stands out as a symbol of timeless elegance. Its 41 mm case is refined with bevelled polished edges and a crown signed with the brand's logo details that make the watch feel both distinguished and personal. On the wrist, the sunray-finished green dial catches the light beautifully while hand-set luminous markers ensure it shines even after dark. Flip it over and the celebration continues with a sapphire see-through back that reveals the beautifully decorated ETA 2824-2 movement, complete with bevelled edges and a Côtes de Genève rotor. It's a reminder that true beauty lies both inside and out.

Price: ₹ 1,07,408



## FREDERIQUE CONSTANT

Classics Premiere

Melding tradition and modern elegance to subtle effect, the classics premiere watches are set within a delicate 38.5 mm-diameter case. Carefully applied on the dial, the hour markers underscore the harmonious balance of the timepiece, while delivering refined clarity. Through the open caseback, you can admire the côtes de Genève pattern adorning the g100 la joux-perret movement, which offers a 68-hour power reserve.  
Price: ₹ 2,33,620

## KING SEIKO

VANAC 'Tokyo Twilight'

The King Seiko VANAC 'Tokyo Twilight' SLA083J1 makes a striking Diwali gift for connoisseurs of heritage and modern design. Inspired by the iconic 1970s King Seiko collection, its violet dial evokes the fleeting "Tokyo Twilight," the hour between day and night over the city's skyline a poetic parallel to Diwali's interplay of light and shadow. The watch's design philosophy is reflected in its acronym: Vibrant case, Active lifestyle adaptability, Novel 3D dial ring, Alternative dial design, and Comfortable bracelet. Powered by Seiko's in-house 8L45 mechanical calibre, it offers precision of  $\pm 10/-5$  seconds per day and a three-day power reserve. Elegant yet versatile, the VANAC is equally suited for formal occasions or everyday wear.  
Price: ₹ 2,70,000



# GRAND SEIKO MAKES A GRAND ENTRY INTO MUMBAI



Mumbai's watch scene expanded as another gem was added to its collection of brand boutique's in India. Grand Seiko the renowned Japanese luxury watchmaker celebrated for its timeless craftsmanship and precision announced the opening of its first exclusive salon in Mumbai at Phoenix Palladium, Lower Parel. The boutique, which opened doors on October 15, 2025, marks an important milestone in the brand's India journey by bringing its refined watchmaking excellence to the country's financial and fashion capital.

Following the successful launches of its salons in Bangalore and New Delhi, the Mumbai opening underscores Grand Seiko's continued expansion in India. Spanning approximately 500 sq. ft., the boutique offers an intimate and immersive space for watch enthusiasts and collectors to experience the brand's full spectrum of timepieces. The salon houses Grand Seiko's celebrated collections, including its iconic Spring Drive, Mechanical, and Quartz masterpieces.

Reflecting the Japanese philosophy of Takumi- master craftsmanship, the Mumbai salon has been designed to immerse visitors in the artistry, precision, and heritage that define every Grand Seiko timepiece. Speaking on the launch, Niladri Mazumder, President and COO of Seiko India, said, "The opening of our first Grand Seiko salon in Mumbai represents an exciting chapter in our India growth story for Grand SEIKO. Mumbai, with its vibrant luxury landscape and cosmopolitan clientele, is a Top Priority market for us. We look forward to welcoming our customers to the world of Grand Seiko and have them experience cutting edge products with exceptional craftsmanship, heritage, and personalized experiences".

The boutique blends understated Japanese elegance with modern sophistication, offering expert guidance, bespoke consultations, and a curated selection of Grand Seiko's finest creations. With this launch, Grand Seiko strengthens its presence in India, reaffirming its commitment to sharing the art of fine watchmaking with discerning patrons across the country.

# POLICE

WATCH MODEL: CYCLONE



K L RAHUL

# AUDACITY WANTED.