

**WATCH
MARKET
REVIEW**

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AS YOU LIKE IT

Your Watch, Your Way

In a moment that captured the attention of the fashion world, music sensation Rihanna made a bold and unforgettable statement at Pharrell Williams' debut Louis Vuitton show in Paris. Dressed to impress and sitting in front row among an array of notable celebrities, Rihanna effortlessly stole the spotlight with an extraordinary accessory that left everyone in awe—a custom Jacob & Co. diamond encrusted watch worn around her neck. The internet went abuzz as an enchanting image of the singer surfaced, wearing this breathtaking diamond watch choker worth a staggering INR 5.7 crore.

Beyond being a remarkable fashion statement, Rihanna's choice to wear a diamond watch around her neck symbolises the constant evolution and daring experimentation within the world of horology. The ability to redefine norms and challenge conventions highlights the versatile and unconventional nature of these timepieces that have enthralled watch enthusiasts the world over. We take you through some of the other out of the box and unique ways you can style your watches to create a memorable statement.

(Read more on page 12 & 13).



Dear Friends,

With the first half of 2023 now behind us, it's time to gear up for a special and exciting second half. Riding on the success of the record breaking Watches and Wonders show in March, the coming months are slated to be memorable ones as four shows continue to enlighten, educate and enthrall watch lovers across the globe. We give you a preview of each of these shows in this issue so that you can make an informed decision of which shows you would like to attend.

With the monsoon season upon us, it is tricky to maintain your treasured timepieces whilst protecting them from rainfall. Water damage in watches can result in rusting of the intricate parts that keep the watches ticking. We give you a complete guide to how to maintain your watches this monsoon so that they remain in the best condition for years to come.

With Rihanna's latest outing sporting a diamond encrusted watch choker, a new trend was born. But history is proof that people have been wearing watches in unconventional manner since a long time. So have compiled different way you can use your favorite timepiece to create an edgy and new style statement.

We hope you enjoy the issue!

Sunil Karer, Editor

HOURS & MINUTES

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TABLE OF CONTENTS

01	As You Like It - Your Watch, Your Way	14	Monsoon Watch Care - An Umbrella For Your Watch
04	Upcoming Watch Shows 2023	18	Ulysse Nardin x The Hour Markers - A Treat To The Senses
09	Fossil - In a Barbie World	20	Tissot - Vintage Meets Sporty
10	Titan - Regal and Royal	22	VBL Straps - A Strap For Every Occasion
12	...contd. - Your Watch, Your Way		

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ARMANI EXCHANGE

WE BEAT AS ONE



All the Time :

Get the Eyeballs at the World's Leading Timepiece Event

Minute by minute, the **HKTDC Hong Kong Watch & Clock Fair** gets set in 2023 with a world of business opportunities in exquisite timepieces! In 2022, it attracted **25,000+ public visitors**, **7,700+ buyers** and featured **200+ exhibitors**. The fair allows exhibitors and buyers to build new business connections on the world stage. It continues to be held under 'EXHIBITION+', an exhibition model integrating online-and-offline trade show formats, extending face-to-face interactions from physical exhibition to an online smart business matching platform "**Click2Match**" to help exhibitors and buyers to connect business proactively.

Obtain First Hand Market Intelligence

- Hong Kong International Watch Forum
- Asian Watch Conference



A Grand Time Awaits at Salon de TE

The concurrent Salon de TE is back with a timely showcase of world-renowned watch brands in five themed zones:

World Brand Piazza showcases elite, prestigious brands that lead the way at the heights of the industry

Chic & Trendy is where bold style, youthful exuberance and the avant-garde converge

Craft Treasure is home to mechanical timepieces and jewelled watches of stunning opulence


Renaissance Moment takes a step back in time to a world of fine European classics

Wearable Tech looks towards the future of smart watches and increasingly popular tech-savvy designs



Trade Buyers, Register Now for Free Admission Badge!



 **Hong Kong Watch & Clock Fair**



Special highlight :



Salon de TE

E PLUS

5-9 September 2023 | Hong Kong Convention and Exhibition Centre
29 August – 16 September 2023 | Click2Match (Online)

Web: hkwatchfair.hktdc.com
hkwatchfair.hktdc.com/te

Tel: (852) 1830 668
Email: exhibitions@hktdc.org

App: HKTDC Marketplace

UPCOMING WATCH SHOWS 2023

Take Your Pick



The last few years have been exceptional for the world of watches. At the height of the pandemic, we saw an unprecedented amount of love and interest for watches that prompted watch prices to touch all-time highs. Even though several watch trade shows were cancelled due to the pandemic the popularity of timepieces scaled newer heights each day. 2022 will go down as one of the best years for the watch industry and there are only brighter and bigger things ahead in the coming years.

With the first half of 2023 now behind us, it's time to gear up for a special and exciting second half. Riding on the success of the record breaking Watches and Wonders show in March, the coming months are slated to be memorable ones as four shows continue to enlighten, educate and enthrall watch lovers across the globe. The first of this is Watches and Wonders Shanghai.



GENEVA WATCH DAYS
DATE : AUGUST 29 TO SEPTEMBER 2, 2023

Geneva Watch Days 2023 takes its place on the watch calendar with a fourth unforgettable installment from August 29 to September 2, 2023. This year's exhibition will be the biggest yet, with nearly 40 watch brands showcasing their latest releases at the Rotonde du Mont-Blanc pavilion on Lake Geneva, as well as at boutiques and venues throughout the city.

This year's exhibiting brands include Angelus, Armin Strom, Arnold & Son, Artime, Bausele, Bianchet, Breitling, Bulgari, Byrne, Konstantin Chaykin, Claude Meylan, Corum, Czapek & Cie, De Bethune, Doxa, Frédérique Constant Group, Girard-Perregaux, Greubel Forsey, Hautlence, HYT, Jacob and Co, Krayon, Laurent Ferrier, Louis Erard, Massena Lab, Maurice Lacroix, MB&F, H. Moser & Cie., Oris, Perrelet, Phillips in association with Bacs and Russo, Raketa, Reservoir, Ressence, Singer, Trilobe, Ulysse Nardin and Urwerk.

The official inauguration, in partnership with the Canton and City of Geneva, will kick off the festivities Tuesday, August 29. Then, from Wednesday, August 30, the pavilion will open to the public daily until Saturday, September 2, where visitors can discover the participating brands' latest novelties, all arranged by theme. Free guided tours are available every afternoon for anyone interested in gaining additional insight into the world of fine watches.



HONG KONG WATCH AND CLOCK FAIR
DATE : SEPTEMBER 5TH-9TH, 2023

Jointly organised by the Hong Kong Trade Development Council (HKTDC), Hong Kong Watch Manufacturers Association Ltd and The Federation of Hong Kong Watch Trades & Industries Ltd, the physical shows of the HKTDC Hong Kong Watch & Clock Fair will be held from 5th-9th September this year.

Last year's fair adopted the new EXHIBITION+ hybrid model, attracting more than 6,200 industry buyers to visit the physical fairs and browse products online, as well as more than 25,000 public visitors to shop for exquisite timepieces. As of today, the HKTDC has already arranged more than 1,200 business meetings, enabling more global watch and clock traders to explore business opportunities through the fairs' online platform.

Gearing up for this year's fair, HKTDC Deputy Executive Director Sophia Chong said: "Although numerous sectors around the world, including the watch and clock industry, have been hard hit by the pandemic, we are pleased to see that affordable luxury watches are a hot pick in the market, and that watches featuring innovative technologies and sustainable elements are part of the new fashion trend. This year, the two fairs will showcase a wide range of trendy, high-quality products from notable brands. Exhibitors will also be able to capitalise on retail opportunities driven by the recent disbursement of the government's consumption vouchers."



THE SWISS WATCH MAKING FESTIVAL
DATE : SEPTEMBER 8TH TO 10TH, 2023

Held between September 8th to 10th, 2023. The Swiss Watchmaking Festival will transform the town of Yverdon-les-Bains into the epicenter of watchmaking and knowledge transmission. The event is open to the public in the heart of Switzerland's watchmaking arc, just a stone's throw from the main highways and railways.

A team with a passion for watchmaking, concerned with the values of expertise, perseverance, creativity, talent, patience and dedication to the craft, founded the Association du Festival Suisse de l'Horlogerie. Its missions are of public interest: through the values of Time, the Festival Suisse de l'Horlogerie helps to raise young people's awareness of the watchmaking professions. Above all, it promotes the educational, festive, entertaining and cultural dimensions that will build the future. The Festival Suisse de l'Horlogerie, an annual parenthesis for enthusiasts, amateurs and the curious, provides an opportunity for tradition and excellence to come together and interact.



WATCHES AND WONDERS SHANGHAI
DATE : SEPTEMBER 13 TO 17, 2023

A few months after its master event in Geneva, Watches and Wonders is back on the road. It's off to China, where the Salon will take place in Shanghai from September 13 to 17, 2023. This third edition will feature 14 exhibiting Maisons and for the first time, open its doors to the public over the weekend.

A showcase of creative and dynamic watchmaking, Watches and Wonders Shanghai confirms the event's proximity to its audience, as well as its ability to promote the watchmaking industry, giving it visibility through a series of immersive experiences. Lovers of fine watchmaking will once again gather at the West Bund Art Center within a completely redesigned Pavilion. The first three days will be reserved, by invitation only, for retailers, the press and the brands' end customers, while the general public is expected to attend for the first time on September 16 and 17, 2023 to experience a journey into the heart of time.

Around the true stars of watchmaking, Watches and Wonders Shanghai has built a 360° itinerary encompassing all its dimensions: themed conferences, expert panels, workshops, and presentations of extraordinary expertise. Among the highlights, the exhibition "What time is it?" by Karine Bauzin, will be travelling from Geneva with a selection of some 40 photos. In this ethnographic work, the Swiss artist and photographer questions our relationship with time through a universal gesture.



DUBAI WATCH WEEK
DATE : NOVEMBER 16TH TO 20TH, 2023

Dubai Watch Week will reconvene for the 6th edition of the event from 16th to 20th November 2023 at The Gate, Dubai International Financial Centre (DIFC). In 2021, Dubai Watch Week welcomed over 16,000 guests. This year, the event will continue to shape a confluent programme, one that attracts watch enthusiasts and the general public, as we drive awareness and education further. Dubai Watch Week has confirmed over 55 leading watch brands– the highest participation to date, cementing the importance of the platform across the global luxury and horology industry.

Spanning over 100,000 sq. ft, visitors will enjoy immersive experiences with leading brands such as Rolex, Audemars Piguet, TUDOR, Hublot, Chopard, Ulysse Nardin, Girard-Perregaux, Van Cleef & Arpels, CHANEL and WatchBox, all of whom will have stand-alone spaces on site.

Horology Forum, Creative Hubs, and Masterclasses will return alongside new watch launches and debates designed to foster discussions, as we unite for a moment in time for an event like no other. A key event in the Dubai Calendar, guests can expect new F&B concepts on-site, an array of entertainment, craftsmanship, technology-driven activations, and unique MB&F M.A.D Gallery pieces in the Brands Exhibition; that are bound to elevate and widen the appeal of horology to new generations and audiences.

So which fairs will you be attending this year?

FOSSIL

In A Barbie World



Growing up in the 90's all any girl wanted was her favourite Barbie doll. Bright pink packaging, glamorous outfits, perfect hair and alluring makeup made this children's toy a global sensation. So is it any surprise then that when a movie featuring this iconic character was announced, nobody could contain their excitement. In order to commemorate the release of the movie, Fossil has collaborated with the brand to give watch lovers a slice of Barbie's coveted life.

Barbie™ x Fossil, the new special-edition collaboration features classic motifs, charming details and Barbie's iconic shade of pink which is made for taking on the day in style. Barbie™ x Fossil launched for fans globally on July 10th.

With three timepieces to choose from, the collection features the fan-favorite Watch Ring with a five-petal flower design inspired by the quintessential floral print found on all-things Barbie, as well as the Raquel watch reimagined with some of her most recognizable icons: a custom-cut crystal flower charm, bright pink pump, roller skate and classic car. The collection's customizable Carlie timepiece comes with an additional interchangeable strap and extra chevron topring, inspired by the original Barbie black-and-white swimsuit, for even more ways to wear.



Commenting on this collab, Melissa Lowenkron, Chief Brand Officer says, "We're thrilled to launch this collaboration to celebrate Barbie, a global icon with a long legacy of sparking joy and imagination. Our designers were inspired by her style archives—reimagined in a fresh, modern way—and we hope our customers enjoy the combination of nostalgia and creativity."

TITAN

Royal And Regal

A special occasion calls for a special watch. Weddings, festivals and parties happen just a few times in the year and is a great reason to don your best outfits. But no festive outfit can be complete without a beautiful timepiece that add to the charm and allure of your look. The magnificent collections from Nebula by Titan feature elegant timepieces in solid 18K gold are embellished with pearls, diamonds, rubies and other precious stones. The designs are inspired by India's rich heritage, and artistically blend the best of jewellery making with skilled watchmaking. Each piece is a testament to the brand's commitment to excellence and passion for the exquisite.

Crafted with utmost precision and attention to detail, Nebula's Deccan Treasures collection caters to both men as well as women and features a stunning assortment of timepieces that will help you stand out at your next special occasion.



PARISA

Bold, bright and beautiful this elegant timepiece is set with carved green stones that will surely grab eyeballs. This work of art is inspired by the extensive stone carving technique of the Deccan region of India. Diamonds are studded artistically across the flexible gold bracelet making it a stunning timepiece that will perfectly complement your Indian attire.



SANAZ

Intricately crafted and meticulously inlaid with the ancient technique of jadaï, this watch is reminiscent of Mughal style architecture displayed on monuments in India. With a mother of pearl dial with intricate motifs, this timepiece is a treasure trove.



PIROI

The elegant tradition of moti piroi creates a fluid strap for this elegant timepiece. Strings of pearl that are so defining of Deccan jewellery are held together with baguette diamonds to make this beautiful showstopper.



NAIRA

Royalty gets a new twist with the beautifully coloured enamel work displayed on this timepiece. Studded with diamonds, the dial is printed with motifs inspired by the shields that echo with the braveness and courage of a bygone time.



ARASH

Miniature paintings have been a treasured keepsake of the glorious history of India. These bite sized paintings have made their way onto your wrist on a satin finished layer sitting on a gold link timepiece. a beautiful reminder of our glorious past, this multi-layered dial is a piece of art on one's hands.



FARZIN

Designed to represent the inverted dome that is so popular in Deccan architecture, the 3D stamped dial is enclosed in a reverse tapered solid 18 carat gold case. Meticulously inserted onyx stone adds further richness to this sophisticated timepiece.



UKRIT

the verdant shades of green can be seen dancing on this timepiece thanks to the finely cut natural malachite gemstones on this timepiece. add to that the gold indices gracefully floating on it and you have a watch fit for royalty. The unique pattern of natural malachite makes every piece distinctive.



KAVEH

Using an ancient technique called koftgiri this watch has been crafted by exquisite inlay work that has been embossed in gold or silver. The dial of this magnificent timepiece features intricate detailing around the indices true to its original inspiration.

AS YOU LIKE IT

Your Watch, Your Way

Sky is the limit when it comes when it comes to styling your watch. Be it watch chokers like Rihanna or double wristing like Prince William, there are no rules to wear your favourite timepieces. Read on for some unconventional tips on how to style your treasured timepieces.



WATCH RINGS

Experts predict that ring watches have been around since the 1750s, though there was nothing noteworthy about them until the 1900s. At this time, a Swiss gentleman created a ring watch that ran for 46 hours straight before it required winding. These rings are functional not to mention fun and work really well with any look you have in mind. Due to its lightweight nature, watch rings are nifty little contraptions that give the time just by glancing at your finger. Rather than wearing a bulky timepiece on your wrist, sport Piaget's Adriva watch ring that showcases an unbelievable amount of quality packed into this tiny accessory with a 10.88-carat aquamarine cabochon.

POCKET WATCH

For those who are a fan of all things vintage, what better accessory than the elegant pocket watch. A pocket watch, just as the name implies, is a watch that is carried in the pocket. It came into existence in the year 1510, in Nuremberg, Germany, where Peter Henlein who was a master locksmith invented it. In the fifteenth century, pocket watches were used to distinguish between the craftsmen and members of the upper class of the society as only the wealthy could use it. An early prototype of the pocket watch was worn in this era around the neck, rather than on a pocket watch chain. Since its foundation, Tissot has been creating pocket watches and continue to do so to this day. The Tissot Bridgeport Mechanical Skeleton references the past, but is strikingly modern thanks to a technically-accomplished skeleton case which reveals the impressive hand-wound mechanical movement. A double opening at the front and back means it could not be easier to check the time while admiring the accomplished inner workings.



RIGHT HAND WATCHES

Since the art of watch making dates back many centuries, there are several perspectives regarding which hand one should wear your watch. In the 14th century, men wore their watches on their right hand because it was believed that God created humans with only one wrist. This is why it is still a standard for gentlemen to wear their watch on their right hand. It was also used as a way for men to show off their wealth and status by having more expensive, ornate, and time-telling watches compared to what women had. Men wear their watches on the right hand because they believe that it symbolizes power and makes them appear more masculine and dominant. Celebrity rapper Eminem, footballer David Beckham and even Bollywood star Shah Rukh Khan have been publically seen flaunting their watches on their right hand.



LEFT HAND WATCHES

You're probably familiar with the fact that the left wrist is the called and considered the "officially correct" wrist to wear a watch on. Most people like to wear their wristwatch on their non-dominant hand. This means that many left-handed individuals tend to wear their watch on the right hand. As such, this is also the reason why watch brands such as Tudor have developed "left-hand models", with the crown and crown guards on the left side of the watch case as opposed to the right, making it more comfortable for left-handed people to wear the watches. Since most people are right-handed, it means that most people also wear their wristwatch on the left wrist.

DOUBLE WRISTING

If you've been paying attention to the many award shows that have been happening recently, you might have noticed that celebrities and royals have taken to wearing two watches. This latest watch trend is being dubbed 'double-wristing', where two watches are worn at the same time, either on the same wrist or separate wrists. While this trend isn't completely brand new, many people are becoming intrigued by the 'double the watch, double the fun' mentality. During The Prince of Wales' most recent public appearances, he was spotted wearing an Omega Seamaster 300m alongside a Garmin Forerunner 245. The Omega holds a special significance in the Prince's life as it was given to him as a gift from his late mother, Princess Diana, who was also a fan of the double-wristing trend. The Garmin Forerunner 245 on the other hand is packed full of running features, heart rate tracking and built-in GPS which helps the Prince stay fit.



With so many options to choose from which way will you wear you watch at your next occasion?

MONSOON WATCH CARE

An Umbrella For Your Watch

Monsoon is a wonderful respite from the heat of summer. But monsoons also mean the chances of your gadgets getting splashed with water and mud is higher. People spend a lot of time with their wrist watches and with unpredictable weather, there is a good chance that their watches will be treated to a bout of rain.

Water damage in watches can result in rusting of the intricate parts that keep the watches ticking. Leather straps will be ruined when exposed to wetness. Metal straps can accumulate dirt from mud splashes and stains if not cleaned properly after exposure to rain. Most watches are able to withstand wetness. However, this alone will not protect your watch. Despite such protection in place, watches still manage to have damage from rain or moisture. It's pertinent to know and understand the concept of water resistance in your watches to protect them well.



Tissot Sideral Focus Forged Carbon



WHAT IS A WATER RESISTANT WATCH?

We interchangeably use the terms waterproof watches and water-resistant watches. However, they are not the same. Water resistance is the capacity of a watch to resist water. The term waterproof is quite a misnomer. The one thing you should know is that no watches have an impenetrable defense system against water. No watch can fully repel water, although we have watches that are perfectly suited, and in fact, created for deep dives. But they have their limits. Each water-resistant watch has a water pressure bearing capacity.

In short, don't submerge your watches underwater without knowing their true capacity to withstand water. At the same time, do not expect your watches to survive the rain if they are not protected well. You should check your watches' restraint capacity before stepping out in the rain. Any watch that has a water-resistance capacity above 30 meters is good enough to withstand rain. However, avoid using anything that does not have water-resistant capacity.

Seiko Prospex The 1965 Diver's Re-creation Limited Edition: SJE093



Journey 1884 Automatic- WAT 241980-1 S2

GIVE LEATHER A BREAK

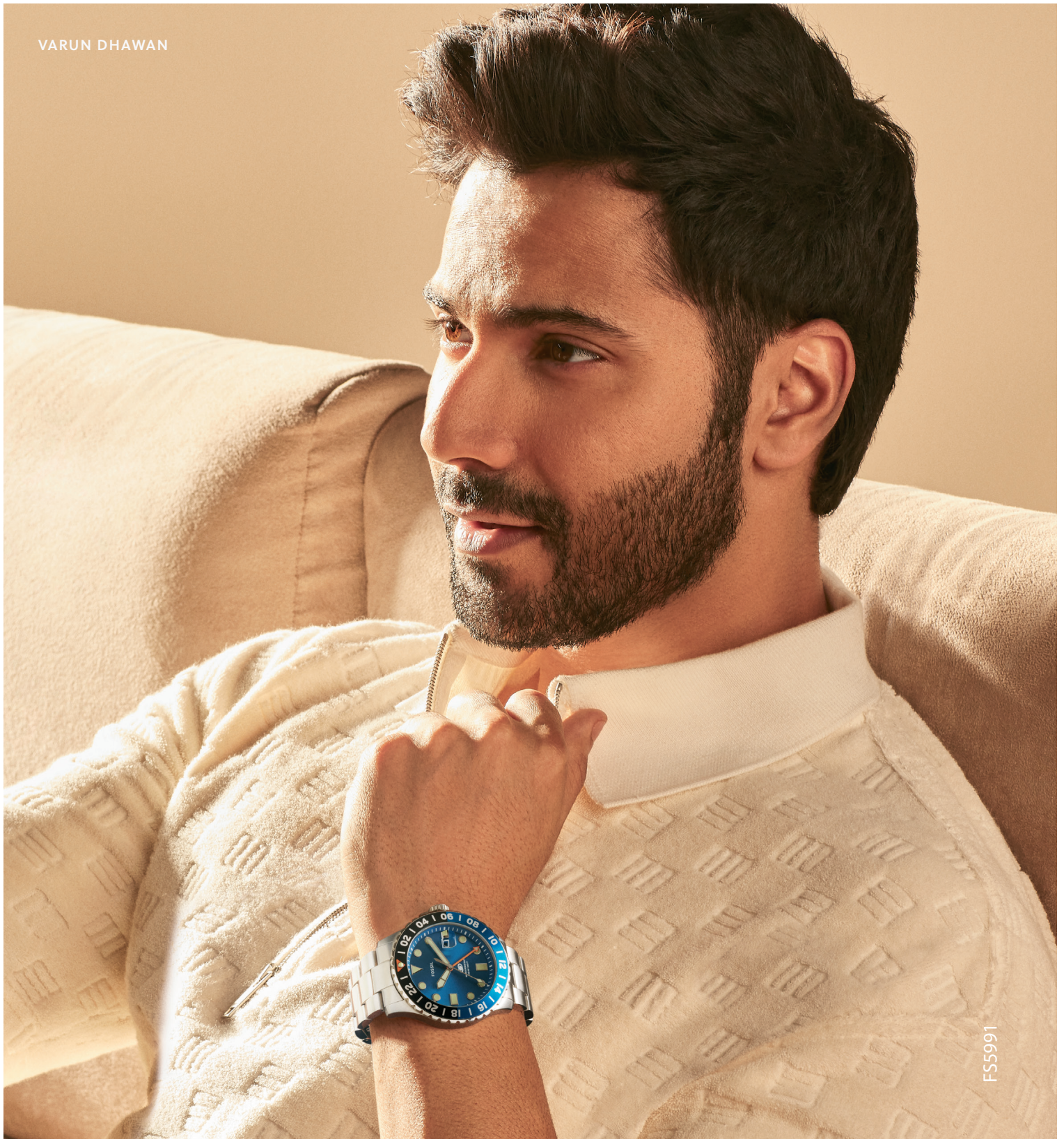
It is universally acknowledged that wearing watches with metal bracelets is a safer bet during the rains. Some people suggest that applying a little bit of oil to the leather strap helps protect the strap during monsoons. We will request you to refrain from using oil on light coloured leather straps, as there is a possibility it might change colour. You can use a little bit of oil only on black coloured leather straps, to protect them from the rains. Instead, wear a watch with rubber straps or a steel strap watch as these elements do not retain moisture thus making them a perfect pick for monsoon.

It is advisable to refrain from using any watch that has suffered damage like missing parts, cracks on the glass, ruined straps, etc. It is possible for water to enter your watches through the damaged parts even though these watches may be semi-functional but will be completely ruined if used during rain. Ensure that you get your watches repaired before the monsoon.

Before stepping out in the rain, you need to properly examine your timepiece for certain things. It is very important to check that the crown and push pieces of your watch are fully screwed down. This will ensure that water does not seep into the movement case and adversely affect the timepiece.

No matter how hard you try, there will be moments where you won't be able to avoid the rains. Fret not, we have you covered. Avoid blow-drying your watch after it gets wet. Simply dry the watch with a dry cotton cloth and keep it under the fan. Please avoid using any extra procedures to artificially dry your watch, as it can lead to corrosion.

VARUN DHAWAN



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SUNNY DAYS AHEAD

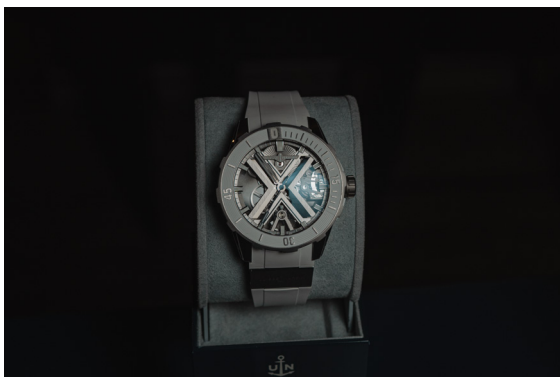
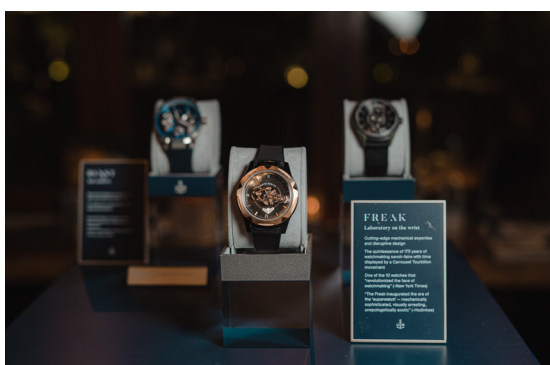
FOSSIL.IN



ULYSSE NARDIN X THE HOUR MARKERS

A Treat To The Senses

For a timepiece that truly pushes every boundary possible, there can be no better event than The Hour Markers Collectors Corner. Held on 10th June in the city of dreams- Mumbai, the event was a union of elegance along with exceptional watchmaking. Hundreds of watch enthusiasts were gathered for this carefully curated soiree that took place at The Imperial Towers in Tardeo overlooking the stunning Mumbai skyline.



The event brought together an interesting group of people who had front row seats to the innovative and spell binding timepieces launched by legendary watchmaking brand Ulysse Nardin. The space was transformed into a symphony of luxury, adorned with freaky displays, each housing extraordinary masterpieces, artworks, and a feeling like you were transported to Ulysse Nardin's new collections. Apart from sensory experiences planned for each batch of guests, careful attention was given to each of the elements.



The day began as the General Manager of Ulysse Nardin, Teresa Garin Mendarozqueta, graced the stage and gave the guests a detailed history of the brand and the values it stands for. She outlined the brand's exceptional technical virtuosity giving the audience an unmatched glimpse into the brand's watchmaking prowess. As she concluded her speech, there was a procession of delicious delicacies and drinks along with a flurry of animated conversations between the guests. Amid this vibrant setting began The Hour Markers' much awaited 'What The Freak Race'- a thrilling spectacle of skill and agility that saw competitors pushing the limits of precision and finesse in an exciting challenge.

But when it comes to Corporate Social Responsibility, no one

does it like The Hour Markers. Partnering with the esteemed NGO, Raj Uphaar, the evening was filled with a sense of giving back. Each of the delectable desserts on the menu was prepared by skilled artisans belonging to the NGO. 100% of the proceeds from this was donated to empowering the exceptional women working with Raj Uphaar.

Members from the Red Bar Bombay Group and influencers like Nikhil Khandari, Kanika The Coveted Code, Pavan Anand, and more added to the charm and allure of the evening. The Hour Markers' Ulysse Nardin Collector's Corner was a heady cocktail of education, conversation and of course exuberance that will create memories for a lifetime.



TISSOT

Vintage Meets Sporty



If you are looking to infuse some retro charm into your watch wardrobe, look no further than Tissot's Sideral. A bold reinterpretation of the iconic 1970s Sideral S watch, this eye-catching timepiece masterfully combines state-of-the-art materials with a vintage aesthetic that's vibrant, sporty, and fashionable.

In 1971, a member of the Sideral family launched in 1969, the original Sideral was the world's first fiberglass watch, featuring a lightweight yet robust design. This watch featured the iconic yellow rubber strap and its innovative fastening system - signature elements of the Sideral family. When updating the Sideral for the modern era, Tissot remained committed to preserving the watch's heritage and spirit. Tissot chose forged carbon for the case, a material that parallels the lightweight, innovative, and resilient nature of fiberglass 60 years ago. By merging state-of-the-art materials with the Sideral's vintage appeal, Tissot has crafted a timeless yet forward-looking masterpiece that pays tribute to its remarkable past.

The Tissot Sideral now comes in three striking colours - Yellow, Red, and Blue – and features the distinct perforated rubber strap and innovative bracelet fastening system, a unique touch that sets it apart from the traditional buckle. The Tissot Sideral features a forged carbon case and a Black PVD unidirectional bezel with diver and regatta graduation, creating a unique and eye-catching look.

The dial showcases multi-coloured luminescent animation and a regatta countdown gauge design in green and red, capturing the retro 70s aesthetic and adding to its style and spirit. With water resistance up to 30 bar (300m), the Sideral is a versatile accessory for various outdoor activities and events. Equipped with the Powermatic 80 Nivachron movement and a new Tissot skeletonized rotor, the Tissot Sideral exhibits both reliability and visual appeal. The movement exemplifies Tissot's dedication to precision and dependability, ensuring the watch is ready for any occasion.





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VBL INNOVATIONS PVT LIMITED

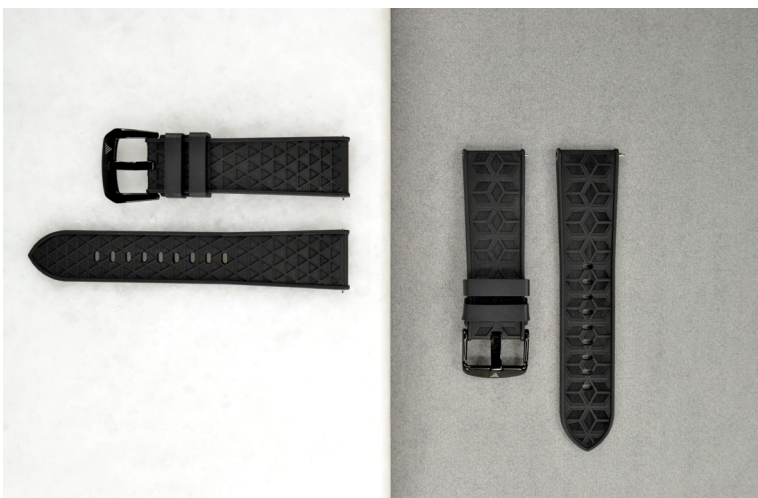
A Strap For Every Occasion



What's the best way to switch up your old watch? Change its strap of course! One of the quickest and easiest way to feel like you have a new watch is by trading your existing watch strap for a newer, funner and more colourful watch strap. VBL Straps offers a plethora of options for you to elevate your old look and add some quirky elements to your style statement. From colour changing straps to alligator leather strap, rubber straps to even sustainable material straps, VBL has something for every kind of watch lover. At the EPJ Fair 2023, Geneva, the brand showcased their entire collection and we bring to you some of the most interesting highlights.

PHOTOCROMIC WATCH STRAPS

For a client that is constantly evolving, VBL offers the Photochromic collection. These watch straps change color when exposed to sunlight/UV Light. And turns back to its original state without sunlight/UV light exposure. Such features not only expand the versatility of the watchstrap but also makes the strap unique with its ever-changing visual effect. Calming hues of lavender add a feminine touch to your look while the bold orange shades reflect your upbeat and energetic moods.



RUBBER WATCH STRAPS

Made using premium raw materials, rubber straps are a staple for any watch lover. Cutting edge technology ensures that these straps showcase varied textures and patterns that will delight your every look. Rubber straps are particularly useful during monsoon as they provide some protection from moisture do not allow it to trickle through the strap.

ALLIGATOR WATCH STRAPS

The collection includes a beautiful range of Genuine Alligator watch straps in multiple luxurious colours. These watch straps are one of its kind, with its opulence and intricate craftsmanship becoming a perfect fit for watches that are one of its kind.



SUSTAINABLY PROCESSED LEATHER

As a brand that is a constant advocate of sustainability, the brand uses leathers from LWG Certified tanneries across the globe. Sourced from Tuscany, Italy, the leather is of the highest quality complete with a sophisticated finish. Seen here is one of the brand's natural milled leather watch straps inspired by the current colour trends while holding a sense of playfulness.

ALTERNATE MATERIAL WATCH STRAPS

In the quest for alternate materials, VBL has created a watch strap which is a true mark of sustainability. Made using Bio-Cotton which uses 88% less water and 62% less energy, the collection is a boon for those who are part of the sustainability movement. The appealing texture of the material makes it a great selection for making products for an audience looking for organic and environmentally friendly alternatives. A blissful union of pleasing aesthetic and functionality this collection is sure to delight you.





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