

WATCH
MARKET
REVIEW

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ROLEX

Of Emojis and Puzzle Pieces



Human emotions take centre stage as the crown explores its humorous side and drops three new variants of its Oyster Perpetual Day-Date 36. Crafted from 18 ct yellow, white or Everose gold, these watches have adopted an original face. Rather than showing the day of the week, the arc-shaped aperture at 12 o'clock displays a spectrum of emotions such as 'Happy', 'Eternity', 'Gratitude', 'Peace', 'Faith', 'Love' and 'Hope'.

The window at 3 o'clock reveals daily one of 31 exclusive emojis in place of the date. It's often said that life is like a puzzle and when each piece is connected with another, then only we can see the big picture. Building on this concept, the face of the watch has been inspired by a jigsaw puzzle. Entirely created using champlévé enamelling, the dial is striking for the depth and intensity of its gleaming colours and decoration. Turquoise blue, red, fuchsia, orange, green and yellow pieces fit together on a single-colour background, each representing one of the key moments in life.

The hours are marked by 10 baguette-cut sapphires in six different hues set according to the main colour of the dial, which is turquoise blue on the 18 ct yellow gold and 18 ct white gold versions, and orange on the watch in 18 ct Everose gold. The new versions of the Day-Date 36 although quirky for the crown are equipped with calibre 3255, a movement at the forefront of watchmaking technology.



Dear Friends,

The world of luxury is seeing a massive shift from maximalist to quiet luxury which has permeated even the horological industry. With the Indian luxury scene growing by leaps and bounds, is it any surprise that Indian brands are hopping onto the luxury watchmaking bandwagon? Taking a deep dive into this phenomenon, we explore how India can harness the global spotlight and emerge as the birthplace of potential luxury watch brands.

The most awaited time of the year is here as Watches and Wonders Geneva concluded its 2023 edition. Clocking record breaking numbers in terms of reach, footfalls and social media mentions, it's safe to say that this year's fair was a resounding success. The issue covers all the new launches and models that were showcased at the fair and gives you a detailed look at the global watch industry.

With the global spotlight shining on India, we also cover the launch of TimeVallée in collaboration with TataCliq to give the country the first ever international watch boutique. You can now expect a flurry of international watch brands under one roof from the comfort of your home. We give you a glimpse into the exciting lineup that awaits every watch lover with this momentous launch.

We hope you enjoy the issue!

Sunil Karer, Editor

HOURS & MINUTES

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KARTIK AARYAN



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FOSSIL

A Touch of Class



Springtime is often characterized with blooming flowers, sunshine and new beginnings. It is the arrival of happy, joyous moments and encourages us to reveal our playful sides. Embrace these feel good moments with timepieces that will encourage you to go out and enjoy the Spring season or stay in and delight in your favorite pastimes. These enchanting accessories are just the right kind of chic to add a subtle yet vibrant charm to your persona.

The equestrian-inspired Harwell timepieces recall the delicate silhouettes of well-made jewelry, with plenty of wear-every-day and wear-everywhere energy. The signature D-link gets a stunning new look as the centerpiece of this watch. The horseshoe-shaped detail frames a rectangular dial on a rich leather saddle strap accented with refined stitching.

The timeless Scarlette gets the icon treatment. Literally. From a dragonfly to a horseshoe, spot the dimensional appliques on the dials, which hint at meanings such as protection or new beginnings.

Kriti Sanon, brand ambassador for Fossil India, shared her thoughts on the Fossil Spring collection. "The new Fossil Spring Collection is the perfect blend of elegance and style to match the airy and bright aesthetics of spring! From charming timepieces, aesthetically stylish handbags, to an eclectic mix of minimalist jewelry - it has everything

I need for all my outings this season - from relaxed sundowners to red carpet events.

The expertly crafted Heritage watch collection is now available in new sizes and dials. Featuring a 43mm case with automatic movement in subtle, charming hues, these watches are guaranteed to put a smile on your face whenever you check the time.

Built with highly technical craftsmanship and featuring a clean and simple design for ultimate legibility, the iconic Defender field watch was created to withstand just about anything. The new Defender watch is an homage to those important timepieces of the past and features the same quality and durability as it did when it was first introduced in the '90s. What's more? Defender's solar-powered battery never needs replacing – you can simply let it charge in the sun or artificial light! The lume-dialed, dome-printed indices add dimension and ultimate readability.

"When it comes to classic timepieces amalgamated with modern trends, Fossil is my ultimate choice," says Varun Dhawan, Fossil India brand ambassador. "I like to refresh and reinvent my personal style to experiment with new looks, and the distinctive watches of the Fossil Spring 2023 Collection are striking companions for all my outfits."

VARUN DHAWAN



FS5971



SPRING INTO STYLE

FOSSIL.IN



TITAN

Accelerating Growth



The term 'quiet luxury' has generated a lot of chatter thanks to its classic and subdued aesthetics. Set to take over the maximalism of the current luxury space, quiet luxury is minimal but still premium. When it comes to the luxury horological industry, it has been dominated by Swiss made watches so far, however there is a real chance that Indian made watches may soon make its presence felt on the global arena.

While its luxury jewellery brand, Zoya (that was launched in 2009), has touched a revenue of ₹ 200 crore, Titan MD CK Venkatraman, in a chat with Fortune India, says the company is now looking at premiumising the good old Titan watch brand. "In the next two years you will see something magical happening to Titan. We are really stepping up the gas on Titan watches."

The company has set an ambitious target of doubling its sales from the watches and wearables division in next three years. According to a top executive from Titan Ltd the Bengaluru-headquartered firm is ready to accelerate its growth. "We have set a target of achieving ₹ 10,000 crore in net consumer price revenue by 2025-26. It's a very ambitious figure. The category is growing handsomely and we want to ride that wave. The clarion call has charged up all segments of our team in figuring out how do we meet the goal," Suparna Mitra, CEO - watches & warbles division, Titan Company told Business Today.



Titan, the market leader in branded jewellery and watches categories, gets over 85 per cent of its ₹ 28,799 crore annual sales. In FY20, before the full impact of the COVID, it had raked in ₹ 3,996 crore from its watches & wearable division. Following which, its revenue dipped as consumers remained indoors. In FY2023, however, it managed to increase the net sales value of the business segment by 44 per cent year-on-year.

"This year has been fantastic [so far]. In the first quarter, we grew by some 160 per cent due to a lower base. In September quarter, we grew by 20 per cent y-o-y, while in the third quarter we recorded a 15 per cent growth," said Mitra.

A few years ago, if you were in an international airport, you would never hear Indians speak in vernacular languages, be it Tamil, Telugu or Bengali. They would hide their Indianness. Today, they are confidently speaking in their vernacular language. With Indians heading global conglomerates, also the international pitching of India by the Government has helped in generating a pride around being Indian.

The lifestyle major had launched its first limited edition luxury watch collection, Edge Mechanical in 2021. Priced at ₹ 1.95 lakh, the limited-edition collection was claimed to be the slimmest mechanical watch ever crafted by a watchmaker. The premiumisation journey would largely be in analogue watches. "Wearables will be mid-priced, as people change devices more often. For that segment we have a strong tech team, so there are a lot of innovations coming up. We are looking at high sales through innovation," explains Venkatraman.

JACOB & CO

\$20 Million On Your Wrist



A three and a half year hunt for the most precious and rare yellow diamonds has resulted in an unprecedented timepiece that is sure to blow your mind! Jacob & Co has painstakingly sorted, selected, cut, polished and studded 216.89 carats of fancy yellow diamonds to create the Billionaire Timeless Treasure. A timepiece fit for a collector who has a keen eye for the finer things in life, this

These 425 gems are laid out individually as a mosaic of small dimensions giving the piece an illuminating glow. Their Fancy Yellow and Fancy Intense Yellow color is enhanced by the unique green glow of tsavorites. The Billionaire skeleton tourbillon movement is adorned with another 57 yellow baguette-cut diamonds. It is these qualities that makes the Billionaire Timeless Treasure becomes one of the most expensive timepieces ever crafted. Costing a staggering \$20 million, each timepiece is backed up by impeccable quality, skill and the unyielding will that comes from being "Inspired by the impossible".

The Billionaire Timeless Treasure will go down in history as one of the landmark achievements in high jewellery and watchmaking history. Never before has there been a timepiece so lavishly set, with so many high quality and large yellow diamonds. Never before has the gathering of such gemstones been as long, patient and resolute in its quest for quality and color consistence. Never before have said stones been cut at such a high level of complexity as the Asscher cut in such large quantities for a single piece. Three and a half years in the making, this Billionaire timepiece of 425 Asscher-cut, Fancy Yellow and Fancy Intense Yellow diamonds is an undertaking of Olympus-like proportions, and a divine result.

"We've browsed the entire world for three and a half years in search of an unprecedented number of perfect gems, says CEO Benjamin Arabov. We've gathered them here, in our Geneva headquarters, where each one was scrutinized at rough stage, at cut stage, before and after setting. The incredible work done by our gemsetters happened entirely here, in Geneva. We've combined our expertise in high jewelry with our skills in high watchmaking and used our drive to achieve what has never been done before. So we've created a unique piece that outshines every other high jewelry timepiece in opulence, exclusivity and diamond quality."






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WATCHES AND WONDERS 2023

A Record Breaking Turnout



The 2023 edition of Watches and Wonders Geneva clocks record breaking figures- 43,000 unique visitors (22,000 in 2022) over the whole week, 5,400 retailers, 125 nationalities, and 35,000 overnight stays, while the number of end-consumers doubled during the first five days. With exponential growth in creativity, innovation and openness in order to keep pace with a rapidly growing global watch market, it's safe to say that Watches and Wonders was a resounding success.

The press recorded an increase of over 50% in attendance with the return of the Asian markets, i.e. a total of 1,400 journalists present in Geneva, with 13,000 registrations for the 1,800 Touch & Feel sessions enabling them to discover and handle the year's new releases. Not to mention the 2,600 journalists who were able to follow the entire program online.

Retailers racked up more than 8,000 appointments, confirming the unflinching appeal of watchmaking in all its markets, particularly in Europe, which alone accounted for 70% of visitors. There was massive interest among the general public for the fair as all 12,000 tickets were sold out before the weekend started. Aside from the statistics, Watches and Wonders has proven its appeal to the younger generation: 25% of the tickets sold were purchased by people under 25, with an average ticket-holder age of 35.

With such impressive statistics, it's no wonder that watches are slowly becoming more and more popular among the general public and events such as these are only bringing watch lovers closer to their favourite watchmaking maisons.



WATCHES AND WONDERS 2023



Jaeger-LeCoultre

Reverso Tribute Chronograph

If there is one watch Jaeger-LeCoultre is known for it is the iconic Reverso. Paying homage to this ingenious timepiece, the Reverso Tribute Chronograph is a highly original expression of the chronograph with a modern and timelessly elegant aesthetic. Fitted with the new Calibre 860, entirely designed, produced and assembled within the Manufacture, unites a chronograph with retrograde minutes and a second time display on the reverse dial. The front dial of the watch bears all of the hallmarks of the Reverso Tribute line, with its baton hour markers, Dauphine hands and peripheral chemin de fer minutes track. Turning the watch case over reveals the beautifully crafted chronograph mechanism on the reverse side. To showcase the fascinating animation of the chronograph and full complexity of the movement, the dial is entirely skeletonized.



Vacheron Constantin

Overseas moon phase retrograde date

This sporty-elegant steel watch combines an astronomical complication – the precision moon phase – with a true signature of the Maison: the retrograde display. Depicting two gold moons and a star-studded sky, this poetic complication only needs adjusting every 122 years. Thanks to its folding clasp and three straps – steel, leather, and rubber – equipped with a self-interchangeable system, the watch can be personalized according to the owner's wishes. The case measuring 41 mm houses a self-winding movement and is water resistant upto 5 bar. Fitted with a Caliber 2460 R31L/2, the watch gives a power reserve of upto 40 hours.



Parmigiani Fleurier

TONDA PF Minute Rattrapante

The TONDA PF Minute Rattrapante has a basic premise: to perform the function usually operated by the graduated bezel on a diver's watch via the movement itself. The result: user friendliness, excellent legibility and apparent simplicity right the way through to activating the function. Parmigiani Fleurier's latest model features an hour hand along with two superimposed minute hands – of which the premiere in rhodium-plated gold indicates real time coupled with the hour hand. It conceals the other hand in 18ct rose gold, which calculates minutes in five or one-minute increments on demand. The function enables on-demand fine calibration of the minutes over a specific period of time for any occasion or event requiring measurement of the minutes count.

WATCHES AND WONDERS 2023



Panerai

Radiomir Annual Calendar

The Annual Calendar, developed specifically for the Radiomir collection it is the first annual calendar complication of Panerai. In the interest of easy readability, the date is displayed at 3 o'clock with the day and the date through two dials openings. The current month is displayed on an external moving disc, indicated by a fix arrow at 3 o'clock. Every month change, a cam in the movement allows the turning disc in one go, making the information change instantaneously. Powered by the automatic P.9010/AC caliber, the Annual Calendar is an automatic movement reflecting Panerai's DNA in crafting complications in addition to their Italian style and flair, with Swiss watchmaking expertise.



IWC Schaffhausen

Ingenieur Automatic

IWC Schaffhausen newly engineered the Ingenieur Automatic 40 reflects the bold aesthetic codes of Gérald Genta's Ingenieur SL, Reference 1832, from the 1970s while meeting the highest standards regarding ergonomics, finishing, and technology. The collection encompasses three references in stainless steel and one in titanium. The Ingenieur Automatic 40 is powered by the IWC-manufactured 32111 calibre with a power reserve of 120 hours. All new models feature soft-iron inner cases to protect the movements from magnetic fields and are water-resistant to 10 bar, making them fully versatile sports watches for the 21st century. One of the most striking changes of the new model is the introduction of functional, polygonal screws on its bezel, providing not only an aesthetic flair but also a key functional element to this striking timepiece.



A. Lange & Söhne

Odysseus Chronograph

Launching a sequel to the success story of Odysseus, A. Lange & Söhne dropped the Odysseus Chronograph with a newly developed L156.1 calibre encased in stainless steel case. This is the first A. Lange & Söhne self-winding chronograph movement. Thanks to its innovative and dynamic function that resets the chronograph hands to zero, this timepiece is proof that the Saxon manufactory dauntlessly explores new avenues and advances the development of precision watchmaking. Given its horological intricacy, the Odysseus Chronograph comes in a limited edition of 100 pieces.

WATCHES AND WONDERS 2023

Timeless Timepieces



ROLEX

Cosmograph Daytona

The Daytona is one of the most easily recognizable timepieces in the world thanks to its superlative craftsmanship and iconic design codes. Although it has undergone several modifications over the years, the Daytona is still an unmistakable timepiece for watch collectors and watch lovers alike. Completing 60 years of this beloved timepiece the crown decided to ensure that the legend lives on by revisiting the entire range. Launching its new-generation Oyster Perpetual Cosmograph Daytona, the timepiece has now been revisited with subtle refinements to a number of details.

The dial receives new graphic balance, and harmonious colour combinations accentuate the contrast between the dial and the counters – or their rings. The Oyster case has been redesigned, and its profile is highlighted by the light reflections on the lugs and case sides. On versions with a Cerachrom bezel, the bezel is edged with a thin band of the same metal as the middle case.

From this year, the Cosmograph Daytona is equipped with calibre 4131. This new chronograph movement, an evolution of calibre 4130, incorporates a number of the major innovations that Rolex has brought to its movements, including the Chronergy escapement. Particular attention has been paid to aesthetics.

The calibre features a cut-out oscillating weight and completely new finishes – notably on the bridges, which are embellished with Rolex Côtes de Genève, the brand's reinterpretation of a well-known decoration in watchmaking. Calibre 4131 enables the Cosmograph Daytona to measure intervals of time via the chronograph function, in addition to displaying the hours, minutes and seconds.

WATCHES AND WONDERS 2023



Frederique Constant

Highlife Worldtimer Manufacture

To celebrate 35 years of outstanding watchmaking, Frederique Constant is unveiling two new variations of its flagship Highlife Worldtimer Manufacture. The first of these Highlife Worldtimer Manufacture variations is an anniversary edition par excellence, comprising just 35 watches made with 18-carat rose gold. The piece's highly contemporary, multifaceted case shines thanks to its metal casing and features a brushed bezel and crown. The dial is a soft petroleum blue, complete with the Earth symbol, complete with lines of latitude and longitude, and a sunray finish at 6 o'clock on the date disc. The dial features luminous, gold-coloured appliqué hour markers matching the three central hands indicating hours, minutes and seconds. The hands are carefully proportioned to give pride of place to the Worldtimer's double disc; the external disc is marked with 24 cities denoting 24 time bands, while the second, internal disc displays the time in each reference city.



ORIS

ProPilot X Kermit Edition

Bringing back the pure and innocent memories of childhood, Oris' latest offering is as bright and joyful as childhood itself. A collaboration with the easiest guy on the planet: Kermit the Frog from The Muppet Show is sure to put a smile on our faces. Oris introduced the ProPilot X Kermit Edition which is based on the 39mm titanium ProPilot X Calibre 400, only it's got a green dial – and a twist. On the first of every month, the date window at 6 o'clock will be filled with a Kermit the Frog emoji. "Kermit Day" is all about not taking life too seriously and having some fun. This happy go lucky timepiece will be a treasured addition to your watch wardrobe reminding you of your precious childhood memories.



Grand Seiko

Spring Drive masterpiece

In the eastern part of Shinshu, Japan lies an expansive forest of white birch trees. During the height of winter, blanketed by freshly fallen snow the trees are coloured in a shade of pristine white. Taking inspiration from this winter spectacle, Grand Seiko introduce a new manual-winding Spring Drive masterpiece from the Micro Artist Studio featuring a fully engraved case. The Platinum 950 made one by one and engraved by hand, the latest limited edition lives up to its sylvan inspiration and to the highest standards that Grand Seiko has set in its masterpiece creations. The dial features the celebrated Shinshu white birch pattern familiar to Grand Seiko fans, yet this masterpiece's dial has a slightly different tone and a more metallic texture, causing it to shine subtly under light.

WATCHES AND WONDERS 2023

Timeless Timepieces



Patek Philippe

Grandmaster Chime

A perpetual innovator, Patek Philippe presented 17 new watch models with inventive technical and aesthetic features, enriching its vast range of collections. Of these, perhaps the most interesting timepiece is the Patek Philippe Grandmaster Chime. Since the manufacture's foundation in 1839, Patek Philippe has made its mark as one of the greatest specialists in striking watches. Its supreme mastery was confirmed in 2014 by the launch, as a limited edition, of the Patek Philippe Grandmaster Chime – the most complicated Patek Philippe wristwatch, with 20 complications.

This timepiece, which joined the current collection in 2016, is particularly notable for its five chiming modes, including an alarm striking the pre-selected time, and a date repeater striking the date on demand. Known as the most complicated wristwatch in the world, the brand has reinterpreted the design by offering it for the first time in a "two-tone" version combining white gold and rose gold, along with brown opaline dials.

Among the 20 complications are five acoustic functions, including two patented world exclusives: an alarm sounding the programmed time and a date-repeater striking the date on demand. The reversible double-sided case is distinguished by its patented swivel mechanism, enabling it to be worn with either dial visible. This watch is accompanied by white gold cufflinks featuring a brown opaline center adorned with hand-guilloché hobnail pattern and a rose gold Calatrava cross. Housing a manually wound mechanical movement fitted with Caliber 300 GS AL 36-750 QIS FUS IRM, this timepiece is truly timeless and a cherished heirloom for the wearer.

Once again, as in previous years, Patek Philippe is also unveiling a splendid collection of one-of-a-kind or limited-edition pieces (dome table clocks, table clocks, pocket watches and wristwatches) showcasing the rarest and most refined of the artistic crafts, such as miniature painting on enamel, Grand Feu cloisonné enameling, hand engraving and wood marquetry. The "Rare Handcrafts 2023" exhibition, bringing together these 67 creations, will be open to the public from April 1 to 15 2023 in the Patek Philippe Salons in Geneva.

WATCHES AND WONDERS 2023



Baume & Mercier

Riviera

Celebrating 50 years of Baume & Mercier's Riviera Collection, the brand launches three unprecedented 39-mm versions. Each one features that distinctive dodecagonal shape with twelve sides and four screws. Each continues to convey a perennially fashionable sport - chic allure. Each one is powered by the Baumatic manufacture movement, which has demonstrated its performance since it was launched in 2017, and which may be admired through the smoked sapphire dial so symbolic of the Riviera Baumatic. The original design is still there, but the desire to adapt to modern times is clear. As the latest additions to the Riviera collection, these three new 39-mm variations carry the evocative power of the original 1973 model in their DNA.



TAG Heuer

Carrera Date

In the 60th anniversary year of its evergreen, racing-inspired sports watch, TAG Heuer introduced an all-new version of the TAG Heuer Carrera Date 36 mm. The company's designers and engineers have refined the silhouette, giving it a sporty, ergonomic new profile while retaining the racing-inspired codes that define one of watchmaking's few genuine design icons. Colorful new dials, a new tapered bracelet design, and an upgraded movement complete the core collection model's rebirth. There will be four dial options: one in deep signature blue, a second in subtle, pastel green, and a third in warm silver and a bright vibrant pink dial and an elegant snailed finish.



Hublot

Classic Fusion Chronograph Orlinski

Lovers of both art and extreme precision are united in this new chapter of Hublot's watchmaking journey devoted to the Classic Fusion Chronograph Orlinski. With this unique watch comes a 41 mm case that sits perfectly on any wrist. Both utterly unique, one is worn with the iconic black natural rubber strap while the other extends its three-dimensional silhouette along the entire watch, a huge technical feat that combines comfort with aesthetics. In this new collection, the micro-blasted titanium gives the facets a matt finish for an added touch of elegance. With their striking dodecagonal shape – the signature mark of Hublot's collaboration with Richard Orlinski since 2017 – the bezel transforms into a polygon. These Classic Fusion Chronograph Orlinski watches have the HUB1153 automatic chronograph movement at their heart.

WATCHES AND WONDERS 2023



Roger Dubuis

Monovortex Split-Seconds Chronograph

From the creator of Hyper Horology comes another pathbreaking timepiece known as the Monovortex Split-Seconds Chronograph. This eye-catching timepiece not only controls the forces of gravity, but also highlights the emphatic ingenuity of Roger Dubuis by reinventing both the tourbillon and the oscillating mass, each associated with one of the most complex traditional fine watchmaking complications: the Split-Seconds Chronograph. Powered by the RD114 Calibre, it is cleverly constructed with a double column wheel system, and enhanced with a Rotating Minute Counter, known as the 120° RMC.



Louis Moinet

Time to Race

Time To Race is a one of a kind creation which will allow the wearer to personalise their model by selecting a one or two-digit "lucky number" that will appear on the front of the timepiece, along with a dedicated colour code: Rosso Corsa, Racing Green or French blue. The dial side reveals the sumptuous chronograph mechanism, fully visible and highlighted in a whole new way, with the strongly domed crystal reveals it even more fully. Its glareproofed sapphire crystal features an imposing curvature serving to enable uncompromising appreciation of the column-wheel mechanism. This ingenious and original design has given rise to a new type of inner bezel ring, dissociated from the crystal. It also makes it possible to combine two different readings of short-time measurements: a tachymeter scale and a 60-second display.



Hermès

Hermès H08 chronograph

Hermès H08 combines textures and details, creating a rigorous and harmonious aesthetic complete with precise watchmaking techniques. Five new versions in desirable, bold colours bring a dynamic touch to the line. True to its sporty spirit, one of them features a single-pusher chronograph complication: beating at the heart of this watch is the manufacture Hermès H1837 mechanical self-winding movement coupled with a chronograph module. Through Hermès H08, time takes shape thanks to the artisan who finely carves the material to create a robust and assertive daily object. The Hermès H08 chronograph thus celebrates the alliance of human craftsmanship and the ingenuity of an artistic nature, capable of infinitely interpreting forms and textures. Within such a free space-time, everything is possible.

JAEGER-LECOULTRE

In Conversation With: Catherine Renier, CEO Of Jaeger-LeCoultre On The Secrets Of The Reverso, 1931 Cafe And More At Watches And Wonders 2023



It's not easy to earn the 'watchmaker of watchmakers' title. And when Indian Polo players decided to give this watchmaking Maison a challenge, they had no option but to deliver and take everyone by surprise. We are talking about none other than Jaeger-LeCoultre. The Reverso Tribute Chronograph unveiled at Watches And Wonders 2023 surprised everyone.

We caught up with Catherine Renier, CEO of Jaeger-LeCoultre to discuss the novelties, a tribute to Art Deco, and more. Let's unravel the secrets of this secret collection.

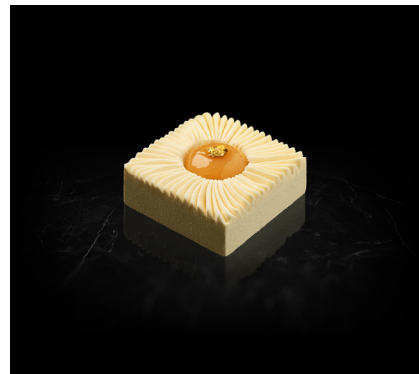


It's already a feat to make the Reverso. But, this time they've taken it a step further. The newly unveiled Reverso Tribute Chronograph showcased a skeletonised dial on one side. Talking about how they made it possible Catherine said, "This chronograph is a new calibre and a fully integrated chronograph. It was made at the Manufacture which is 190 years old and has made over 1270 calibres. This watch shows the time on both sides making it a great timepiece. You can have the front of the watch which is very elegant and has a blue-grey dial. When you flip it over, you can see the magic of the open-worked chronograph."

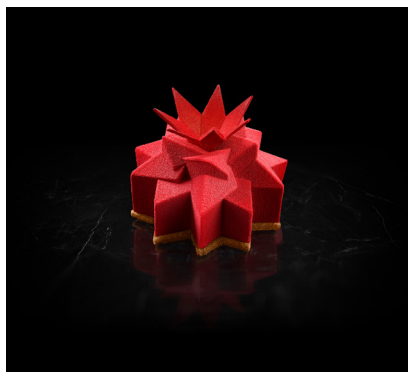
When we talk about Jaeger-LeCoultre's launches, it's always about high-complications and extremely expensive watches. This watch has been introduced in gold but also in steel. Will this watch be the one that is not available easily this year? Sharing her thoughts Catherine said, "We'll have to wait and see as the success has been great so far. This watch deserves every bit of praise because it's amazing and a true expression of the Maison. From the timelessness of the Reverso, the amazing Art Deco design, and the craft behind the case to being a true tribute to the early 30s, this watch is spectacular. We've brought a high retrograde chronograph to this timepiece, which is a one-of-a-kind chronograph."



The Maison has also unveiled some amazing enameled dials for the ladies and the gorgeous Secret Reverso necklace. Sharing her thoughts she said, "Through these timepieces, we wanted to bring out the decorative side of Jaeger-LeCoultre. We have a rare Metier d'Art workshop on enamelling and gem-setting at the Manufacture. All the pieces presented have been done in-house."



Moving on, Jaeger-LeCoultre is seen becoming more receptive to a much younger audience. Earlier, it was considered very classic or a timepiece bought only once you reach a certain stature in life. But with the new launch and this time in steel, what was the thought behind this? "It was important to do this. The younger audience will find the new chronograph in style today like we see the trend of sneakers and suits. This timepiece has a casualness as well a sophistication element in it. This is how Reverso is becoming more in sync with the clientele and younger audience", she further added.



Expressing the brand through current trends in the form of this Reverso is the way forward for the brand. It's the start of a new era. With NFTs and blockchain entering the watch world, will this Maison adopt it too? Sharing her thought Catherine said, "We are following this trend closely. NFTs can bring a lot of added value as well in supporting our clientele in the identification of their timepieces. We're exploring but there's no concrete plan at the moment."

Did you know Jaeger-LeCoultre also introduced the 1931 Cafe? What is it all about? To express the welcoming spirit of Vallée de Joux Manufacture. They wish to transport the feeling you experience when you visit the Manufacture in the mountains.

A moment for human interaction, a feeling of warmth, and a Cafe sure to give you a sugar rush. Well, Catherine went on to share some more insights on the essence of the Cafe, a tribute to the Golden ratio, and a chance to visit the Cafe too.

Excerpts from the interview published on thehourmarkers.com

SEIKO

Sporty With a Subtle Twist



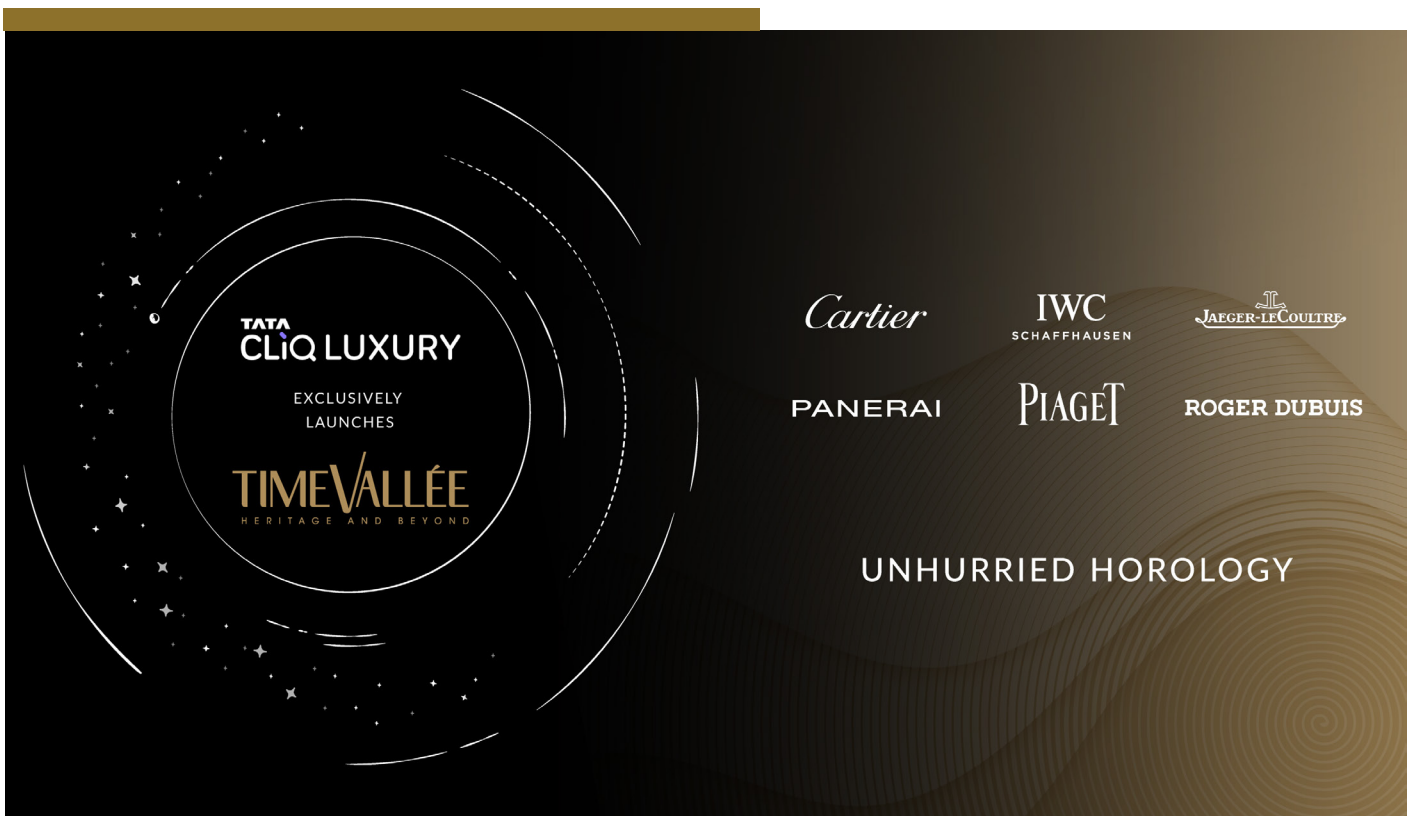
The Seiko 5 range was introduced in 1963 as the brand's accessible collection packed with interesting features. The 5 in the name refers to the 5 pillars of the collection, meaning day/date complication within a single window; in-house automatic movement; water-resistance for all models; robust steel case; recessed crown at 4 o'clock.

The brand has launched a revamped collection called the Seiko 5 Sports SKX Sports Style. Each piece is fitted with an automatic movement with manual winding and gives a power reserve of 41 hours. The watches feature a stop second hand function and consist of 24 jewels along with a case measuring 38mm in diameter. A unidirectional rotating bezel gives this watch an interesting appeal while a see-through and screw case back reveals the inner watch artistry. The three-fold clasp with a secure lock ensures comfort on the wrist.

The collection consists of four watches in various dial shades. A stark white dial will be the perfect pick for a business meeting while the dressier black version can accompany you for a special occasion. The cool turquoise tones of the 3rd model is ideal for a beach getaway and the soothing orange timepiece will encourage you to let loose and have some fun!

TATA CLiQ LUXURY

TimeVallée Makes its Foray in India



TimeVallée has made its way to India. Partnering with Tata CLiQ a luxury multi-brand boutique, the brand aims to exclusively launch their first digital boutique in India. Marking TimeVallée's entry into India, with this launch, luxury enthusiasts and watch connoisseurs in the country can now browse and shop from prestigious Swiss luxury watchmakers recognized for their heritage, such as Cartier, IWC Schaffhausen, Jaeger-LeCoultre, Panerai, Piaget, and Roger Dubuis, on the platform.

The TimeVallée boutique on the platform invites consumers to discover, explore, and experience maison's story of craftsmanship and heritage at their own pace. In addition, the platform offers an elevated and seamless experience for consumers, which includes assisted selling, a dedicated customer service where customers can get guidance from knowledgeable experts to assist them in selecting a coveted timepiece that speaks the most to them, tamper-proof packaging, an extended warranty, and more.

Commenting on the announcement, Gitanjali Saxena, Chief Business Officer, Tata CLiQ Luxury, said, "We are honoured to exclusively launch TimeVallée's first digital boutique in India. This luxury multi-brand boutique is a one-stop destination for watch enthusiasts to experience the world of watchmaking and we are proud to partner with them for their launch in India.



RICHEMONT

Protect and Secure

When it comes to watches, there has always been a fear of theft or loss due to the valuable nature of the timepieces. Watch buyers and collectors spend large sums of money on each piece and thus take utmost care to maintain and care for their watches. In order to add a layer of security to these valuable goods, Richemont introduces Enqirus, a digital platform that aims to combat watch and jewellery theft around the world by remaining impartial.

Enqirus was developed in close collaboration with a wide range of partners, including watch and jewellery manufacturers, law enforcement agencies, insurance companies, the pre-owned market, and clients, and is available to all luxury brands. Watch and jewellery information can be uploaded, searched, and shared with multiple parties in this safe environment without compromising the privacy of the users in any way. All collected information is used solely to aid in the recovery of stolen or misplaced property, making the acquisition and resale of such items more difficult.

Here Are the Three Simple Steps to Follow:

Individual and corporate accounts allow watch owners and industry partners to register, report, and search for stolen or misplaced timepieces and jewellery. The procedure is simple and quick:

1. Sign up and enter the brand and serial numbers to register your items.
2. Put records in an encrypted online safe
3. Send in any missing or stolen items

After extensive feedback from customers, Equirus has developed a suite of customer services to help them protect their watches and jewellery. Its goal is to bring onboard as many industry players as possible, as well as the Police Departments of all the major cities in the world, to make Enqirus the largest international database of lost and stolen watches and jewellery.

This reliable solution brings together multiple stakeholders to serve customers and the entire industry, by facilitating borderless cooperation between police forces and insurance partners. By providing free access for customers and industry partners, the opportunity to sell stolen watches becomes more prohibitive, with the ultimate objective of reducing the incentive to steal watches in the first place", said Jérôme Lambert, CEO of Richemont.



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