

BASELWORLD

DAILY NEWS

BASELWORLD • THE WATCH AND JEWELLERY SHOW • BRILLIANCE MEETS • MARCH 27 – APRIL 3, 2014 • WWW.BASELWORLD.COM

EDITORIAL



On behalf of the Exhibitors' Committee I would like to warmly welcome you to Baselworld 2014!

Baselworld is an important date in the industry's calendar; each new edition of the World Watch and Jewellery Show is eagerly awaited by all professionals directly or indirectly connected with our industry. It is the ultimate meeting place for the industry in its entirety with all sectors being represented here: watchmaking, jewellery, stones and pearls, ancillary and supply industries. The products exhibited at Baselworld bring together all the values that are dear to us and embody our sector: precision, quality, luxury, design and technology. As you walk around the halls, you'll discover new creations, some of which will no doubt be flagship models in the coming years.

You will also be pleased to learn that the foundations for the future success of our industries are already being laid down with the training of apprentices. The same is true for those young people who receive full-time training at a vocational college. Innovation, the good health and dynamism of horological training and the willingness of emerging markets are some of the ingredients in the success of our industry, and when I take into account the figures recorded to date for this year and the economic data, I am quite confident about the prospects for 2014.

On that optimistic note, I encourage you take full advantage of all the wonderful things Baselworld has to offer and wish you a successful and unforgettable show and stay in Basel.

JACQUES J. DUCHÊNE
PRESIDENT OF THE EXHIBITORS'
COMMITTEE

HEARD IN BASEL

"Baselworld, as the most important event in the watchmaking calendar, is the perfect platform for a valuable exchange of ideas and an amazing source of inspiration."

Sascha Moeri, CEO of Carl F. Bucherer



Firing the starting shots for Baselworld 2014: (left to right) Guy Morin (president of the Basel governing council), Sylvie Ritter (managing director of Baselworld), Jacques J. Duchêne (president of the Exhibitors' Committee), Ueli Maurer (Swiss Federal Councillor), René Kamm (CEO of MCH Switzerland) and Christoph Brutschin (councillor of Basel-Stadt).

THE GATEWAY TO THE WORLD

FEDERAL COUNCILLOR UELI MAURER DECLARES BASELWORLD 2014 OPEN

BY AXEL HENSELDER

The starting shots for Baselworld 2014 have been fired! Yesterday, the traditional ribbon cutting ceremony was held and attended by Swiss Federal Councillor Ueli Maurer, councillor of Basel-Stadt Christoph Brutschin, managing director of Baselworld Sylvie Ritter, CEO of MCH Switzerland René Kamm and president of the Exhibitors' Committee Jacques Duchêne. "This is the top event of the year for the watch and jewellery industry. The presence of representatives from the world of politics empha-

sises the significance of the industry and trade show for our country," said René Kamm at the official opening which was attended by over 400 invited guests from the worlds of finance and politics. The event was accompanied by a drumroll from the Stickstoff group. The 1,400 exhibitors, including some of the world's most prestigious brands in the industry, certainly attract attention with their luxury and often spectacular presentations. Federal Councillor Maurer praised the watch sector. "What we are doing here is cultivating a top-quality image for our country. Through Baselworld,

Basel is able to confirm its position as a gateway to Switzerland and a gateway to the world." Councillor of Basel Christoph Brutschin added: "Basel without Baselworld is a scenario I could never imagine." The show dates back decades and has developed to become a fixed part of Basel. Sylvie Ritter added: "We have a fantastic product here with some of the world's key brands brought together under one roof." Jacques J. Duchêne concluded, "Essentially we are well-positioned as an industry and our sights are clearly focused on the markets of the future."

FRIDAY, MARCH

28.

HIGHLIGHTS

- 02 FAIRMINED GOLD
Chopard's Karl-Friedrich Scheufele announces a world premiere.
- 04 READY, SET, GO!
Chronographs remain in the spotlight for watch aficionados.
- 08 THE ART OF MANUFACTURE
Zenith continues its success story with El Primero, as CEO Jean-Frédéric Dufour explains.
- 10 TIMELESS TWISTS
No end in sight for the tourbillon mania: new whirlwinds in 2014.
- 17 PURE SWISS WATCHMAKING
Maurice Lacroix delights with amazing watches: CEO Marc Gläser shares insights.
- 28 SATELLITE TIME
Innovation drives Citizen, says president Ryota Aoyagi in an interview with BWDN.
- 39 CREATIVITY AND CRAFTSMANSHIP
Max Büsser introduces extraordinary timepieces at a new stand in the Palace.

TRANSPARENCY AND CANDID COMMUNICATION

THIERRY STERN DESCRIBES THE ARCHITECTURAL IDEA BEHIND THE NEW EXHIBITION SPACE

INTERVIEW BY IRIS WIMMER-OLBORT

Patek Philippe is sparking even more curiosity with new stainless steel watches and a collection of rare handcrafted timepieces. The manufacture celebrates its 175th anniversary this autumn.

BWDN: Everything's new at Patek Philippe – the manufacture has a brand-new stand at Baselworld in 2014. Why this year?

Thierry Stern: 2014 as we enter our 175th anniversary year, we chose to mark our presence at Baselworld with a new stand. The architectural idea was to showcase the company spirit of transparency and open communication. The pavilion's concept combines innovation, tradition and functionality

in its aesthetic design. We created a huge transparent glass shield that would place to the forefront the intricate beauty of our watches as well as our movements, which are displayed toward the outside so that all visitors can see our collections. This was a key element for us.

Because of your anniversary, collectors and connoisseurs are looking forward to exciting new items. What will you unveil?

The new Basel stand is a preview celebration. We are presenting our regular new collection at Baselworld, as we do every year, as well as a collection of Rare Handcrafts timepieces. So 2014 is a double year for new collections, the first



Thierry Stern, president of Patek Philippe.

in Basel and the second collection of commemorative watches will be unveiled later this year in autumn.

And which new timepieces are in focus this year at Baselworld?

One of the focal points is in the segment of men's steel complications. Steel and complications are a rare combination in Patek Philippe's collections, so this is raising a lot of interest. We introduce a new steel Nautilus complicated model combining the chronograph and two-time zones Travel Time indication, a new type of complication for Patek Philippe. We are also launching a first version of the Annual Calendar chronograph in steel on a steel bracelet.

I.O. D11

BRILLIANT STATEMENTS

THE NOOR AND VIORE BRANDS FROM WURSTER DIAMONDS STAND FOR TIMELESS DESIGN AND CLEAR FORMS

BY CHRISTEL TRIMBORN

Ever since it was first founded in 1969, the German Würster manufacturing company has been renowned for its “diamond jewellery competence”. Now in its third generation of management, all of the company’s jewellery items are hand-made in the gold city of Pforzheim. The ranges are characterised by a blend of traditional hand craftsmanship and a passion for exceptional creations. The new items presented by Würster Diamonds at this year’s Baselworld include the new Loops collection from the Noor brand. Described as a must-have of the

season, these sought-after jewellery items add a touch of brilliant sparkle to the arm or neckline. Sophisticated nappa leather straps in various fashionable colours are combined with high quality elements in gold, diamonds and coloured gemstones. All of the materials are carefully selected and processed.

Creative designers are responsible for Noor and Viore brand designs. According to the company slogan of “competence in diamonds”, unique diamonds of various sizes, cuts and colour nuances give the items of jewellery their characteristic identity. Unique

pieces are also produced to suit individual requirements and reflect the exclusive lifestyle of the customer. It is this tradition which has contributed to the family business acquiring a small yet refined fan base from its very beginnings.

2. I, A4I



The coloured Loops bracelets from Noor are the ideal companion not just in summer.



THE DAZZLING POWER OF PURPLE

PANTONE DECLARES “RADIANT ORCHID” THE TREND COLOUR OF 2014

BY CHRISTEL TRIMBORN

Time to get dazzling! Radiant Orchid is the powerful colour of 2014 – as stated by renowned colour experts Pantone. And rightly so – there is no escape from the fascination of this bright violet tone. “Radiant Orchid reaches across the colour wheel to intrigue the eye and spark the imagination,” says Leatrice Eiseman, executive director of the Pantone Color Institute. “An invitation to innovation, Radiant Orchid encourages expanded creativity and originality, which is increasingly valued in today’s society.” The basic colours of fuchsia, lilac and pink are combined in Radiant Orchid to create a flattering lilac tone which forms a key part of this spring’s fashion collections, make-up trends, interior design and jewellery. It is associated with positive emotions such as joy, love and health, according to expert Leatrice Eiseman. This surprisingly diverse colour creates a healthy glow and sets off most skin types and eye and hair colours when worn in the form of make-up or accessories. Home accessories in this eye-catching colour also liven up any room ambience. The revitalising strength of the orchid shade is particularly appealing when combined with nude tones like grey, beige and taupe.

No wonder then that this trend looks set to continue over the coming seasons, according to Pantone.

CLEARING THE STAGE FOR AMETHYST ETC.

This fashionable colour has opened up a charming range of colours for jewellery designers which covers all shades from blue to red – pink tourmaline, rubellite, amethyst, tanzanite and purple sapphire are among the gemstones which bring this trend to life. Sometimes the warm components are highlighted with rose gold and sometimes sparkling diamonds or cool white gold add an extra dose of radiance to the gemstones.

Pink tourmaline steals the show from the diamonds in Judith Ripka’s Town & Country earrings – its clear colour tone is a class of its own. The bracelet from the Grace collection made by the Chimento company is named after the legendary Grace Kelly, an icon in style and elegance. The one-of-a-kind piece features cobbles of amethysts and classic diamonds. The Follia chain from manufacturer Meissen Couture, renowned for its porcelain tradition, lends an air of subtle elegance to the trend with coloured gemstones in blue and lilac tones, champagne-coloured diamonds, rose gold and porcelain elements which also form part of the Radiant Orchid colour scheme.



- 1) Carberonia
- 2) Carrera y Carrera
- 3) Chimento
- 4) Just Cavalli
- 5) Judith Ripka
- 6) Meissen Couture
- 7) Pianegonda
- 8) Rena Lange
- 9) Van Der Bauwede Genève
- 10) Tournaire
- 11) Etro
- 12) Michael Kors

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EDITORIAL



Dear Ladies and Gentlemen,

Change is everything. In order to grow, one has to rethink old ideas and develop new ones, constantly. And that is exactly what Baselworld has been doing successfully for decades. Which is one of the reasons why the trade show has become the world's most prestigious watch and jewellery show over the years.

In 2013, the new hall complex by world famous architects Herzog & de Meuron was opened and the new building turned out not only to be beautiful, but also to be a perfect place for exhibitors and visitors alike. Nevertheless, Baselworld is not resting on its laurels and has taken further steps to ensure that the success story of the trade show remains an ongoing one. Among other things, you will be able to enjoy new brands, new products and a more exciting collection of jewellery and watches than ever before. Understandably, all of this makes us very proud to be the home of Baselworld and an enormous pleasure to welcome you all to this year's trade show.

While you are in Basel make sure that you find time not only to visit the exhibition grounds, but also the city itself. Basel has a lot to offer. From museums to wonderful shopping opportunities and, last but not least, cafes and restaurants. There are delights for everyone and every taste.

I am confident your trip to Baselworld 2014 will turn out to be a memorable one. And I'm already looking forward to welcoming you back in the coming year.

DR. GUY MORIN,
PRESIDENT OF THE EXECUTIVE
COUNCIL OF BASEL CITY

HEARD IN BASEL

"Baselworld is not only the window for high-end watch-makers but is increasingly the showcase for the design of luxury watches: a perfect place to be."

Paolo Marai, President and CEO of
Timex Group Swiss Luxury Division.

HAPPINESS IS TRUMPS

CHOPARD'S AIRILY-LIGHT HAPPY DIAMONDS ENCHANT LUXURY LOVERS
BY CHRISTEL TRIMBORN

This spring Chopard is focusing on graceful lightness with the new Happy Diamonds Butterflies collection. As has always been the case since the launch of the first Happy Diamonds collection in 1976, the mobile diamonds, trademark of the collection, also play a key role in the butterfly jewellery. With their well-balanced proportions, airily-light lines and magical symbolism, this feminine jewellery is already one of the major classics at Chopard. The pendants, bracelets, rings, earrings and long chains are made from shiny 18 karat pink and white gold and are partially set with diamonds and pastel-coloured or pink-coloured sapphires. Diamonds flap as free as butterflies in the wind on their graceful wings. On the ladies' watch of the collection it even seems as if a whole swarm of butterflies has landed. Two of them decorate the case, lavishly strewn with sapphires and brown diamonds. The arch of the case and dial, upon which seven mobile diamonds flutter, are also set with diamonds.

HAUTE JOAILLERIE MEETS HAUTE HORLOGERIE

With the launch of an opulent new watch Chopard provides impressive evidence of its prowess in jewellery artistry. Right on time for Baselworld 2014 the Swiss brand presents the Happy Sport



Caroline Scheufele with Livia and Colin Firth at the Chopard press conference.



The Happy Sport Tourbillon Joaillerie combines haute joaillerie with haute horlogerie.

Earrings from the Happy Diamonds Butterflies collection.

Tourbillon Joaillerie ladies' watch. This sporty Chopard watch is presented here in its most ornate and technically-refined version – it is set all over with diamonds, as well as being equipped with a precious tourbillon L.U.C movement. "The combination of the playful freedom of Happy Diamonds and the modernity of the Happy Sport model unites beauty and precision within this piece," says Caroline Scheufele, Co-President of Chopard. Naturally, the flying diamonds are also present here: the bezel of the Happy Sport Tourbillon Joaillerie is set with 36 trapezoid diamonds.

TUESDAY, APRIL

01.

HIGHLIGHTS

- 02 **DISCOVERY AND ADVENTURE**
Jeanrichard's Managing Director Bruno Grande shares the brand's values and talks about the newest watch debuts.
- 04 **A LOOK INTO THE CRYSTAL BALL**
Watches sure to become tomorrow's classics are on display today.
- 08 **EVERYTHING FROM A SINGLE SOURCE**
Ulysse Nardin continues its way to independence, building its own movements and components, as Patrik P. Hoffmann explains.
- 17 **PATH TO GROWTH**
Robert Dreyfuss of the Dreyfuss Group talks about its global success in 2013 and targets for 2014.
- 21 **BUILT TO LAST**
The newest tough watches debuting at Baselworld 2014.
- 22 **A STRONG IDENTITY**
U-Boat's Italo Fontana presents notable timepieces which wed grandezza with craftsmanship.

TISSOT SHINES WITH NEW T-TOUCH EXPERT SOLAR WATCH

TIMEPIECE IS FIRST-EVER TACTILE WATCH POWERED BY LIGHT

BY WILLIAM GEORGE SHUSTER

Tissot, the Swiss watch brand known for its innovative T-Touch watches with tactile screen technology, is introducing another advance in the series: The T-Touch Expert Solar, the first-ever tactile watch powered by solar energy.

Rays of light on the dial not only power and recharge the watch, but also let the SuperLuminova indices and hands glow in the dark.

The timepiece offers a number of essential functions for everyday use, including a perpetual calendar which also indicates the day and week number for busy schedules; two alarms, one for the week, the other for the weekend; two time zones for holiday trips; weather forecasts with relative pressure, altimeter with difference meter;

chronograph lap and split with logbook; compass; timer; regatta function and backlight. The watch's design is both contemporary and dynamic, with strong lines. Its push buttons are ergonomic, milling provides a great grip on the bezel. However, the timepiece still has classic T-Touch features, such as triangular-shaped lugs.

The Swiss-made watch is driven by a solar-powered quartz movement, with accumulator charge indicator and features a tactile scratch-resistant sapphire crystal, with anti-reflective coating. It debuts in an anti-magnetic titanium case with black PVD coating which is water-resistant to 100 metres.

The new T-Touch Expert Solar comes with a rubber or titanium strap or a leather band.



T-Touch Expert Solar, Tissot.

TUESDAY, APRIL 1, 2014

NEWS



CARBERONIA – The Nido collection from the Spanish manufacture is characterised by its large range of colours: topaz, amethyst and smoky quartz in round and oval forms delight with sparkling light reflections. Earrings, rings and necklaces form the basis of this collection, which is every woman's dream. (ahe)

2.1, M&I



Rings from the Flora collection of Vendorafa Lombardi.

SICIS JEWELS – Micro- and nano-mosaic is one of the most ancient and elaborate techniques in jewellery manufacturing and Ravenna-based Sici embraced the challenging project of reviving this almost lost art. At this year's Baselworld, Sici presents a unique collection of jewels especially designed by the architects Massimiliano and Doriana Fuksas. The figurative pieces from the Gypsy Maschere collection are made from 18 k yellow gold and micro-mosaics. (cete)

2.2, C15



WENDY YUE is enchanting show visitors yet again this year with a variety of exceptional and sumptuous creations. The limited-edition pieces by the Hong Kong-based firm seduce with their magical flora and fauna creations. 18 k gold and magnificent gemstones in many different colours and qualities lend the sculpture-like jewels an exotic look. (cete)

2.0, J35

THE CHALLENGE OF CHANGE

SINCE 1951 VENDORAFA LOMBARDI HAS BEEN ONE OF THE MOST REPRESENTATIVE NAMES IN THE MADE-IN-ITALY SECTOR

INTERVIEW BY ANNALISA FONTANA

The production process has always been projected towards high technological quality, synergistic organization of the structure and modern-style management, to maintain a strong link with Valenza tradition and craftsmanship. Owner Augusto Ungarelli discusses Vendorafa Lombardi's strategy.

BWDN: What is the secret for innovating while maintaining a unique identity?

Augusto Ungarelli: In a nutshell: continuity in quality. I wouldn't say it's a secret, but a precise strategy that has been successful over time. Be a jeweller but always be a modern jeweller. Supported by our artisanal nature, we continued to work on the use of traditional techniques – gold engraving and

hammering, which sets us apart, and appliqué enamel – on promoting manual finishes, updating style, bringing product characteristics forward with technology, and with great attention to quality.

Are Europe and Italy, in particular, also so-called mature markets for you?

They have been for several years and it couldn't be otherwise in view of economic and financial factors strongly impacting the style of consumption, chiefly for so-called luxury goods. There is great potential in culture and natural ability, which I believe in although it's all lying low at the moment.

Have your product and price strategies changed? If so, how?

Not really. They've adapted, which is no



Augusto Ungarelli, owner of Vendorafa Lombardi.

mean feat. Indeed it is a real challenge. We have never given up on real gems. Thanks to modernization of processes, technologies and renewing creativity, we can propose collections that preserve the precious aspects and allow us to adjust costs in line with those of raw materials, which are increasing.

What is the strength that allows you to partner the most exclusive international brands?

Let me boast about the concept that these days is a leitmotif when talking about Italy. A concept that I've proposed for a while, that of great beauty. It's a

natural heritage and beyond the usual platitudes, we enjoy it thanks to our culture, inventive and creative abilities, skills and hand-crafting value. But it is not just about beauty, it is also about being smart. The big brands we work with seek and find in us a partnership and not only for our crafting skills, but also for quality and design. I'm so convinced of this that with my colleagues in the Club degli Orafi Italia, an association which I chair and which includes Italy's leading companies, I've engaged in a communication project – Italian Intelligence – promoting the value of Made in Italy.

2.2, H20

A STRIKING PRESENCE

RUPPENTHAL INTRODUCES THE HERKULES RING IN BASEL

BY AXEL HENSELDER

The Herkules ring from A. Ruppenthal is already a fast-moving item in specialist retail. The five millimetre-thick ring shank is made from white or yellow gold and delights with 18 expertly-set, faceted gemstones. The Herkules ring is currently available with citrine, peridot, amethyst, Iolite, rhodolite, chrome diopside, fancy sapphire, topaz (Swiss), pink tourmaline and a combination of sapphire and chrome diopside. In addition, there are also three diamond creations in the natural colours brown and black. In Basel, Ruppenthal is also presenting jewellery pieces in 750 gold with natural, fancy brilliant-cut diamonds. These are processed using the

Ruppenthal microsetting procedure. Ruppenthal is exhibiting in Hall 2.1 Hall of Visions for the first time.

"We are returning to the centre of the show to make it even more convenient for our customers to shop," says Albert Ruppenthal.

Ruppenthal and its subsidiary brand Ernst Stein are displaying the entire range of products on one level of 180 square metres. Focal points include tsavorite (green garnet) in every shape and shade, Tahiti cultured pearl chains and reasonably-priced pairs of Tahiti, freshwater and South Sea cultured pearls in numerous sizes and shapes.

2.1, B51



Herkules rings from A. Ruppenthal.

YOUTHFUL DESIGNS

GIVING WOMEN ACROSS THE WORLD THE ABILITY TO ADORN THEMSELVES IN ELEGANT JEWELLERY

BY NINA HALD

Baselworld 2014 is hosting the official unveiling of the fashion designer diffusion-jewellery collection Dani by Daniel K. It is exquisitely crafted to the same exacting jewellery standards of the designer Daniel Koren, who established his brand Daniel K in 1999, but the Dani by Daniel K jewellery is created in sterling silver and set with cubic zirconia, synthetic corundum and synthetic spinel. The collections include new youthful designs, intriguing symbolic pieces and Daniel K's classic-iconic Uternity bands featuring invisible settings.

For nearly two decades, Daniel K's timeless designs have been worn by Hollywood royalty such as Oprah Winfrey,



Earrings in sterling silver and nanogreen christals.

Sigourney Weaver, Naomi Campbell, Angie Harmon, and P. Diddy. With the introduction of Dani by Daniel K, the work of the designer is brought to women who once only dreamed of owning an original Daniel K piece. Highly trained craftsman hand set, assemble and polish each piece, ensuring the best possible quality, matching the brilliance and exceptional design for which Daniel K is known. "This is my way of being finally able to share my love of jewellery while making it attainable to women everywhere," Daniel Koren says.

2.2, C25



Sterling silver and created padparadscha sapphire ring.

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Welcome dear reader to Baselworld 2014.

In my capacity as CEO of MCH Group, I like to make the rounds of Baselworld, and even after so many years, I never cease to be amazed and impressed by the exceptionally high standards of presentations and pavilions set every year by our exhibitors. This year's event has definitely once again set the bar at a new high level.

Baselworld is truly unique in its ability to attract such international interest with every notable global brand name in the business present. Observing exhibitors, buyers, visitors and media discussing, evaluating, making notes in such a wide variety of languages, I have the impression that people from every corner of the earth are represented here – and most importantly, they all seem to be enjoying themselves.

For us at MCH Group, this internationality is crucial as with our group shows Baselworld and Art Basel in Basel, Miami Beach and Hongkong we definitely count among the global players in the show scene. And with that comes an obligation to continue to develop and innovate as do our exhibitors.

Thank you for being with us here at Baselworld this year, we wish you a most successful show and a memorable time in Basel.

RENÉ KAMM
CEO MCH GROUP

HEARD IN BASEL

“Baselworld is the most important venue for the industry. All different brand levels, prices and technologies are here. The show is a turning point for each brand. It is the second year of our coming back and we showcase our work and technology.”

Michele Sofisti,
CEO of Girard-Perregaux

A NEW CROWN JEWEL

HARRY WINSTON ENRICHES THE SWATCH GROUP WITH A LUXURY JEWELLERY BRAND

INTERVIEW BY AXEL HENSELDER

Last year, the Swatch Group acquired the US brand Harry Winston for 750 million dollars. The takeover has already made its mark on the group's balance sheet: the Swatch Group's gross turnover increased by 8.3 percent last year to a new record of 8.82 billion Swiss francs. Turnover in the watch and jewellery sector even increased by ten percent. Harry Winston and its 600-plus employees are now fully integrated into the group.

The BWDN spoke to Nayla Hayek, CEO of Harry Winston.

BWDN: What potential does the acquisition of Harry Winston offer the Swatch group?

Nayla Hayek: Substantial potential, otherwise we would not have bought the brand. The Harry Winston brand is the ideal addition to the group's prestige sector.

Are there any synergies involved in the production and sales?

Yes, there are synergies – both with the sale and manufacturing of watches.

Can you also guarantee more exclusive access to jewellery diamonds through the acquisition?

Even before the acquisition, the Swatch Group was one of the biggest diamond buyers for our various brands. Our Breguet brand was also producing diamond jewellery before the acquisition.

How would you describe the profile of the Harry Winston brand?

The Harry Winston brand has a fantastic past and a fantastic future. It has always stood for exceptional diamonds. Many of the world's most sought-after stones



Nayla Hayek, CEO of Harry Winston and chair of the Board of Directors of Swatch Group.

started out in the hands of Mr. Winston himself, who had them cut and polished from raw diamonds.

Harry Winston is renowned for its exquisite jewellery and watch creations. Where will its focus lie in the future?

The focus will be where it has always been – on jewellery.

Has the acquisition of Harry Winston already paid for itself at the Swatch

Group? The figures reveal an above-average growth last year.

You have already answered your own question there.

Why is Baselworld the ideal platform for Harry Winston?

Baselworld is a platform where we can present our latest watch creations and this also applies to all of the brands in the Swatch Group.

I.O. C25

SUNDAY, MARCH

30.

HIGHLIGHTS

- 02 **CHARISMATIC CHRONOMAT**
Breitling celebrates 30th anniversary of this iconic aviation timepiece. Jean-Paul Girardin toasts this landmark achievement.
- 04 **INSPIRED BY TRADITION**
New amazing Tudor watches unveiled at the show.
- 08 **EXTRAORDINARY WATCHMAKING**
Girard-Perregaux demonstrates haute horlogerie at its best, as CEO Michele Sofisti shares with Baselworld Daily News.
- 10 **HIGHLIGHT ON CERAMIC**
Rado is leading its way with innovative ceramic touch technology. CEO Matthias Breschan has details.
- 14 **STRONG PROSPECTS**
Seiko's Shinji Hattori talks about the newest Astron, Grand Seiko and Prospex debuts.
- 32 **ELEGANCE AND SAVOIR-FAIRE**
Emporio Armani introduces its Swiss Made watches.

PRESERVE EACH BRAND'S IDENTITY AND LET IT GO ITS OWN WAY

LVMH'S JEAN-CLAUDE BIVER TALKS ABOUT HIS NEW TASKS AT HUBLOT, ZENITH AND TAG HEUER

INTERVIEW BY IRIS WIMMER-OLBORT

One of the watch industry's most outstanding personalities, Jean-Claude Biver led Hublot to unanticipated success. Now he is also responsible for other brands in the LVMH Group. Along with Hublot, he also heads TAG Heuer and Zenith.

BWDN: Congratulations on your new post. Specifically, what are your tasks?

Jean-Claude Biver Biver: Like an orchestra's conductor, I make sure that all the different instruments play in harmony. I'm not directly responsible for the operating business, but I also collabo-

rate with each brand's head to define long-term goals, ideas and strategies. I need to motivate people so we all progress in the same direction, take the right decisions and launch the right products. I get along splendidly with my three colleagues, so all this works very well. When I think about my new job, I feel nothing but joy and curiosity.

Do you plan to change the brands?

No! Why change something that's right and that runs well already? I'll ensure that each brand preserves its own identity and goes its own way. My influence

will only become measurable and tangible in the long term.

How would you describe each brand's identity?

Hublot, Zenith and TAG Heuer are totally different from one another, not only with regard to each brand's price category. Hublot stands for fusion and combines tradition with innovation. Zenith is a very traditional brand: It embodies the values and virtues of a manufacture and it appeals conservative customers who prefer understatement. By contrast, TAG Heuer is a young,



Jean-Claude Biver,
Head of the watch division at LVMH.

dynamic brand that stands for design, technology and avant-gardism. You can see this in the new watches that Hublot, Zenith and TAG Heuer are presenting here at Baselworld.

SUNDAY, MARCH 30, 2014

NEWS



CARBERONIA – Zanzibar is the collection for fashionable women who like to experiment with colours – a perfect symbiosis of precious gemstones such as diamonds and sapphires, set in 750 gold. There are three forms with alternating variations: a colour spectrum ranging from the violet of amethyst to the green of tsavorite or smoky quartz with pink sapphire, champagne-coloured diamonds and a blend of blue topaz with the shimmer of a sapphire. (ahc) **2.1, M81**



ESCADA – Pure elegance from Escada: softly flowing chains gently caress the neck or wrist of the wearer. Twelve or 16 thin, gold-plated chains unite to form expressive pieces of jewellery – as either a snug-fitting chain or a bracelet. Seemingly randomly scattered Escada logos on small metal plates set unique accents. (cete) **1.2, COI**



YVEL – Unique beauties from the depths can be seen in the Satin Sea collection of the Israeli pearl jewellery specialist Yvel. Keshi and baroque pearls are combined with 18-karat, matte gold to create organically-formed and unusual pieces of jewellery. The collection comprises rings, earrings, necklaces and bracelets. (cete) **2.2, G20**

CONSISTENT CREATIVITY

UNDER THE LEADERSHIP OF FAWAZ GRUOSI, DE GRISOGONO TAKES RISKS IN DESIGN, FINDING NEW MATERIALS

INTERVIEW BY NINA HALD

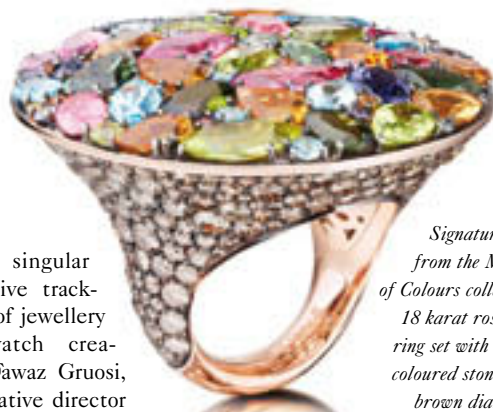
With a singular impressive track-record of jewellery and watch creations, Fawaz Gruosi, de Grisogono founder, creative director and executive board member, discusses the company's strategy.

BWDN: What is de Grisogono's focus during Baselworld 2014?

Fawaz Gruosi: The focus is as always to sell, and to upgrade our previous collections. This year, we will focus mainly on the ladies; we will be launching two new watches and jewellery watches. The Allegra watch is square and very colourful, square; unique in the market, and unexpected once again – because we always like to surprise our clientele. Five jewellery lines are totally new; two jewellery lines will be extended from the previous Baselworld and once again will be bringing some prestigious high-jewellery creations.

What are the major markets for the brand?

Our main business is done in Europe – Switzerland, London, Paris and Sardinia



Signature ring from the Melody of Colours collection: 18 karat rose gold ring set with multi-coloured stones and brown diamonds

– we are number one at Bergdorf Goodman in New York and in Miami. Baselworld is the only fair we exhibit at, and we select our distributors very carefully. I want to keep the image and the exclusivity of de Grisogono high. In a world of luxury, de Grisogono stands for creativity, craftsmanship, a strong point-of-view and glamour. When we started, from the very first day, we always wanted to be different, to take risks in creating, and to take risks in finding new materials. Black diamonds, icy diamonds, stingray bracelets, and dials for watches in wood – we have tried to revolutionize the business by taking risks creatively for 20 years. That is our philosophy, and we are only going to continue to get better. The passion of our craftsmen are rarely found in any other company; it is our DNA to be creative and innovative. Even since I started we never reduced our “craziness” – because yes, you have



Fawaz Gruosi, founder, de Grisogono.

to be a bit crazy to take constantly take risks. And although de Grisogono is 20 years old today, it is still my baby – take it away from me, and I would die.

In your opinion, what defines high-jewellery?

I did a collection of high-jewellery for our 20 years anniversary; almost all the pieces have been sold. Each piece could take 12 months to produce, but I never think in terms of value of the stones. I like to make the audience look at the entire creation, and first then discover the important stone.

How do the aesthetic language of the watches and the jewellery from the brand correlate?

Whatever we do – in all collections – our creations are recognizable, and they all attract attention. We like our unique jewellery to be baroque, colourful and big; it makes the actresses and the models look “plus” of what they already look. The ladies laugh more and it makes them comfortable – and therefore beautiful. I feel passionate about having great collaborators, and some of them have similar passions as mine. I just wish I could have more of them. **1.1, D39**



Eduardo Brüner, CEO, Brumani.

A TOP CLASS CELEBRATION

THE BRAZILIAN BRAND BRUMANI IS BRINGING OVER 150 NEW DESIGNS TO BASEL

BY CHRISTEL TRIMBORN

Images of Brazil are invariably linked with the carnival: bright colours, cheerful people and a relaxed party atmosphere. The high quality jewellery from the Brazilian jewellery brand

Brumani reflects this typical impression of South America. The family business was founded by Antonio Carlos Brüner over 50 years ago and represents the strength of this multicultural country

like no other through its elegant and feminine jewellery items: the collections are full of culture, emotions and colours. One range which reflects this in particular is the Panaché Collection: with its elegant forms and coloured gemstones, it is inspired by the spontaneity of the Brazilian soul and celebrates European culture at the same time. When it comes to Europe, Eduardo Brüner, CEO of Brumani, envisages

using this year's Baselworld for a market expansion: “We believe that our new collection will open new doors for Brumani in many different markets. We are ready to expand further into the European market, as well as to Eastern Europe and the Arabian countries.”

UNIQUE MARKETING TOOLS

In addition to some 150 new designs, Brumani is also bringing a wide range of attractive new marketing tools to the trade show such as brochures, displays and packaging. The idea behind this approach: “Our goal is to provide our clients with the most sophisticated and unique marketing tools, supporting their operations and positioning our brand in the middle high-end market as well as at the best shops on each market,” says Eduardo Brüner. The new packaging and display system, developed exclusively for Brumani, has the landscape of Brazil as an inspiration, “especially the beaches and the mountains of the wonderful city of Rio de Janeiro,” explains the company director enthusiastically. “The aim “to turn our jewellery into lifetime memories” is therefore brought a step closer. **2.1, D65**



Earrings from the Panaché collection in white gold, white and brown diamonds and blue topaz.

BASELWORLD

DAILY NEWS

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EDITORIAL



Welcome to Baselworld!

At last the moment has come for the Swiss Exhibitors to reveal the result of their diligence, excellence and passion. Guardians of centuries-old expertise, they keep this tradition alive by continuing to innovate, thus creating the new legends that will define tomorrow's time measurement.

As a showcase for this remarkable creativity, Baselworld will confirm this extraordinary talent and skill. The Swiss watchmakers and jewellers are waiting to show you the countless world-firsts which, in a few months' time, will adorn the wrists of men and women all over the world.

Don't miss this opportunity to also visit exhibitors from the related branches, in Halls 3 and 4, and discover the sometimes little-known world of these men and women whose invaluable contributions help transform a dream into reality.

I wish you all an enjoyable and enriching time at Baselworld.

FRANÇOIS THIÉBAUD
PRESIDENT OF THE SWISS EXHIBITORS
COMMITTEE

HEARD IN BASEL

"It's an exciting new era for Movado Group. We are extremely proud to announce the opening of our new exhibition space. The consolidation of all our brands into one unified area provides our customers and the press with the ultimate Movado Group experience."

Efraim Grinberg, chairman and CEO,
Movado Group.

"WATCHES ARE ALSO ART"

THESE LUXURY BRANDS MIX INNOVATION WITH CREATIVITY

BY WILLIAM GEORGE SCHUSTER

Marc A. Hayek, CEO of Breguet, Blancpain and Jaquet Droz, talks to BWDN about their 2014 creations' technical innovations and artistry.

BWDN: Mr. Hayek, how are the three brands doing?

Marc A. Hayek: I'm very satisfied with them. Their sales increased well in 2013, and 2014 had an auspicious start. We always aim higher and for even more important growth rates. In the US, Europe, Russia and China, we haven't yet reached full potential. There are also positive outlooks for countries like Mexico, Canada or India.

Breguet's Classique Chronométrique 7727 recently won top honours from leading US, European and Japanese watch magazines. What does that mean?

These prizes are important, since they demonstrate how revolutionary the Classique Chronométrique is. Its magnetic pivot is a real breakthrough in watchmaking; its impact won't be fully assessed for years. This timepiece shows Breguet has the same spirit as its founder, Abraham-Louis Breguet. He invented the tourbillon to improve the precision of the watches of his day by overcoming gravity's negative effects. Today Breguet tackles the same problems with new, avant-garde technologies.

What is Breguet's technical innovation for 2014?

The extra-thin Tourbillon 5377 is without doubt Breguet's masterpiece this year. With a three millimeter movement in a seven millimeter case, it's the world's thinnest tourbillon. Breguet's engineers



Marc A. Hayek, CEO of Breguet, Blancpain and Jaquet Droz.

surpassed themselves. They designed a platinum oscillating weight on the calibre's outskirts, which rotates in both directions to make the watch as thin as possible. It also has a frequency of 4 Hz without sacrificing its power reserve.

In the past six years, Blancpain has launched 18 calibres. Is there a new one for 2014?

Yes, we have two new calibres – a tourbillon and a chronograph – and three new adaptations. Innovation is a driving force at Blancpain, and its research and development department is the nerve centre.

What does Jaquet Droz's new 'Art of Astonishment' ad campaign say about the brand?

With this campaign, Jaquet Droz pays homage to the craftsmanship of its artisans who excel in their respective disciplines. They create highly technical and poetic timepieces with miniature paintings, engravings, sculptures and most impressively – Jaquet Droz's hallmark – miniature automatons. For its Charming Bird, for example, the brand's team created a singing automaton by developing a piston-driven bellows system and miniaturizing techniques inherited from the 18th century. They turn each creation into a veritable artwork.

What is one big debut of each at Baselworld?

Each year, the three aim to surprise watch lovers with unique timepieces. Blancpain's big introduction is its Tourbillon with a totally new calibre with 12 days power-reserve and one barrel. Jaquet Droz's is the Charming Bird, an authentic piece of art with its tiny automaton bird that sings and dances. For Breguet, it's the before mentioned extra-thin Tourbillon.

Smart watches, tablets and similar devices display time. So, why are watches like these still in demand?

Complicated watches have a great fascination. They aren't simple products. They are veritable artworks rendered unique by artisans' hands, and endowed with genuine soul. Each creation by Breguet, Blancpain, or Jaquet Droz has individuality in a world of standardized products. So the three brands' watches convey emotions. Like beautiful paintings or sculptures, watches are also pieces of art.

SATURDAY, MARCH

29.

HIGHLIGHTS

- 02 **POWER AND PRECISION**
TAG Heuer's new CEO Stéphane Linder introduces an extra-thin calibre with 80 h power reserve.
- 04 **TRUE WATCH-MAKING VALUES**
New manufacture movements on display at Baselworld.
- 08 **TRADITIONALLY ELEGANT**
Walter von Känel leads one of the most prestigious Swiss brands. Here he gives an insight into the world of Longines.
- 10 **BOARDING TIME**
New pilot watches on the runway at Baselworld that take you to the skies.
- 14 **AVANT-GARDE AND SOPHISTICATION**
La Montre Hermès delights with extraordinary Haute Horlogerie timepieces, introduced here by CEO Luc Perramond.
- 22 **ON THE COURSE FOR GROWTH**
With many exciting watches in 2014, Vulcain's new CEO Renato A. Vanotti feels well prepared for the future.

CHANEL'S J12 FLYING TOURBILLON ADDS A NEW STAR

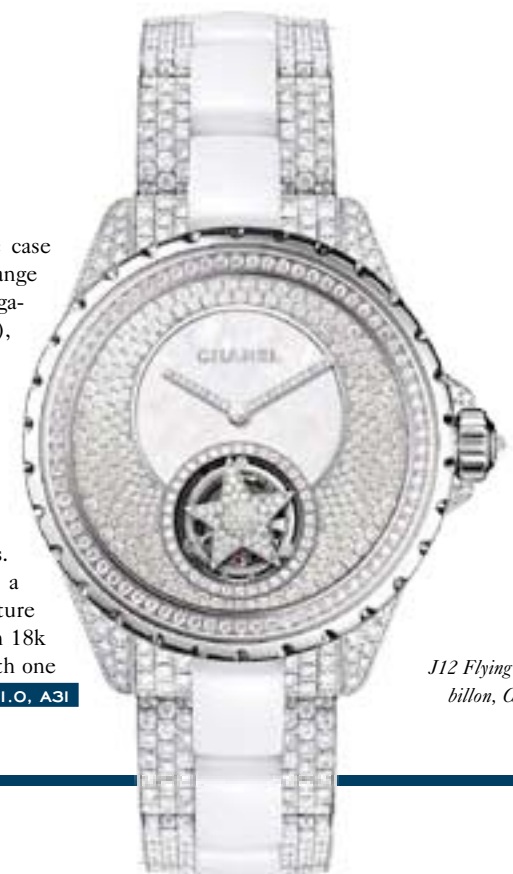
THE MOTIF IS POETRY IN MOTION

BY WILLIAM GEORGE SCHUSTER

An exquisite complication with a poetic touch is the newest haute horlogerie creation from Chanel – the J12 Flying Tourbillon collection. It exquisitely combines luxury watchmaking expertise with the stunning beauty of fine jewellery. What captures the eye, however, is the rotating star-shaped bridge – the 'Comète' – set with 49 brilliant-cut diamonds, atop the carriage of the tourbillon. Chanel didn't want simply to produce a technically complex complication, but to incorporate a poetic motif onto it, says Chanel spokesperson Julia Van Herpen. The star symbol, she adds, is "important in the universe of Gabriel Chanel, the French fashion

designer and founder of the brand." The Chanel timepiece is the third since 2012 to use a rotating symbol on its flying tourbillon calibre, which was developed exclusively for Chanel. There are four hand-wound models, all limited editions and in white gold with diamonds, in the 2014 collection. They include the most expensive timepiece Chanel has ever made, in white gold and completely set with diamonds (five pieces). Another version features a white high-tech scratch-resistant ceramic case and bracelet, set with brilliant-cut diamonds, and a mother-of-pearl dial, set with 336 brilliant cut diamonds (twelve pieces). Also available is an 18k

white gold and ceramic case with a diamond set flange and dial, on a white alligator or strap (50 pieces), and one with an 18k white gold and black high-tech ceramic case with a black onyx dial and flange set with 301 brilliant-cut diamonds in the centre. This model is limited to 50 pieces. All four watches have a diameter of 38 mm, feature white gold hands and an 18k white gold crown set with one brilliant-cut diamond.



J12 Flying Tourbillon, Chanel.

SATURDAY, MARCH 29, 2014

NEWS

AL CORO – The new, exclusive Amalfi collection is an homage to the picturesque coast on the Gulf of Salerno. 750 white gold enters into a shining liaison with crystal-clear, white brilliant-cut diamonds – in beautiful, seductive form. The exclusive signature of the Amalfi line can be seen in each item of the ensemble, which also includes a ring, necklace and earrings. (ahc) **2. I, G86**



GUCCI – The Diamantissima collection from Gucci Jewelry with the classic Gucci pattern has received a number of new additions in 2014: droplet earrings, a matching pendant and a ring bearing the legendary motif are a delicate presence. Made from 18-karat white gold, they are crowned by a single diamond. The earrings and pendant also bear the traditional double G. Diamantissima is also available in other variants. (cete) **1. O, D49**



CARBERONIA – Amongst other pieces, the Spanish brand is presenting its new Adela collection in Basel. This highly-feminine piece was inspired by the girl's name Adela. It comprises an elegant and ingenious combination of pink gold and delicate coloured gemstones such as amethyst, peridot, topaz, smoky quartz and rhodolite. Pavés of white, brown and champagne-coloured diamonds also enrich earrings, rings and necklaces. (ahc) **2. I, M81**



CENTRED ON IMPORTANT AND LARGE GEMSTONES

BAYCO'S CEO MORIS HADJIBAY AND CREATIVE DIRECTOR MARCO HADJIBAY SPEAK ABOUT HIGH JEWELLERY TRENDS FOR 2014

INTERVIEW BY NINA HALD



Marco, left, and Moris Hadjibay, right, Bayco.

Having stunned Baselworld with the Imperial Emerald showcased last year, Bayco is now bringing equally stunning rubies to the fair, for the sophisticated ladies able to appreciate the beauty of the king of gems.

BWDN: What is the company's focus during Baselworld 2014?

Moris Hadjibay: Our focus at Baselworld 2014, like every year that we participate, is to present the world with beautiful jewellery set with extremely rare precious stones. Baselworld is the best

platform to showcase what our brand is really about. All the most important people in the watch and jewellery trades are attending this event, so in a way, for eight days our stand is our window to the world. The major markets for Bayco are the United States, Europe, the Middle East, Asia and Oceania.

What does your brand stand for in a world of luxury?

Moris Hadjibay: Our brand stands for rarity, exclusivity, quality and excellence in craftsmanship. Our aesthetic agenda always focuses on making jewellery centred on important and often large centre

stones. One new focus for this year at Baselworld is the Monochrome collection, which features pieces made with only one colour of stones.

What is the most important high-jewellery category this year?

Marco Hadjibay: The most important category in high-jewellery will be rings, but I believe that important necklaces will make a come-back this year as well.

What is the most important thing for a brand on the luxury market today?

Moris Hadjibay: The most important thing for a jewellery company is the



Bayco earrings feature two oval rubies (4.54 carats), 112 diamonds (5.51 carats).

strength and depth of their inventory. That is the true barometer to gauge the strength of a jeweller.

For unique jewellery, what is the most important stone this year?

Marco Hadjibay: The ruby, the king of gems, the rarest of them all. This year, the unique high-end jewellery will be dominated by large and colourful gemstones, preferably in special cuts, countered by monochromatic jewels. Bayco's muse is the elegant, refined, sophisticated woman who appreciates beauty and rarity; she only wants the finest that the world has to offer. **1. I, E09**

FOR HALF A CENTURY, TRUE STYLE THAT MAKES A DIFFERENCE

MARIO AND FEDERICA CHIMENTO REPRESENT THE CONTINUITY OF A DYNASTY OF JEWELLERS WHOSE ORIGINS DATE TO 1964

BY ANNALISA FONTANA

Chimento celebrates its 50th anniversary in 2014 so it is an important year for the company that has always worked with a large international clientele. For this reason Baselworld has been one of the regular

key appointments with the business world.

Chimento creations have a strong style that characterized design from the outset and with the arrival of the second generation there has been impetus for a

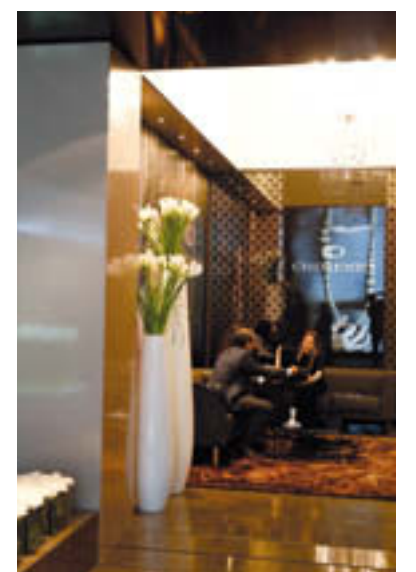
further renewal. Since its inception in 2000, the Double line has evolved constantly thanks to technical features that perfect reversibility and convertibility: a complete collection consists of bracelets, rings, necklaces and earrings that can be put together in two different sets. The pieces are available in polished white and yellow gold, or polished and brushed yellow gold, including with diamonds set on either side of the central element.

Not to be outdone, the traditional Bamboo collection has been renewed with modules staggered vertically and horizontally, for an effect further enhanced by the inclusion of a row of diamonds. The equally classic Stretch line – also enriched with diamond elements – features a new “concealed” fastening, simplified by an entry magnet that makes it more wearable.

With Armillas, Chimento goes back to its roots, the world of goldsmithing, and makes gold the star of some cutting-edge creations. These are eye-catching,



Bamboo collection with staggered elements.



The Chimento stand in hall 1.1.

majestic jewels whose structure relies on modules linked by a frame guaranteeing grip and strength.

The latest addition, the Stardust collection, is characterized by a new construction that allows creation of ergonomic jewellery that adapts to the body with strong, decisive design: many small diamond band settings to personalize and enrich this innovative structure. **1. I, D01**