

BASELWORLD

DAILY NEWS

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EDITORIAL



Dear Ladies and Gentlemen,

Basel is a highly attractive city. But whenever Baselworld visits our city, it becomes even more charming and appealing! There is no doubt about that. During the eight days when the world's most prestigious Watch and Jewellery Show takes place, there is always a very international flavour in the air. That is why it is a real pleasure to welcome exhibitors and visitors alike to Baselworld 2015!

Basel is a vibrant centre for knowledge and exchange as well as a place of innovation. And we are very happy that Baselworld 2015 adds to this with the presence of the largest and most prestigious brands, the emerging talents in the world of design and, of course, the finest retailers. The coming together of high quality, brilliance and exclusiveness from 40 countries here in Basel creates a magic environment, which brings us right into the spotlight of the world's media.

I am tremendously delighted to get a closer look myself at this year's attractions, which, once again, will range from intricate watches to the most beautiful jewellery. I will certainly enjoy this very much. And I hope that you too will enjoy this year's Baselworld 2015, as well as the city of Basel itself as an important place for exhibitions.

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

HEARD IN BASEL

"We see Baselworld as the global voice of the luxury timepiece and jewellery industry, so there is no better platform to commence the global launch of Fabergé's new collections."

ROBERT BENVENUTO,
PRESIDENT AND COO OF FABERGÉ

THE GREEN WAY ON THE RED CARPET

'THE JOURNEY' CONTINUES:
CHOPARD DEEPENS ITS
COMMITMENT TO
SUSTAINABLE LUXURY
BY CHRISTEL THIBORN

The success story that Chopard began in 2013 with its multi-year 'The Journey to Sustainable Luxury' programme is commencing a new chapter with the support for another small-scale mining community in Bolivia. Together with Eco-Age and its Creative Director Livia Firth, Chopard initiated 'The Journey' programme two years ago, thereby becoming the first watch and jewellery manufacturer in the luxury sector to support small-scale mining communities in the process of qualifying according to the Fairmined guidelines. Chopard also promotes education and social insurance for the people in the community and helps them to protect their environment.

After a first project at a small-scale mining community in the Colombian province of Nariño, this second project channels Chopard's support to miners in the Bolivian highlands. Situated at an altitude of 4,000 metres above sea level in the Andes, this community is one of Bolivia's largest independent cooperatives - with 98 members, including 78 women.

Chopard's haute joaillerie is manufactured in accordance with the ethical standards of the Green Carpet Challenge (GCC) and sold under the name Green Carpet Collection. The first creations in the collection were unveiled at the Cannes Film Festival in May 2013.



Caroline Scheufele,
Co-President of Chopard

Earrings from
the Green Carpet
Collection

In subsequent years, famous actresses were delighted to wear these 'fairly sourced' treasures as they proudly presented the 'green' jewellery on the Festival's signature red carpet.

At Baselworld 2015, Chopard is presenting new haute joaillerie jewellery for the Green Carpet Collection as well as another watch in the L.U.C. Fairmined line: produced in a limited edition of 250 timepieces, this new model relies entirely on fairmined gold for its bezel and for the sides and back of its case.

"Thus far, we've unfortunately only been able to produce a small number of pieces of jewellery and watches from fairmined gold, simply because the vol-

ume of sustainably mined raw material isn't sufficient for a large production run, yet," admits Chopard's Creative Director and Co-President Caroline Scheufele, who is, at the same time, pleased by what has been achieved to date: "We are proud to take the next step on our Journey to Sustainable Luxury. It has not been easy, but the results are incredible. We can truly see the differences that we are making in the mining communities." Her brother Karl-Friedrich Scheufele, Co-President of Chopard, adds: "It has been very important to Chopard to continue with our bold commitment. Investing in these mines is crucial to supporting the lives of people who make our business possible. Over a thousand families have benefited from our initial commitment of social, environmental and training programmes. Now we are going to be able to expand this commitment to touch many more lives." **I.O.D.B.**

TUESDAY, MARCH

24.

HIGHLIGHTS

- 02 FROM PARIS, WITH LOVE
French high-end luxury brands delight with extraordinary timepieces combining expertise and timeless style.
- 04 HOROLOGICAL HERITAGE
Glashütte Original stays true to its roots by launching refined watches inspired by Saxon tradition. Yann Gamard, President and CEO, has the latest news.
- 08 A TRADITION OF EXCELLENCE
Carl F. Bucherer once again presents exciting timepieces for gents and ladies.
- 10 MANUFACTURING BRILLIANCE
New Eterna CEO Robert Dreyfuss shares his goals for the traditional manufacture and talks about the new chronograph movement.
- 27 WATCH GALLERY
At a unique platform in Hall 2 independent watchmakers are presenting a wealth of diversity and some of the most spectacular pieces of this year's Baselworld. A must-see for all watch lovers!

"ALLURE, ELEGANCE, PURITY"

PRESIDENT OF CHANEL FINE JEWELRY AND WATCHES, PHILIPPE MOUGENOT, DISCUSSES CORE VALUES EMBODIED IN NEW TIMEPIECES
INTERVIEW BY VIKI BRONCHER

President of Chanel Fine Jewelry and Watches, Philippe Mougenot, talks about the brand's new watches on display at Baselworld.

BWDN: The J12 has triggered a real trend for ceramic watches. How does Chanel continue to develop and distinguish itself?

Philippe Mougenot: Ever since it was first created in 2000, the J12 has embodied the values inspired by Gabrielle Chanel's universe: allure, elegance, purity, masculine-feminine features and innovation. From a creative point of view, the J12 is the perfect illustration of the codes and values of the Maison: fluid lines, innovative materials and audacious colours. These intrinsic qualities enable

us to pursue endless stylistic possibilities, as reflected by the new watches we are presenting at Baselworld this year.

Apart from the J12, what other new items are you launching at Baselworld?
Our two other collections, Première and Mademoiselle Privé, are also given pride of place thanks to their broad offering in the high-end category, notably including complications, Métiers d'Art and high jewellery models.

Are you considering launching a new watch for men in the long term?
Chanel will continue to make regular forays into the world of masculine watches but will remain first and foremost noted in the feminine watch market.

What are your goals for 2015?
We will pursue our more long-term investments with the specific goal of a measured and balanced international development strategy. At the end of 2014, we had 52 boutiques, including 45 Fine Jewelry and Watches boutiques and nine Watch boutiques. Our distribution policy is deliberately very selective because we feel that the point of sale should be a special showcase for luxury products. Chanel Watches are distributed through an exclusive network of 473 retailers, whereas our jewelry pieces are only available in our Chanel Fine Jewelry boutiques. In 2015, we will be re-opening our boutique on London's New Bond Street with four times the floor space and our first original boutique in Vancouver, Canada. **I.O.D.B.**



Philippe Mougenot,
President of Chanel Fine Jewelry and Watches

OBSERVATORY TIME

THOMAS MERCER WITH NEW MARINE CHRONOMETER IN HIGH-TECH CASE

BY ELIZABETH GOERR

Thomas Mercer is a boutique brand named for the nineteenth-century British watchmaker, whose legacy firm had made one third of all chronometers in history by 1980, just before it closed its doors. It was revived in 2012, and now specialises in rare, limited high-precision table clocks and marine chronometers. Here at Baselworld, Thomas Mercer introduces within its Observatory chronometer new Calibre TM3001, a double fusée and chain-driven movement boasting 30 days' worth of power reserve. It is also equipped with an exceedingly rare flying détente tourbillon escapement. The chronometer

movement includes the following functions: perpetual calendar including a display of the equation of time, 24-hour day/night indication, year and leap year indicator, display of the zodiac as well as the age and phase of the moon. It also includes a jumping 24-time zone display on the dial characterised by an off-centre display of hours, minutes, and seconds. The dial presents the same combination of woods that the case does alongside a fine guinage. The winding and setting mechanisms are placed directly within the bezel, which has a lever on top that also serves as the start and stop system.

The case is equally refined and impressive at 550 mm in diameter and 330 mm in height. It is equipped with the double gimbal suspension that has always visually distinguished marine chronometers from other timekeepers. This particular example is a fusion between advanced machining and the very best of cabinetry with its asymmetric body of stainless steel adorned with fine, high-gloss Zircote and Santos rosewood inlay and rock crystal. **PALACE, 10**



Observatory, Thomas Mercer.

BACK FROM BEYOND

ARNOLD & SON MAKERS REVIVE VINTAGE ANGELUS BRAND

BY ELIZABETH GOERR

In 1891, the Stolz brothers founded Angelus in Le Locle. It wasn't long before they were manufacturing wristwatches – especially chronographs – early on in the company's history. Today the vintage Angelus name continues to be associated primarily with stopwatches powered by its own calibres. By 1978 – despite new ideas and concepts – Angelus had fallen victim to the quartz crisis. Today, all that is left of this manufacturer of excellent chronographs is a highly visible sign featuring the Angelus

logo on the old factory in Le Locle, until the makers behind Arnold & Son bought the name thirty years after it had gone dormant. Here at Baselworld, they are introducing the first modern Angelus: the U10 Tourbillon Lumière. Like with Arnold & Son, the team headed up by technical whiz Dr. Sébastien Chaudin, has taken a revered, historical brand and reinterpreted it with cues from the past. And so the U10 Tourbillon Lumière pays respect to Angelus' period travel clocks in the shape of its case and in 1960s-1970s design with the funky dial. The timepiece displays hours, minutes, and dead beat seconds – the latter an Arnold & Son speciality. An oversized one-minute tourbillon is visible in a second window, thus starting the spotlight with the time display. The U10 Tourbillon Lumière kicks off the Angelus' new Urban collection with a limited edition of 25 pieces. **PALACE, 48**

U10 Tourbillon Lumière, Angelus.



Memoirs, Louis Moinet.

CHRONOGRAPH PRIDE

LOUIS MOINET HONOURS ITS TECHNICAL HERITAGE WITH AN INCREDIBLE TIME WRITER

BY ELIZABETH GOERR

Louis Moinet CEO and Creative Director Jean-Marie Schaller made a historic announcement: just before Baselworld 2013 opened its doors, one that was backed up by an elite panel of noted historians in the watch industry: it had come to light that Nicolas Rieussec (1781-1866) was not the inventor of the chronograph, an accepted fact from 1821 up to that point. Instead, a historical artefact now uncovered showed that Louis Moinet not only invented the chronograph, but was probably the first to successfully dabble in very high frequencies.

The 'Important Watches' sale held at Geneva's Four Seasons Hotel des Bergues on May 14, 2012 contained the previously unknown Louis Moinet compteur de tierces, which went virtually unnoticed. Schaller was able to acquire it and have experts put it into working order, at which point the enormity of the find became highly visible.

The chronograph – rooted in the Greek words *chronos* (time) and *graphein* (to write) – is the most popular complication in watchmaking today, and its invention has allowed us to time all kinds of events throughout history. The Moinet stopwatch, which resembles the modern chronograph much more closely than Rieussec's boxlike invention, dates back to 1816 and sat literally untouched for decades in a safe. Moinet's timer, invented for astronomical use, should have been rightfully called a *chronoscope* – using instead the Greek word *skopein*, meaning 'to see', rather than *graphein* – since it did not leave ink on the dial. It was able to measure 1/60th of a second, indicated by the central hand on the pocket watch-

style timepiece, and ran at an astounding frequency of 30 Hz (216,000 vph) – something that would not be achieved again for a century.

Two years later, in 2015, perfectly timed to fall between the tenth anniversary of the modern boutique brand and the bicentennial of the original piece, Louis Moinet has finally introduced a timepiece that pays homage to the 1816 *compteur de tierces*. Called the *Memoirs*, it too places emphasis on the chronograph function rather than the time-telling function. Schaller has an interesting viewpoint: not to see the chronograph as a complication, but rather as the primary function; it is a 'watch-chronograph' rather than a 'watch'.

"Our starting point was the opposite: sweeping away the past and making the chronograph the starting point of our design; the central component to which we then added a time function, rather than the other way around," said Schaller.

Louis Moinet's *Memoirs* chronograph – which dominates the display visuals in addition to the mechanics – contains traditional column wheel and clutch components as well as just one single chronograph pusher. The former is visible through the sapphire crystal on the front at the place of pride: 12 o'clock. The latter is visible at 2 o'clock on the 46-mm case, just above the crown. The *Memoirs* is available in white or rose gold in a limited edition of just 60 pieces each. **PALACE, 08**

CLOSE UP: LOUIS MOINET

Louis Moinet lived from 1768 to 1853. He was a French master watchmaker, scholar, painter, sculptor, and teacher at Paris' school of fine arts. Moinet published his *Nouveau Traité Générale Astronomique et Civil d'Horlogerie Théorique et Pratique* in 1848, a landmark publication and reference book in two volumes that took him twenty years to write. It was recently established that he is also the inventor of the chronograph (1816) and pioneered the use of very high frequencies (up to 216,000 vph/30 Hz). *Ateliers Louis Moinet* was founded in Saint-Blaise, Switzerland in 2004 by Jean-Marie Schaller and Mirella Bartolucci, two veterans of the watch industry. It retains its independent character to this day.



Jean-Marie Schaller and Mirella Bartolucci, Louis Moinet.