



INDUSTRY WATCH

WATCH REPORT | NEWS AND HAPPENINGS FROM THE WORLD OF WATCHES



ALL ON BOARD

TAG Heuer and Oracle racing announced a revival of their partnership, which will have the Oracle Racing crew wearing TAG Heuer watches and eyewear during the America's Cup World Series and the 34th America's Cup. TAG Heuer last partnered with Oracle Racing during the 31st America's Cup in 2003. Their new arrangement was announced during the third round of the America's Cup World Series in San Diego late last year, with TAG Heuer president and CEO Jean-Christophe Babin, Oracle Racing CEO and afterguard Russell Coutts and skipper Jimmy Spithill joining in the event. **Oracle Racing defeated Team Alinghi in 2010 to bring the America's Cup back to the US for the first time in 15 years.** The team will defend its title in next year's 34th America's Cup. "We're proud to be back on board with Oracle Racing," says Babin. 866.675.2080, tagheuer.com

EXPANSION MODE

Breguet hosted a grand opening celebration for its new boutique

in the Bal Harbour Shops on January 26, hosted by U.S. brand president Michael Nelson, who welcomed a roster of VIPs. On display that evening, and during the month that followed, were **four one-of-a-kind antique pocket watches from the Breguet Museum in Paris.** The Bal Harbour opening follows another recent Breguet boutique opening at the Bellagio in Las Vegas last November. 866.458.7488, breguet.com

GETTING THE FACTS

WatchFacts, founded by watch collector John Cormier in partnership with watch industry veteran Andrew Block, is set to launch this spring. **The radical concept of the new business is to provide protection for buyers of pre-owned watches by partnering with law enforcement agencies and**

carefully screened sellers of pre-owned timepieces. The site will provide an online marketplace for buying, selling and trading; it will authenticate pre-owned watches for prospective buyers, produce history reports and theft check reports, offer procurement assistance and provide repair referrals and support, including up-to-the-minute status reports on repairs in progress. Simply put, WatchFacts aims to pioneer the comprehensive, online, pre-owned watch resource. watchfacts.com

CHANGE OF OWNERSHIP

German watchmaking firm Chronoswiss has agreed to the sale of 100 percent of the company, Chronoswiss Watches GmbH, to an entrepreneurial Swiss family. **The new owners intend to continue the legacy and heritage of the 69-year-old founder, Gerd-Rüdiger Lang, and complement the existing horological and technical skills**

of the Chronoswiss team with their own skills from the worlds of management and finance. According to an announcement issued by Chronoswiss, **the Swiss owners will secure the future of this brand and strive for dynamic growth and profitability** in the years to come, and the company and its staff will remain in Karlsfeld, Germany. 609.375.2146, chronoswiss-na.com

TAKING IT WITH YOU

Rolex fans pinning for an alternative to metal bracelets and leather straps have a new option: Strap maker **Rubber B aims to supply "the ultimate rubber strap for Rolex" to athletes and outdoorsmen** looking for a comfortable and impervious strap that can accompany them on all their adventures. The firm produces vulcanized rubber straps designed to harmonize with the style of Rolex's model lines and work with the watches' original deployant clasps. Rubber B straps are produced in Switzerland. rubberb.com



Rubber B vulcanized rubber straps, made specifically to fit Rolex watches



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COGS IN THE MACHINE

Piaget continues to be the natural partner for the stylized universe of Florence and the Machine, as evidenced by vocal artist Florence Welch's selection of a Piaget Altiplano as part of her ensemble in her latest music video. The watch reflects the merging styles of the music video "No Light, No Light," the second single from the performer's number-one album, "Ceremonials." In addition, Welch, a style icon, wears Piaget's Possession gold and diamond ring throughout the video to finish off her angelic modern-chic look. Pieces featured in the new video are available at Piaget boutiques and selected retailers nationwide. 877.8PIAGET, piaget.com



Piaget Possession
Classique

WINNING CONFIDENCE

The board of DeLaneau watches has announced the appointment of David Gouten to the position of CEO. Gouten, a prominent figure in the watchmaking industry, has extensive experience and strong management expertise in the high-end watchmaking segment. Having begun his career in watches with a manufacture in Neuchâtel, Gouten joined Harry Winston as VP of sales in 2001 and served there for 10 years. DeLaneau's



Kremer Racing,
branded by Hanhart

board is confident that the incoming CEO will be able to develop the growth of DeLaneau worldwide and provide it with exceptional guidance.

212.355.3142, delaneauwatch.com

AMERICAN IN GENEVA

Marking its 20th anniversary, Pennsylvania-based watchmaker RGM, headed by Roland Murphy, introduces its third entirely American-made in-house movement, the Caliber 20. It features a jeweled motor barrel, an American invention that reduces friction and wear of the main-spring barrel's bearing surfaces, thus allowing for more efficient transmission of power. Murphy comments, "The top American railroad watches of the past used a motor barrel, models like the Illinois Bunn Special, Hamilton 950 and others from great American watch brands, so it was a natural choice to incorporate the motor barrel into our new in-house movement." The shaped, manual winding caliber also offers a moonphase function. It debuted at the Geneva Time Exhibition in January.

717.653.9799, rgmwatch.com

RACING AT 50

Like Swiss-German chronograph maker Hanhart, Kremer Racing, the world's most successful private Porsche racing team, marks a significant anniversary this year, and the two entities intend to celebrate together. While Kremer celebrates 50 years in racing, Hanhart commemorates its founding 130 years ago. Their new partnership, designed to build upon Hanhart's his-

torical close relationship with motor racing—Hanhart's mechanical timepieces have been indispensable on every racing circuit in the world—will encompass branding for the racing team and a schedule of joint publicity appearances. hanhart.com

TEMPTING FATE

The appearance all in one place of multiple special Blancpain watches, including the all-new X Fathoms, was apparently too much temptation for some people to bear. The exhibition at Cité de Temps in Geneva opened on January 16 and was scheduled to run through February 12, until it was cut short by a February 2 robbery. Security officials intervened, apprehended one of the four thieves involved in the incident and recovered most of the watches they had nabbed, but damage forced the closing of the exhibition. Blancpain's



The Blancpain X
Fathoms



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Running the Dakar Rally-Raid

spin on the unfortunate occurrence: "It seems some people are ready to risk their lives for our timepieces!"

877.520.1735,
blancpain.com

HIGH VISIBILITY

Edox has been named the official timekeeper of the 2012 Dakar Rally-Raid, the world-famous off-road, multi-terrain auto and motorcycle race across South America. Now in addition to entertaining and inspiring racing fans, the event will introduce millions of extreme sports enthusiasts to high-performance Edox timepieces. Because the Dakar Rally-Raid intra-continental racing event is covered by approximately 2,300 journalists and televised in nearly 90 countries, Edox's new timekeeper status is sure to bring significant media exposure. 845.425.9882, edox.ch

GEARING UP FOR INDY

The legendary Indianapolis 500 is the fastest motor race in the world, with cars attaining average speeds of more than 230 mph. The 2.5-mile brick-paved oval provides a ruthless test for the vehicles. The Indianapolis 500 on May 27 will see a double grand premiere: for Jean Alesi taking part in this legendary race for the first time in his career, wearing the aluminum and rubber Centigraphe Sport watch on his wrist, and for F.P. Journe, which will have its colors on Alesi's Lotus Dallara. This partnership will promote the launch of the new F.P. Journe LineSport, including

Alesi's Centigraphe Sport and the new Octa Sport, in the US. 212.644.5918, fpjourne.com

ACCELERATING GROWTH

In advance of the departure of Maurice Lacroix CEO Martin Bachmann, Marc Gläser, who has held various executive positions at Maurice Lacroix over the past seven years, has been named to the newly created role of managing director. His function will be to position the brand and its product development function ever closer to the needs of Maurice Lacroix's rapidly growing customer groups. Joerg Wolle, president & CEO of DKSH, the watch brand's majority shareholder, explains, "Our expectations of sales growth have been fulfilled, particularly in the Asian markets, where we are benefiting from the rapidly growing middle class and their appetite for high-quality luxury and lifestyle products. We are convinced that through this new organizational structure and the enhanced focus on the diversity of core competencies within the Maurice Lacroix

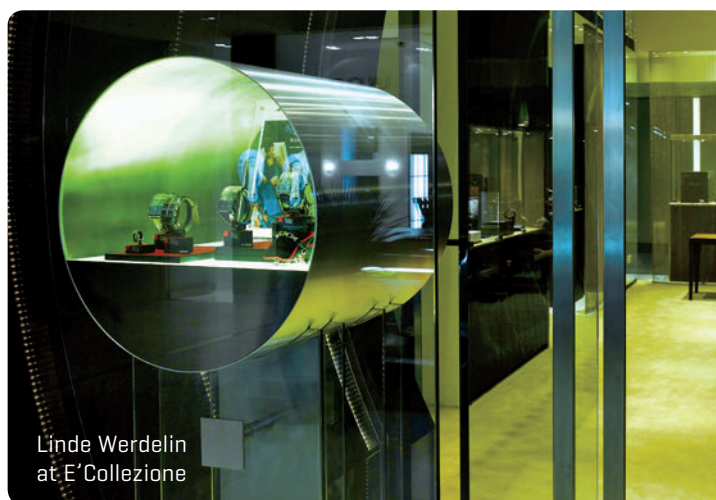
Group, we will be able to satisfy customer needs even faster and accelerate our growth."

609.375.2293,
mauricelacroix.com

SHOPPING SINGAPORE

Linde Werdelin has inaugurated its first shop-in-shop with Singapore's E'Collezione. The retailer, which caters to collectors, celebrities and international tourists who appreciate unique, limited edition timepieces and jewelry collections, opened its spacious new flagship boutique on January 7 in the Mandarin Gallery. Owner Jeffrey Leong plans to add more categories of luxury products, including fine wines, art and world-class sports cars. Linde Werdelin principal Jorn Werdelin says, "We congratulate Jeffrey for the bravery and foresight concerning what a retail experience can be for customers. We are also excited that E'Collezione had confidence in Linde Werdelin, inviting us to be one of their key brands and effectively opening the first Linde Werdelin shop-in-shop worldwide."

888.894.4255, lindewerdelin.com





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Porsche Design's
SoHo boutique

SOHO ADDRESS

Porsche Design has opened its largest boutique worldwide in the SoHo district of lower Manhattan. Located in a typical cast-iron building on West Broadway, the store offers the entire range of Porsche Design products, from luggage and eyewear to watches, jewelry, smoking accessories, mobile phones and writing instruments. **The boutique features a wall highlighting the brand's history and an exclusive VIP shopping area.** "With this store, we are taking the Porsche Design luxury brand to the next level," says Porsche Design Group CEO Dr. Juergen Gessler. "Porsche Design SoHo brings our philosophy of 'Iconic Style' to life. The boutique will become a landmark for shopping enthusiasts around the world."

800.521.5152,
porsche-design.com/timepieces

Carlos Tiburcio Ramos of CTR, Jean-Marc Troillard of HT Group and Jonathan King of King Jewelers

WINDING UP IN FLORIDA

Brazilian firm CTR, maker of Watch Cellars custom-made watch storage solutions, has come to the US, appointing Florida-based HT Group as its official agent in North America. **Watch Cellar products are designed to accommodate large caches of wristwatches, pocket watches, even small table clocks, and they feature watch winder technology supplied by Orbita Corporation.** HT Group president Jean-Marc Troillard says, "We see a tremendous opportunity to offer this new concept to the thousands of watch collectors who do not have an appropriate storage

solution for their timepieces." The first Watch Cellar display in a US retail store is found at King Jewelers, Aventura, Fla. 786.327.1887, watchcellar.com.br



Franck Muller and
Roberto Cavalli at the
signing ceremony

CO-BRANDING CAVALLI

Uniting the distinctive style of Florentine fashion group Roberto Cavalli with the craftsmanship and precision engineering that has always distinguished Franck Muller watches is a dream that became a reality in January, when the two parties signed a **co-branding contract for the development, creation, production and distribution of Roberto Cavalli by Franck Muller watches.** The new watch collection—starting from €1,250—will be sold through Roberto Cavalli stores and Franck Muller stores, as well as through luxury watch retailers around the world, starting this fall. Franck Muller

Group CEO Vartan Sirmakes comments, "I am extremely honored to take part in this union of two creative worlds: *haute horlogerie* and high fashion. And what

other firm could better represent the latter than the Roberto Cavalli Group?" 212.463.8898, franckmullerusa.com

SILVER SMITH

English watchmaker Roger W. Smith has been honored by the

British Horological Institute with the Barrett Silver Medal for outstanding achievements in horology. **The award, citing Smith's "dedication to and successfully continuing the finest traditions of English watchmaking" was presented as part of the BHI's new member day at Upton Hall, Newark.** Presenter Kenneth Lloyd Jones noted Smith's exceptional story of devotion to the pursuit of making watches by hand. Although it is presented as part of the BHI's annual event, the medal is not necessarily an annual award; it requires a justifiably outstanding achievement and has only been awarded six times since 2000.

44.1624.897.888,
rwsmithwatches.com

NO SHOW

Artist Marc Newsom was not among the artists participating in the Officine Panerai-sponsored Milan Triennale exhibit "O'Clock. Time Design, Design Time," as was reported on page 126 of *Watch Journal's* February, 2012 issue. *Watch Journal* regrets the error.

