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MONOCHROME

Video Inside the House of Bovet 1822, An Integrated Manufacture of High Horology

1822-2022 - A name of importance, and an impressive manufacture respectful of its traditions.



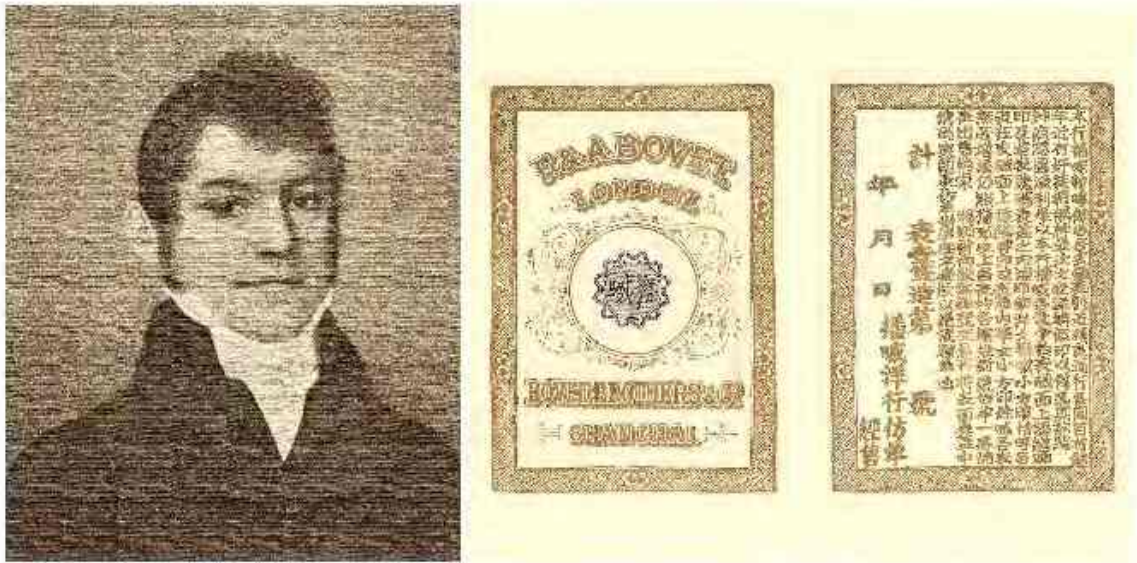
In Partnership With

BOVET
1822

*Celebrating 200 Years of
Timeless Art & Engineering Excellence*

If you want a good understanding of a watch brand, visiting its manufacture is often an eye-opening experience. There you'll find out how the brand manufactures its watches, what's made in-house, what's the quality, how they handle finishing and decoration and what's the scale of the production. In this respect, a visit to the Bovet 1822 manufacture is a highly interesting journey, because the production activities of this brand reveal a pretty rare level of vertical integration, especially for a company of this size. [Bovet 1822](#) was founded 200 years ago by the Bovet brothers, who ran a company that mostly found success in China, where the youngest brother Edouard lived. Today, 200 years later, Bovet 1822 manufactures its timepieces in 2 locations in the Swiss Jura, exactly where the Bovet brothers were born and raised 2 centuries ago. Here, the brand produces and develops

its watches entirely, including hairsprings, a rarity in this industry. This is the result of the vision of one man, Pascal Raffy, who bought the Bovet brand 20 years ago and has since then invested consistently in the production and crafts that are key to these watches. The concept is that of a company with a holistic approach to watchmaking. Today, with a new in-depth movie, we bring you inside the house of Bovet 1822, looking at all the steps of the production of these incredibly complex and decorated watches, and we'll talk to Mr Raffy, owner of Bovet 1822.



The watchmaker Edouard Bovet left his home village of Fleurier with his brothers Alphonse and Frédéric in 1814, heading for London, which was at the time a major trading centre for European watchmaking. In 1818, aged 21, Edouard Bovet left for China as the representative of an English trader. He quickly sold four pocket watches for the sum of 10,000 Swiss francs, the equivalent of one million francs today. Realizing the exceptional potential of the Chinese market, Edouard founded the House Bovet in 1822, with his brothers Frédéric and Alphonse, Gustave and Charles. Their business extended from Fleurier, where the pocket watches were made, to London, the hub of commercial exchange, and Canton, where Bovet timepieces were sold.



For a long time, the Chinese were fond of decorative and ornamental clocks in a diverse range of forms. Their interest evolved with the arrival of pocket watches. Bovet pocket watches featured an exceptional level of decoration and precision, and in order to showcase the lavishly finished movements, Bovet is probably among the first to have used a transparent caseback. Bovet's watches were so famous in China that every high-value and nicely decorated watch was called a Bovet. They were even accepted as a currency and among the clients was the emperor of China. Having made his fortune in China and provided work for 175 artisans in Val-de-Travers, Edouard Bovet returned to Fleurier in 1830, accompanied by his young son Edouard-Georges.



In 2001, Pascal Raffy, a passionate collector of haute horlogerie watches, acquired the name Bovet and went on an incredible journey to bring back the brand to its former glory. In 2006, Pascal Raffy bought the Castle of Môtiers, classified as a historical monument, from the State of Neuchâtel, and established the first Bovet 1822 manufacture and to continue the legacy of the Bovet brothers, he soon integrated the Dimier 1738 Manufacture de Haute Horlogerie Artisanale and Bovet Manufacture of dials. With a clear vision, Mr Raffy spared no efforts in building one of the most impressive manufactures of the Swiss Jura, with a rarely seen level of integration.





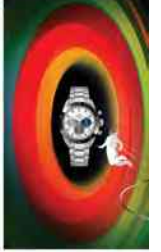
In these two locations, whether in Môtiers or Tramelan, Pascal Raffy has built production facilities where most of the parts of the Bovet 1822 watches are conceived, designed, produced, finished and decorated, including the case, dials and hands, most elements of the movements and even the hairspring, a sensitive and complex part of a watch that is rarely done internally. All the parts are finished to an exceptional level, showing the attention to detail given by watchmakers to their work. A vast array of techniques are performed, like anglages, stripes, perlage, polishing but also free-hand engraving, a signature element of past and present Bovet 1822 watches.



a Policy

Today, and together with Pascal Raffy, we bring you inside the house of Bovet 1822, where these exceptional watches are conceived, designed, produced and decorated in a traditional and extremely skilled way, respecting the 200 years of history that the name Bovet carries.





Röportaj

Pascal Raffy

Röportaj Beran Toksöz

Üçten yollar ilaçe sektöründe çalışan tırkulu bir saat koleksiyoneri. ... Pascal Raffy, 2001 yılında yolu Bover ile keşince erken emeklilik planlarını rafa kaldırdı. Bir yandan markayı yeni bir enerjiyle geleceğe taşıırken, diğer yandan 19. yüzyıldaki itibarını tade etti. Raffy ile bir zamanlar Bover Ailesi'ne ait olan ve şimdi markanın merkez üssü olarak işlev gören Neuchâtel Kantonu'na bağlı Val-de-Travers'deki Château de Môriers'de buluştuk.

QP: *Tramelan'daki manüfaktürü ziyaret etme fırsatı bulamadım benüz. Bırak orada yarattığınız dünyadan bahsedebilir misiniz?*

PR: Saatlerimizin tüm parçalarını orada yapıyoruz. Tüm koleksiyonlar, en karmaşık komplikasyonları da dahil her şey %100 içeride yapılıyor. Orada yapmadığımız tek şey kronograflar. Onun için de bir alıyıp kurduk, önümüzdeki yıl başlayacağız. Bazı şeyler zaman alıyor. İçeride çalışan 22'den 60 yaşına kadar zanaatkarlarımız var.

QP: *Gençleri nasıl seçiyorsunuz? Özel bir okuldandı geliyorlar?*

PR: Okul elbette önemli ve bizim zanaatkarlarımızın da neredeyse tamamı çok iyi eğitimlerden geçmiş. Ama önce okulları daha önemli olan, insan faktörü. Onlarda komuştığını zaman tutkularını gördükten, okuyabiliyoruz. Bu işin %99'u yetenek ancak diğer yandan mükemmellik diye bir şey yok, mükemmel olmaya çalışıyoruz sadece. Ben bir zanaatkarın gözünde o tutkuyu gördüğüm zaman ve biraz da yetenekli olduğunu anladığım anda işe alıyorum. Birlikte gelmek ve daha iyi olmak için her zaman bir alan var çünkü. Aksi

halatide çalıştığınızdan biri emekli olduktan sonra yerini dolduramazsınız. 2006'da bu manüfaktürü kullandığımız günden beri bizimle olan zanaatkarlarımız var. Onların yanında öğrenecek çok şeyler olan yeni insanlar da var. Eğitimlerden geçiyorlar, öğrendiklerini sürekli tekrarlıyorlar ve hazır olduklarında onları üretim sürecine dahil ediyoruz.

QP: *Sizinde bulduğunuz bu yatağı, yanlış biliyorsam, 2006'da satın aldınız.*

PR: Evet, bu sato Bover Ailesi'ne aitti. Burada gördüğümüz arazi Boverese olmalı, bilinmiyor. Karşındaki dağın adı, Bover Dağı. 19. yüzyılda İsviçre'nin bu bölgesindeki ilk saat üreticisi, Bover. Bir noktada 174 zanaatkar çalışıyorduk. Bu gerçekten çok etkileyici bir rakam. Şimdi birçok manüfaktüre var bu bölgede ama ilk gelen Bover olmalı.

QP: *Burayı Neuchâtel Kantonu'ndan almak sizin için kolay oldu mu?*

PR: Bir gün asistanımı aradılar. Benim Bover'ye olan ilgimi bildiklerinden, bu fikre sıcak bakacağını düşünmüştüm. Buraya gelmek için asistanım ile birlikte Cenevre'den arabayla yola çıktık. İlk başta biraz tedirginidik. Daha önce Val-de-Travers bölgesinde birçok yere geldim ama bu sataa hiç yolun değişmediği. Dolayısıyla, bu satonun verdiğinden da habesizdim. Zaten burasının ısıt güzelliği, gizli saklı bir yer olmasında. Hiçbir zaman bir satonun hayalini kurmadım ama burasının bir zamanlar Bover Ailesi'ne ait olduğunu öğrendiğimde, bunun bir anlamı olduğunu düşündüm ve ona sahip olmak istedim. Genel merkezi buraya kurduk. Aynı yıl

Tramelan'daki manüfaktürü faaliyete geçirdik. Yine aynı yıl Cenevre'deki kadran fabrikasını satın aldık ve 2015'te kadran üretimini de tamamen Tramelan'a taşıdık. Bugün Bover, bir zamanlar aileye ait olan Château de Môriers ve Tramelan'da faaliyet gösteriyor. Bu, tarihin tekrarıdır.

QP: *Bover'yi satın almayı nasıl karar verdiniz?*

PR: Finansçılarımdan biri bir gün bana "sizi 20 senedir tanıyorum, saat markanızı da çok iyi biliyorum" dedi. Tabii ki biliyorduk çünkü koleksiyon yaptığım zamanlar satın aldığım saatlerin ödemelerini bizzat kendisi yapıyordu. Tutanın boyutlarını biliyorduk. Bana birkaç manüfaktürün yatırım arayışı içinde söyledik ve elime bazı dosyalar verdi. Hepsi neyle bir baktım ve Bover'yi gördüm. Bover bin cep saatlerini, zanaat geleceğini, tarihini biliyordum. Her zaman çok saygı duyduğum bir markaydı. Diğerlerine saygı olmadığın anlamına gelmezdi ama Bover hakkında kesinlikle daha çok bilgi sahibiydim. Finansçısı bu konuyla ilgilendiğini söyledim ama bir şartla: Herkes en baştan yüksek adrelerde üretim yapmak niyetinde olmadığını, aradığım şeyin özgünlük, kalite ve zanaat olduğunu açıkça ifade edecekler. İlk toplantıda Bover'ye 19. yüzyıldaki itibarını tade edeceğimmiş söyledim. Bu, benim projemdi.

QP: *Nasıl başladınız projeyi?*

PR: Bover'yi 2001'de satın aldık ama o sırada hala diğer işlerimle meşgul idim. Gerçek anlamda çalışmaya 2002 yılında başladık ve tüm ekip, 20 yıl boyunca içerisinde yoğunlaştığımız tek şey, Bover'in tulu oldu. Marka mirasına saygıyla bugün







Pascal Raffy

Automobil
Pınarfarina
çizimleriyle
tasarlanan bu
süslü aynalı
Bovet
Taurillon
mandalları
kafes
168421 V130
ile geliyor.



diymeye bayılıyor. "Tarihi, imkansıza ama deneyim" diyorum. Aradan zaman geçiyor ve herkes adında fikrin o kadar da imkansıza olmadığını görüyor. Her şeyin içinde yapıldığı bir manüfaktür yönetimin en güzel tarafı da bu. Ağustos ayında, dağlarda hava kuru olur biliyorsunuz. Hava 32-33 dereceken sıcak gerçekten hissedersiniz. Saatı sabah 09:00'da şatonun bahçesinin ortasında demir bir masanın üzerine koyduk. Akşamı kadar ömür kalacak ve biz de saat başı gidip eriyip erimediğini kontrol edecektik. Konuk ve aynı zamanda hepimiz için çok duygusal bir gündü. Saatin kasası da masa da dokunulmayacek kadar sıcak ama gücün sonunda kadranı hiçbir şey olmadı. Başardık ve uyguladığımız işlemin potansiyelini aldık. Herde kadınlarımız kahveya da başka doğal malzemelerle yaptığımız gençleri kumlamakta başarılıyız. Bunlar gezegenin bize verdiği malzemeler ve sanat da çevresel bir kavram. Biz de saat kadranında doğal malzeme kullanma sınırında uzmanlaşmaya karar verdik. Basit bir fikirten yola çıkarak ama yolculuğun tamamı hepimiz için çok heyecan verici oldu.

QP: 2021'deki Only Watch'da sadece bu saati katıldınız. Bu saatin beklentisine nedir?

PR: Yedi yıl boyunca Haiti'deki bir üniversiteyi yönettim. Tahmin edeceğim gibi, bu işi kar-

amacı güdereli yapmadım. Güney yarımkürenin en fakir ülkesi Haiti. Çocuklara yardım etmek, eğitime bir imkan vermek istedim. Çocuklarla ilgili her şeye dahil olmak istiyordum. Benim de çocuklarım var. O yüzden bu saate Only Watch'a katılmak bizim çok değerli ve anlamlıydı.

QP: Grand Prix ve Only Watch'ın tarihlerinin birbirine bu kadar yakın olması, ikisinin de etkinliğini azaltıyor mu sizce?

PR: Tarihleri birbirine çok yakın olan başka etkinlikler de var. Bunun sebebi dışarıdan gelenler için aynı haftada buluşmanın daha kolay olması.

QP: Rolls-Royce ile iş birliği yapma fikri nasıl ortaya çıktı?

PR: İki manüfaktür, ikisinin de koleksiyonları var ve hepsi de bu işi bilen, çok zevkli insanlar. Rolls-Royce ile yine daha önce hiç yapılmamış bir şeyi yapacak üzere bir araya geldik. İki mekanik saati bir arabanın gösterge paneline veydirdik. Rolls-Royce meraklarını düşünün, lüksün ne olduğunu çok iyi biliyorlar; her aşamada işin içindelet. Bizim için tam bir meydan okumaydı. Amadeo sistemi ile çalışan, beş günlük güç rezervine sahip bir tourbillon yapmaya karar verdik. Üç yıllık bir çalışmaydı ve gerçek anlamda bir iş birliğiydi. Bütün süreç sorunsuz ilerledi ve tüm restleri başarıyla geçtik.

QP: Arabanın gösterge paneli ve saat arasında özel bir adaptör vardı. Projenin en zor aşaması neydi?

PR: Rolls-Royce bize "Bovet'in bunu yapabileceğine inanıyoruz ama gösterge paneline entegrasyonun da yapılması lazım" dedi. Dolayısıyla sadece saatleri değil, gösterge panelinin içindeki sistemi de burada tamamen kendimiz geliştirdik. Her şey Triamelan'da yapıldı. Toplam 70 parçadan oluşan bir sistem. Gerçekten zor bir iş ama her ne pahasına olursa olsun, Rolls-Royce ile bu harika yolculuğa çıkmak istedik.

QP: Ayrıca Aston Martin Pınarfarina ile de bir saat geliştirdiniz. Motor sporlarına ilginiz var mı?

PR: Motosikletleri seviyorum. Yazları fabrikaya motosikletimle gidiyorum. Profesyonel bir sürücü değilim, yarışmıyorum, bir yandan sürüp bir yandan telefonda da konuşmuyorum. O yüzden motosiklet benim için her şeyden uzaklaşıp doğaya lokus olma aracı. Yolculuğun keyfini sürme aracı. Buradan Triamelan'a yol bir saat 20 dakika sürüyor. Her defaında girmek ve gelmek benim için büyük bir zevk.

QP: Pınarfarina ile olan iş birliğinizde özel bir diferansiyel mekanizması vardı.

PR: Bovet saadetine uzun süreli güç rezervleri olmasında marcam. Tourbillonları seviyorum; benim için kalp atışım ifade ediyor, içinde hayat var. Yapması da çok zor. Tek bir köprüyü →



Röportaj



Boveri sanatkarları,
Röle-Royce Boud Tait
mavimsine göstergesi
panelli saatleri yaratan
insanlardır.

Sag tayfında
Boud-Royce
çerçevesinde özel bir
ayrışımın tasarlanarak
kalın, özel
ayrışımı en ilave
göstergesi paneline
entegre edilmiştir.
Sağlayan özel bir
akıllı bir gözetim.

çalışarak bile saatler alıyorsa, Boveri bugün hala en uzun güç rezervi rekorunu elinde tutuyor. 370 günlük bir akıya sahiptir. Bu bir cep saati ve şu anda La Chaux-de-Fonds'deki Saat Müzesi'nde tutuluyor. Uzun süreli güç rezervi daha büyük kalp aralıkları demek. Üstelik iki saniyeden az bir sürede 10 günlük güç rezervine sahip oluyorsunuz. Saatlerimizin kullanıcıya kolaylık sunmasını, bu hız duygusunu yaşatmasını önemsiyoruz. Boveri'nin özünde bu var. Sadece estetik görünüm değil, saatin kalibrinin içinde ne olduğu da çok önemli.

QP: Saatlerimizin estetiklerini koruyarak güç rezervlerini artırma yönünde çalışmaktasınız?

PR: Bizim için asıl önemli olan komplikasyonlar, dekoratif unsurlar ve güç rezervi arasındaki denge. Sadece bir noktaya odaklanıp geri kalanı gözden çıkarmıyoruz. 19thiry'de yedi Grand Réclat'de dokuz. Batisa da 10 günlük güç rezervine sahiptir ve bunlar benim için fazlasıyla yeterli. Bu sayede bu güzel ergonomileri konuşabiliyoruz.

QP: 2021'de Boveri saatlerinizde çok fazla turküz ve mavimsine gördük. Bu renklerle yonelenizin özel bir nedeni var mıdır?

PR: Gökyüzü, Boveri'nin her zaman doğuya ilgisini taşıyor. Dedim gibi, tüm bunlar moda olduğu için yapılmıyor. Boveri'de, markanın

mirasında bu var ve biz de kodlasyonların devamlılığı için bu renklerle yoneliyoruz. Bir guilloché kadrana beş katman turküz, sekiz kat lake işlemi uygulamak için 24 ay çalışmak gerekiyor. Demek istediğim, bir katır verip sonucunu iki ay sonra elinize almıyorsunuz. Bazen spesifik bir renk seçiyorum ve o rengi ne yapmak istemiyoruz. Bazen üçerinde aylarca çalışmamız gerekiyor. Turküz kadrantlarımız rıpkı gökyüzü gibi, tek bir tondan oluşmuyor. Bazı yerler daha koyu, bazı yerlerdeyse siyahı taşıyor. Adeta yaşayan kadrantlar.

QP: Henüz gerçekleştirmediğiniz bir projeniz var mı?

PR: 10 yıldır bir Grand Réclat'ın hayalini kurturorum. Birçok farklı komplikasyonu içinde barındıran bir saat. En zor kısmı da tüm bu komplikasyonları aynı ergonomide bir kasa içine yerleştirmek. İnanılmaz bir mühendislik gerekiyor. Aynı kadrana bakarak saati okumanın üç farklı yolu olacak. Bunu yapmanın zorlukları bana heyecan veriyor. İki yeni komplikasyonun prototipini tamamladık. İlk de eline geçirecek alıp baktığında insanı büyüleyecek güzellikte.

QP: Danil Medvedev ile yollarınız nasıl kesişti?

PR: İki insanın karşılaşmasıydı. İlk görüşte aşk gibi. Danil olağanüstü bir insan, çok iyi bir

oyuncu ve aynı zamanda gerçek anlamda bir emekçi. Oturup saatlerle sohbet edebilirsiniz ve bu sohbetin her anından keyif alırsınız.

QP: Medvedev ile o birliğin ardından sonra bir başka Rio'ta Bulgaristan'ın marka elçisi oldu. Tarihine bakacak olursak, yakın zamana kadar birçok büyük marka dışında çok fazla saat markası görmüyorduk bu alanda. Saniyem burada da yeni bir akış başlattınız.

PR: Boveri'nin 15. yılına bakacak olursanız, birçok alanda birçok ilke imza attığı olduğunu görürsünüz. Ve her ne yapıyoruz, üç beş yıl sonra her yerde yapıldığını görürsünüz. Benim mantığımda takip etmek diye bir şey yok. Zanaatkarlarımızla birlikte Boveri'i kamaat fideli olarak konumlandırıyoruz. Saatlerimizde bize ait bir ifade bizim var. Kendimize ait bir felsefemiz var. "Yarın daha iyi hazırlanmak için geçmişe bak". İşte bizim felsefemiz bu.

QP: Boveri koleksiyonlarının belirli bir yaş aralığı var mı?

PR: İlk 15 sene içinde 40-60 yaş arası koleksiyoncuların ağırlıklı olduğunu görüyoruz. Ama son yıllarda genç jenerasyonun da Boveri'ye geldiğini görülmüştür. 19thiry koleksiyonumuz, Réclat 27, Réclat 21 ve Virtuoso modellerimize ilgi duyuyorlar. Saatleri

Pascal Raffy



yapacağımız şeyt görmeye geliyorlar. Şaşırtıcı derecede bilgiler. Onlarda saatler hakkında konuşmak büyük bir zevk.

QP: Son Battista modelinizde %100 vegan kayış kullandınız.

PR: Bu da geleceğe bakış açımızı ifade ediyor. Bu kayış dünyanın en iyi kauçuk kayış üreticilerinden biri ile geliştirdik. Kayış ve taksit dahil saatin toplam ağırlığı, 104 gram.

QP: Bir saat üreticisi gerçek anlamda sürdürülebilir olabilir mi?

PR: Saatleri oluşturan parçalar; kasa, kayış ya da kayış tokalarından konuşuyorsak, evet. Bunu yapmak anlamında birlikte kesinlikle sürdürülebilir olabiliriz. Ama bir manüfaktürün kimliğinde belirli kültürler vardır ve bunların sürdürülebilirliği de çok önemlidir.

QP: Önümüzdeki yıl Watches & Wonders'a katılmama kararı aldınız. Neden?

Çünkü o tarihte Bovert'nin 200. yılını kutluyor olacağız. 2022 için planımız, daha çok lokal etkinliklere odaklanmak. Asya Pasifik'te, Amerika'da, Avrupa'da, Orta Doğu'da koleksiyonerlerimizin yakınında olmak ve 200 yıllık geçişimizi birlikte kutlamak istiyoruz. Ve tabii Cenevre'de büyük bir kutlama yapacağız. Bovert'nin cep saatleri tarih boyunca nemi

kültürlere arka bulundu ve son iki yüzyıl içinde bu saatler her kıradaki belli başlı müzelerin koleksiyonlarında yer aldı. Bunu kutluyoruz.

QP: Gün içinde kendinizi daha yaratıcı hissettiğiniz bir zaman dilimi var mı?

PR: Sabah erken saatler. Akşam yemekten sonra mutfaka yürüy yapıyorum. O yürüyüşlerde kafamda bir şeyler dolmaya başlar, sabah erken saatlerde kahveni içerken ve telefonumu uzaklayken o fikirler biraz daha şekillenir.

QP: Motoriklet tutkunuzdan konuştuk. Günlük hayatta kullandığınız otomobil nedir?

PR: Gün içindeki rutin ulaşımın için Bentley Bentayga ya da Aston Martin DB11 kullanıyorum. Hafta sonları şehir dışında bir otele tatil yapmaya gittiğimde ise Rolls-Royce.

QP: Son zamanlarda neler okuyorsunuz?

PR: Son zamanlarda okumam çok fazla yok. Ayıramadım çünkü bir operasyon geçirdim ve tedavi süreci uzun sürdü. Yıl içinde belirli dönemlerde de okumaya ayıracak pek vakitim olmuyor. Ama genel olarak seyahat ile ilgili her şeyi okumayı seviyorum.

QP: Yenilikleri neyden takip ediyorsunuz? Dijital mı yoksa basit mekanizmalardan mı?

PR: Biri olmadan diğrünün olacağını

diğünmüyorum. Kâğıda mutfaka dokunmamı lazım, benim için okumanın konsepti bu. Diğer taraftan, pandemi sırasında dijitalin önemini çok daha iyi anladık. Bazı kültürlerde gazete hala olmazsa olmaz, bazı kültürlerde ise insanlar dünyada olan bütün her şeyi mobil mecralardan takip ediyor. Dijital artık daha çok söz sahibi olsa da, bence hala ikisine de ihtiyacımız var.

QP: Pandemi sırasında insanlar bazı alışkanlıklarını değiştirdi, yeni hobiler keşfetmeye başladı, senin biriktirmek ya da kütüphane oluşturmak gibi. Siz bu süreçte farklı bir hobî edindiniz mi?

PR: Hayır. Sadece sağlıklı olmanın değerini çok daha iyi anladım. Ev ve aile kavramlarını, hayatı daha değerli yapan her şeyi daha çok sahiplendim. Bovert'de insan ilişkileri her zaman çok kuvverli olmuştur ama pandemi sırasında bu bağ daha da kuvverlendi. İnsanlar mutluluğun tarifi için çok büyük kelimeler kullanıyor, benim için mutluluğun tarifi, pandemi sırasında uzun süre biricimizden ayrı kaldıktan sonra yeniden bir araya geldiğimizde hissettiğimiz ortak duyuydu.

QP: Sizce koleksiyonu yaptığınız biliyorun.

Koleksiyonunuza son eklediğiniz eser neydi?

PR: Hahhaa seviyorum. Bence bahardaki harmoni saatlere çok benziyor. ☺



LUX
RESPONSIBLE CULTURE

Bovet's Pascal Raffy on horological artistry & engineering



Bovet 19 Thirty Hours hand setting

Swiss watch brand Bovet is renowned for its artistic and mechanically sophisticated high-end timepieces. On the company's 200th anniversary, owner and managing director Pascal Raffy speaks to Ella Johnson about his plans and dreams

Pascal Raffy is not, at first glance, a likely candidate to own a high luxury Swiss watch brand. Having left his native **Lebanon** aged 13, he embarked on a successful career in pharmaceuticals, and promptly retired, aged 38. Yet, in 2001, he went on to acquire one of the oldest watch companies in the world.

Swiss watchmaker **Édouard Bovet** established his eponymous house 200 years ago this year. It soon gained a reputation for the artistry of its engraving and miniature paintings; Bovet also invented the glass case back so beloved of collectors today.

After Raffy bought Bovet, he turned it into a genuine manufacture for the first time: now, even the spirals and regulating organs in each watch are made in-house. Raffy also bought a 14th century castle near **Lake Neuchâtel** in western **Switzerland** that was once home to the original Bovet family and restored it, turning it into the brand's factory and headquarters.

LUX: You were originally from Lebanon, but were uprooted during the conflict there. What do you remember of that time?

Pascal Raffy: Whatever is related to human suffering cannot be forgotten. When the civil war arose, all parts of the country suffered a lot. It was a very difficult period, not only for myself and my family, but for all families. It is a disaster of what humankind can do, and is written in my body, in my blood.

Lebanon was, and still is, considered to be the Switzerland of the Middle East, with its beauty. It is one of those rare places where you can go swimming, and then half an hour later go and ski in the mountains. I had a true appreciation and love for Switzerland, too, because we had been going to **Sion** since my childhood on holiday. So, when I was unable to study anymore in Lebanon, at 13, we went to Sion. Like Lebanon, it is a beautiful, disciplined country, with so many assets in so many fields, and a deep civic sense.



Pascal Raffy, owner and CEO of BOVET 1822



Château de Môtiers, where all BOVET 1822 watches are manufactured

LUX: What did your career look like before Bovet?

Pascal Raffy: My family were industrialists in **pharmaceuticals**, so after I finished my studies, I started working in that field. But I decided to stop everything when I was 38 years old, thanks to my oldest daughter, Audrey, who told my own father that although she was very happy, she was [sad to] not be able to see me more often. It was at that moment that I decided to stop doing absolutely everything. My family thought I was kidding, but I was very serious. I stopped everything and retired when I was 38 in beautiful Switzerland.

LUX: So what compelled you to come out of retirement?

Pascal Raffy: One day, one of my bankers came to see me with some brands in search of investments [and mentioned Bovet]. I already knew the house, and it was truly love at first sight. I dreamt a lot in the months after that conversation about paying the house its due respect with true facilities and artisans, and so I bought it in 2001. In 2006 I also bought **Château de Môtiers** – not because it was a castle, but because it belonged to the Bovet family, so it had the meaning. It was then that our journey with the facilities, where today we do our age-old dials, our hands, our movements, began.

LUX: How did you know how to run a high-end watch company and expand it?

Pascal Raffy: I did not know at all. To be in the position of a collector is not the same as running a watchmaking facility every day. But between pharmaceuticals and watchmaking there are a lot of common parts. In healthcare you must be organised, clean, and disciplined. The most important thing is quality.

LUX: You could have bought a stake in Bovet, appointed a managing director and taken a back seat as chairman.

Pascal Raffy: The House of Bovet has never been exclusively an investment for me. It has always been clear in the long term that true watchmaking is based on patience. Time is a true luxury. If you expect a return on your investment in two years, it's not this kind of watchmaking that you have to develop. If you want to defend a project where a house can become an institution in the long run, you have to establish true facilities over time, because the most important asset is the artisans, not the machinery or the buildings.

I also wanted, selfishly, to serve myself. That's a fact. When globalisation started, and a lot of things became impersonal and mass produced, my project in life became to defend detail and heritage. I love to design my timepieces and have designed my collections since 2001. It's not work, it's a passion.



LUX: How did word about your reinvention of Bovet spread?

Pascal Raffy: To grow a house is like growing a child: it takes time. For us, it's a **generation**. We all know that when we travel, we talk, we tell stories. But the most valuable thing is when people actually come to the castle, spend time with the artisans, and see that Bovet is creating all its timepieces in-house. That is very **important**, because then the collectors become like the press. They are our ambassadors. It is an authentic way of doing things.

LUX: Some of your timepieces, like **Bovet 1822 Miss Audrey Sweet Art**, which has a dial made from sugar, are quite creative.

Pascal Raffy: In French, my grandmother always used to call me *mon petit sucre*, 'my little sugar,' as a token of affection. I started working with the **artisans** to try to master a technique in which sugar could be used in our creations and would not melt. We had to choose every single sugar crystal, making sure everything was going to float beautifully around the dial. So it was poetic, and engineering at the same time. It was a great success because it is surprising and truly different.



Miss Audrey Sweet Art gradient sugar crystal dial

LUX: You mention the importance of family: are there any plans for your daughter, Audrey, who has now joined Bovet, to take over the company?

Pascal Raffy: Audrey has always been in love with what we do with the artisans, and I'm very proud of that. Yet she is the first one to realise that it takes time to understand all the elements, so there is no hurry. I am letting time take its time. I know I can rely on the wisdom of Audrey step by step.

LUX: You have teamed up with **Automobili Pininfarina**, the car manufacture and design house that created some of the most legendary **Ferraris**.

Pascal Raffy: What happened with Pininfarina was destiny – a moment of life, not a business meeting! I happened to meet Paolo Pininfarina in California, and I realised that we had the same way of thinking about companies, entities, what we do every day.

Paolo kindly asked me if I would go on a journey to try and design a timepiece with him. The scale is different, but the will is the same.

LUX: And you also created something for the remarkable, bespoke \$28m **Rolls-Royce Boat Tail**.

Pascal Raffy: The partnership with Rolls-Royce came about thanks to a couple of extraordinary collectors, who love and understand true luxury and the House of Bovet. We created something absolutely unique: two mechanical timepieces on the dashboard of the car, with all the additional capabilities to wear them as wristwatches, or use them as table clocks, with such dense artistry. In the same way as the sugar dials, this had never been done before.



Pascal Raffy and Paolo Pininfarina



UHRENMARKE BOVET

Der Mann der Bovet Uhren liebt

Autor Simon de Burton



Uhrenliebhaber Pascal Raffy und eines seiner Bovet Uhren Glanzstücke

Manche Uhrensammler leben ihre Leidenschaft aus vollem Herzen. So auch der französische Unternehmer Pascal Raffy, der die Pläne für seinen Vorruhestand aufgab und kurzerhand die Uhrenmarke Bovet kaufte. Die Geschichte einer nicht alltäglichen Passion für Uhren und ein Schloss.

Konsequente Zuneigung

Es gibt im Falle der **Bovet Uhren** und ihres Eigentümers eine Parallele, an die sich allenfalls Menschen eines gewissen Alters erinnern. Denn vor gut 40 Jahren, genauer gesagt im Jahr 1979, gab es einen im Fernsehen ausgestrahlten Werbespot für den **Elektrorasierer von Remington**, in dem der US-amerikanische Geschäftsmann **Victor Kiam** bewies, dass er seinen Worten auch Taten folgen lassen würde. „Der Rasierer hat mir so gut gefallen“, erklärte er freudestrahlend im Werbespot, „dass ich die Firma gekauft habe“.

Kiam starb 2001, im selben Jahr, in dem der **französische Unternehmer Pascal Raffy** in ähnlicher Weise seine Pläne für den Vorruhestand aufgab und „die Firma kaufte“, nachdem er in ähnlicher Weise von dem im Vergleich zu Remington eher verhaltenen männlichen Charme des **historischen Uhrenhauses Bovet** beeindruckt war.

Denn während der Remington-Rasierer für seine „Zwillings-Mikroscreens“ berühmt war, hatte der **Uhrmacher Edouard Bovet** Erfolg mit der Herstellung von identischen **Zwillingsuhren**, die mit passenden Miniaturmalereien verziert waren – und in vielen Fällen Blumensträuße darstellten.

Bovet Geschichte

Die Geschichte der Marke Bovet ist recht schnell erzählt. Sie beginnt mit dem in der Schweiz geborenen **Eduard Bovet**, der im Alter von 17 Jahren nach London zog, um dort eine Ausbildung zum Uhrmacher zu absolvieren. Während seiner Lehrzeit bei Ilbury und Magniac wurde er nach Kanton in China geschickt, wo er innerhalb kürzester Zeit ein Quartett von Taschenuhren für umgerechnet 1 Million US-Dollar verkaufte.

Der asiatische Markt für teure „Juwelen, die die Zeit anzeigen“, war bereits gut etabliert, was Bovet dazu ermutigte, im Jahr 1822 gemeinsam mit seinem Bruder Charles Alphonse sein eigenes Unternehmen zu gründen. Der Absatzmarkt lag fast ausschließlich in China, wo sich Bovet-Uhren eine treue Fangemeinde für die mit identischen, exquisit emaillierten Bildern verzierten Taschenuhrenpaare aufbaute, deren Gehäuse und bügelförmige Aufzugskronen mit Perlen besetzt waren.

Bovet starb bereits im Jahr 1850, so dass er die Schwierigkeiten und die fehlende Rentabilität durch die Konkurrenz französischer und amerikanischer Uhren, die Zunahme chinesischer Fälschungen und die Auswirkungen des Opiumkriegs nicht mehr miterleben musste. Die Familie Bovet verkaufte das Unternehmen schließlich im Jahr 1864 an neue Schweizer Eigentümer.

Doch dabei sollte es nicht bleiben. Im Jahre 1918 wurde Bovet von der Firma **J. Ullmann & Co.** gekauft, nur um im Jahr 1932 an Albert Bovet und Jean Bovet weitergereicht zu werden. Aber auch diese Beziehung hielt nicht lange und im Jahr 1948 kaufte **Favre Leuba** den Namen und die Fertigungsanlagen. 1966 ging es an eine freie Gemeinschaft von Uhrmachern, die es 1989 an Parmigiani Fleurier weiterreichten, die die Marke an die Investoren Roger Guye und Thierry Oulevay weitergaben. Doch dies sollte nicht der letzte Akt bleiben.



Diese historische Bovet Uhr mit aufwendiger Bemalung wechselte bei Antiquorum für 29.500 Euro den Besitzer

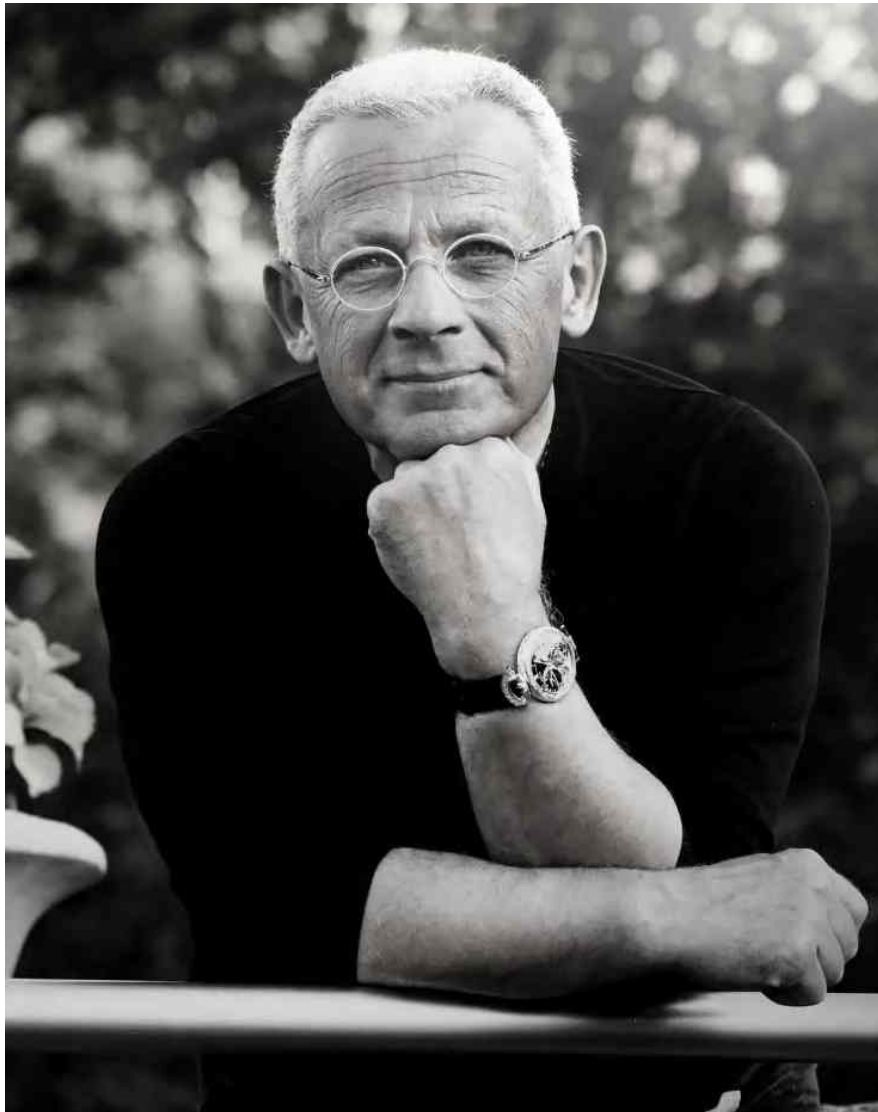


Eduard Bovet war berühmt für seine kunstvollen Zifferblätter

Herr Raffy sucht das Glück

Ob **Pascal Raffy** diese turbulente Vorgeschichte bekannt war, ist nicht überliefert. Jedoch entdeckte Herr Raffy im Jahr 2000, dass es auf der Suche nach neuen Herausforderungen und Investitionen war. Denn obwohl er damals erst 36 Jahre alt war, hatte sich Raffy bereits in den Ruhestand zurückgezogen, nachdem er ein Jahrzehnt zuvor in ein kleines pharmazeutisches Unternehmen investiert hatte. Dieses fusionierte mit Synthlabo, dem Herr Raffy, ein ausgebildeter Jurist, wiederum bei der Expansion nach Nordafrika half, bevor es Teil des Pharmariesen Sanofi wurde.

Nach seinem Ausscheiden aus dem Unternehmen war Pascal Raffy also ein wohlhabender Mann, der regelmäßig Angebote zum Kauf von Anteilen an Uhrenfirmen erhielt, da er als **ernsthafter Sammler wertvoller Zeitmesser** (letzter bekannter Stand waren 212 Sammlerstücke) bekannt geworden war. Doch erst als er seine erste Bovet Uhr sah, die immer noch wunderschön verarbeitet war und ihren charakteristischen Bügelaufsatz trug, entschloss er sich, die Chance zu ergreifen – und das, obwohl das Unternehmen damals nur noch weniger als 150 Uhren pro Jahr herstellte.



Pascal Raffy machte seine Passion zur Profession und kaufte die Uhrenmarke Bovet 1822



Höchste Verarbeitungsqualität und viel Handarbeit - die Bovet 19 Thirty Turquoise Engraved

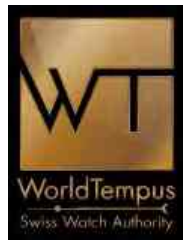
Bovet Uhren

Da es sich bei 35 Prozent der Bovet Modelle um Maanfertigungen handelt und die komplexesten dieser Uhren (die Raffy als „big, big babies“ bezeichnet) bis zu 1 Mio. CHF pro Stck kosten, bleibt Bovet stark und hlt sich an das Versprechen, dass selbst die gnstigsten Uhren – die Modelle der Kollektion **Bovet 19Thirty** beginnen bei 18.500 CHF – genauso hochwertig verarbeitet sein sollen wie die Uhren im siebenstelligen Bereich.

Im Moment konzentriert sich seine Aufmerksamkeit jedoch auf die Entwicklung eines hochwertigen Modells, das anlsslich des 200-jhrigen Jubilums von Bovet im Jahr 2022 vorgestellt werden soll. „Das“, sagt Herr Raffy, „muss in der Tat ein sehr groes Baby sein.....“.



Einzigartig, luxuris und jeweils ein kleines Kunstwerk in Handarbeit erstellt - so wirken die meisterhaften Modelle der Bovet Uhren



Bovet 1822

Bovet 1822 and Ambassador Medvedev Ranked #1

The House of BOVET 1822 Celebrates Daniil
Medvedev's Achieving the Rank of #1 Tennis Player in
the World

Based on the ATP rankings released on February 28, 2022, Daniil Medvedev is now the #1 ranked player in the world. The House of BOVET is pleased and proud to congratulate Daniil on this phenomenal accomplishment. Daniil is not your typical tennis player. With an unusual style and a strategical savvy that has earned him the nickname “the Chessmaster,” Medvedev is a whirlwind on the tennis court, chasing down everything and using his booming serve and powerful groundstrokes to control the match. Not just a physically gifted player, Medvedev is considered a true game-changer of the sport.



Daniil Medvedev BOVET Ambassador  **BOVET 1822**

BOVET & Daniil

From the very first time they met, Daniil Medvedev and Pascal Raffy, owner of BOVET 1822, realized they had so much in common. First off, they are both lovers of the great game of tennis, and this common ground led them to discover their mutual passions for excellence, dedication, attention to detail, and they have revolutionized their respective worlds. BOVET 1822 and Daniil began their collaboration in 2019, and Daniil quickly rose through the ranks, reaching #2 in the world in 2021, with expectations high for the future.

Then, this month, Daniil achieved one of his biggest goals, being #1 in the ATP rankings.

“From the first time I started following Daniil’s career, I knew he had greatness in him,” says Mr. Raffy. “Then I met him and saw what a gentleman he was, and we decided to work together. We both have the desire for excellence, done in a unique way. I am very proud of the way Daniil has risen through the ranks and achieved the #1 ranking. He is the leader of the new guard of tennis stars and this is going to be the start of true dominance. We look forward to spectacular things with Daniil.”

Daniil appreciates his partnership with BOVET and the way that the House has stood by him throughout his career.



OttantaSei Flying Tourbillon © Bovet 1822

“One of the values we share is loyalty,” Daniil says. “We can have good moments and bad ones, and we go through them together. It is important for me to know that even during the tough moments, we stay together. I know a lot of people in the company and it’s like a big family. We have each other’s back.

“Now that I am ranked #1, high expectations motivate me. I have to work hard in practice. I will try to win every match I play. It’s match by match to win a tournament. In Grand Slams, it’s seven matches to win the tournament, it doesn’t matter where you are ranked. My expectation is higher, and the better I do, the better I want to do.”

2022 is truly shaping up to be a great year. The House of BOVET is celebrating its 200th anniversary this year, and Daniil is the #1 tennis player in the world for the first time in his spectacular career.



HIGHLIGHT

Partner content

BOVET 1822 ORBIS MUNDI THE WORLD IS YOURS

BOVET embraces a global view to celebrate its 200th anniversary this year. With the Orbis Mundi, reading the time in all 24 time zones is intuitive and simple, as the world cities radiate from the top of the globe so they can be viewed easily, at a glance.

Imagine you are on a business trip from Miami to Geneva, then on to Dubai, and finally finishing in Singapore. Just figuring out exactly what time it is after crossing several time zones is challenging enough, and, if you are wearing a standard world time watch, chances are the world time information on the dial is too small for your weary eyes to actually read.

To address this need, BOVET 1822 has developed a major advancement in the setting and using of the world time function – the Orbis Mundi. This new timepiece shows all 24 time zones at a glance, thanks to its top-of-the-world display, and all functions are set using just the crown. This display makes reading the time anywhere in the world a breeze.

"As you can imagine, I travel quite a lot as head of BOVET 1822, and deal with people in many different time zones," owner Pascal Raffy says. "I wanted an elegant timepiece that would make it easy to set and tell the time anywhere in the world. My team of amazing developers and watch-makers and I came up with a surprisingly simple yet beautiful way to display all 24 time zones."

The Orbis Mundi also stands out for its iconic Fleurier case. The ergonomic 42mm Grade 5 titanium or 5N red gold case provides optimal comfort no matter the size of the wearer's wrist, thanks to its slim profile (11,25mm) and its signature sapphire-cabochon-topped crown and bow at 12 o'clock.

The Orbis Mundi is easy to set, using only the crown to set both the time and the 24 world cities. Turn the crown counter-clockwise to set the hours and minutes, and clockwise to set the unique 24 world time zone dial.

Price:
Titanium: CHF 43,000
Gold: CHF 48,000



www.bovet.com

BOVET - Men's wrist/pocket watches

SWITZERLAND - VNU BUSINESS MEDIA SA - EUROPA STAR - 01-MAR-22 - Pag.: 58/59





The New Orbis Mundi from BOVET 1822

THE WORLD IS YOURS



To celebrate BOVET's 200th anniversary, the House is proud to introduce the Orbis Mundi. In development for more than two years, the Orbis Mundi, Latin for "the world," simplifies both the setting and the indications of the world timer for a new generation of watch lovers. The Orbis Mundi, thanks to BOVET's engineering expertise, is easy to set, using only the crown to both set the time and the 24 world cities. Turn the crown counter-clockwise to set the hours and minutes, and clockwise to set the unique 24 world time zone dial



Back in 1822, 200 years ago this year, founder Edouard **Bovet**, a watchmaker from Fleurier, Switzerland, and travelled the world. Due to this amazing history, the House of **BOVET** is inextricably linked to travel, and the House's collection is complete with several double-, triple-, and world-time timepieces, all of which have been very successful with collectors around the world over the last 20 years.

As a result, multiple time zone timepieces are in the DNA of the House, and **BOVET** has produced a number of different variations on this theme.



In 2020, **BOVET** introduced the Récital 26 Chapter Two, the timepiece which received the “Mechanical Exception” award at the 2020 GPHG, featured a universal time sub-dial at three o’clock, taking the multiple time zone display a step further.

Now, to celebrate BOVET’s 200th anniversary, the House is proud to introduce the Orbis Mundi.



The Need

Imagine you are on a business trip from Miami to Geneva, Switzerland, then on to Dubai, and finally finishing in Singapore. Just figuring out exactly what time it is after crossing several time zones is challenging enough, and, if you are wearing a standard world time watch, chances are the world time information on the dial is too small for your weary eyes to actually read.

To address this need, **BOVET** 1822 has developed a major advancement in the setting and using of the world time function – the Orbis Mundi.



This new timepiece shows all 24 time zones at a glance, thanks to its top-of-the-world display, and all functions are set using just the crown. This display makes reading the time anywhere in the world a breeze.

The world today is getting smaller and smaller, as more people are working from home and interacting more and more with others from all around the globe.

BOVET 1822 might be based above the small village of Fleurier in Switzerland, but there are BOVET collectors and partners all around the world. So, it's more important than ever to know what time it is anywhere and everywhere in the world.



The Solution

With the Orbis Mundi, reading the time in all 24 time zones is intuitive and simple, as the world cities radiate from the top of the globe so they can be viewed easily, at a glance.

"As you can imagine, I travel quite a lot as head of BOVET 1822, and deal with people in many different time zones," owner Mr. Pascal Raffy says. "I wanted an elegant timepiece that would make it easy to set and tell the time anywhere in the world. My team of amazing developers and watchmakers and I came up with a surprisingly simple yet beautiful way to display all 24 time zones."



When Mr. Raffy was designing the world time dome of the Recital 26 Brainstorm Chapter Two, which won the "Mechanical Exception" award at the watchmaking Oscars in 2020, he already had in mind its adapted use in the Orbis Mundi.

In development for more than two years, the Orbis Mundi, Latin for "the world," simplifies both the setting and the indications of the world timer for a new generation of watch lovers.



The Orbis Mundi, thanks to **BOVET**'s engineering expertise, is easy to set, using only the crown to both set the time and the 24 world cities. Turn the crown counter-clockwise to set the hours and minutes, and clockwise to set the unique 24 world time zone dial.

Exquisitely finished, the Orbis Mundi stands out for its ease of use and emblematic Fleurier case, a true symbol of two centuries of watchmaking excellence. The ergonomic 42mm Grade 5 titanium or 5N red gold case provides optimal comfort no matter the size of the wearer's wrist, thanks to its slim profile (11.25mm) and its iconic real-sapphire-cabochon-topped crown and **BOVET** bow at 12 o'clock.

The House of **BOVET** is one of the few completely integrated manufactures in the watchmaking industry. Due to the fact that BOVET produces 95% of the components that go into its timepieces (the only things not produced in-house are the barrel springs, sapphire crystals and the straps), the House uses the term "Swiss Handcrafted" instead of "Swiss Made," as the Swiss Made barrier, 60%, is too low.

The Orbis Mundi suits today's global society – even if we can't travel as freely as we could before, it's more important than ever to know what time it is anywhere and everywhere in the world.

The Orbis Mundi from **BOVET** 1822, exemplifies uniqueness at its best.

After 200 years of BOVET history, now more than ever, the world is yours.



At a Glance

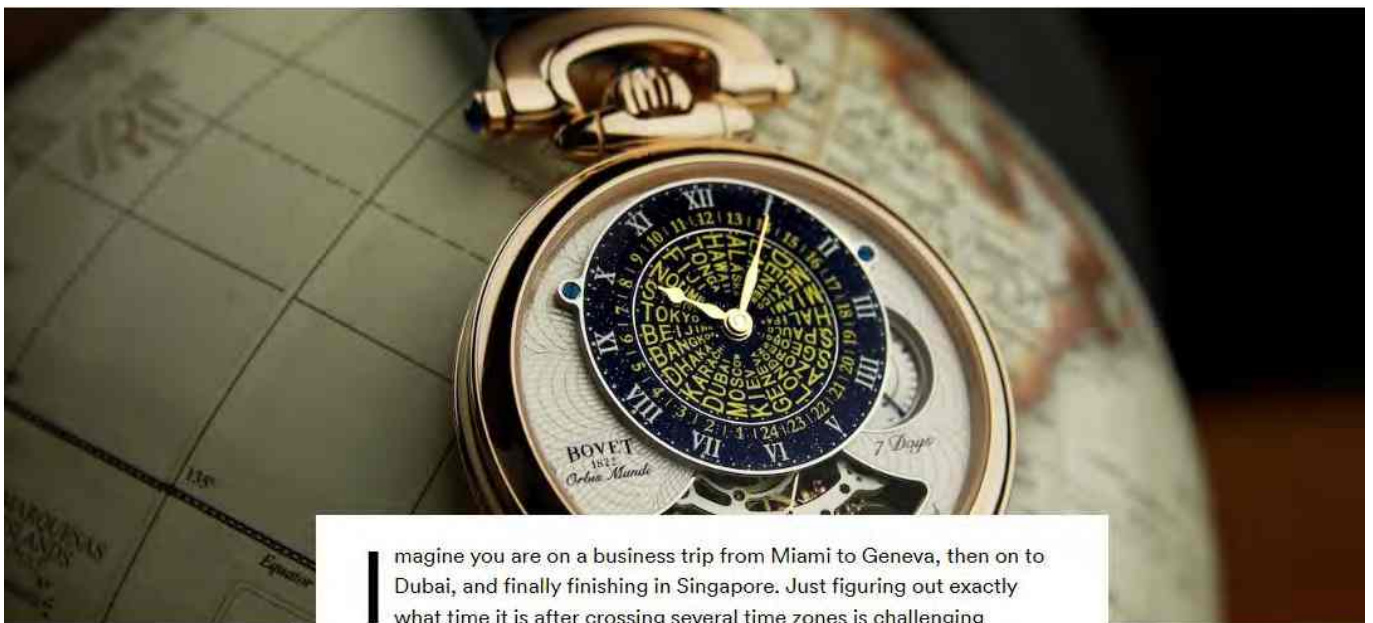
- Unique and Easy to Read World Time Display
- All Functions Set Through the Crown
- Elegant 42mm Case (in titanium and 18K rose gold)
- 246 total components
- 7-Day Power Reserve with a Single Barrel
- Hand-Wound Manufacture Movement
- Exposed In-House Hairspring and Escapement
- Completely Verticalized Manufacture
- Producing Just About Everything In-House
- Beautiful World Time Dial Crafted in pure Aventurine glass
- Exquisitely Hand-Finished



europa star

BOVET ORBIS MUNDI: THE WORLD IS YOURS

Bovet embraces a global view to celebrate its 200th anniversary this year. With the Orbis Mundi, reading the time in all 24 time zones is intuitive and simple, as the world cities radiate from the top of the globe so they can be viewed easily, at a glance.



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The Orbis Mundi is easy to set, using only the crown to set both the time and the 24 world cities. Turn the crown counter-clockwise to set the hours and minutes, and clockwise to set the unique 24 world time zone dial.



The Orbis Mundi also stands out for its iconic Fleurier case. The ergonomic 42mm Grade 5 titanium or 5N red gold case provides optimal comfort no matter the size of the wearer's wrist, thanks to its slim profile (11.25mm) and its signature sapphire-cabochon-topped crown and bow at 12 o'clock.





// WATCHES

The Bovet Battista Tourbillon proudly displays the dual influences on its creation.



The tourbillon cage is inspired by the centre-lock road wheels of the Battista electric hypercar.



movement, and the sound is channelled more efficiently at every step until it exits through four discreet slits in the case – each protected by a mesh dust filter.

The effect in real life? A watch that, according to Patek, “allows the sound to be heard at a six-fold larger distance”, along with noticeable improvements in “harmonic quality and richness”.

While that makes the “Advanced Research” a singular proposition, it joins a raft of high-end watches taking cues from the automotive world – Girard-Perregaux linking with Aston Martin, Roger Dubuis with Lamborghini, IWC with AMG-Mercedes, Richard Mille with McLaren and now Ferrari, formerly the decade-long badge-buddy of Hublot.

That said, it's a less well-known watchmaker, Bovet, taking things beyond the usual visual innuendos and what are mostly token references, hooking up with the famous Pininfarina name and actually involving the company in the design of a watch.

Battista “Pinin” Farina launched Carrozzeria Pinin Farina in Italy 90 years ago, going on to produce memorable designs for the likes of Fiat, Lancia and Alfa Romeo. Bovet, which first came to prominence in Fleurier, Switzerland, in the 1800s and was restarted by enthusiast owner Pascal Raffy in 2001, has hooked up with Automobili Pininfarina, the coachbuilder's side venture producing what is claimed to be Italy's most powerful sportster, the all-electric Battista hypercar.

The resulting watch – “created alongside the car” – is the Bovet Battista Tourbillon, a highly technical time-teller with more than a few styling cues from the Battista EV. Limited to 90 pieces and yours for about \$390,000, the tourbillon has a 45.6mm case in polished grade 5 titanium, red gold

or platinum, its workings on show between sapphire crystals front and back. Raffy says the one-of-a-kind effort could not have been realised without the shared development process between the craftsmen at Bovet and the team at Automobili Pininfarina, with the watch designed to mirror the car's bespoke parts and decorations.

How that works in practice remains to be seen, given the creation of a Battista vehicle is described as “a process of virtually unlimited personalisation, with more than 128 million combinations for the interior colour and materials alone”. But from the first meeting of the teams, the objective was clear, according to Raffy: to create a timepiece with a similar focus on innovation – “in style as well as materialisation”.

Looking at the watch, it's clear that styling has come out on top, with the Battista's most recognisable features such as the exterior curves and design details reflected in the

watch's hands, bridges, dials and structure. The references continue throughout, from the subtle to the obvious, with Automobili Pininfarina and Bovet flags on the power-reserve dial and the signature of Farina gracing the dial above the date display.

This is not a watch that's going to let you forget its origins. The two-tone blue dials on the face of the timepiece feature Battista's Triangolo pattern and together form the shape of the number 90, a reference to Pininfarina's 90-year heritage, while the tourbillon cage is inspired by the wheels of the Battista EV with their centre-lock technology.

The motor powering the wrist machine is no less imposing, a hand-crafted double-face tourbillon running at 18,000 vibrations an hour, with 10 days' power reserve from a single barrel. The patented flying tourbillon is attached at the centre of its axis, the weight distribution of the escapement and balance-spring drastically reducing the lever-arm effect and friction.

A second patent covers the miniaturisation of the winding mechanism. A mechanical watch with 10 days of power reserve would typically require twice as many turns of the crown to wind, but the spherical differential system in the Bovet Battista Tourbillon halves this.

Such detail and finesse make for an impressive piece, leaving just one question: of these two unquestionably indulgent watches, both striking in their own way, which would you rather have on your wrist? Either? Neither?

Whatever your answer, it seems only fair to leave the last word to Raffy: “Cars and timepieces share the same values: design and performance. When you start a project and there is no interest other than the pursuit of perfection, passions do not just add up – they multiply.” ■



GUIDA ALL'ACQUISTO

OUT OF *the* BOUNDARIES

UNA SELEZIONE DELLE NOVITÀ DI ALCUNE DELLE MARCHE
CHE ESPONGONO A GINEVRA DURANTE LE MANIFESTAZIONI, SINGOLE
O DI GRUPPO, COLLATERALI A WATCHES AND WONDERS 2022

di Simonetta Suzzi

La Watch Week di Ginevra, dal 30 marzo, non è solo sinonimo di Watches and Wonders. Tramontata Baselworld, si sposta il baricentro dell'industria orologiera nella città sul Lago Lemano, animata da una serie di manifestazioni parallele alla fiera principale. Segno che il settore ha bisogno di interazioni dal vivo e di eventi importanti in un mercato che per troppo tempo è stato privo di incontri fisici.

DA QUI LA NASCITA DELLA PRIMA EDIZIONE DI TIME TO WATCHES, IN PARTNERSHIP CON HEAD - GENÈVE, University of Art and Design, che dal 31 marzo al 3 aprile ospita l'evento a Le Cube, un edificio che fa parte del patrimonio industriale di Ginevra ed è sede di punta del suo campus. I marchi espositori, che sono circa una trentina, inclu-

dono: Corum, Cuervo y Sobrinos, Louis Erard, Reservoir, Chronoswiss, L.Leroy, Pierre DeRoche, Perrelet e Tonino Lamborghini. La manifestazione prevede anche un programma di convegni e tavole rotonde intorno a 5 temi trasversali: arte, moda, finanza, futuro ed economia circolare.

DOPO UNA PRIMA EDIZIONE NEL 2019, TORNA BARTON 7, SHOWROOM COLLETTIVO DI 8 MARCHE INDIPENDENTI (tra cui Singer Reimagined, Schwarz Etienne, Ikepod e Genus) che si uniscono sotto un'unica bandiera all'Espace Fert, accanto ai principali hotel della città. "Siamo prima di tutto degli imprenditori e degli artigiani, dei creativi, sempre alla ricerca delle soluzioni migliori! Questa mentalità è alla base del nostro desiderio di riunirci e creare un luogo che parli dello spirito che noi tutti

condividiamo", ha affermato Marco Borraccino, Designer, Ceo e Direttore Creativo di Singer, promotore dell'esperienza Barton 7.

AGLI EVENTI DI GRUPPO SI ASSOCIANO ANCHE LE SINGOLE INIZIATIVE DI ALTRI BRAND, dislocate in varie location e alberghi della città. Da Bulgari, a Bovet, Maurice Lacroix, De Bethune, Doxa, Gérald Charles e molti altri. Poi c'è Gucci che, per l'anniversario dei suoi cinquant'anni nell'orologeria, ha allestito l'evento Gucci Wonderland, per presentare la sua seconda collezione di Alta Orologeria, ispirata all'atmosfera magica di un luna park.

Nelle prossime pagine troverete un assaggio della nuova produzione di alcuni dei brand sopracitati, in attesa di scoprire molto e molto di più sui prossimi numeri.



BOVET ORBIS MUNDI

Un modello che celebra il 200° anniversario di Bovet: un ore del mondo che mostra tutti i 24 fusi orari in modo semplice e intuitivo, grazie a un display di facile lettura. Tutte le funzioni vengono impostate utilizzando soltanto la corona: ruotandola in senso antiorario si possono impostare le ore e i minuti, in senso orario si può configurare il quadrante dei 24 fusi orari mondiali. La cassa da 42 mm è disponibile in titanio grado 5 o in oro rosso e si caratterizza per la corona con

cabochon in vetro zaffiro al 12 sovrastata dall'arco Bovet di protezione. Un'apertura sul quadrante al 6 mostra il bilanciere e l'organo regolatore del calibro manuale 15BM01HU. A destra dell'affissione dell'ora mondiale, realizzata in avventurina, è posizionato l'indicatore della riserva di carica, pari a 7 giorni.

Prezzi: 38.000 franchi svizzeri (in titanio);
43.000 franchi svizzeri (in oro)



Сложная душа механизмов

Что заставляет производителей автомобилей и часовые бренды заключать долгосрочные успешные союзы и создавать совместные часы? ✳ Текст: Роман Белов

Ведущие производители часов и автомобилей уже не первое десятилетие считают, что партнерство между собой, казалось бы, разными областями применения человеческой мысли может быть и взаимовыгодным, и приумножающим уделемое поклонниками каждого из брендов внимание. Прошедший год не стал исключением и подарил нам новые интересные союзы, не забыв и упоминать прежние.

Так, часовая марка Girard-Petregaux стала официальным партнером британского производителя автомобилей класса люкс Aston Martin и представила первые разработанные в рамках коллаборации часы Laureato Chronograph Aston Martin Edition, выбрав в качестве оттенка циферблата тот самый, известный с 1900 года, зеленый Aston Martin Green. На циферблате выгравирован узор, нанесенный стегаными сиденьями классических автомобилей марки, а противовес центральной секундной стрелки выполнен в виде декоративных боковых решеток Aston Martin DB3.

Новый этап сотрудничества начали часовая мануфактура TAG Heuer и немецкий производитель роскошных спортивных автомобилей Porsche. Чемпионат мира FIA по автогонкам на выносливость, чемпионат мира класса «Формула-Е» —

это лишь немногие точки приложения этого партнерства. А первые созданные совместно часы TAG Heuer Carrera Porsche Chronograph в фирменных цветах Porsche (красном, черном, сером) с характерной тахиметрической шкалой на белезе и широковатым, как покрытие трека, циферблатом — отличный пример объединения усилий легендарных брендов.

Сотрудничество часовой компании Roger Dubuis и спортивного подразделения Squadra Corse производителя автомобилей Lamborghini продолжается не первый год. Одной из новинок стала модель Excalibur Spider Countach DT/X, посвященная легендарному Lamborghini Countach. Калибр RD112 с двумя турбинами, расположенными под углом 90 градусов, использование в декоре корпуса и механизма минерального композитного волокна (состоящего на 95% из диоксида кремния), которое в 2,5 раза легче керамики, характерные элементы дизайна, включающие повторение в уменьшенном масштабе крышки автомобиля Periscopio и воздухозаборников NACA.

Иногда подобный проект поможет предложить что-то новое и консервативным клиентам. Легендарный Rolls-Royce создал по индивидуальному заказу автомобиль Boat Tail, в салоне которого установлены сразу две модели Bovet. Часы с переворачивающимся корпусом из 18-каратного белого

золота, в мужском и женском вариантах. При производстве циферблатов применена редкая техника декорирования — мозаика маркетри с использованием породы дерева, аналогичной той, которой отделана задняя часть машины.

При желании часы с миниатюрной статуэткой Spirit of Ecstasy, символом автомобильной компании Rolls-Royce, можно снять с приборной доски и носить на запястье.

Следом были представлены плоды сотрудничества Bovet с итальянским автомобильным дизайн-бюро Pininfarina. Модель Battista Tourbillon получилась прекрасным дополнением к топовому электромобилу, но, к сожалению, не всем его владельцем удастся приобрести в коллекцию часы: их количество ограничено 90 экземплярами, а то время как будет выпущено 150 машин Battista Hyper GT.

Винтажные часы и автомобили стали важными предметами коллекционирования, а поводом для встречи увлеченных ими людей являются гонки раритетных машин. Для компании Chopard поддержка таких соревнований давно превратилась в традицию. Компания считается официальным хронометристом нескольких событий по всему миру, но больше прочих известно сотрудничество Chopard с Mille Miglia. После своего возобновления в 1977-м ралли стало гонкой раритетных автомобилей, и сопредседит

1. Часы Chopard Mille Miglia Classic Chronograph
2. Модель Bovet Battista Tourbillon
3. Часы IWC Pilot's Watch Chronograph Edition ANG



Portada Pininfarina Battista

E

EL NOMBRE PININFARINA está íntimamente ligado al automóvil italiano, ya sea Alfa Romeo, Lancia, Maserati o, por supuesto, Ferrari. Pero los últimos años no han sido fáciles para ellos ni para el resto de las empresas carroceras. Durante décadas diseñaron y fabricaron coches para otras marcas, pero en 2010 se les acabó el trabajo cuando dejaron de hacer los Alfa Brera y en 2011 los Bolloré Bluecar. Atrás, en el recuerdo, quedaron otros coches que produjeron, como el Mitsubishi Montero iO o el Peugeot 406 Coupé. Además, las marcas ya no les encargaban diseños como en las décadas anteriores. El principal ejemplo de ello es Ferrari, que comenzó a potenciar su centro de estilo (inicialmente colaboraron) y modelos como el California T o el 488 ya los crearon completamente "en casa". Así que en 2014 Pininfarina fue comprada por la empresa india Mahindra, que ha dado una nueva vida a la firma de Turín como fabricante de deportivos eléctricos superexclusivos.

Su nuevo proyecto estrella es este biplaza 100% eléctrico del que fabricarán únicamente 150 unidades. Están ya en la fase final del desarrollo, porque esperan entregar las primeras unidades el año que viene. No ha sido un coche desarro-

El interior es sencillo pero muy atractivo, al fin y al cabo son italianos. También es cómodo para acceder a él.



¿Tu Peugeot 406 Coupé lleva una chapa igual? Por lo que cuesta el Battista puedes comprar unos mil de esos.



EL BATTISTA NO HA SIDO CONCEBIDO COMO UN DEPORTIVO RADICAL, SINO COMO UN SUPER GRAN TURISMO



Para toda la mecánica han recurrido al fabricante Rimac. De hecho, se puede decir que el Battista es un Rimac Nevera recarrozado.



El enorme alerón puede proporcionar hasta 500 kg de apoyo aerodinámico y actuar también como aerofreno.

El estilo del coche es inequívocamente Pininfarina, como reconoce su diseñador, Luca Borgogno.

llado íntegramente por ellos, sino que para toda la mecánica han recurrido al fabricante Rimac. De hecho, se puede decir que el Battista es un Rimac Nevera recarrozado, con el que comparte estructura y mecánica. Los coches se montan en la factoría de Cambiano (Turín) a partir de los chasis con mecánica incluida que llegan desde Croacia. Esto implica una estructura central de fibra de carbono y una batería de ion-litio en forma de T, de 120 kWh. La previsión es completar la producción prevista en tres años.

Las cifras de rendimiento son apabullantes, con 1.900 CV de potencia y 2.360 Nm de par, de 0 a 100 en menos de dos segundos y una autonomía de más de 500 km. Lo que diferencia al Rimac y al Pininfarina es la puesta a punto del chasis y el *software* que lo controla, que en un coche eléctrico es importante. No obstante, hay números que asustan un poco, como un peso de 2,2 toneladas (500 kilos más que el Hispano Suiza Carmen) y cinco metros de largo. Es fácil suponer que estos parámetros harán que su agilidad pueda verse comprometida en ciertas situaciones.

NO ES UN DEPORTIVO RADICAL

Desde Pininfarina dejan muy claro que el Battista no está concebido como un deportivo radical, sino más bien como un super gran turismo. Aún así no podemos evitar que, en

LAS CIFRAS SON APABULLANTES, CON 1.900 CV Y 2.360 NM DE PAR, DE 0 A 100 EN MENOS DE DOS SEGUNDOS



BOVET 1822

La asociación entre la firma relojera y Pininfarina nació en 2010. En estos 11 años han sido varios los relojes que han nacido de esta colaboración y el último es este Tourbillon. Diseñados uno al lado del otro, ambos objetos de arte innovadores comparten la misma visión de diseño basada en un estilo e innovación legendarios. Juntos, el nuevo Bovet Battista Tourbillon y el Automobili Pininfarina Battista son emblemas del lujo moderno y sostenible. Per Svantesson, director ejecutivo de Automobili Pininfarina, dijo: "Desde el día en que nos conectamos por primera vez con Pascal Raffy y los artesanos de Bovet 1822, nos sentimos mutuamente inspirados por la oportunidad de crear otra forma de arte para los clientes que desean la cima en el diseño

y la relojería". Por su parte, Pascal Raffy, propietario de Bovet 1822, dijo: "El mundo se está volviendo más sostenible y el futuro está en los coches eléctricos. Esto es lo que es tan emocionante sobre el hermoso Battista, que combina la excelencia de la ingeniería con la atención al detalle hecha a mano, como los finos relojes de Bovet. Automobili Pininfarina nos está inspirando para utilizar nuevos métodos y materiales, y a mirar nuestros procesos también con vistas a la sostenibilidad".

En lo que se refiere al reloj, el Battista Tourbillon se presenta en tres ediciones limitadas a 30 unidades cada una, en titanio, oro y platino. Su caja de 45,6 mm alberga un mecanismo de carga con 10 días completos de reserva de marcha y su precio ronda los 275.000 euros.



Mientras que del superdeportivo habrá 150 unidades, de este reloj solo habrá 90, con tres acabados distintos.

Bovet 1822 y Pininfarina llevan colaborando desde 2010. Ambas firmas son sinónimo de exclusividad y perfección tecnológica.



Bovet Fleurier Orbis Mundi

Posted by Eszter on 25th April 2022 in Fine Watchmaking, highlight

Tags: Bovet, Bovet Fleurier



Bovet celebrates the 200th anniversary of the company's foundation by Eduard Bovet in 1822 this year. The Manufacture will hold boutique events throughout the year in various cities around the globe. At the opening of the event series, they presented Orbis Mundi, a true Bovet world-timer in the Villa Louis-Jeantet in Geneva.

The Villa Louis-Jeantet was an interesting choice for the presentation as the story of the building and the House of Bovet has certain parallels.

Eduard Bovet founded the company with his three brothers in 1822 and they made their fortune by producing pocket watches in Europe and trading them in China. By the 1830's Bovet became synonymous with the watch in Southern China thanks to the admiration of his fine workmanship and artfully decorated pocket watches by the local upper class. Following his death in 1849, the watchmaking business continued for two generations before entering a dormancy of almost 130 years in 1864. In 2001, Pascal Raffy revived the exclusive manufacture with the goal of evoking emotions from haute horlogerie enthusiasts via exceptional technical and aesthetic solutions. Similarly, the once beautiful Italian neo-Renaissance style private mansion erected in the beginning of the 20th century, Villa Edelstein was abandoned for years following a fire in 1984, before the Louis-Jeantet Foundation received the leasehold for 99 years and breathed new life into the building. Since 1998, it has served as the Foundation's headquarters, which supports European biomedical research. The Villa and the linked Auditorium that was added to the estate during the refurbishment are rented out for events like this. By both uniting the sophistication of the past and modernity, Bovet and Villa Louis-Jeantet are a natural fit.

The presentation took place in the reception hall overlooking the garden. The highlight of the show was of course the new Orbis Mundi world-timer, while other recent astonishing creations received a spot on the trays too.

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Bovet 1822 Orbis Mundi

Having traded between Europe and China, the success of the Bovet brothers' enterprise was based on travelling. Inspired by this, creating timepieces with an intuitive world-time function has been an important avenue for Pascal Raffy since the resurrection of the company. Just think of the Bovet Récital 26 Brainstorm® Chapter Two, which received the 'Mechanical Exception' award at the 2020 Grand Prix d'Horlogerie de Genève (GPHG). The domed blue translucent quartz dial at 3 o'clock presented time for instant reading in 24 time zones with perfect naturalness.



This function and a variation of this display is in the spotlight on the new Orbis Mundi. There are no sub-dials, but a fantastic aventurine-adorned main dial that consists of a centre disk and a time chapter ring with white Roman numerals for the time and yellow Arabic for the world-time. The inner disk containing the names of the cities in the 24 time zones rotates as the hours pass by. One can read the time in all these time zones from the Arabic numerals next to the cities. It is co-located with the local hours and minutes display, which are shown by the golden hands. A three-arm rotating hand indicates the seconds on the 20-second aventurine glass at 6 o'clock.

The movement is placed in the Amadeo case Bovet introduced in 2010. As you can see, there are no buttons or recessed pushers – all setting and winding is done by the crown at 12 o'clock. Turning it clockwise adjusts the time zone dial, while counter-clockwise it sets the local time. The comfortable 42mm case is offered in 5N red gold or in Grade 5 titanium. As always, the finishing of the movement and the plates is extraordinary and it varies according to the case choice. In fact, Bovet 1822 offers bespoke services and therefore the options are not limited to the guilloché or the Fleurisanne pattern shown.

As accustomed by Bovet, the 3Hz calibre 15BM01HU is not only highly accurate but also very efficient. Employing only one mainspring, it runs for 7 days with a single winding.

As a true anniversary model, Orbis Mundi exhibits the quintessential characteristics, the ingenuity and the spirit of Bovet timepieces that earned fame for the house among the circle of modern collectors. Aficionados will be offered 60 numbered units in the limited production series.





watchonista



The World is Yours with Bovet's New Orbis Mundi Released at Watches & Wonders 2022

The prestigious brand begins its 200th-anniversary celebrations by releasing an easy-to-read and simple-to-set world-time watch.

This year, **Bovet** celebrates an important milestone. It has been exactly two centuries since the Bovet brothers – Édouard, Alphonse, Frédéric, and Gustave – registered the House of Bovet name and began shipping timepieces made in their Fleurier workshops to customers.

To kick off its 200th-anniversary celebrations, Bovet has unveiled yet another impressive take on the world time watch genre by presenting a new Orbis Mundi limited edition at **Watches & Wonders**, complete with an easy-to-read and simple-to-set world-time complication. Plus, the dial is pure aventurine glass.

World-Time Still Handy

Besides their mechanical complexity, world time watches are usually hailed for their usefulness to those who frequently travel, with global business trippers able to tell the time back home or at impending destinations with ease.



You have probably noticed, but transcontinental travel has become a bit trickier over the past couple of years for reasons that need no explanation. Nevertheless, world or universal time watches still have a role to play in today's changing society. With more people working from home, conducting Zoom calls and WhatsApp conversations, and the like, with colleagues, friends, and family on the other side of the globe, it is arguably more important than ever to know what time it is elsewhere in the world.

Simple and Elegant

Bovet, of course, has plenty of experience making elaborate **double, triple, and world time** watches. At the 2020 Grand Prix d'Horlogerie de Genève, its Récital 26 Brainstorm Chapter Two – complete with a universal time display and an indexable second-time zone – deservedly picked up the Mechanical Exception prize.

And it was when current Bovet owner and president Pascal Raffy was designing the Récital 26 Brainstorm Chapter Two's world time indicator, featuring 24 different time zones and their corresponding cities, that he began to imagine adapting its use in the new Orbis Mundi.



Intuitive Display

This new debut isn't the first *Orbis Mundi* – Latin for “the world” – that Bovet has released. As early as 2007, the brand was making a double-time zone model bearing the same name. However, this latest *Orbis Mundi* stands out for its intuitive “top-of-the-world” sub-dial display at 12 o'clock crafted in aventurine. On it, the names of 24 global cities depicting 24 time zones are emblazoned in oversized yellow print so they can be viewed easily.





The functions are set through the sizable crown at 12 o'clock, with no correctors involved. To set the hours and minutes, you turn the crown counterclockwise. And to set the world time zone disc, you turn the crown clockwise. And there you have it: local time and the time elsewhere in the world can be all be registered in one quick glance.

Seven Days of Power Reserve

To the right of the world time dial is the power reserve indicator, though you won't need to worry about checking it often. Packing a mere single barrel, the manually winding calibre 15BM01HU manufacture movement provides an impressive *seven* days of autonomy.

Meanwhile, at 6 o'clock, the dial plate – nicely decorated with a lotus flower motif – has been opened up to reveal a number of the calibre's moving parts. These include the in-house 21,600 BPH balance wheel and gears driving the sectorial seconds. And each 20-second interval is marked with a Y-shaped hand that is supported by a skeletonized bridge.



Fleurier Case

The Orbis Mundi is presented in a Fleurier case, made in either 18K red gold or Grade 5 titanium. While the case's diameter is pretty large – 42mm – its slim thickness of 11.25mm makes it more than wearable.

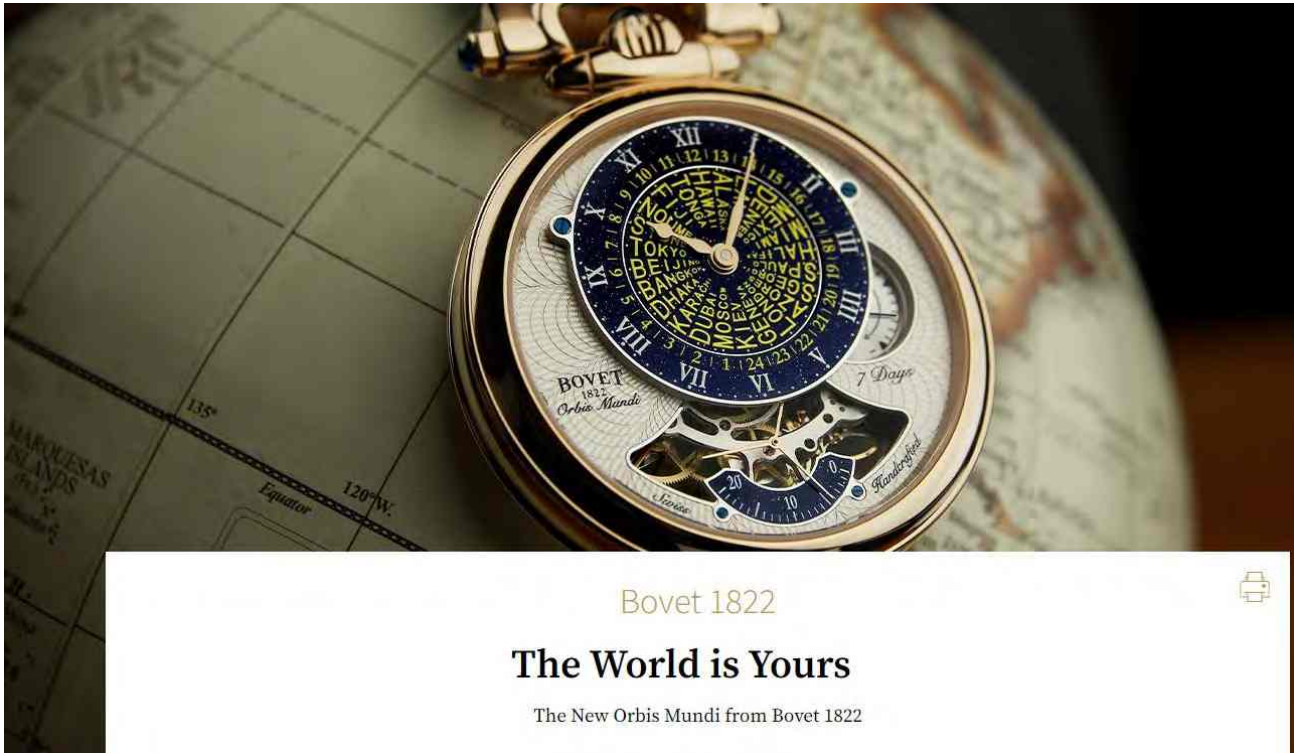
Moreover, one of Bovet's signature designs, the Fleurier case, features a so-called bow enveloping the crown and horizontal strap bolts instead of the more orthodox lugs, to which a blue, full-skin alligator leather strap is fixed. The crown and the strap bolts are set with sapphire cabochons, totaling 0.72 carats.



In the 19th century, Bovet was a pioneer of the exhibition caseback; that tradition is maintained with the Orbis Mundi with the sapphire crystal of the screw-down back,

In the 19th century, Bovet was a pioneer of the exhibition caseback; that tradition is maintained with the Orbis Mundi with the sapphire crystal of the screw-down back, affording more views of the movement. As you would expect from Bovet, it has been decorated to the highest standards, with the beveling and polishing of Bovet's in-house artisans on full display.





Bovet 1822



The World is Yours

The New Orbes Mundi from Bovet 1822

Back in 1822, 200 years ago this year, founder Edouard Bovet, a watchmaker from Fleurier, Switzerland, and traveled the world. Due to this amazing history, the House of BOVET is inextricably linked to travel, and the House's collection is complete with several double-, triple-, and world-time timepieces, all of which have been very successful with collectors around the world over the last 20 years.

As a result, multiple time zone timepieces are in the DNA of the House, and BOVET has produced a number of different variations on this theme. In 2020, BOVET introduced the Récital 26 Chapter Two, the timepiece which received the "Mechanical Exception" award at the 2020 GPHG, featured a universal time sub dial at three o'clock, taking the multiple time zone display a step further.

Now, to celebrate BOVET's 200th anniversary, the House is proud to introduce the Orbes Mundi.



Orbis Mundi © Bovet 1822

The Need

Imagine you are on a business trip from Miami to Geneva, Switzerland, then on to Dubai, and finally finishing in Singapore. Just figuring out exactly what time it is after crossing several time zones is challenging enough, and, if you are wearing a standard world time watch, chances are the world time information on the dial is too small for your weary eyes to actually read.

To address this need, BOVET 1822 has developed a major advancement in the setting and using of the world time function – the Orbis Mundi.

This new timepiece shows all 24 time zones at a glance, thanks to its top-of-the-world display, and all functions are set using just the crown. This display makes reading the time anywhere in the world a breeze. The world today is getting smaller and smaller, as more people are working from home and interacting more and more with others from all around the globe. BOVET 1822 might be based above the small village of Fleurier in Switzerland, but there are BOVET collectors and partners all around the world.

So, it's more important than ever to know what time it is anywhere and everywhere in the world.



Orbis Mundi © Bovet 1822

The Solution

With the Orbis Mundi, reading the time in all 24 time zones is intuitive and simple, as the world cities radiate from the top of the globe so they can be viewed easily, at a glance.

“As you can imagine, I travel quite a lot as head of BOVET 1822, and deal with people in many different time zones,” owner Mr. Pascal Raffy says. “I wanted an elegant timepiece that would make it easy to set and tell the time anywhere in the world. My team of amazing developers and watchmakers and I came up with a surprisingly simple yet beautiful way to display all 24 time zones.”



Orbis Mundi 🇨🇭 **Bovet 1822**

When Mr. Raffy was designing the world time dome of the Recital 26 Brainstorm Chapter Two, which won the “Mechanical Exception” award at the watchmaking Oscars in 2020, he already had in mind its adapted use in the Orbis Mundi. In development for more than two years, the Orbis Mundi, Latin for “the world,” simplifies both the setting and the indications of the world timer for a new generation of watch lovers.



Orbis Mundi © Bovet 1822

Exquisitely finished, the Orbis Mundi stands out for its ease of use and emblematic Fleurier case, a true symbol of two centuries of watchmaking excellence. The ergonomic 42mm Grade 5 titanium or 5N red gold case provides optimal comfort no matter the size of the wearer's wrist, thanks to its slim profile (11.25mm) and its iconic real-sapphire-cabochon-topped crown and BOVET bow at 12 o'clock. In addition to clear and easily readable hours and minutes, this timepiece opens up the dial to display the in-house BOVET balance wheel and regulating organ, with its three-arm rotating second hand and a 20-second Aventurine glass dial at 6 o'clock. On the right side of the world-time dial, which is pure Aventurine glass, is the power reserve indicator, highlighting the incredible and very useful seven days of power reserve with one single barrel. In fact, BOVET 1822 has a history of impressive power reserves, all due to the fact that Mr. Raffy is a collector and knows how important long power reserves are for complicated timepieces.



Orbis Mundi ⌚ Bovet 1822

The sapphire glass of the screw-down back lets collectors appreciate every detail of this finely finished manual-wind manufacture movement, polished, angled, and decorated like the House of BOVET's high complications, thanks to the work of the in-house artisans. The exhibition back is also a hallmark from the history of Maison BOVET: the BOVET brothers are famous for inventing the see-through cover during the 1800s to showcase their finely engraved movements. The House of BOVET is one of the few completely integrated manufactures in the watchmaking industry. Due to the fact that BOVET produces 95% of the components that go into its timepieces (the only things not produced in-house are the barrel springs, sapphire crystals and the straps), the House uses the term "Swiss Handcrafted" instead of "Swiss Made," as the Swiss Made barrier, 60%, is too low.



Orbis Mundi © Bovet 1822

The Orbis Mundi suits today's global society – even if we can't travel as freely as we could before, it's more important than ever to know what time it is anywhere and everywhere in the world.

The Orbis Mundi from BOVET 1822, exemplifying uniqueness at its best. After 200 years of BOVET history, now more than ever, the world is yours.



MONOCHROME

Introducing **The New Bovet Orbis Mundi (Live Pics & Price)**

The time around the world at a glance.



Watchmaker Edouard Bovet was a forerunner of the business globetrotter plying his wares beyond the confines of Fleurier, Switzerland. In 1818 he sailed to China and sold four pocket watches for the equivalent of USD 1 million today. Paying tribute to the founder's international vision, timepieces with double and even triple time zones are regularly featured in the brand's catalogue, including the Récital 26 Brainstorm Chapter Two, which took home the Mechanical Exception award at the 2020 edition of the GPHG. To celebrate Bovet's 200th anniversary this year, the brand presents the Bovet Orbis Mundi, a timepiece that displays all 24 time zones at a glance and can be adjusted directly at the crown.



Crossing several time zones on a business trip or working from home with partners from different parts of the world usually means adjusting your world time watch back and forth. Following two years of development, Bovet's Orbis Mundi represents a major advancement in the setting and display of the world time function. Placed on the same domed disc occupying the top half of the dial, the owner can set the local time by turning the crown counter-clockwise and the unique 24 world time zone dial by turning it clockwise. Once the city has been selected, the world timer completes its adjustments (a patented mechanism) and displays the time simultaneously in all the other 23 cities on a 24-hour scale. Deceptively simple, consulting local time and the time in any of the 24 time zones around the world couldn't be more intuitive.



The domed world time dial of the Bovet Orbis Mundi is made of aventurine glass, with its sparkling inclusions evoking a starry sky. White Roman numerals indicate the hours, while the 24 cities and the 24-hour scale are picked out in yellow. The white background area of the dial features an elegantly engraved lotus motif with two cut-out areas. The larger aperture below the domed world time dial reveals Bovet's in-house balance wheel and regulating organ. The seconds are indicated by a three-armed rotating seconds hand alighting on a 20-second arched glass aventurine track. A recessed power reserve indicator just to the right of the world time dial gauges the seven-day power reserve.



The Orbis Mundi is housed in the brand's signature Fleurier case with genuine sapphire cabochons in the crown and strap bolts and the Bovet bow at noon. Available in lightweight grade 5 titanium or a solid red gold case with polished finishings throughout, the diameter of the case is 42mm, and its height is 11.25mm. A sapphire crystal caseback reveals refined Haute Horlogerie finishings adorning the manual-winding manufacture movement – calibre 15BM01HU. The frequency is 21,600vph, and the robust 7-day power reserve is provided by a single barrel.



Both Bovet Orbis Mundi models come with a blue alligator strap with a buckle in the same metal. The Bovet Orbis Mundi is limited to 60 timepieces; the model in 18k red gold (ref. NTHU011) retails for CHF 46,000, and the titanium (ref. NTHU002) for CHF 40,700.



HORAS Y MINUTOS

Bovet Urbis Mundi: otra forma de tener todas las horas del planeta



El Bovet Orbis Mundi es un nuevo reloj de Horas Mundiales de la marca, pero no al estilo que estamos acostumbrados. Recordemos que en 2016 **vimos en vivo el Récital 18**, un espectacular reloj que era a la sazón el más complicado que había hecho la casa hasta entonces. En el 18 apareció el Grand Récital, que ganó -mercidamente- el máximo premio del Concurso de Ginebra (**aquí está el vídeo con todos los ganadores**).

Dos años después apareció el **Brainstorm Chapter Two**, que también vimos en vivo, que fue otro espectacular reloj que volvió a cosechar un premio en Ginebra (**éste es el video de los ganadores**) y que presentaba un disco de ciudades que vuelve a aparecer es este Bovet Orbis Mundi.



Cruzar varios husos horarios en un viaje de negocios o trabajar desde casa con compañeros de diferentes partes del mundo suele suponer ajustar el reloj con la hora mundial adelante y atrás. Tras dos años de desarrollo, el Orbis Mundi de Bovet representa un gran avance en el ajuste y la visualización de la función de hora mundial. Situado en el mismo disco abovedado que ocupa la mitad superior de la esfera, el propietario puede ajustar la hora local girando la corona en el sentido contrario a las agujas del reloj y la esfera única de los 24 husos horarios mundiales girándola en el sentido de las agujas del reloj.

Una vez seleccionada la ciudad, el reloj mundial completa sus ajustes (un mecanismo patentado) y muestra la hora simultáneamente en las otras 23 ciudades en una escala de 24 horas. Consultar la hora local y la de cualquiera de los 24 husos horarios del mundo no puede ser más intuitivo.



La esfera abovedada del Bovet Orbis Mundi es de cristal de aventurina, con inclusiones brillantes que evocan un cielo estrellado. Los números romanos blancos indican las horas, mientras que las 24 ciudades y la escala de 24 horas están marcadas en amarillo. La zona de fondo blanco de la esfera presenta un motivo de loto elegantemente grabado con dos zonas recortadas. La abertura más grande debajo de la esfera abovedada de la hora mundial revela el volante y el órgano regulador de la casa Bovet.

Los segundos se indican mediante un segundero giratorio de tres brazos que se posa sobre una pista de aventurina de cristal arqueada de 20 segundos. Un indicador de reserva de marcha empotrado justo a la derecha de la esfera de la hora mundial mide la reserva de marcha de siete días.



El Bovet Orbis Mundi está alojado en la caja Fleurier característica de la marca, con cabujones de zafiro genuino en la corona y los pasadores de la correa y el arco de Bovet al mediodía. Es una forma que hemos visto ya en el **Bovet19 Thirty**. Disponible en titanio ligero de grado 5 o en una caja de oro rojo macizo con acabados pulidos en toda su extensión, **el diámetro de la caja es de 42 mm y su altura de 11,25 mm.**



El fondo de la caja de cristal de zafiro revela los refinados acabados de alta relojería que adornan el movimiento de fabricación de cuerda manual, el calibre 15BM01HU, y que siempre han distinguido a Bovet. La frecuencia es de 21.600 alternancias a la hora, y la robusta reserva de marcha de 7 días la proporciona un solo barrilete.



Los dos modelos Bovet Orbis Mundi vienen con una correa de aligátor azul con hebilla del mismo metal. El Bovet Orbis Mundi está limitado a 60 ejemplares; el modelo de oro rojo de 18 quilates (ref. NTHU011) se vende por **46.000 francos suizos** (45.000 euros aproximadamente) y el de titanio (ref. NTHU002) por **40.700 francos** (40.000 euros, aproximadamente). Viendo los precios, es evidente que los relojes miden las horas de unos mundos que no son el mío, desafortunadamente. Que en este caso tampoco me importa tanto, la verdad, porque no son mis Bovet favoritos. Más información en [Bovet.com](https://www.bovet.com).





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BOVET WATCH REVIEWS / 29 Apr, 2022

BOVET ORBIS MUNDI

BOVET ORBIS MUNDI

The Bovet Orbis Mundi features a unique, yet highly intelligible world time display, crafted in aventurine glass. The model's hand-wound movement has a 7-day power reserve and encompasses über-refined hand-finishing. Mark McArthur-Christie shares his thoughts on this paragon of fine watchmaking, expressed in his very own, light-hearted style.



It's time we organised an Escapement research trip to Noumea. It looks as though there are some beltingly good restaurants, enough bars with views of blue ocean to provide decent pre-lunch drinks, interesting museums and even a little tourist train to save the effort of walking between them. It might be the most tenuous attempt at 'work-related travel' yet, but with a bit of luck we can persuade the accountant that this little island in the South Pacific is of major horological interest even though there isn't a single watchmaking atelier in sight.

The only watchmakers on Noumea are the handful doing repairs to the island's timepieces, but the place features on some seriously top-drawer watches. That's because it's the centre of the GMT +11 world time zone (*pace*, Brisbane). Take a look at this new offering from Bovyet (Switzerland, GMT +2) and you'll see it between Sydney and Fiji as one of the World's 24 major time zones.



It's been one of the paradoxes of Covid-19 that as we've been forced to travel less, many firms have started working internationally from home. So rather than schlepping to a meeting on another continent it's common to have a call with various virtual-attendees, based in four or five different time zones, all run from one place. OK, it'd be tough to justify a [Bovet Orbis Mundi](#) as a business expense when your laptop will tell you in two clicks what the time is in Boston, but there are few other more elegant – or neat – ways to do it.

The problem the Bovet Orbis Mundi solves is that of knowing the time simultaneously in multiple time zones. A standard GMT watch is handy enough for telling you the time in two or, with a bit of bezel twirling, three places, but when you're trying to work out the best time for a call with Guangzhou, Dubai, London and Warsaw it's a bit more of a challenge. Bovet has come up with a swanlike way that makes it all look simple and serene on the surface with all the cleverness hidden under the dial.



Actually, that's not quite true. There's a great deal of cleverness going on dial-side, too. Look at the way the world time dial shows local hours and minutes, world time loci and world time hours and minutes, all on the same dial. Each world time destination has its name formed into a wedge of text, graduated from large(ish) to a tiny point size. This idea popped up first on the earlier Bovet Recital 26 Brainstorm Chapter Two, where the destination text is radiused on the surface of a hemisphere, but does it work as well here where it's on a flat plane? It shouldn't, but it does – albeit with a rather different character. For those of a certain age it may even evoke memories of cinema seats and "A long time ago in a galaxy far, far away..."



The world time dial sits on its own aventurine disc, fixed to the main dial with two heat-blued screws. That main dial is also where you'll find the power reserve indicator at 3 o'clock. This shows the whole week's worth of power held by the single fully-wound mainspring. Bovet is a fan of serious power reserves; the International Museum of Horology in La Chaux-de-Fonds has an early 20th-century Bovet pocket watch with a 370 day reserve. The other opening in the dial shows you the running seconds in a way that embraces the swanlike theme of the whole watch. Rather than a standard circular running seconds dial, or even a retrograde, the running seconds 'dial' is a third of a circle, cut from another piece of aventurine and again secured with two blued screws, marked from 0 to 20, across which moves an indicator with three seconds hands on one pinion. Behind it you can see the gear train, balance and escapement all at work. It's a wonderfully elegant solution. There's no bezel either, so you have an unobstructed view of the whole plot.



Most mortals, on finishing the engraving and guilloché work on the main dial plate, would simply retire on the strength of it. The Bovet craftsmen simply carry on and produce another 59 watches. There's the background hand-and-machine work, then hand-engraving for the lotus flower motif on top. Anywhere there is a gap, there is a separate piece of polished edging plate that contrasts with the dial's frosting. Presumably, Bovet's engravers enjoy a fine Christmas lunch each year at Il Lago with the proceeds from their swear jar; even the tiniest of slips would result in the dial heading for the metal recycling bin.

Given all this complexity and loveliness, you might think that setting the Bovet Orbis Mundi would be a bit of a task. You know; write to HQ in Fleurier on a sheet of vellum, hand-rolled, tied with a ribbon, requesting the presence of one of Bovet's dedicated Orbis Mundi setting team with their leather case of special tools. Nothing of the sort. Here's how to do it:

1. > Wind your watch.
2. > Turn the crown counterclockwise so the city you want is at 12
3. > Turn the crown clockwise to 1140, then forwards to the correct time
4. > Er, that's it. You're done.

It's all brand's own work too – Bovet explains that it produces 'just about everything in-house'. With an unusual and thoroughly welcome directness, it states, "Due to the fact that BOVET produces 95% of the components that go into its timepieces (the only things not produced in-house are the barrel springs, sapphire crystals and the straps), the House uses the term "Swiss Handcrafted" instead of "Swiss Made," as the Swiss Made barrier, 60%, is too low." Seems pretty reasonable, doesn't it?



Everything fits into a 42mm case and you have the choice of grade 5 titanium or 5N 18ct rose gold (the '5N' tells you the amount of copper in the alloy – the more copper, the rosier the gold). Despite all the horological wonderfulness inside, it's certainly not a hockey-puck at just a flea's breath over 11mm thick. And the sapphire cabochon on the crown? Yep, that's real, as are the cabochons that top the strap bolts (0.72 of a carat, since you're wondering).

There are other world timers but probably none as idiosyncratically ingenious as this one. The detail of the design, engineering and finishing make it very special indeed. It manages to combine proper, useful world time functionality with the sort of minute finishing that makes people smile. So the last word deserves to go to Bovet's owner, Pascal Raffy; "You will enjoy every day to discover a new detail depending on the light."



New Orbis Mundi

The World according to Bovet 1822

Two hundred years ago this year, Édouard Bovet, a watchmaker who learnt his trade in Switzerland, perfected it in London and made his reputation in China, decided to open his own company with his brothers, to bring luxury Swiss watches into the Chinese market. The success was immediate and extraordinary, to the point that Bovet pieces were accepted as payment anywhere in the kingdom.



Bovet's new Orbis Mundi shows all 24 time zones at a glance, thanks to its top-of-the-world display.

Due to this amazing history, the House of Bovet is inextricably linked to travel and as such, has produced several double, triple, and world-time watches, all of which immediately became coveted by collectors. In 2020, Bovet introduced the Récital 26 Chapter Two, which received the "Mechanical Exception" award at GPHG, featuring a universal time subdial at three o'clock, taking the mechanics of this complication a step further. To celebrate Bovet's 200th anniversary, the Fleurier based watchmaker has introduced a new horological wonder, the Orbis Mundi. The problem with world time watches is legibility. To address this issue, Bovet 1822 has developed a major advancement in the setting and using of the world time function – the Orbis Mundi. This new timepiece shows all 24 time zones at a glance, thanks to its top-of-the-world display, with all functions set using just the crown. This display makes reading the time anywhere in the world a breeze. Turn the crown counterclockwise to set the hours and minutes, and clockwise to set the unique 24 world time zone dial.



Why is the Watch Industry Seeing Such Exponential  Growth?

New releases, at last

Reason three: despite the pandemic, and the consternation it caused during 2020, by the following year many brands were rolling out an almost normal offering of new releases and piquing interest with a raft of original models. Bovet, Patek Philippe, Purnell, Rolex, Richard Mille: the ultra-high-end mechanical watch segment, having hibernated in 2020, opened the creative floodgates in 2021. Much to customers' delight.



Franco Mazzetti

BOVET

Fondée en 1822, la maison s'est notamment fait connaître avec des pièces de belles dimensions reprenant à leur compte l'esprit des montres savonnettes à gousset du XIX^{ème} siècle, avant de déployer un savoir-faire aujourd'hui réputé pour les mécanismes sophistiqués et un goût des finitions les plus soignées hors du commun. Lauréat du Grand Prix de l'Aiguille d'Or (le prix le plus prestigieux du monde horloger) 2018, son modèle Grand Récital cumulait tourbillon volant double face, phases de Lune, minutes rétrogrades, calendrier perpétuel, et une réserve de marche hors du commun de 9 jours. Il en a été fabriqué 60 exemplaires, vendus 382.000 euros.

Founded in 1822, the company made its name with large timepieces that took up the spirit of 19th century gousset watches, before deploying a know-how that is now renowned for its sophisticated mechanisms and a taste for the most meticulous finishing touches. Winner of the Grand Prix de l'Aiguille d'Or (the most prestigious prize in the watchmaking world) 2018, its Grand Récital model combined a double-sided flying tourbillon, moon phases, retrograde minutes, a perpetual calendar, and an extraordinary 9-day power reserve. Sixty examples were produced and sold for 382,000 euros.

Le Récital 26 Brainstorm : un tourbillon volant double face, une Lune hémisphérique tridimensionnelle et l'affichage universel de l'heure offrant une lecture intuitive des 24 fuseaux. Le modèle a été récompensé par le Grand Prix d'Horlogerie de Genève 2020. Env. 260.000 euros.

The Récital 26 Brainstorm: a double-sided flying tourbillon, a three-dimensional hemispherical Moon and the universal time display offering an intuitive reading of the 24 time zones. The model was awarded the Geneva Watchmaking Grand Prix 2020. Approximately 260,000 euros.



Horlogerie / Watches 127



CORUM

Créée en 1955, la maison a quelque peu bousculé les règles de l'horlogerie de luxe en développant le modèle décalé Bubble qui introduisit les cadrans décorés de têtes de mort ou de cartes à jouer alors que le microcosme pratiquait exclusivement un hyper-classicisme traditionnel. Elle s'est depuis lors également distinguée avec des modèles plus conformes aux us et coutumes de la profession, comme la Golden Bridge, qui réussit la prouesse de contenir son mouvement dans l'étroite baguette qui occupe le seul centre de son boîtier.

Founded in 1955, the company shook up the rules of luxury watchmaking by developing the offbeat Bubble model, which introduced dials decorated with skulls or playing cards at a time when the microcosm was practicing exclusively traditional hyper-classicism. Since then, it has also distinguished itself with models that are more in keeping with the habits and customs of the profession, such as the Golden Bridge, which manages the feat of containing its movement in the narrow baguette that occupies the sole centre of its case.

En adoptant un tourbillon, la Golden Bridge a perdu un peu de sa pureté purement graphique mais gagné beaucoup en prestige.
By adopting a tourbillon, the Golden Bridge has lost some of its purely graphic purity but gained a great deal in prestige.



PRIX GPHG 2021

« Montre dame »

Montres pour femmes pouvant présenter uniquement les indications du temps suivantes : heure, minutes, secondes, date simple (jour du mois), réserve de marche, phases de lune classiques ; et pouvant bénéficier au maximum d'un sertissage total de 9 carats.

N°1 *Limelight Gala Precious Rainbow* de Piaget



En compétition également :

1. Chanel, Mademoiselle J12 Acte II
2. Van Cleef & Arpels, Alhambra Secret Pendant
3. Bovet 1822, Miss Audrey Sweet Art
4. Parmigiani Fleurier, Tonda Sélène
5. Armin Strom, Lady Beat Manufacture



Ladies' watches that can only display the following time indications: hours, minutes, seconds, simple date (day of the month), power reserve, classic moon phases; and that can have a maximum total setting of nine carats.

HORLOGERIE

PRIX GPHG 2021

« Complication pour dame »

Montres pour femmes, remarquables par leur créativité et leur complexité mécanique, pouvant présenter toutes sortes de complications et d'indications classiques et/ou innovantes (par exemple: quantième annuel, quantième perpétuel, équation du temps, phases de lune complexes, affichage du temps digital ou rétrograde, heure universelle, second fuseau horaire, etc.).

En compétition également:

1. Louis Vuitton, Tambour Spin Time Air Vivienne
2. Montres KF, KF-09-01
3. Piaget, Altiplano Tourbillon
4. Chopard, L.U.C. Flying T Twin Ladies
5. Bovet 1822, Récital 23



Ladies' watches that are remarkable for their creativity and mechanical complexity, which can present all kinds of classical and/or innovative complications and indications (e.g., an annual calendar, perpetual calendar, equation of time, complex moon phases, digital or retrograde time display, universal hours, second-time zone, etc.).

N°1
Lady Féerie
de Van Cleef
& Arpels





AVANT-PEMIÈRES 2022

LE « OFF » DE GENÈVE

Organisé au HEAD Genève, un espace d'exposition situé entre les hôtels du bord du lac et Palexpo où se tient Watches & Wonders, Time To Watches se veut comme l'événement off « officiel » du grand salon. Il se place également sous l'égide de la Fédération Horlogère suisse. Cette édition réunira une quarantaine de marques. D'importance moyenne mais qu'on peut aussi voir comme l'avenir et le renouveau du secteur. Le salon ouvre le 31 mars, soit le lendemain de Watches & Wonders. Il en est le complément « access » indispensable. À noter, journée ouverte au public le dimanche 3 avril. Certaines maisons genevoises présentent leurs nouveautés chez elle, d'autres exposent dans des salons satellites comme Barton 7 ou dans des suites d'hôtels, voici un avant-goût de ce que l'on pourrait y découvrir.

LISTE DES EXPOSANTS

| | |
|---------------------|-------------------|
| Alpina | Kubik |
| Assommoir | L. Leroy |
| Bovet 1822 | L. Epée |
| Charles Girardier | Lois Eranj |
| Chronoswiss | Mauron Mosy |
| Citizen | Mikstovirgati |
| Ciervos y Sobrinos | Milux |
| Depançagi | Péguinet |
| Doppel Sagner | Pergiet |
| Frédéric Muller | Pierre Demicheli |
| Frédérique Constant | Raketa |
| Frédéric Dujovon | Roserve |
| Hégy Genève | Scatola del Tempo |
| ID Genève | Sini |
| Innam | Vitcam |
| Klokiers | Xiluy |



ALPINA Alpiner4 Chronograph Automatic

Mouvement automatique (calibre AL-860), réserve de marche de 55 heures, antimagnétique, Ø 44 mm, cadran soleilé, lunette bidirectionnelle, index et aiguilles luminescents, compteur de 30 minutes à 3H, compteur de 60 secondes à 9H, étanche à 100 mètres, acier sur bracelet acier.

PHOTOS COURTESY / ALPINA



AVANT-PEMIÈRES 2022



BOVET 1822 Orbis Mundi

Mouvement mécanique à remontage manuel de Haute Horlogerie (calibre 15BM01HU), réserve de marche de 7 jours, Ø 42 mm, cadran aventurine, fonctions : heure universelle avec 24 fuseaux horaires et indication de 24 villes du monde, petite seconde, indicateur de réserve de marche, fond saphir, or rouge sur bracelet alligator.



CUERVO Y SOBRINOS Historiador Asturias Pequeños Segundos

Mouvement automatique (calibre CYS 5158, base SW 260-1), Ø 40 mm, cadran soleilé bleu ou argent, petite seconde à 6H, fond saphir, acier sur bracelet en cuir de Cordoue.



DEPANCEL Série-R F-back

Mouvement automatique (calibre Miyota 9120), réserve de marche de 40 heures, 43 x 36 mm, cadran « Metallic Green », couleur référente aux courses automobiles britanniques, affichage date, jour et mois, fond transparent, acier sur bracelet cuir perforé.



The Origins of...

The Automobile Watch

With its gears and wheels, the mechanical watch is closely linked to the world of the automobile, sharing many similarities. But when did this love of watchmaking and cars begin?



Rolls-Royce X Bovet © Bovet 1822

Today, a large number of watch brands are intimately linked to the automobile world – Bovet with Rolls Royce, Breitling with Bentley, Girard-Perregaux with Aston Martin, Hublot with Ferrari, IWC with AMG, Jacob & Co. with Bugatti, Richard Mille with McLaren, Roger Dubuis with Lamborghini, TAG Heuer with Porsche, and more – whether with the entire brand or certain, more specific models.



LA PATIALA

Time Flies with Jumping-hour Watches

These magnificent timepieces don't need hour hands to tell the time.

By Kristen Shirley | January 24, 2022

Bovet Virtuoso V



Bovet uses its jumping-hour watches to showcase its métiers d'art, as well as its impressive movements. It displays retrograde minutes at 12 o'clock in a small minutes track and the date aperture in the center of the dial. Its artisans use the rest of the dial for stunning works of art, including guilloché and decorative engraving. What's perhaps most impressive is the fact that this watch has a five-day power reserve. The Virtuoso V is part of the Amedeo collection, which is transformable. It can be worn front or back on the wrist, used as a pocket watch, or converted to a table clock. Since the Virtuoso V is two-sided, Bovet's watchmakers added a clever function that allows it to show different time zones on either side of the watch. The back has a small dial with traditional hours and minutes hands, and also displays the beautiful movement.

**BOVET****BATTISTA TOURBILLON**

Este tourbillon ha sido creado en paralelo al superdeportivo Battista Hyper GT. Se presenta en tres versiones con caja de titanio, oro rojo o platino de 45,6 mm. En su interior encontramos el calibre 16BM01TVGD automático con 10 días de reserva de marcha. Se presenta en forma de tres ediciones limitadas a 30 unidades. **275.000 euros aprox.**

**ROGER DUBUIS****EXCALIBUR SPIDER HURACAN ST EVO02 BLACK SMC CARBON**

Con una caja de 45 mm realizada en carbono SMC con bisel y corona en titanio con recubrimiento en DLC negro. En su interior ruje el calibre RD630 automático con doble barrilete con 60 horas de reserva de marcha. Solo 88 uds. **60.000 euros.**

**IWC****BIG PILOT CRONÓ. M. LE PETIT PRINCE**

Cronógrafo monopulsante que dispone de una caja de acero de 46,2 mm, hermética hasta 60 metros. En su interior encontramos el calibre de cuerda manual 59365 con 8 días de reserva de marcha. Es una edición limitada a 500 piezas. **17.000 euros.**

**URWERK****100V FULL TITANIUM JACKET**

En caja de 41x49,7x14 mm realizada en titanio de grado 5 arenado. Además, ahora se incluye por primera vez un brazalete metálico en el mismo material. Su calibre UR 12.02 automático nos ofrece horas errantes mediante satélites. **64.000 euros.**

**H. MOSER & CIE****HERITAGE BRONZE SINCE 1828**

Homenaje a los relojes de bolsillo, su caja de 42 mm está realizada en bronce. Presenta las típicas esferas ahumadas de la marca con efecto rayos de sol en color negro en la que podemos observar horas, minutos y segundos. **18.000 euros.**

**TUDOR****PELAGOS FXD MARINE NATIONALE**

Su caja de titanio de 42 mm, hermética hasta 200 m, tiene un bisel bidireccional con disco cerámico y graduación regresiva de 60 minutos para la navegación por etapas. En su interior, el calibre MT5602 con 70 horas de reserva. **3.680 euros.**

**SINGER****REIM TRACK 1 FLAMBOYANT RED EDITION**

En el interior de su caja de 43 mm, en titanio de grado 5, encontramos el calibre AgenGraphe automático con 75 horas de reserva de marcha y función cronográfica que se muestra en la parte central de la esfera. Solo 25 uds. **43.500 euros.**

**VACHERON CONSTANTIN****TRADITIONNELLE CAL. COMPLETO**

Un nuevo modelo con función de calendario completo, disponible con caja de oro blanco de 41 mm, en cuyo interior encontramos el calibre manufactura automático 2460 QCL con 40 horas de reserva de marcha. **41.200 euros.**





ESPECIAL ONLYWATCH

BOVET 1822 MISS AUDREY SWEET FAIRY ONLY WATCH

La firma Bovet 1822 optó por presentar una pieza femenina, pero a la vez con una clara temática infantil que ligaba perfectamente con el espíritu y el motivo de la subasta. La esfera del reloj presenta una miniatura –una de las especialidades de la casa– con la mágica figura de un hada. La sencillez del dibujo, sin embargo, esconde la complejidad extrema del proceso que se ha utilizado para producir la esfera: en primer lugar, la figura del hada está rellena con una capa de Super-LumiNova que la hace visible en la oscuridad. Una vez finalizada la pintura, la esfera se ha cubierto de laca protectora para hacerla inmutable. Es el paso previo al elemento más llamativo y a la vez simbólico: la zona exterior de la esfera, previamente pintada de Super-LumiNova naranja, se ha cubierto de cristales de azúcar puro –símbolo de la dulzura y la pureza de espíritu de los niños–, aplicados delicadamente a mano y mezclados con un pigmento naranja, el color que simboliza esta edición de Only Watch.

Para enmarcar esta singular obra de arte se ha utilizado la icónica caja convertible Amadeo en su versión de acero inoxidable y 36 mm de diámetro. Tanto el bisel como el característico arco que protege la corona están recubiertos de diamantes.

Este modelo único –en todos los sentidos– obtuvo un precio de venta de 180.000 francos suizos, aproximadamente 173.200 €.

CHOPARD ALPINE EAGLE XL CHRONO ONLY WATCH

La colección Alpine es, seguramente, uno de los proyectos más personales de la familia Schéufele, y también una de las apuestas más firmes de la casa Chopard. Es lógico, pues, que fuera el reloj elegido para participar en esta edición de Only Watch. El cronógrafo Alpine Eagle XL Chrono Only Watch hace aún más estrecha la relación de esta colección con el paisaje alpino que la inspira, pues su esfera está elaborada con granito suizo de los Grisones, moteado con incrustaciones azules y verdes que recuerdan a los colores del macizo visto desde el cielo. Además de esta particularidad, el reloj aporta dos novedades a la colección: su caja está realizada por primera vez en Lucent Steel A223 granallado, mientras que la correa está hecha de piel de becerro. En el interior del reloj late el calibre Chopard 03.05-C, con certificado de cronómetro y una función de cronógrafo "flyback".

El Alpine Eagle XL Chrono Only Watch, especialmente creado para la subasta benéfica, fue comprado por 80.000 francos suizos, poco menos de 77.000 euros.



GIRARD-PERREGAUX X BAMFORD CASQUETTE ONLY WATCH EDITION

Lanzado en 1976, el modelo Casquette es un verdadero ícono de los años 70 y, aún hoy, es uno de los relojes más apreciados por los amantes y coleccionistas de Girard-Perregaux. Con motivo de esta edición de Only Watch, la firma suiza se unió a Bamford Watch Department para crear una versión fiel pero modernizada de este modelo que en su momento presentaba una estética futurista. En primer lugar, la caja de esta nueva versión está elaborada en carbono forjado de última generación, con el fondo y los pulsadores de titanio de grado 5. En segundo lugar, se ha incorporado un nuevo movimiento de cuarzo con una característica adicional: además de la indicación de horas, minutos, segundos y fecha, ofrece también las funciones de segundo huso horario, cronógrafo y "fecha secreta". Esta última función, toda una rareza, permite al usuario programar el reloj de forma que muestre una fecha importante cada día, a la hora elegida. Todas ellas se muestran en una pantalla LED negra con numerales rojos que mantiene la estética del reloj original.

Este modernizado y único Casquette creado por Girard-Perregaux y Bamford fue adquirido también por 80.000 francos suizos, cerca de 77.000 euros.



OBSERVADOR

BOVET 1822*Battista Tourbillon*

Movimiento Mecánico de cuerda manual con tourbillon, calibre 168M01TVGD. Reserva de marcha de 240 h. **Funciones** Horas, minutos, segundos, gran fecha e indicador de la reserva de marcha. **Caja** Titanio de grado 5, 45,60 mm. Cristal de zafiro con tratamiento antirreflejos. Resistente

al agua hasta 30 m. **Esfera** Dos esferas azules asimétricas formando un "90" (por el aniversario de Pininfarina). Aguas de horas y minutos azuladas. **Correa** Caucho bicolor con hebilla de titanio. **Observaciones** Edición limitada a 30 ejemplares.

Precio 274.650 €

**CARL F. BUCHERER***Manero Flyback Green*

Movimiento Mecánico automático, calibre CFB 1970. Reserva de marcha de 42 h. **Funciones** Horas, minutos, segundos, fecha y cronógrafo "flyback". **Caja** Acero inoxidable, 43 mm. Cristal de zafiro con

tratamiento antirreflejos a ambos lados. Resistente al agua hasta 30 m. **Esfera** Verde oliva. **Correa** Textil color verde oliva con cierre desplegable de acero inoxidable.

Precio 5.500 €



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Guiding a top watch retailer

Before becoming chief executive at Watches of Switzerland, Brian Duffy worked for Polaroid and Playtex and helped market the Wonderbra

LONDON

BY ROCHÉ-CARRAHER

When Brian Duffy was growing up in the Chelsea district of London in the 1950s, he dreamed of owning a Rolex watch.

Since then the 67-year-old chief executive of the Watches of Switzerland Group, Britain's leading watch retailer by sales, has amassed one just a Rolex and a collection of other luxury timepieces, including the Audemars Piguet Royal Oak Chronograph that he wore during a recent interview at the group's Mayfair offices.

The inspirational desire for a luxury watch to call one's own is particularly strong in Britain, he said, accounting, at least in part, for the success of the group, which was founded in London in 1974.

According to the Federation of the Swiss Watch Industry, exports of Swiss watches to Britain totalled 1.3 billion Swiss francs (£1.4 billion) in 2020, placing it as the industry's No. 3 market.



revenue for the same period.)

Mr. Duffy brought a considerable range of financial, commercial and marketing experience to Watches of Switzerland, with work as a chartered accountant at KPMG and a job at Polaroid followed before he joined Playtex UK. By 28, he was its chief financial officer; by 30, he had moved to Paris, with his wife and young family to take on the same role for Playtex's European operations; and by 41, they had relocated to Connecticut, where he became its worldwide financial officer.

He discovered an appetite for risk when, in 1986, he joined the risk-based team, he was part of a management buyout backed by the investment firm KKR. But then, in 1991, the company was sold to the Sara Lee Corporation. "I went from being a net borrower to having net investment and I never had to borrow money for a mortgage or anything after that," he said.

In 1993, the family returned to Britain as Mr. Duffy became chief executive of Playtex UK, and quickly got involved in the runaway success of Wonderbra, the lingerie brand owned by Sara Lee that he regarded "back from its failure. In 1994 'Hottie Bree' campaign, starring Eva Herzigova, was planned on full-page around the world and became a phenomenal success," he said. Internationally, "a business that was worth £10 million became a business of £200 million in the space of a couple of years."

But after starting with new management in 2003, he resigned and decided to study global at the Academy of Entrepreneurship. Mike, in Goldthorpe, Surrey, a store he said he had recommended earlier.

"I've come across a lot of people who have had a hard time with career breaks, with so much time to worry and wonder about the future," he said. "I have got to find something that makes you feel good about yourself."

The next year, he became European president for Ralph Lauren, and spent nearly a decade at the company before joining Audemars Piguet, as Watches of Switzerland formerly was known, which at the time was owned by the American private equity group Apollo.

Mr. Duffy credits his career success to the ability to recognize opportunities, build a strong team and make himself into work.

"It's a hands-on general manager and that means you have to understand the business, the product and the consumer motivations," he said. It also is important to him that the group supports the communities in which its employees live and work.

Last year the company unveiled the Watches of Switzerland Group foundation, with a £2 million donation through the Prince's Trust, an organization that helps vulnerable young people in Britain find work and training. It also has raised funds for food banks — a cause close to Mr. Duffy's heart, he said, as his upbringing likely would have relied on food banks if they had existed.

"I come from a working-class background and I can empathize with the fact that the poorer you are, the more expensive everything is," he said.



Mr. Duffy, 67, is the chief executive of the group.

retired as years of underinvestment in American retail.

"It's all about investing, investing in stores, investing in marketing, investing in technology," he said. "We have big, beautiful stores and we provide a fabulous customer experience."

Unlike many traditional multibrand watch retailers, the group's stores are designed to be exciting, with less emphasis on the big sell and more on providing customers with engaging events and the opportunity to research watches at their leisure, the kind of environment that brand stores, too, have been having to highlight in recent years.

Scale also has been critical to the group's success in a global business environment that favors a combination of brick-and-mortar retail and a strong digital offering through online sales and social media, Mr. Duffy noted. "That's much harder to do if you are a one-, two- or three-store operation," he said. "Scale is clearly important in the way the world is moving and along with resources, that's something we are able to deliver."

In January, after the group's 2021 financial results, Mr. Duffy told the group through an initial public offering of 847 million pounds (£847 million) to the London Stock Exchange, in mid-March, shares were £10.01 per share, up from £2.76.

The company's most recent quarterly trading update, released in January, said revenues were £148 million, an increase of 27.9 percent over the same period in the previous fiscal year. And group revenue for the year to date (to fiscal year ends in April) had increased by 28 percent to £594 million, and growth is expected to continue for the rest of 2022, with global demand for luxury watches consistently exceeding supply, Mr. Duffy said.

In a follow-up call two weeks after the war in Ukraine began, he said the group's share price had been battered, much like the rest of the stock market,

but he did not expect sales to be affected to any significant degree.

Demand for watches supply, he said, for the likes of Rolex, Patek Philippe and Audemars Piguet, and brands like Cartier and Tudor are experiencing strong growth. "There is also a call for a recovery to come after Covid at our support and shopping unit businesses," he said.

The group now aims to return to Britain and the United States. In Britain,

that includes its own brand boutiques, Goldsmiths, Maplin & Webb, and single-brand stores, while in the United States, it has Mayors, Butteridge and its own boutiques and single-brand stores in New York, Las Vegas and other key retail locations.

Laos Sella, a luxury analyst at the research firm Sanford C. Bernstein, said the group's outlook was strong. "Watches of Switzerland is benefiting from very strong demand concentrated on the top brands they have in their assortment. Rolex has used its success," he wrote in an email. "The stock is a proxy for buying Rolex, which investors cannot do, as it is privately held."

In recent years Audemars Piguet has cut many of its third-party retail partnerships in favor of its own stores, but its relationship with Watches of Switzerland has evolved.

"Great partnerships stem from the rich economies of creative and hand-making business leaders," François-Henry Bernardini, its chief executive, wrote in an email. "Brian Duffy and the Watches of Switzerland team have proved this true and we are proud to count them as partners."

But, Mr. Duffy said, the group's reliance on what it described as its "super-high demand" luxury watch brands —

Rolex, Audemars Piguet and Patek Philippe — has meant sales of about three years for the most sought-after models — is matched by its relationships with other luxury watchmakers.

"We have strong partnerships with the likes of Omega, Cartier, Tudor and Breitling, and we also have the right and the way, which adds a lot of credibility and interest to our stores," he said, noting the U.S. stores have been potential independent brands such as Breitling.

Grand Seiko and H. Moser & Cie.

Five Laurent Favre, managing director of Cartier UK, the group's focus on digital activity and e-commerce is well matched with Cartier's own strategy, as well as being complementary in terms of retail store locations in Britain.

"Cartier is London-centric but with Watches of Switzerland and Goldsmiths, we can have a broad reach across the country," he said in a phone interview.

A key strategy announced by Watches of Switzerland's five-year plan, published last year, is further acquisition and investment in the United States as well as increasing into Europe, with plans to open six single-brand boutiques in Sweden, Denmark and Ireland next year. It also has removed into premium watches, a rapidly expanding category in the industry, with the acquisition last year of the U.S. online specialist Auking-Shill.

And it is focusing on jewelry, which Mr. Duffy said, "is increasingly probably the most important thing we are looking at." (The category's revenue for the most recent quarter ending Jan. 30, was £11.5 million, an increase of 86.8 percent compared to the same period in its last fiscal year, but still only 15 percent of the £246 million luxury watch

RICHARD MILLE

www.richardmille.com

RM 07-01

press reader



wrist-worn Esmeralda features an enamel dial traversed by three gold bridges, a pair of engraved horses galloping across them. The 43mm pink-gold case, bezel, case-band and lugs are all hand-engraved and enamelled. A crystal caseback is hidden by an opening cover decorated in grand feu enamel depicting three more horses against a guilloché sunray pattern.

Horses again feature in Bovet 1822's made-to-order Amadeo Fleurier 43 Riders of the Apocalypse Conquest. The dial within the 43mm hand-engraved, white-gold case provided plenty of space for the miniature grand feu enamel depiction of the Book of Revelations' first horseman: Conquest. As with many of Bovet's bespoke models, this piece can be worn on the wrist, as a pocket watch or used as a table clock via the patented conversion system.

Celebrating its 90th anniversary in 2022, Patek Philippe has treated the Calatrava to a tropical makeover with the white-gold, self-winding 5177G-027 Chameleon. A long-time champion of rare handcrafts, as demonstrated by its annual output of limited-edition wristwatches and dome clocks, the brand has created six examples of the Chameleon depicting the capricious reptile in cloisonné enamel. Almost half a metre of micro-thin, yellow-gold wire has been used to create the outline of the creature, which is then filled with 24 shades of enamel.

Scaling down in size but not ambition, Dior has given pride of place to the dragonfly on its Grand Soir Libellule. Inspired by insects in the gardens so adored by the maison's founder, its body is created in diamonds, emeralds, sapphires and amethyst, while its wings are a mélange of yellow gold, mother-of-pearl and coloured feathers.

For Chopard, the focus is on flora for a new, white-gold Imperiale. The bezel and lugs are paved with diamonds, while the dial exhibits further gems that form the inner petals of a peony, opening to reveal a flying tourbillon. The main body of the flower is in engraved mother-of-pearl sitting against a sky of starry blue aventurine glass. Within the case is an exquisitely finished, COSC-certified, self-winding L.U.C movement visible through the sapphire crystal back. Only eight pieces will be made.



LIFE FORCE

From top: Dior Grand Soir Libellule; Patek Philippe Calatrava 5177G-027 Chameleon; Van Cleef & Arpels Lady Duo de Lions; Hermès Arceau The Three Graces; Chopard The Imperiale Collection; Girard-Perregaux La Esmeralda Tourbillon "A Secret" Eternity Edition; Bovet 1822 Amadeo Fleurier Rider of the Apocalypse Conquest.

The Smart Set

By ANDERS MODIG

IF YOU'VE GOT it, flaunt it—the watchmakers' mantra of the last decade shows no signs of changing soon.

Mechanically revealing timepieces can be divided, if you'll allow me, into three categories: apertures, skeletonising and elevations. In the first category we find one of watchmaking's most welcome comebacks: that of Bernhard Lederer, who has launched the first timepiece under his own name since 2014. Bernhard and Ewa, his wife of two decades, left the 2021 Geneva Grand Prix d'Horlogerie with big smiles and the Innovation trophy for the Central Impulse Chronometer. A development of George Daniels's independent double-wheel design, it features a completely new escapement.

"I was able to shrink it to 44 millimetres and I have added two remontoirs. And it remains within chronometer precision—even with the irregular movements of a wrist—throughout the whole power reserve," Lederer explains about the timepiece, which has two synchronised second hands moving in opposite directions over the two apertures revealing essential mechanics.

In the second category, the Bulgari Octo Roma Blue Carillon Tourbillon is ticking proof of the maison's continuing success with the octagonal case originally created by Gérald Genta back in the 1980s. The watch is almost skeletonised, but by putting some of the movement behind bars, as it were, the main characters—the three black-polished carillon minute repeater hammers and the tourbillon—are what first meets the eye.

At Greubel Forsey in La Chaux-de-Fonds, the team just presented the Convexe series with the Double Balancier Convexe, with two balance wheels inclined at 30 degrees and interlinked by a spherical differential. This is the latest addition to the brand's more accessible range, which also has a more contemporary, highly technical look and feel with convex cases. But still we are talking some £265,000 for the titanium version.



Asia

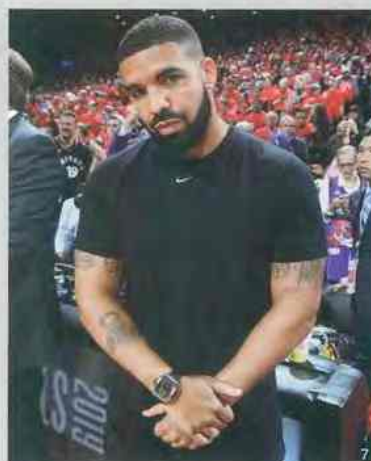
May 31st, 2022



说到春宫表，不能不提制表品牌 Svend Andersen。2005年品牌推出的 Eros系列直接打破了世界记录：11个不同的动作生动地展现了春宫的人偶场面。随后他又用了15个动作的变奏曲打破了自己的记录。迄今为止，Svend Andersen共生产出了171款春宫腕表，就连美国政客都成为人偶主题被描绘其中，品牌认为要以轻松的方式看待这一制表传统，它只是一种娱乐。



Svend Andersen以早期中国春宫图打造的春宫腕表



歌手Drake佩戴的RICHARD MILLE RM69亮相时，这款售价75万美金的春宫表立刻成为全场焦点，全球限量30枚。但你看得出来它是一枚春宫表吗？它以“最直白”的方式将“春宫”的表达放在了表盘之上。

RM69表盘上有三个旋转滚轮，按下一个按钮，会出现一个短语。也许是Drake的这句：“I lust to caress your body.”（我渴望抚摸你的身体）。505个零件组成的腕表，呈现出不同的短语组合，你永远不知道下一句是什么。正



是这样随机的一句话，似乎是对那些看似纯情的春宫表（表盘较为传统，实则把卖点刻在表盘背后，隐藏于手腕上）的一种嘲讽表达。品牌在官网上这样介绍这款腕表：“在RM69上，爱与性用文字自豪地展示，也展现了你自己。”歌手Travis Scott也是RM69的拥有者，它似乎更受自由表达者的爱戴。

7.歌手Drake佩戴的RICHARD MILLE RM69亮相小图A图后表
8.随机出现的短语组合，是现代春宫表的另一种演绎
9.RICHARD MILLE RM69腕表



独一无二的“隐秘之美”特别腕表在夜光和日常下散发着完全不同的美感

春宫作品也为孩子们送去过爱心。在2017年的第七届Only Watch慈善拍卖会上，播威(BOVET)制作了一枚名为“隐秘之美”的特别腕表。通过将悠久传统技艺与创新艺术相结合，完美展现了播威两个世纪以来超凡的制表装饰艺术。自1822年起，艺妓微绘便被应用于播威腕表的表底或表盘中，主题变幻多样。这款腕表选用艺妓图案，非凡的制作技巧也令其更为名贵独特。此次微绘图案的创作方法为世界首创，将传统微绘制作技巧与发光材料相结合，打造出无与伦比的发光图案，因此无论是白天还是晚上，都可清楚看到表盘上由艺术家创作的美丽图案。但是，播威的工艺大师们并不满足于此，他们凭借精湛技巧让图案中的艺妓在夜晚展现出更为亲密的感觉，将这一独特设计发挥到极致。夜晚降临时，发光材料点亮表盘，图案中艺妓所看和躲若隐若现，让她看起来像赤裸着上身，营造出神秘感。为实现这一效果，艺术家需要同时创作两幅图画。而工艺大师也面临更高的要求，为了完成这一精细的工作，他们必须反复从亮灯的房间进入漆黑的房间进行制作，度量每一步会产生微妙变化。

BOVET - Men's wrist/pocket watches

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Opposite page:
Audemars Piguet Royal Oak Selfwinding
Flying Tourbillon Openworked

Clockwise from top:
MB&F x Bulgari Legacy Machine Flying
T Allegra in yellow or white gold; Roger
Dubuis Excalibur Cully Monotourbillon;
Bulgari Octa Roma Blue Carillon
Tourbillon; Bovet Virtuoso VIII Chapter
Two Reimagined DLC-SLN



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Guiding a top watch retailer

Before becoming chief executive at Watches of Switzerland, Brian Duffy worked for Polaroid and Playtex and helped market the Wonderbra

LONDON

BY RACHEL GARRAHAN

When Brian Duffy was growing up in the Catholic district of Glasgow in the 1930s, he dreamed of being a film star.

Now, the 65-year-old chief executive of the Watches of Switzerland Group, Britain's leading watch retailer by sales, has achieved his first ambition: a collection of 20 or so luxury name pieces, including the Audemars Piguet Royal Oak Chronograph that he wore during a recent interview at the group's Mother office.

The aspirational desire for a luxury watch to call one's own is particularly strong in Britain, he said, accounting, at least in part, for the success of the group, which was founded in London in 1924. According to the Federation of the Swiss Watch Industry, exports of Swiss watches to Britain totalled £1.1 billion (Swiss francs 11.6 billion) in 2021, accounting for 41% of the UK's No. 3 market.



revenue for the same period.)

Mr. Duffy brought a considerable range of financial, commercial and marketing experience to Watches of Switzerland, with work as a chartered accountant at KPMG and a job at Polaroid followed before he joined Playtex UK. By 26, he was its chief financial officer. By 30, he had moved to there with his wife and young family to take on the same role for Playtex's European operations; and by 33, they had relocated to Connecticut, where he became its worldwide financial officer.

He discovered an appetite for risk when, in 1980, in the midst of the junk bond boom, he was part of a management buyout backed by the investment firm KKR. But then, in 1981, the company was sold to the Sears Roebuck Corporation. "I went into being a not borrower to having not investments and I never had to see money for a mortgage or anything after that," he said.

In 1997, the family returned to Britain as Mr. Duffy became chief executive of Playtex UK, and quickly was involved in the runaway success of Wonderbra, the lingerie brand owned by Sears Roebuck that he negotiated back from its takeover. In 1998, "Hella Bony" campaign, starting with a poster around the world and a phenomenal success," he said, "became a household name." A business that was worth \$10 million became a business of \$100 million in the space of a couple of years.

But after finishing with new management in 2002, he resigned and decided to study again at the Academy of Management in Oxford, where, a year later, he was recommended for a job.

"I've come across a lot of people who have had a hard time with career breaks, with too much time to worry and wonder about the future," he said. "I've got to find something that makes you feel good about yourself."

The next year, he became European president for Ralph Lauren, and spent nearly a decade at the company before joining Audemars Piguet, as Watches of Switzerland's first CEO, which, at the time, was owned by the American private equity group Apollo.

Mr. Duffy credits his career success to his ability to recognize opportunities, build a strong team and bring himself into work.

"It's a hard-to-find global insight and that means you need to understand the business, the product and the consumer mindsets," he said. It is also important to him that the group supports the communities in which it operates and work.

Last year the company unveiled the Watch of Britain and Group Foundation, with a £2 million donation through the Prince's Trust, an organization that helps vulnerable young people in Britain find work and training. It also has raised funds for food banks. "A reminder to Mr. Duffy's heart, he said, is his upbringing. He would have had to find food banks if they had existed."

"I come from a working-class background and I can sympathize with the fact that the poor live as the rich experience everything," he said.



Mr. Duffy, chief executive of Watches of Switzerland.

acted as years of underperformance in American retail.

"It's all about investing: investing in stores, investing in marketing, investing in technology," he said. "We have big, beautiful stores and we provide a fabulous customer experience."

Unlike many traditional multimillion-dollar watch retailers, the group's stores are designed to be inviting, with less emphasis on the big sell and more on providing browsers with housing and the opportunity to purchase watches at their leisure. The kind of environment that brand stores, too, have been having to highlight in recent years.

Scale also has been crucial to the group's success in a global business environment that favors a combination of bricks-and-mortar retail and a strong digital offering through online sales and social media. Mr. Duffy noted, "That is much harder to do if you are a one-, two- or three-store operation," he said. "Scale is clearly important in the way the world is moving, and along with resources, that's something we are able to deliver."

No surprise about the payoff off in May, then his daily led the group through an initial public offering of 647 million shares (£80.5 million) on the London Stock Exchange, in mid-March, when it was £10.05 per share, up from £2.75.

The company's first recent quarterly trading update, released in January, said revenues were £248 million, an increase of 27% percent over the same period in the previous fiscal year. And group revenue for the year to date (its fiscal year ends in April) had increased by 38 percent to £934 million, and growth is expected to continue for the rest of 2022, with good demand for luxury watches consistently exceeding supply, Mr. Duffy said.

It is follow-up to his own words after the war in Ukraine began, he said. The group's share price had been inflated, much like the rest of the stock market,

but he did not expect sales to be affected to any significant degree.

Demand for outdoor supplies, he said, at the time of Russia's invasion of Ukraine, and brands like Patagonia and The North Face, which are experiencing strong growth. "There is a lot of a lot of recovery to come after Covid as an airport and shopping mall business," he said.

The group now owns 171 stores in Britain and the United States. In Britain,

that includes its men brand boutiques, Guiltless, Mappin & Webb, and the high-end store, which is the United States, its last Mayors, Butteridge and its own boutiques and single-brand stores in New York, Los Angeles and other key retail locations.

Luc Sica, a luxury analyst at the research firm Kantar C. Kretzschmar, said the group's success was strong. "Watches of Switzerland is benefiting from very strong demand concentrated in the big brands they have in their portfolio," he said. "The stock is a good buy for the long term, which is a good indicator of its potential."

In recent years Audemars Piguet has cut many of its third-party retail partnerships in favor of its own stores, but its relationship with Watches of Switzerland has endured.

"Clear partnerships since from the 19th centuries of coffee and back working, because talent," Francis Thierry Bernheim, its chief executive, wrote in an email. "Brian Duffy and the Watches of Switzerland team have proved this true and we are proud to count them as partners."

But, Mr. Duffy said, the group's relationship with it, described as its "super high demand" luxury watch brands

Robert, Audemars Piguet and Patek Philippe with waiting lists of about three years for the most sought-after models — is matched by its relationships with other luxury watchmakers.

"We have strong partnerships with the likes of Omega, Cartier, Tudor and Breitling, and we also have the niche and the new, which adds a lot of credibility and interest to our stores," he said, noting the U.K. stores have some potential to outperform brands such as Rolex.

Grant & Co.

For Laurent Pottier, managing director of Cartier UK, the group's focus on digital activity and e-commerce is well matched with Cartier's own strategy as well as being complementary in terms of retail store locations in Britain.

"Cartier is London-centric but with Watches of Switzerland and Goldsmiths, we can have a broad reach across the country," he said in a phone interview.

A key strategy announced in Watches of Switzerland's first-year plan, published last year, is further acquisition and investments in the United States as well as securing new Europe, with plans to open six single-brand boutiques in Sweden, Denmark and Ireland over the next five years.

It also has ventured into premium watches, a rapidly expanding category in the industry, with the acquisition last year of the U.S. niche specialist Acute Shift.

And it is focusing on jewelry, which Mr. Duffy said, "is strategically probably the next most exciting thing we are looking at." (The category's revenue for the most recent quarter ending Jan. 30 was £418 million, an increase of 88.8 percent compared to the same period in the last fiscal year, but still only 15 percent of the £270 million luxury watch

Growing demand

Top Watches of Switzerland's store in London has seen a 30% increase in sales since the launch of the new collection.

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SKY'S THE LIMIT

Gravity Equal Force was first introduced by Armin Strom in 2019, when it made headlines for being the world's first automatic watch with constant force transmission, which improves a watch's timekeeping accuracy. Fast-forward to today, and the brand has unveiled

its Gravity Equal Force Ultimate Sapphire, which comes with an off-centre dial that showcases the watch's mechanics. Turn it over, and the movement's back plate is handsomely decorated with a guilloché pattern created by celebrated Finnish watchmaker Kari Voutilainen, a close friend of the Armin Strom founders.

Armin Strom Gravity Equal Force Ultimate Sapphire



BLUE MIND

A handful of guilloché dials in different colours will be added to Bovet's 19Thirty timepieces, which are housed in 42mm stainless-steel cases. An elaborate decorative technique that creates exceptionally detailed

patterns, guilloché has been used since the Middle Ages, and was first employed by watchmakers in the 18th century. It's limited to 60 pieces each, and the first colour to be launched is a mesmerising turquoise.

Bovet Fleurier 19Thirty Guilloché

OVER THE RAINBOW

Audemars Piguet's highly sought-after Royal Oak Frosted Gold Double Balance Wheel Openworked 41mm gets an upgrade thanks to the watchmaker's gem-set rainbow bezel and hammered gold case finish. The multicoloured look was already available in the brand's smaller 37mm model, but now those with larger wrists can also wear the US\$120,000 timepiece. Choose between yellow, white and pink gold.

Audemars Piguet Royal Oak Frosted Gold Double Balance Wheel Openworked Rainbow



PIAGET, GUSTAVO KURI (BOVET), DENIS HAYOUN (AUDEMARS PIGUET)



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DRIVING INTO THE FUTURE

For 11 years now, Bovet and Pininfarina have collaborated to create avant-garde timepieces, and 2021 gives us another meticulously detailed timepiece in collaboration with Automobili Pininfarina—the Battista Tourbillon

BY MOHAK GUPTA





SPOTLIGHT Bovet and Automobili Pininfarina's collaboration



The flying tourbillon carriage of the OttantaSei is made up of 104 components

Bovet's artisanal timepieces have grabbed the attention of the watch community for a while now. The pieces are sometimes so eccentric that you want to take a look inside the incredulous minds of their creators, be it this year's four new guilloché dial colours (especially the turquoise) in the Bovet Fleurier 19Thirty Collection, or the Super-LumiNova treatment of the Virtuoso VIII Chapter Two Reimagined, or the Miss Audrey Sweet Art, whose dial was made from pure sugar (sweet move, Bovet!).

It is on the same lines of innovation that the relationship between Bovet and Pininfarina is built. The Italian car design company (which Mahindra Group acquired in 2015) counts automakers Ferrari, Alfa Romeo, Peugeot, Fiat, GM, Lancia, and Maserati as its clients. Pininfarina and Bovet joined hands in 2010, and presented the Pininfarina Tourbillon Ottanta to celebrate the 80th anniversary of the former. The timepiece, featuring both the Bovet and Pininfarina name on the dial, was made available in three versions—one with a DLC-coated steel and titanium case, and the other two in titanium, with either 18K white gold or rose gold bezels instead of the black DLC bezel. Ticking inside the limited edition of 80 pieces, was an automatic movement that churned out a power reserve of around 80 hours.

Since then, the two brands have

combined the spirit of Pininfarina design with Bovet's heritage and tradition to realise pieces like Ottanta, Ottantadue, Ottantatre, OttantaSei, Cambiano, Sergio, and Novanta. In 2016, the Pininfarina Tourbillon Ottanta's younger sibling, the Bovet Pininfarina OttantaSei 10-Day Tourbillon was born. Its highly polished case highlighted an aviation design philosophy, and Bovet's patented double-sided flying tourbillon ensured brilliant balance and symmetry. Housed inside a 44mm case, its hand-wound movement delivered a massive power reserve of around 10 days with just a single barrel.

"The 11-year partnership with Pininfarina is a key foundation for Bovet 1822, and the collaboration with Automobili Pininfarina is a continuation of this. Since the start, we have been working together in design, technology, and engineering, while at the same time utilising the artisanal nature of the Bovet 1822 manufacture," says Pascal Raffy, owner, Bovet 1822. "Cars and timepieces share the same values—design and performance. When you start a project and there is no interest other than the pursuit of perfection, passions do not just add up, they multiply."

This year, the relationship reaches a new milestone with the release of the Battista Tourbillon. It is inspired by the Battista Hyper GT car created by Automobili Pininfarina, a subsidiary



of Pininfarina. With a top speed of 350kmph, the car comes loaded with 1,900hp and 2,300Nm torque. It can go from 0 to 100kmph in two seconds. The Battista can drive for 500 kilometres approximately on a single charge, thanks to its powerful 120kWh battery. The hand-finished exterior features stunning Verde Paradiso metallic paint and several customisations are possible. The hypercar is connected to the internet courtesy of an internal eSIM, which enables high-speed navigation in more than 50 countries. With the production of pre-series Battista vehicles now complete, first clients will take delivery of the car at the end of this year.

"Since the day we first connected with Pascal Raffy and the artisans of Bovet 1822, we felt mutually inspired



by the opportunity to create another art form for clients desiring the pinnacle in design and watchmaking," says Per Svantesson, chief executive officer, Automobili Pininfarina. "With the unveiling of our first timepiece, we aim to showcase another step forward in the world of artisanal horology."

The Battista Tourbillon

The tourbillon timepiece takes inspiration from the hypercar's most conspicuous features, like the exterior curves and design details. The teams at both the manufactures came together to make watch hands, bridges, dials, and other structures that connect the design of the Battista to that of the timepiece. The teams have achieved a fluid design that captures the Pininfarina style; for instance, the flying bridge of the

Through the caseback, the main structure of the movement can be admired, which is a representation of Battista Hyper-GT's curves that wrap around the teardrop-shaped Goccia roof like a clamshell



Designed by Pininfarina, Bovet's OttantaSei Tourbillon consists of four sapphire crystals that occupy the main surfaces



SPOTLIGHT | Bovet and Automobili Pininfarina's collaboration

Battista Tourbillon above the two main dials of the timepiece has an elusive three-dimensionality that reflects the curves of the hypercar.

Raffy says that the focus through this collaboration has remained on innovation, both in style as well as in materialisation and manufacturing. Box sapphire crystals on both sides of the 45.6mm case ensure that the inner beauty of this horological feat can be fully admired. Additionally, the straps are not alligator, but 100 per cent vegan.

"The exquisite craftsmanship of Bovet made it possible to design remarkable details that only the most skilled artisans can manufacture by hand. The process of manufacturing a timepiece at this level of complexity and quality is based around the highly skilled artisans from the House of Bovet, who make nearly every component of our timepieces in-house at the production facility in the village of Tramelan, Switzerland," says Raffy.

On the two-tone asymmetrical blue dials, you see Battista's Triangolo pattern that together forms the shape of the number '90', which is a reference to the Battista Anniversario (an exclusive, limited-run version of the all-electric

THE FLYING BRIDGE OF THE BATTISTA TOURBILLON ABOVE THE TWO MAIN DIALS HAS A THREE-DIMENSIONALITY THAT REFLECTS THE CURVES OF THE HYPERCAR

Battista hypercar) and Pininfarina's 90-year heritage. The power reserve dial on the left features the famous Pininfarina collaborative flags with the 'F' for Pininfarina on the left and the Lotus Flower for Bovet on the right. Above the two main dials, the flying bridge resembles Battista's curves and the 'V' in Bovet while the tourbillon cage is inspired by the Impulso wheels of the Battista that come with the centre-lock technology. The hour-

indication ring references the curves of Battista's exterior.

The fine and artistic detailing in Iconica Blu has been paired with traditional finishing such as Côtes de Genève, angling, and polishing. In the legibility department, the trustworthy Super-LumiNova has been generously applied to all the hands, including the seconds indication structure on the top of the tourbillon cage, the ring underneath the tourbillon, as well as the hand of the power reserve, the indexes, and even the Big Date display. The designers have finished the timepiece with the signature of Battista 'Pinin' Farina—the legendary automobile designer who started it all—which embellishes the dial above the date display.

The Battista Hyper GT has been hand-finished at Automobili Pininfarina's bespoke facility in Cambiano, Italy, while Bovet is proud of the completely in-house development and manufacturing of the Battista Tourbillon. "This is what is so exciting about the beautiful Battista, which combines engineering excellence with hand-made attention to detail, like the fine timepieces of the House of Bovet," says Raffy.

The engine

The Bovet Battista Tourbillon—limited to 30 pieces in polished titanium, 30 in red gold, and 30 in platinum—is driven by a powerful, in-house Calibre 16BM01TVGD, its pace matching the 0 to 100 kmph sub-two second sprint of the Battista Hyper GT. Raffy tells us that the movement had to be specially

The 45.6mm case consists of two large sapphire crystals allowing the wearer to admire its movement





The Battista Tourbillon features superlative detailing, inspired by the design language and features of the Battista Hyper-GT electric car

designed to power the tourbillon piece. Using Bovet's patented double face tourbillon and running at 18,000 vibrations per hour, the calibre delivers a stunning power reserve of around 10 days with just a single barrel.

The two manufactures also united for the movement, which features the hour and minute hands in the centre, a grand date, and a redesigned tourbillon cage. The patented two-sided flying tourbillon is attached at the centre of its axis, and the weight distribution of the escapement and balance spring significantly reduces the friction. "All of this comes together to create the Battista Tourbillon, a fitting tribute to a vehicle that is poised to change the face of

automotive luxury," says a proud Raffy.

Bovet's love for cars

Earlier in the year, two tourbillon timepieces from Bovet were engineered, designed, and developed simultaneously with the production of a coach-built Rolls-Royce, the Boat Tail. Its nautical form evokes the elegant J-class yachts and a 1932 Rolls-Royce Boat Tail the owners restored as part of their expansive collection. When Bovet and Rolls-Royce united, the Boat Tail's dashboard graced the two tourbillon timepieces.

"I am a lover of fine cars and I have been pleased to collaborate with Pininfarina and Automobili Pininfarina on a number of automotive-

themed timepieces. In addition, the collaboration with Rolls-Royce is something I am very proud of because we did something never accomplished in watchmaking before. The 100 per cent bespoke timepieces can be mounted on the dashboard of the extraordinary Boat Tail car, and as such, they had to be tested like any other part of the car, up to and including crash testing," says Raffy.

This love will perhaps continue as Raffy tells us that the Battista Tourbillon is just the start of the collaboration and Automobili Pininfarina is working on a host of other projects, and they "are integrally involved and working on the next generation of timepieces". ○



“ALONG WITH LEADING WATCH BRANDS, PRE-EMINENT SPEAKERS, AND GUESTS, OUR OBJECTIVE IS TO CREATE AN EDUCATIONAL, EXPERIENTIAL, AND NETWORKING EVENT LIKE NO OTHER.”

—Hind Seddiqi, Director General, Dubai Watch Week



Seddiqi, Director General, Dubai Watch Week. “It is an unprecedented and inclusive experience, influencing the evolution of the global watch industry in a city that prioritises culture and innovation.”

To that effect, a diverse programme included umbrella platforms like ‘Horology Forum’, a series of panel discussions exploring themes ranging from NFTs and cryptocurrencies in luxury with Leonie Flückiger of Adresta AG (more on this on P.36) and Canadian businessman Kevin O’Leary, to a talk on disrupters in watchmaking and how they succeed, with Urwerk’s Felix Baumgartner and Akrivia’s Rexhep Rexhepi. Independent consultant Manuel Emch and watch collector Pierre Biver discussed how brands appeal to collectors, while musician will.i.am and Hind Seddiqi spoke about the future of the watch industry in a session called ‘The Watch Industry: Here Now, Gone Tomorrow’.

The ‘Creative Hub’ saw the launch of new watches like Girard-Perregaux’s La Esmeralda ‘A Secret’ Eternity Edition (more on P. 30) and MB&F x Bulgari’s Legacy Machine FlyingT Allegra (more on P. 78). At the Masterclasses, hands-on workshops were led by expert artisans, including sessions where one could learn how to paint a dial, understand the similarities between car and watch design courtesy Bovet 1822, and create a balance wheel with Montblanc.

At independent set-ups by auction house Christie’s and e-commerce platform for pre-owned watches WatchBox, one could attend sessions on how to bid at auctions, or how to buy one’s first pre-owned piece. As evening descended, the entire fair took on a casual air, with music and cultural performances taking centre stage.

Here’s a look at six new timepieces that were launched during Dubai Watch Week 2021.



WATCHtalk

Bovet 1822 opens standalone boutique in India

The independent watch brand has opened its first standalone store at Delhi's DLF Emporio, in association with Ethos Watch Boutiques

In the year it celebrates its 200th anniversary, luxury watch brand Bovet 1822 has opened its first standalone boutique in India, at Delhi's DLF Emporio. In partnership with Ethos Watch Boutiques, the store will stock some of Bovet 1822's most signature pieces, for both men and women.

Bovet 1822 was established by master watchmaker Édouard Bovet, who was born in Fleurier in the canton of Neuchâtel in Switzerland in 1797. The brand's early history suggests that the watchmaker made and sold pocket watches in China, a pair of enamelled watches commissioned by the Emperor of China even winning under the 'luxury' category during the Universal Exhibition held in Paris in 1855. Bovet 1822 specialised in timepieces where the decorative arts took centre-stage. Over the past 20 years, Pascal Raffy, a watch collector who took over the brand in 2002, has restored the brand to its former glory by acquiring the Dimier manufacture and the Château de Môtiers to establish an assembly workshop in 2006, making Bovet 1822 a full-fledged haute horlogerie brand. Credited with creating the double face flying

tourbillon, the spherical differential, the radial guidance display mechanism, the micrometric rack, and the Amadéo® System, which allows a watch to turn into reversible wristwatch, pocket-watch, table clock, or pendant watch without the use of tools, Bovet 1822 is synonymous with superlative innovation.

The Collection

Some of Bovet 1822's most signature lines will now be available at the Indian boutique, including the Fleurier collection umbrella, which pays tribute to pocket watches and features a unique crown and bow at 12 o'clock. Fleurier is further divided into Virtuoso VIII (double-dialled and with a flying tourbillon and 10-day power reserve), 19Thirty (a three-hand watch), Miss Audrey (featuring the Amadéo® convertible system), Miss Audrey Sweet Art (sugar crystals on the dial), and Monsieur Bovet (displays the hours and minutes on both front and back, as well as the seconds with a patented double coaxial display). Also



19Thirty

on offer at the store would be the Dimier watches, including Récital 21 (perpetual calendar with a retrograde date function), Récital 27 (a unique take on the multiple time zone display), and Récital 29 (which features the signature 'writing slope' case, known for its readability). —A.J.

Récital 27



Monsieur Bovet





BOVET 1822

Winner of the Mechanical Exception prize at the Grand Prix d'Horlogerie de Genève 2020, the Récital 26 Brainstorm Chapter Two is now presented with its trademarked 47.8mm "writing slope" case in red gold with three dial versions in starry-sky aventurine, green quartz or blue quartz as pictured here. Flaunting Bovet's patented double-sided flying tourbillon, a second time zone with a 24-city disc, precision moonphase displaying both hemispheres and five days of power reserve, this timepiece is a brilliant blend of high watchmaking savoir faire, decorative arts and innovation. Filled with Super-LumiNova, the hand-engraved lunar surface at 9 o'clock rotates in sync with the lunar cycles and requires only a one-day correction every 127 years. An openworked figure-eight structure highlights the portion of the moon that is visible in either hemisphere. Designed to highlight the exquisite movement, the slanted sapphire crystal allows its wearer to read all the indications clearly and quickly or admire the mechanical exception within.

APRIL 2022 PRESTIGE 119



WATCH HERITAGE 89

複雑系ムーブメントと 精緻な芸術性を支える 確かな技術遺産

19世紀に中国市場向けの時計製造する目的で、ロンドンに設立されたブランドが原点。その生産を行っていたのがスイスのフルリエ地方で、独特なフルリエザン様式の嚆矢ともなった。バスケル・ラフィ率いる現在のボヴェ1822は、ジュラ地方のトラマレンに開発の拠点を置き、超複雑機構の設計も数多く手掛けている。フルリエザンらしい装飾的な技法が目玉だが、同社が持つエタンパーージュ(プレス成形)の技術は他の追随を許さず、医療分野や航空産業などからの引き合いも多い。受け継ぐべき技術遺産の筆頭だ。(鈴木裕之)



ボヴェ1822
リサイタル 26 プレインストーム
チャプター ツー

ライティングスロープケースが特徴。手巻き (Cal. 17DM06-DT)。2万1600振動/時。パワーリザーブ約5日間。サファイアクリスタル×Ti (直径46mm)。30m防水。価格要問い合わせ。◎ボヴェ1822ジャパン ☎03-6264-5665

WATCH HERITAGE 88

「線の細さ」が魅力的な 人世代前の ネオ・クラシック

カリ・ヴェティライネンと投資グループによって買収されたウルバン・ヤーゲンセン。今後も魅力的な時計を作るだろうが、個人的にはエポッシュを使った一昔前の、線の細いコレクションに魅力を感じる。これは、FP71を搭載したバーベチュアルカレンダー。確かにある種の「ガウ時計」ではあるが、鏡面に磨かれたケースや緻密なギョシェ仕上げが醸し出す存在感は圧倒的だ。直径38mmというサイズも手ごろ。なお同社は、今までのモデルをディスコンにして、今後は自社製ムーブメントを載せたモデルに注力するとのこと。好事家であれば、市場にあるうちにぜひ。(広田雅将: 本誌)



ウルバン ヤーゲンセン
Ref.3

永久カレンダーとムーンフェイズ、パワーリザーブ表示を搭載したモデル。自動巻き (Cal.FP71ベース)。35石。1万8000振動/時。パワーリザーブ約48時間。Pt (直径38mm)。3気圧防水。完売。◎レ・ザルティエン ☎03-5940-7797

WATCH HERITAGE 91

今もって傑作たるを 失わない「1945」の 端正なデザイン

ラグジュアリースポーツウォッチの「ロレアート」が好調なジラル・ペルゴ。しかし、個人的にはクラシックなモデルに一層の魅力を感じる。とりわけ、1945は、今なお傑作たるコレクションだと思っている。未来に残るであろうモデルは、ダイヤルにブルーのポリクリスタルを採用した本作。浅いジュネーブ仕上げや、ダイヤカットの面取りなど、ジラル・ペルゴらしいディテールを楽しめる。また、湾曲したケースにより腕なじみも良好だ。静かな巻上音や、針合わせの緻密な感触も魅力的。食わず嫌いの人はぜひ。(広田雅将: 本誌)



ジラル・ペルゴ
ヴァンテージ1945 XXL ラージデイト&
ムーンフェイズ

1940年代の角型時計に範をとったシリーズ。自動巻き (Cal.GP03300)。32石。2万8800振動/時。パワーリザーブ約48時間。SS (縦36.1mm×横35.25mm)。30m防水。226万6000円。◎ソーウインドジャパン ☎03-5211-1791

WATCH HERITAGE 90

宙空の美を掲げる カンパノラで 最もその特徴が現れたモデル

「宙空の美」をデザインコンセプトに掲げるカンパノラ。代表作の「コスモサイン」は、その特徴が最もよく現れているコレクションである。すい針状の見返しリングと方位高度線を記すためのサファイアクリスタル、そしてアイコニックな五徳リングによって生み出された立体感ある文字盤デザインは、他ブランドにはない唯一無二の個性を与える。もちろん、実際に星座の位置を知ること可能だ。ミドルレンジのアナログ式本格天文時計という稀少性もまた、次世代に残すべきポイントのひとつである。(細田雄人: 本誌)



カンパノラ
コスモサイン AO4010-51E

ダイヤルいっしょに星座盤を配した代表作。複雑機構を手軽に楽しむことができるのは、ウォッチウォッチならではの利点だ。SS (直径45mm、厚さ14.1mm)。日常生活防水。34万1000円。◎シチズンお客様時計相談室 ☎0120-78-4807

WATCH HERITAGE 93

エクスリンの手掛ける 世界でもっとも洗練された カレンダーウォッチ

本誌でも取り上げた天才、ルートヴィヒ・エクスリンは、オックス・ウント・ユニオールで唯一無二の時計を作り続けている。これはダイヤル外周の31個の点によって日付、12時側の12個の点によって月、6時側の7個の点によって曜日表示する独創的な年次カレンダー。正直、カレンダーを確認するには慣れが必要そうだが、これほどモダンなカレンダーウォッチは他にない。上級機はユリス・ナルダン製の自動巻きを搭載するが、本作を駆動するのは普通のETA2824。それのみ惜しいが、この傑作の価値を損ねるほどではない。(広田雅将: 本誌)



オックス・ウント・ユニオール
年次カレンダー

煩雑になりがちな年次カレンダーをミニマルにまとめ上げたユニークなモデル。自動巻き (Cal.ETA2824-2ベース)。パワーリザーブ約38時間。Ti (直径36mm、厚さ11mm)。100m防水。◎https://www.ochsundjunior.swiss/

WATCH HERITAGE 92

溢れんばかり時計愛と フレッチックが融合した スクエアケースのアイコン

デビューと同時に時計産業におけるアイコンと認識された、稀有な例のひとつにベル&ロス「BRシリーズ」がある。航空機のダッシュボードをモチーフとし、ミリタリーテイストと軽妙なフレッチックを融合させたスタイリングは、デザイナーであるブルーノ・ペラミッシュの感性に迫る部分が大い。100年後の未来にベル&ロスが存在しなかったとしても、現代に生まれた時計たちは、永遠に輝き失わない。(鈴木裕之)



ベル&ロス
BR 03-92 ダイバー

300m防水を達成したスクエアダイバーズ。自動巻き (Cal. BR-CAL.302)。21石。2万8800振動/時。パワーリザーブ約42時間。SS (直径42mm、厚さ12mm)。49万5000円。◎ベル&ロス 銀座ブティック ☎03-6264-3989



宮廷時計師に師事した F.A.ランゲの想いを継ぐ

A.ランゲ&ゾーネ ツァイトヴェルク・デイト

Ref.148.038 1196万8000円
※A.ランゲ&ゾーネ 日 0120-23-1845

ザクセン宮廷時計師の伝統を受け継ぐランゲの技術陣が成し遂げたデジタル時刻表示を搭載。ダイヤル外周のガラス製リングに、日付が赤く示される。垂直連結の二重箱巻やテンプの軽量化などで長時間駆動を実現

SPEC

■ 自動巻 (Cal.L043.8)、毎時1万8000振動、72時間パワーリザーブ ■ 18K WG ケース (シースルーバック)、アリゲーターストラップ ■ 直径14.2mm (厚さ12.3mm) ■ 3気圧



長い歴史と伝統を体現する グラン・フー エナメル

ブレゲ クラシック 5177 グラン・フー・エナメル

Ref.5177BB/29/9V6 282万7000円
※ブレゲ ブティック銀座 日 03-6254-7211

ナポレオン皇帝やマリー・アントワネットを顧客に持ち、時計の歴史を2世紀早めた初代ブレゲのDNAを受け継ぐクラシカルな意匠が魅力。グラン・フー ホワイトエナメルダイヤルに、ブルースティール針が映える

SPEC

■ 自動巻 (Cal.777Q)、毎時2万8800振動、55時間パワーリザーブ ■ 18K WG ケース (シースルーバック)、アリゲーターストラップ ■ 直径38mm (厚さ8.8mm) ■ 3気圧



帝政ロシアの貴婦人が 愛したレクタンギュラー

ティソ ティソ・ヘリテージ パナナ 日本限定モデル

Ref.T117.509.11.042.00
6万5000円 (3月より6万16000円)
※ティソ 日 03-6427-0386

手首に沿って湾曲した縦長ケースと、デフォルメされたアラビア数字が特徴的なパナナ・ウオッチは、1916年にロシアのロマノフ王朝の貴婦人たちのためにデザインされたもの。アール・ヌーボーを彷彿とさせる意匠にミラネーゼブレスが好相性

SPEC

■ クォーツ (ETA 901.001) ■ SS ケース & ブレスレット ■ 縦49×横27mm ■ 3気圧



1791年の創業時から 王侯貴族の寵愛を受ける

ジラルール・ベルゴ クラシック ブリッジ 45mm

Ref.86000-52-001-BBGA 523万6000円
※ゾウウインド ジャパン 日 03-5211-1791

アイコン的なスリー・ゴールド・ブリッジ付トゥールビヨンの名声を受け継ぐ2ブリッジ仕様。2時位置に香箱、10時位置にローターが配置。丁寧な面取りをはじめ、美しいビジュアルが時代を超えて輝き続ける

SPEC

■ 自動巻 (Cal.GP08600-0002)、毎時2万1600振動、約48時間パワーリザーブ ■ 18KPG ケース (シースルーバック)、アリゲーターストラップ ■ 直径45mm (厚さ12.15mm) ■ 3気圧

ターコイズカラーで 彩られたキョシュエ文字盤

ボヴェ ムッシュ・ボヴェ

Ref.A143031 715万円
※ボヴェ ブティック銀座 日 03-6264-9665

1822年創業のボヴェは早くから世界の王侯貴族に愛用され、とくに中国では高級時計の代名詞となった。現在でも各国VIPの特別オーダーが多い。2021年に発売されたこのモデルは、工具を使わずにケースを反転できる。世界限定30本

SPEC

■ 手巻 (Cal.13BM09A1)、毎時2万1600振動、7日間パワーリザーブ ■ 18KRG ケース (シースルーバック)、アリゲーターストラップ ■ 直径43mm (厚さ12.35mm) ■ 3気圧



クラフツマンシップが オートマタに命を宿す

ジャケ・ドロー バード・リビーター ビエール・ジャケ・ドロー 生誕300周年記念モデル

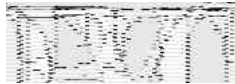
Ref.JB31033211 6276万6000円
※ジャケ・ドロー ブティック銀座 日 03-6254-7288

“孤高の天才時計師” ビエール・ジャケ・ドローは、各国の王侯貴族に支持され、中世宮廷文化に通じる優雅な造形が持ち味。その伝統技術を集結させ、オートマタとミニッツリビーターを融合した。世界限定8本

SPEC

■ 手巻 (Cal.Jaquet Droz RMA88)、毎時1万8000振動、48時間パワーリザーブ ■ 18KRG ケース (シースルーバック)、アリゲーターストラップ ■ 直径47mm (厚さ18.7mm) ■ 非防水





BOVET - Watches sellers

JAPAN - WORLD PHOTO PRESS - WORLD WRIST WATCH MAGAZINE - 01-APR-22 - Pag.: 30/31

「ボヴェ 1822 オルビス・ムンディ」。直径42.00 mm × 厚さ11.25mmの18Kレッドゴールド・ケースに自社開発・製造の手巻きのCal.15BM01HU(35石、毎時2万1600振動、パワーリザーブ約7日間)を搭載する。12時位置のリュウズにサファイア・カボションをセットする。サファイア・クリスタル・バック。3気圧防水。ブルーのアリゲーター・ストラップが付く。価格580万8000円。限定60個。チタニウム・ケースは517万円。限定60個。





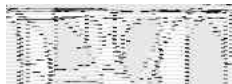
2019年8月に東京・銀座のすずらん通りにオープンした「ボヴェ プティック銀座」。
現在、シンガポールとバンコクにもブティックを設け、日本では第一号店となる。
⑤ 東京都中央区銀座5-7-6 liv 1階 ☎03-6264-5665 営業 12:00~19:00 水曜定休

オーナーのバスカル・ラファイ氏の総指揮の下に独自路線を歩むボヴェは、スイス国内に3カ所の製造拠点をもち、まずトラヴェール渓谷に位置するモティエの丘の上に建つ、ボヴェ家と所縁が深い、シャトー・ド・モティエ。ここでは完成品の組み立てと彫金を主体とする装飾加工が行われる。そしてトラムランの「デイミエ1738」は2006年に買収したムーブメント・メーカーのSTTの工房であり、調速脱進機を含むムーブメントの部品製造と組み立ておよび研究開発を担う。またジュネーブ近郊のブラレワットには文字盤製作の「デイミエ1822」を構える。こうして香箱バネやサファイア・クリスタル、ストラップを除いた約95%の部品を自社で製造する能力をもつ。年間に製造される個数は1000個に満たないが、全体の3分の1はコレクターに向けて彫金やエナメル細工などの凝った装飾を施したユニーク・ピースやビスボーク・ピースで占められるというスイス時計産業のなかでもユニークなブランド

のひとつである。
今日、大きく分けて3つのコレクション、すなわち12時位置にリュウズを備える「フルリエ」、3時位置にリュウズを置く「デイミエ」、そしてニンファリーナとのコラボレーションによる「ボヴェ・バイ・ニンファリーナ」を揃える。創業200年を迎えた今年1月にはフルリエ・コレクションに「1822 オルビス・ムンディ」が加わった。オルビス・ムンディ (Orbis Mundi) はラテン語で「世界」を意味し、ボヴェではワールドタイムやデュアル・タイム、トリプル・タイム・ウォッチをこう名付けて、多くのモデルを世に送り出してきた。
ところでボヴェと旅の関わりは強い。1822年にロンドンでボヴェを創業したエドゥアル・ボヴェ (1797-1849) はスイスのフルリエ生まれの時計師だったが、中国の上流階級に向けたエナメルや彫金、パール細工などを施した懐中時計の製造、販売で大成功を収めた。ロンドンから中国の広東まで船で4

カ月以上という長旅の時代に世界に目を向けたひとりであった。
さて新作の「1822 オルビス・ムンディ」はシンプルで読み取りやすいワールドタイムを目標して開発された。手巻きムーブメントを搭載し、香箱はひとつだが約7日間というロング・パワーリザーブを備え、実用性にも優れる。アヴェンチュリン・ガラス製の文字盤に世界24の都市名を記し、その外側に24時間表示を置き、リュウズ操作でローカルタイムと24の都市の時刻調整が可能だ。6時位置には3本のアームが回転する20秒表示の秒針、3時位置には7日間のパワーリザーブ表示を備える。文字盤の周囲には蓮の花をモチーフにしたギョーシェが施された。また下部には「Swiss Made」ではなく「Swiss Handcrafted」と記される。実際に旅に出かけることが難しくなってきた今日だが、インターネットを通して世界中の至る場所と同時に繋がることが出来る時代でもある。そう考えるとワールドタイムの出番は多い。

ボヴェ 1822 オルビス・ムンディ
旅に出られずとも世界と繋がるためのワールドタイム
ボヴェは今年1月に輸入代理店のDKSHジャパンの扱いを離れ、ボヴェ・ジャパンとして新たなスタートを切った。スイス高級時計のなかでもユニークな存在のボヴェは日本の時計愛好家たちにさらに浸透するべく積極的な展開を開始し、今後が注目される。



BOVET - Men's wrist/pocket watches

JAPAN - WORLD PHOTO PRESS - WORLD WRIST WATCH MAGAZINE - 01-APR-22 - Pag.: 32



「ボヴェ バッティスタ トゥールビヨン」。バッティスタの第一号車に因んでブルーとホワイトを基調とし、大型日付表示にはバッティスタ・ファリーナのサインが入り、パワーリザーブ表示にはピニンファリーナの「F」とボヴェの「ロータスフラワー」を描いたコラボレーション・フラッグが施される。12時位置に小型で効率に優れた球形巻き上げ機構(2015年発表)、6時位置に両面フライングトゥールビヨン(2016年発表)を装備する。

直径45.60mm×厚さ11.95mmのサファイア・クリスタルとチタニウムのケースに手巻きのCal.16BM01TVGD(47石、毎時1万8000振動、パワーリザーブ約10日間)を搭載する。サファイア・クリスタル・バック。3気圧防水。価格3850万円。限定30個。

ボヴェ バッティスタ トゥールビヨン ラグジュアリーの未来を担う電気自動車との「コラボレーション」

昨年8月にアウトモビル・ピニンファリーナ(以下APF)はアメリカで開催された「モントレー・カーウィーク2021」で「バッティスタ ハイパーGT」の量産モデルを発表した。バッティスタはフェラーリをはじめとする多くの自動車メーカーのデザインを手がけたカロツツェリア・ピニンファリーナの創業者であるバッティスタ・ピニン・ファリーナから名付けられている。カロツツェリア・ピニンファリーナは2015年にインドの自動車メーカーのマヒンドラ&マヒンドラ社の傘下に入り、2018年に高性能電気自動車の開発・製造を行うAPFを設立。その第一号として2019年3月に「バッティスタ」のプレシリーズをお披露出した。

ボヴェは2010年にピニンファリーナと「価値観の共通」を認識して、パートナーシップ契約を締結。そして同年から2017年までに7つのコラボレーション・モデルを発表してきた。この延長線上に昨年8月に発表したAPFとの提携があり、12月に「ボヴェ バッティスタ トゥールビヨン」を発表した。

ボヴェでは2019年初めに時計の開発に着手し、同年6月に最初のデザインが完成。2021年にはその手直しを行った。ボヴェの設計、デザイン、時計製造の担当者とはAPFのデザイナーのまさに協業であり、スイス・トラムランとイタリア・カンピアーノの互いの製造現場を何度も訪れ、意見を交わしたという。その結果、バッティスタの車体の曲線をイメージしたムーブメントの地板の形状をはじめ、文字盤の12時位置に見られる曲線的なブリッジやトゥールビヨン・ケーシング、針の形状などにバッティスタのデザイン要素が組み込まれた。搭載するムーブメントは既存の大型日付表示や約10日間のパワーリザーブ、球形巻き上げ機構、両面フライング・トゥールビヨンの技術を生かして新たに開発された。

サステナビリティをラグジュアリーの世界で表現した「バッティスタ ハイパーGT」に因み、ストラップにはボヴェ初の100%ヴィーガン素材のラバーが採用された。



SWEEP MOMENT

발렌타인데이의 달콤한 순간을 탁월하게 구현한 하트 모티브의 여성 워치 4점

BLANCPAIN

Ref. 3660B-1954-55A

레이디버드 '발렌타인데이 2022'

3,400만 원대



CHOPARD

Ref. 278582-3005

해피 하트

1,000만 원대



BOVET 1822

Ref. AS36024-SD12

미스 오드리 스윗 아트

가격 미정



BREGUET

Ref. S905BB/52/964DOOD

레안 드 네이플 8905

4,800만 원대





보베 1822 아마데오 플러리에 브레이브하트

22 DAYS

보베 1822 아마데오 플러리에 브레이브하트

2015년 보베 1822에서 선보인 이 시계는 아마데오 시스템을 포함해 더블 디스플레이, 더블 페이스 투르비용 등 총 6건의 특허 기술을 자랑한다. 시계의 한 면에서는 하나의 바늘로 오직 시간을 가리키고, 그 위에 160도 각도의 분 섹터를 블루 컬러의 삼각형 인덱스가 레트로그레이드 방식으로 표시한다. 다이얼의 6시 방향에 자리한 투르비용이 회전하면서 초를 표시하는데, 투르비용 캐리지의 브리지 3개가 각각 20초씩 담당하며 60초를 완성하는 방식으로 구동된다.

다이얼의 양쪽 상단에 자리한 2개의 금지막한 베젤에 총 104cm에 달하는 메인스프링을 탑재해 22일간의 파워 리저브를 제공한다. 파워 리저브 인디케이터는 반대쪽 다이얼의 중앙에서 확인할 수 있으며, 블루 컬러 핸드가 시계 반대 방향으로 움직이면서 파워 리저브의 상태를 보여준다. 베젤은 오픈워크 처리해서 크라운을 와인딩할 때 메인스프링이 걸리는 모습도 직접 확인할 수 있는데,

특히받은 구형 차동 기어를 사용해 크라운의 회전수를 반으로 줄였기 때문에 와인딩을 보다 더 빠르게 할 수 있다.

14 DAYS

위틀로 박맹 MP-11 파워 리저브 14일 사파이어 레인보우

2013년 위틀로는 50일간의 파워 리저브를 제공하는 혁신적인 시계 'MP-05 라페라리'를 선보이며 당시 세계에서 가장 긴 파워 리저브 시계라는 기록을 세웠다. 그로부터 5년 후 위틀로는 라페라리 개발을 통해 얻은 노하우를 바탕으로 박맹 케이스에 완벽하게 어울리는 14일 파워 리저브의 '박맹 MP-11'을 선보였다.

위틀로는 7개의 직렬 연결 베젤이 장착된 새로운 칼리버의 실린더 베젤 세트를 위한 공간 확보를 위해 케이스의 하단부를 동형으로 처리했다. 2018년 카본 케이스 버전을 시작으로 박맹 MP-11은 다양한 컬러의 사파이어 케이스와 세라믹 케이스 버전으로 꾸준히 출시되고 있다. 가장 최근에는 투명한 사파이어 케이스에 레인보우 컬러의 점스톤을 세팅한 버전을 선보였다. 14일간의 파워 리저브를



SKY'S THE LIMIT

Gravity Equal Force was first introduced by Armin Strom in 2019, when it made headlines for being the world's first automatic watch with constant force transmission, which improves a watch's timekeeping accuracy. Fast-forward to today, and the brand has unveiled

its Gravity Equal Force Ultimate Sapphire, which comes with an off-centre dial that showcases the watch's mechanics. Turn it over, and the movement's back plate is handsomely decorated with a guilloché pattern created by celebrated Finnish watchmaker Kari Voutilainen, a close friend of the Armin Strom founders.

Armin Strom Gravity Equal Force Ultimate Sapphire



Tatler
Style
110



BLUE MIND

A handful of guilloché dials in different colours will be added to Bovet's 19Thirty timepieces, which are housed in 42mm stainless-steel cases. An elaborate decorative technique that creates exceptionally detailed

patterns, guilloché has been used since the Middle Ages, and was first employed by watchmakers in the 18th century. It's limited to 60 pieces each, and the first colour to be launched is a mesmerising turquoise.

Bovet Fleurier 19Thirty Guilloché

OVER THE RAINBOW

Audemars Piguet's highly sought-after Royal Oak Frosted Gold Double Balance Wheel Openworked 41mm gets an upgrade thanks to the watchmaker's gem-set "rainbow" bezel and hammered gold case finish. The multicoloured look was already available in the brand's smaller 37mm model, but now those with larger wrists can also wear the US\$120,000 timepiece. Choose between yellow, white and pink gold.

Audemars Piguet Royal Oak Frosted Gold Double Balance Wheel Openworked "Rainbow"



IMAGES: GUSTAVO BURLI (BOVET); DENIS HAYOUN (AUDEMARS PIGUET)



The Fate of Quartz

Accurate and reasonably priced, quartz watches changed the Swiss watchmaking industry; but with today's trend towards smart technology, will quartz watches survive?

Lucerne managing director Emerson Yao has been on top of the game for over three decades, bringing nearly 70 renowned luxury watch brands to the country. In this interesting conversation with the purveyor himself, we asked him his thoughts on quartz watches, the revolutionary timepieces that helped the Swiss watchmaking industry survive in the Seventies and attract a wider demographic of consumers.

How does a quartz watch work?
A quartz watch is powered by battery. The source of its movement is generated by a quartz crystal that oscillates at a very precise and stable frequency.

What is the edge of quartz over other types of watches? What are its limitations?
Accuracy. Secondly, it is thin and lightweight. It is also less costly to produce. A quartz watch is also not susceptible to magnetism.

However, the quartz watch has a limited life span similar to any electronic device in the market.

What brands of this version of quartz watches would you prefer?

Most quartz watches are very accurate. There are, however, a few brands that produce chronometer standard "Super Quartz" movements. These movements are further enhanced and not susceptible to extreme temperature changes. Breitling is an example. Longines also launched a watch labelled "VHP - Very High Precision".

As the industry's chronometer standard for quartz is ± 25 seconds per year, the Longines VHP can achieve an accuracy of ± 5 sec per year.

How can we personally take care of our quartz watch?
The only maintenance needed for most quartz watches is regular battery replacement. Some watches require an annual change while other batteries may last longer. The problem with keeping your quartz watch in the box or storage is that the watch may go unnoticed when the battery is dead. This could cause the battery to leak acid and damage the movement. When you are travelling, finding a service centre might be a challenge.

What is the longevity of a quartz watch?
Keep in mind that at some point, quartz watches are regarded as disposables due to limited spare parts. They may last anywhere from 10 to maybe 20 years. A few lucky ones could last up to 30 years, but these are exceptions.

Will quartz watches still exist for another ten years? Will they continue to lose market share?
The popularity of smartphones and smart devices is making time telling ubiquitous. As the advent of quartz watches that started in the Seventies almost made the mechanical watch obsolete, the quartz faces its own fight for survival 50 years later. There is a significant increase in shares of smartwatches in the global market. This steady rise is a threat to quartz watches.



BLUE MIND

A handful of guilloché dials in different colours will be added to Bovet's 19Thirty timepieces, which are housed in 42mm stainless-steel cases. An elaborate decorative technique that creates exceptionally detailed patterns, guilloché

has been used since the Middle Ages, and was first employed by watchmakers in the 18th century. The new colours are limited to 60 pieces each, and the first to be launched is a mesmerising turquoise.

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IMAGE: GUSTAVO KURI (BOVET), DENIS HAYOUN (AUDEMARS PIGUET)



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BOVET - Men's wrist/pocket watches
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BOVET 1822

Winner of the Mechanical Exception prize at the Grand Prix d'Horlogerie de Genève 2020, the Récital 26 Brainstorm Chapter Two is now presented with its trademarked 47.8mm "writing slope" case in red gold with three dial versions in starry-sky aventurin, green quartz or blue quartz, as pictured here. Flaunting Bovet's patented double-sided flying tourbillon, a second time zone with a 24-city disc, precision moonphase displaying both hemispheres and five days of power reserve, this timepiece is a brilliant blend of high watchmaking savoir faire, decorative arts and innovation. Filled with Super-LumiNova, the hand-engraved lunar surface at 9 o'clock rotates in sync with the lunar cycles and requires only a one-day correction every 127 years. An openworked figure-eight structure highlights the portion of the moon that is visible in either hemisphere. Designed to highlight the exquisite movement, the slanted sapphire crystal allows its wearer to read all the indications clearly and quickly or admire the mechanical exception within.

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BOVET - Men's wrist/pocket watches

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AGENDA Watches



JUST FOR HER

The L.U.C 96.24-L, Chopard's first automatic movement to feature a flying tourbillon with the maison's Twin Technology incorporating two stacked barrels and a stop-seconds function, now powers two new L.U.C Flying T Twin Ladies models. Distinguished by diamond-set flanks, lugs, horns, crown and bezel, the ultra-slim 35mm watches are offered in two versions. For the ethical rose gold variant, the tourbillon opening is cut out from a textured mother-of-pearl dial adorned with hour-markers set with brilliant-cut diamonds. The platinum one is embellished with 282 pavé diamonds set in a motif that highlights the flying tourbillon. Limited to 25 pieces each and bearing the prestigious Poinçon de Genève mark, the chronometer-certified timepieces boast a power reserve of 65 hours.



Bespoke Luxury

A pair of customised his and hers Rolls-Royce Boat Tail timepieces by Bovet 1822 were on display for the first time in Singapore recently. The marque debuted a unique coach-built Boat Tail commission that integrated Bovet's bespoke timepieces into the dashboard by way of a never-done-before mounting system that required years of research and testing. Both models sport a front dial with hand-applied Caleidolegno wood marquetry using the same wood from the Boat Tail, while a hand-sculpted and engraved gold statue of the Rolls-Royce Spirit of Ecstasy features prominently on the tourbillon bridge. The dials are even more personalised on the reverse side. The masculine timepiece flaunts an aventurine dial with the owner's sky chart overlaid on top. The feminine timepiece is adorned with a miniature painting of a flower bouquet on a mother-of-pearl dial. On the reverse, both dials bear custom hand-engraved sculptures of the Boat Tail, lacquered to match the colour of the car and adorned with miniature painting for the details such as the wheels, mirrors and more. As a finishing touch for this side of the dial, the name of each owner's other half is engraved onto the tourbillon bridge.



Above, from left: The first Ahmed Seddiqui & Sons retail store; The Bovet 19Thirty Fleurier Limited Edition, one of the special edition timepieces created in honor of the UAE's jubilee year celebrations

like one is black and one is white, and there is no gray in between them. Even when I have to pitch an idea, I know I will have to communicate it in different ways, depending on which one of them I am speaking to.

The first thing they both taught us is that we are not entitled to anything. We joined the business with the understanding we would be treated just like any other team member and judged based on the merit of our actions. Our sense of accountability is very high, and I would say from the beginning, we were taught to have a very strong sense of humility. The thing they hate most is the word "entitlement." Perhaps most importantly, we were taught that we always have to keep our word. They always push us to do more, to network more, to reach out to the rest of the world, but to always stay firmly rooted with our feet on the ground.

One thing that they both love is to think outside the box. We can pitch them any idea and they will never say, "no one else is doing that, why should we?" Instead, they welcome new ideas, and it was because of this mentality that Dubai Watch Week became a reality. The faith they had in it allowed us to plan for the long term and create something real. Our parents never fear failing. If we start something and it didn't work, we recognize this, and we learn from it. This attitude I think is one of the most valuable assets a family can have — never to place limits on ourselves.

How have you created a team with such passion and such a great work ethic?

HS: When we plan an event like this, we listen to everyone's opinions and ideas. We like to give our team ownership over the event as well. We always treat our team members like family. I love that they come with so many great ideas. What you see at Dubai Watch Week is not something that we came up with in isolation. Quite the opposite, we are actively seeking out ideas. We call the brand managers. We call the marketing teams. We want to listen to what they have to say. We create a kind of "think tank." Then, we have a Dubai Watch Week team and we are always asking, "Guys, what do you think? What can we change? You can pitch us anything."

For example, Dominique's [Dominique Anita Mahoney] introductions to each Horology Forum. When she came to us with this idea that she wanted to recite passages, I was like, "OK, I'm going to have to work with you on what you recite to ensure we don't offend anyone, but let's go for it." Believing in your team members is important. They want to be able to look at Dubai Watch Week and say, "That's me, I did that," and we want them to have that. You have to give credit where credit is due.

And the last thing is that you have to lead by example. We are on the ground during the entire fair working with the team in a truly collaborative way.

MS: I think that the people who are part of Seddiqui Holding are proud of this. They understand they represent our family



SKY'S THE LIMIT

Gravity Equal Force was first introduced by Armin Strom in 2019, when it made headlines for being the world's first automatic watch with constant force transmission, which improves a watch's timekeeping accuracy. Fast forward to today and the brand has unveiled

its Gravity Equal Force Ultimate Sapphire, which comes with an off-centre dial that showcases the watch's mechanics. Turn it over and you'll find that the movement's back plate is handsomely decorated with a guilloché pattern created by celebrated Finnish watchmaker Kari Voutilainen, a close friend of the Armin Strom founders.

Armin Strom Gravity Equal Force Ultimate Sapphire



Tatler
Style
92



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BOVET - Men's wrist/pocket watches

THAILAND - BURDA THAILAND - PRESTIGE - 01-APR-22 - Pag.: 91

The advertisement features a large, detailed image of a BOVET 1822 watch. The watch has a round case with a blue dial. The dial includes a moon phase indicator at the 6 o'clock position, a 24-hour city ring at the 3 o'clock position, and a power reserve indicator at the 9 o'clock position. The watch is shown with a blue leather strap. The background is a stylized illustration of a rocket launch with astronauts on the ground.

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#prestigethelook | APRIL 2022 PRESTIGE 91



BOUTIQUE

BOVET BOUTIQUE IN THAILAND



Bovet ยอดแบรนด์ผู้เชี่ยวชาญทั้งศาสตร์และศิลป์แห่งเครื่องบอกเวลามีประวัติศาสตร์ความสัมพันธ์อันดีกับภูมิภาคเอเชียมาอย่างยาวนาน อีกทั้งยังเป็นอีกหนึ่งแบรนด์ที่เหล่านักสะสมนาฬิกาต่างให้ความสนใจในทุกผลิตภัณฑ์ที่ทางแบรนด์ได้รังสรรค์ออกมา โดยในประเทศไทยเองก็มีกลุ่มนักสะสมที่ชื่นชอบนาฬิกา Bovet อยู่ไม่น้อยเลย และไม่นานมานี้ทางแบรนด์ได้ประกาศความภาคภูมิใจในการเปิดบูติกเรือนเวลาของตนเองขึ้นที่ประเทศไทย ณ ห้างสรรพสินค้า เกษร วิลเลจ ถนนเพลินจิต ย่านธุรกิจใจกลางกรุงเทพมหานคร เพื่อต้อนรับเหล่านักสะสมและผู้ชื่นชอบนาฬิกาชาวไทย ได้สัมผัสกับประติมากรรมเรือนเวลาหุ้มนิสัยแบรนด์นี้ / เรือง: Sasithorn Permpoonkunjinda

Bovet ถือเป็นอีกหนึ่งแบรนด์นาฬิกาจากประเทศสวิตเซอร์แลนด์ที่มีประวัติศาสตร์การผลิตนาฬิกายาวนาน ซึ่งกำลังมีอายุครบ 200 ปี ในปี 2022 พอดี บูติกใหม่แห่งนี้จึงเป็นส่วนหนึ่งของการเฉลิมฉลองวาระพิเศษนี้ด้วย โดยนอกเหนือจากการเปิดบูติกในกรุงเทพฯ ประเทศไทยแล้วทาง Bovet ยังมีแผนในการขยายสาขาบูติกนาฬิกาของตนเองในประเทศต่าง ๆ อาทิ ประเทศสิงคโปร์ กรุงริยาด ประเทศซาอุดีอาระเบีย กรุงมอสโก ประเทศรัสเซีย และกรุงโดฮา ประเทศคูเวต

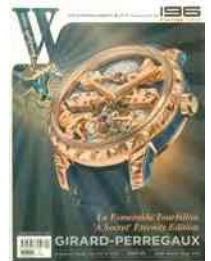
Mr. Pascal Raffy บุรุษผู้เป็นเจ้าของนาฬิกาแบรนด์นี้ได้กล่าวว่า Bovet เป็นผู้ผลิตผลงานนาฬิกาที่มีเรื่องราวและขนบการประดิษฐ์นาฬิกาที่เกี่ยวข้องกับภูมิภาคเอเชียมาอย่างยาวนานโดยเฉพาะกับเหล่านักสะสมในประเทศไทย ที่ให้การต้อนรับแบรนด์เป็นอย่างดี จึงอยากที่จะสร้างความสัมพันธ์อันดีกับลูกค้าทุกคนด้วยการเปิดบูติกเพื่อต้อนรับนักสะสมให้ได้สัมผัสกับผลิตภัณฑ์นาฬิกา Bovet อย่างพิเศษสุด และคาดหวังว่าในอนาคตอันใกล้นี้ Bovet จะได้จัดอีเวนต์สุดเอ็กซ์คลูซีฟเพื่อนำลูกค้าและนักสะสมชาวไทยได้ร่วมประสบการณ์ดี ๆ กับทางแบรนด์ที่บูติกแห่งนี้อย่างแน่นอน

คุณเปาสกาล ราฟฟี่ ผู้อำนวยการแบรนด์นาฬิกา Bovet ได้กล่าวว่า สำหรับประเทศไทยนั้นกลุ่มนักสะสมที่มีความหลงใหลในนาฬิกาอยู่มากมาย และพวกเขาก็ต่างมองหาความแตกต่าง ซึ่งการเลือกนาฬิกา Bovet

ถือเป็นการตัดสินใจที่ดีเยี่ยม เพราะเป็นผลิตภัณฑ์นาฬิกาที่มีความโดดเด่นในเรื่องของการผลิตกลไก รวมถึงชิ้นส่วนต่าง ๆ ภายในกลไกเป็นของตนเอง ทั้งยังมีความยอดเยี่ยมในเรื่องของการตกแต่ง ถือได้ว่าเป็นผลิตภัณฑ์ที่มีความเป็นเอกลักษณ์สูง มีความงดงาม ราวกับเป็นชิ้นงานศิลปะหายากชิ้นหนึ่งก็ว่าได้ คุณเปาสกาล ราฟฟี่เสริมว่า บูติก Bovet แห่งนี้ตั้งอยู่ ณ บริเวณใจกลางกรุงเทพมหานคร อันเป็นทำเลที่ดีเยี่ยม และมีความสะดวกสบายในการเดินทาง จึงถือว่าเป็นสถานที่อีกแห่งหนึ่งที่สามารถนำเสนอเรื่องราวและผลิตภัณฑ์นาฬิกา Bovet ให้เข้าถึงกลุ่มลูกค้าได้อย่างดีที่สุด สำหรับการตกแต่งภายในบูติกนาฬิกา Bovet แห่งนี้ ได้รับการออกแบบให้มีบรรยากาศของบูติกสไตล์ยุโรป ให้ความรู้สึกอบอุ่นและหรูหราด้วยรายละเอียดการตกแต่งต่าง ๆ ไม่ว่าจะเป็นผนังไม้สีน้ำตาล ควบคู่กับตู้โชว์นาฬิกาไม้ทรงสวยงาม ติดกับพื้นพรมสีครีมสะอาดตา สว่างไสวด้วยโคมไฟระย้าคริสตัลที่มีความอลังการ เปรียบเสมือนบรรยากาศของ Chateau de Motiers อันเป็นที่ตั้งของโรงงาน Bovet ต้นกำเนิดผลิตภัณฑ์เรือนเวลาแสนประณีตคลาสสิก

เชิญสัมผัสเสน่ห์แห่งศิลปะการผลิตนาฬิกาจาก Bovet ได้ที่บูติกนาฬิกา Bovet ณ ห้อง 1F-09 ชั้น 1 ศูนย์การค้าเกษร วิลเลจ กรุงเทพฯ เปิดให้บริการทุกวัน ตั้งแต่เวลา 11.00-19.00 น. สอบถามเพิ่มเติมได้ที่ 0-2011-1002





052 | TIME PAVILION
STORY TIME BIG

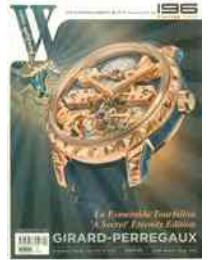


BOVET FLAGSHIP BOUTIQUE BANGKOK

บูติกสำหรับผู้ใฝ่หาความเป็นเลิศ

ถ้าพูดถึงแบรนด์ Bovet (โบเวต์) ในประเทศไทยถือว่าเป็นแบรนด์นาฬิกาที่กำลังมาแรง โดยเฉพาะในหมู่นักสะสมที่ชื่นชอบชิ้นงานเครื่องบอกเวลาระดับสูง และผู้ที่นิยมในงานกราฟฟิคที่เต็มไปด้วยคุณค่าทางศิลปะ ซึ่งพวกเขาเหล่านั้นต่างก็รู้จัก Bovet กันเป็นอย่างดี เพราะแบรนด์นี้ได้เข้ามาจับบทบาทในประเทศไทยนานหลายปีแล้ว ดังนั้น ด้วยกระแสความชอบที่เพิ่มมากขึ้นในหมู่นักสะสม ทำให้ Bovet ตัดสินใจที่จะเปิด 'Bovet Flagship Boutique' (โบเวต์ แฟล็กชิป บูติก) ขึ้นที่ศูนย์การค้าเกษรวิลเลจ บริเวณชั้น 1 ใกล้ทางเชื่อมกับสะพานลอยฝั่งถนนราชดำริ ซึ่งถือเป็นทำเลที่ดีมากๆ อยู่ใจกลางกรุงเทพมหานคร เป็นที่รู้จักทั้งกับคนไทยและชาวต่างชาติ





FACTS
LOCATION: 1st FLOOR, GAYSORN VILLAGE
TEL.: 0-2011-1002
OPEN: DAILY, 11.00-19.00
BRAND: BOVET

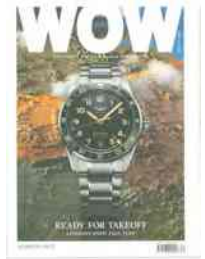


'Bovet Flagship Boutique' แห่งนี้ถูกนำเสนอในคอนเซ็ปต์ 'House of Bovet' (เฮาส์ ออฟ โบเวต์) ซึ่งโดดเด่นด้วยการออกแบบและตกแต่งในดีไซน์ที่เป็นเอกลักษณ์ ตัวบูติกด้านหน้าได้รับการออกแบบอย่างร่วมสมัย โดยเน้นเส้นสายที่โค้งอ่อนช้อย ตกแต่งด้วยสีทองและสีดำเพื่อขับเน้นความรู้สึกมีระดับ ประดับด้วยโลโก้และชื่อแบรนด์ที่คุ้นตา และเน้นส่วนผนังกระจกให้มีความกว้าง เพื่อให้สามารถมองเห็นผลงานชิ้นเลิศที่จัดโชว์อยู่ภายใน

บรรยากาศภายในร้านมอบอารมณ์ที่คลาสสิกและหรูหรา ใช้ไม้และลายไม้ในการดีไซน์ส่วนของผนัง รวมไปถึงเฟอร์นิเจอร์และตู้โชว์ ให้ความรู้สึกอบอุ่นอย่างมีระดับ พื้นปูด้วยพรมที่ให้สัมผัสนุ่มสบายในทุกย่างก้าว ตกแต่งด้วยโคมระย้าสไตล์ยุโรปที่หรูหราบริเวณใจกลางร้าน พร้อมชุดเฟอร์นิเจอร์ไม้รับแขกที่ให้ลูกค้าสามารถเลือกชมเรือนเวลาชิ้นเลิศได้แบบเป็นส่วนตัว โดยจัดโชว์เรือนเวลาสวยๆ ที่เป็นไฮไลต์และนิวริลส์ของแบรนด์เอาไว้อย่างครบครันในทุกคอลเลกชั่นต้อนรับด้วยพนักงานซึ่งสามารถมอบข้อมูลที่เป็นประโยชน์เกี่ยวกับแบรนด์และนาฬิกาได้อย่างไม่ขาดตกบกพร่อง 'Bovet Flagship Boutique' แห่งนี้จึงเป็นบูติกที่คอยไขข้อสงสัยแบบฉบับ Bovet รวมไปถึงคนรักเรือนเวลาระดับสูงที่กำลังมองหาชิ้นงานดีๆ ที่เปี่ยมไปด้วยความเป็นเลิศในทุกสัมผัส

ลองแวะมาชมกันได้ทุกวัน แล้วคุณก็จะรู้ว่า 'ความเป็นเลิศ' นั้นเป็นอย่างไร





TIMELY RETURN

World of Watches Thailand ขอต้อนรับ Bovet กลับสู่กรุงเทพมหานครอีกครั้งหนึ่ง

TEXT: RUCKDEE CHOTJINDA

หลังจากที่มีการเปิดบูตึกระดับแฟล็กชิปไปแล้วที่สิงคโปร์ ธิยาต มอสโควและโตเกียว Bovet ก็เลือกเปิดบูตึกระดับต่อไปที่กรุงเทพมหานครบริเวณชั้น 1 ของห้าง Gaysorn Village

คุณปาสคาล ราฟฟี่ เจ้าของบริษัท Bovet กล่าวว่า “เรามีประวัติศาสตร์อันยาวนานในการขายนาฬิกาชั้นสูงในทวีปเอเชียและโดยเฉพาะอย่างยิ่งในประเทศไทย และเหล่านี้จะสมทูนี่ที่มีความหมายกับเรามากๆ เราหวังเป็นอย่างยิ่งว่าจะได้สานต่อความสัมพันธ์กับนักสะสมนาฬิกาในประเทศไทย และการมีบูตึกระดับแฟล็กชิปพร้อมทีมผู้เชี่ยวชาญด้านนาฬิกาที่มีความแข็งแกร่งเช่นนี้เป็นเรื่องที่สำคัญอย่างยิ่ง นักสะสมนาฬิกาชาวไทยชื่นชอบนาฬิกาแบบมือไขลานและนี่ก็เป็นหนึ่งในความพิเศษของแบรนด์ Bovet เราจะมีส่วนต่างๆ ที่กรุงเทพมหานครในอนาคตอย่างแน่นอนครับ”

Bovet ไม่ใช่แบรนด์ที่เพิ่งเกิดใหม่ในประเทศไทย ในอดีตนั้น Bovet เคยมีบูตึมาแล้วในห้างเดียวกันนี้เอง แต่ได้เคอ์ขึ้นใหม่ในเวลาไม่กี่เดือนกว่าเดิมนมาก

เพราะว่าเป็นห้องห้วมู่ใกล้กับทางเข้าออกไปสะพานสำหรับคนเดินข้าม บูตึแห่งนี้ได้รับการตกแต่งในสไตล์คลาสสิกโดยมีแซนเดอเลียร์ดูสวยงามตรงกลางห้อง และมีหน้าจอรหัสที่ขนาดใหญ่ที่ฉายวิดีโอเกี่ยวกับ Bovet ทำให้ดูมีความเคลื่อนไหวอยู่ตลอดเวลา แต่ที่สำคัญที่สุดก็คือสตั๊นนาฬิกาตั้งทางบูตึจัดได้อย่างครบครันทั้งรุ่นของคูลูภาพบุรุษและรุ่นของคูลูภาพสตรี หลายรุ่นที่เพิ่งเปิดตัวในโลกก็มีของโชว์พร้อมขายที่บูตึแห่งนี้แล้วด้วยเช่นกัน

เราเชื่อว่าบูตึแห่งนี้จะส่งผลดีต่อการเติบโตของแบรนด์ Bovet ในประเทศไทย เพราะ่านาฬิกาไม่เหมือนกับของชนิดอื่นที่มีราคาไม่มากนัก ลูกค้ที่จะจ่ายเงินซื้อนาฬิการาคาแพงๆ ก็ย่อมต้องการความมั่นใจถึงแม้ว่าจะรู้จักตัวแบรนด์อยู่แล้วก็ตาม ยิ่งถ้าในรู้จักแบรนด์มาก่อนยิ่งต้องการความเชื่อมั่นในอีกระดับก่อนที่จะตัดสินใจซื้อได้ นาฬิกา Bovet นั้นเป็นเรือนเวลาที่พิเศษที่สุด มีความแตกต่างและมีความซับซ้อนรอให้คนได้มาทำความรู้จัก และเราจะนำเสนอผลงานจากแบรนด์นี้ต่อไปอย่างแน่นอนเพราะว่าเป็นปีฉลองครบรอบ 200 ปีของเขาคือด้วย



Following in the footsteps of Bovet flagship stores in Singapore, Riyadh, Moscow and Tokyo, the Bangkok boutique has been officially unveiled on the 1st floor of Gaysorn Village.

"We have a long history and tradition of fine watchmaking in Asia and specifically in Thailand, and the collectors here are very dear to us," says Bovet owner Pascal Raffy. "We are looking forward to continuing our great relationship with collectors in Thailand and having a flagship boutique with a strong local team of watch experts here is so important. Thai collectors love bespoke timepieces, and this is one of the specialties of the house of Bovet. We will be holding many events in Bangkok in the coming years."

Bovet is not a stranger to Thailand. Having had a previous boutique in the past at this same mall some years ago, the new location occupies an even more prominent corner next to an entrance from a connecting bridge. The boutique is classically styled with a great chandelier in the centre of the space, and a large television screen to enhance the feel of dynamism. Most importantly, the inventory is superb with a great selection of timepieces for gentlemen and ladies, some of them recently launched globally.

"BOVET WATCHES
ARE AS CHARACTERISTIC
AND DIFFERENT AS THEY
ARE SOPHISTICATED."

We believe this new presence will contribute to the optimal growth of the brand in this market. This is because unlike the more affordable products, customers paying for timepieces at this price level would want a level of assurance even if they already know the brand. And if they did not know the brand in the first place, the boutique would naturally contribute to their confidence as they make a purchase decision. Bovet watches are as characteristic and different as they are sophisticated. We will be sure to talk more about them as the brand celebrates their 200th anniversary this year.



Bovet Récital 26 Brainstorm Chapter Two



Top 7 Mother's Day Gift Picks

For the mom who'd like something unique: Bovet Audrey Sweet Art



The Miss Audrey Sweet Art from Bovet utilises a material that has never been heard of to create a dial – a dial made from sugar crystals. This technology represents innovation in materials and minimalistic creations. The process starts by preparing sugar crystals, combined with special paints and then very carefully applied manually to the dial. The whole process is so delicate that there is no room for error and any step missed will lead to restarting the whole procedure. The 36mm stainless steel watch is handcrafted with diamonds and can be worn as a wristwatch or as a pendant without any tool.



EVENTS

强强联手！当劳斯莱斯邂逅播威

Rolls-Royce Exclusive Preview Of Rolls-Royce Boat Tail Timepieces By BOVET 1822

For the first time in South East Asia, Rolls-Royce Motor Cars Singapore hosted an exclusive preview of Rolls-Royce Boat Tail Timepieces specially commissioned to BOVET 1822, where these exquisitely crafted timepieces will be mounted into the dashboard of the luxury coach-built car.

For the first time in South East Asia, Rolls-Royce Motor Cars Singapore hosted an exclusive preview of Rolls-Royce Boat Tail Timepieces specially commissioned to BOVET 1822, where these exquisitely crafted timepieces will be mounted into the dashboard of the luxury coach-built car.

Guests were hosted by Renee Chua, Managing Director of Rolls-Royce in the company of BOVET 1822. The collaboration of Rolls-Royce and BOVET 1822 is a representation of both luxury houses' commitment towards client satisfaction and their similar value towards excellence, precision, heritage, performance, design artistry, artisanal attention to detail, and innovation.









We talk to Pascal Raffy of Bovet Timepieces about the bespoke Fleurier timepieces created for the couple that owns the 2022 Rolls-Royce Boat Tail : Time & Tide

Singapore - As one moves up the hierarchy of luxury, time becomes even more of an interesting construct, because it is 'time' you're really buying – that of yours and the artisans – as opposed to mere products.

Your time is precious, yet you're in an enviable position to stop, smell the flowers and appreciate the finer things life has to offer, which often includes things that aren't 'off-the-shelf'.

Many people mistakenly think money is about instant gratification, simply because they think it can buy other people's immediate attention.

On the other hand, some reckon the true meaning of luxury is never having to buy off-the-rack, because ready-to-consume luxury is a dichotomy on several levels.

The real indulgence is being able to wait for what you want, because that is the price for something that is yours and yours alone.

And what happens when personalising an existing Rolls-Royce isn't enough to pander to your sense of individuality?

[You commission a coach-built Boat Tail](#), that's what, complete with matching His/Her timepieces from the House of Bovet that fit perfectly into the car's centre fascia.

We're at the Rolls-Royce showroom to meet watch enthusiast and Rolls-Royce aficionado, Pascal Raffy, the spry fifty-something owner (and custodian) of the Bovet brand since 2001.





As a friend of the collector couple who commissioned the Boat Tail with Rolls-Royce, he was asked to create matching timepieces for the couple that would fit perfectly into the dash fascia of the Boat Tail.

"The Boat Tail is a momentous achievement that can be appreciated in the lines, curves, details, painting, engineering and the decoration of every detail. The collector couple are exquisite people who have a true understanding of what luxury should be, especially in terms of the car's details and for the timepieces when we first started this journey four years ago!" Pascal tells us.

He continues, "I love how the couple brought the two houses of Rolls-Royce and Bovet together. Things can't be forced and have to come about naturally, because it is all about the encounter of human beings and for this I have to thank the couple who brought Bovet together with a car marque I have loved for decades. Thanks to the human dimension, the respect and the reciprocity, Bovet's collaboration with Rolls-Royce has been a smooth journey, even in spite of the great technical challenges (related to vibrations, humidity and magnetism, weight and crash tests)."

"When the energy is positive everybody surpasses expectations in terms of skills and will, but in a very harmonious way. With such close collaboration, I need to understand and feel people, to see that there are shared values. The experience (with Rolls-Royce) has been magical," Mr. Raffy says.

In many ways, Bovet shares a kinship with Rolls-Royce in that both brands do not follow the fickle winds of fashion. "You have to be proud of your roots, defend your roots. Any evolution must be logical and sustainable. Fashion is ephemeral, but tradition lasts. However, tradition has to be substantial and possess 'depth'," he explains.





That's the same wood that's used in the Rolls-Royce Boat Tail



A star-chart as seen on the time and day of the gentleman's birth

"From the weight limit (maximum 200g) to the movement, then decorating part of it using the same wood that is used in the Boat Tail, hand-engraving the Spirit of Ecstasy (this takes one engraver one week to complete) and the relief of the car on the watch-back, our feeling was to please both the couple, as well as the Rolls-Royce team. When you take a magnifying glass to the timepiece, you will realise it truly is the Boat Tail, right down to the painting of the car itself. For the lady, we've created a symbolic beautiful flower bouquet, hand-painted through a microscope, and for the gentleman, it is a star chart of the planets as seen on the day, time and place of his birth."

People often miss the forest for the trees when they focus only on the price-tag and not the experience and emotion of owning a piece of luxury.

Pascal explains, "Luxury for me is related to two words: 'education' (to appreciate) and 'emotion' (to feel). You don't sell a Bovet timepiece, you 'transmit' it."

"Whenever we present a bespoke, very high-end Bovet timepiece to the client, I look out for that little smile when they use a magnifying glass to inspect the exquisite details. Every Bovet has to be balanced, beautiful, valuable and matching the taste of the people and this is why we're as bespoke as the house of Rolls-Royce," he says.



Bangkok Post



| Rose gold version of Orbis Mundi in a 42mm Fleurier case. (Photos © Bovet 1822)

A world timer would have been a useful travel companion for Edouard Bovet, who left London on April 20, 1818, aboard the *Orwell*, a ship of the *Compagnie des Indes*, to China. On Aug 16, he arrived in Canton, where he quickly sold four timepieces.

The Bovet brothers registered their family business on May 1, 1822, with Edouard residing in Canton, while Alphonse and Frederic were in London, and Gustave was managing the workshops in Fleurier.

The 200th anniversary of Bovet 1822 is marked by the Orbis Mundi, with an ingenious world time function. Since Pascal Raffy took over the company in 2001, the Maison has developed double, triple, and world-time watches that have been successful among collectors.

Bovet 1822 took multiple time zone displays a step further by incorporating a dome with the names of 24 cities into the Récital 26 Brainstorm Chapter Two, which received the Mechanical Exception Watch Prize at the GPHG 2020.

-
- Constantly changing
 - Focus on the future
 - Asia's largest F&B fair comes to Impact Challenger
-

"The Orbis Mundi came as an idea when fine-tuning all the mechanical details of the Récital 26 Brainstorm Chapter Two, whose dome, located at 3 o'clock, allows a very intuitive way to choose and read the selected time zone. Likewise, the Orbis Mundi displays the 24 time zones in a unique way," said Raffy.



Rose gold version of Orbis Mundi in a 42mm
Fleurier case. Photos © Bovet 1822

The world time display is crafted in aventurine glass, with the name of cities in yellow. As the cities radiate from the top of the globe, they can be viewed easily at a glance and reading the time in all 24 zones becomes intuitive and simple.

"As you can imagine, I travel quite a lot as head of Bovet 1822, and deal with people in many different time zones," said Raffy. "I wanted an elegant timepiece that would make it easy to set and tell the time anywhere in the world."

All functions are set using merely the crown. Turning the crown counter-clockwise allows for setting the hours and minutes, and clockwise to set the 24 world time display.

Aventurine glass is also used for the 20-second indicator located at 6 o'clock, where the three-arm second hand rotates above the exposed balance wheel and regulating organ.

The 42mm Orbis Mundi is housed in an emblematic Fleurier case, in grade 5 titanium or red gold, with a Bovet bow at 12 o'clock.

On the case back, the sapphire glass reveals details of the finely finished manual-winding movement, providing a power reserve of seven days via a single barrel, with the indicator positioned on the right of the world-time dial on the face of the watch.

Bovet 1822 is one of the few completely integrated manufactures in the watchmaking industry. It produces 95% of the components and uses the term "Swiss Handcrafted" instead of "Swiss Made".

"Our cases, dials, hands, movements, up to the hairspring, are 100% made in house. We take care of all details when decorating every single component of our timepieces," said Raffy. "The Orbis Mundi is beautifully seated on the wrist. You will enjoy discovering a new detail, depending on the light, and the ease of adjusting the universal time simply with the crown."



| Bovet 1822 owner Pascal Raffy.



Robb Report
VIETNAM



Trong chuyến hành trình vòng quanh thế giới, cặp đồng hồ Tourbillon danh giá trên tuyệt tác Rolls-Royce Boat Tail đã có buổi gặp gỡ với các nhà sưu tập và giới mộ điệu tại Việt Nam.

Ngày 26/4 vừa qua, boutique showroom Rolls-Royce Motor Cars HCMC đã vinh dự được Bovet 1822 lựa chọn là điểm dừng chân tiếp theo trên chuyến hành trình toàn cầu của cặp đồng hồ Boat Tail nổi tiếng.

Trong buổi triển lãm, ông Romain Milet – Giám đốc điều hành khu vực châu Á – Thái Bình Dương của Bovet 1822, đã trình trọng giới thiệu đến giới mộ điệu và các nhà sưu tập cặp đồng hồ “huyền thoại” có mặt trên chiếc Rolls-Royce Boat Tail – mẫu xe thương mại có giá cao nhất thế giới tính tới thời điểm này. Ngoài ra, Bovet 1822 còn mang đến bộ sưu tập hấp dẫn, truyền tải đầy đủ tinh hoa và triết lý hoạt động của thương hiệu.



Buổi giới thiệu và triển lãm tác phẩm cặp đồng hồ do Bovet 1822 chế tác dành riêng cho dự án Boat Tail diễn ra tại boutique showroom Rolls-Royce TP.HCM.

“Sự kết hợp giữa Bovet 1822 và Rolls-Royce là một sự kết hợp đặc biệt và vô vàn cảm xúc. Cả hai thương hiệu đều chia sẻ chung một giá trị, đó chính là giá trị mỹ thuật, giá trị di sản, giá trị của nét đẹp trong thủ công mỹ nghệ – là một trong những điều đẹp đẽ nhất trong văn minh của nhân loại. Dự án này được kết nối bởi vị chủ nhân của tác phẩm Boat Tail – không chỉ là một nhà sưu tầm xe, mà còn là một nhà sưu tầm đồng hồ. Ông đã chọn Bovet 1822 là nhà chế tác cặp đồng hồ đặt trên bảng taplo của kiệt tác Boat Tail. Đó chính là Bespoke, tất cả những ý tưởng nghệ thuật, những mong muốn của những vị khách đều được nỗ lực để hoàn thiện một cách chần chu và toàn diện nhất.” – Ông Romain Millet, Giám đốc thương hiệu Bovet 1822 khu vực Châu Á-Thái Bình Dương, chia sẻ tại sự kiện triển lãm diễn ra tại showroom Rolls-Royce Motor Cars TP. HCM,



Thiết kế dành cho chủ nhân chiếc Boat Tail với những chi tiết được chạm khắc tỉ mỉ, mô phỏng chính chiếc xe. Các họa tiết này được thực hiện hoàn toàn bằng tay, khắc họa hoàn chỉnh các chi tiết bánh xe, tay nắm cửa, gương và các chi tiết khác.



Phiên bản đồng hồ dành cho nữ chủ nhân được trang trí bằng một bức tranh thu nhỏ có hình một bó hoa được trang trí công phu trên mặt số khảm xà cừ. Thiết kế này là một họa tiết truyền thống của BOVET 1822, được chủ nhân đích thân lựa chọn và cá nhân hóa theo yêu cầu.



Ngắm đồng hồ siêu đắt cho Rolls-Royce Boat Tail về Việt Nam



Rolls-Royce Motor Cars và những bậc thầy chế tác đồng hồ người Thụy Sĩ tại BOVET 1822 đã “bắt tay” để tạo ra một cặp đồng hồ độc đáo cho chiếc Boat Tail và chủ nhân của nó - một nhà sưu tầm đồng hồ BOVET 1882. Giờ đây, cặp đồng hồ **Bovet 1882 cho Rolls-Royce Boat Tail** đã có mặt tại Việt Nam.



Chủ nhân của Rolls-Royce Boat Tail siêu sang là 1 trong 3 khách hàng quan trọng nhất của hãng xe Anh quốc. Đồng thời, khách hàng này cũng đang sở hữu một chiếc xe cổ Rolls Boat Tail đời 1932.



Rolls-Royce Boat Tail sẽ ra mắt cùng 2 mẫu đồng hồ được đặt làm riêng theo xe



Đồng hồ Bovet 1822

Rolls-Royce Motor Cars và những bậc thầy chế tác đồng hồ người Thụy Sĩ tại đồng hồ Bovet 1822 đã “bắt tay” để tạo ra một cặp đồng hồ độc đáo cho chiếc Boat Tail và chủ nhân của nó - một nhà sưu tầm đồng hồ Bovet 1822. Sự hợp tác quý báu những bậc thầy nghệ nhân thủ công, nghệ nhân chế tác đồng hồ, các thiết kế của hai thương hiệu, nhằm cho ra đời tác phẩm - sự thăng hoa của nghệ thuật chế tác, là minh chứng cho những giá trị di sản của hai thương hiệu: đó là khả năng chế tác xuất sắc, tinh đối mới, cũng như sự chính xác và tỉ mỉ đến từng chi tiết để làm ra những tác phẩm mang tính di sản và nghệ thuật.



Ô TÔ - XE MÁY

Ra mắt đồng hồ Bovet 1822 trên Rolls-Royce Boat Tail tại Châu Á

Lê Mạnh — 15/03/2022 9 phút để đọc

Gần đây, giới mộ điệu Châu Á lần đầu tiên được ngắm cặp đồng hồ độc đáo – kiệt tác kết hợp giữa Bovet 1822 và Rolls-Royce dành riêng cho Rolls-Royce Boat Tail.

Kể từ khi những chiếc ô tô xuất hiện, sự liên kết giữa thời gian và ô tô đã gắn bó chặt chẽ với nhau. Đồng hồ luôn có một vị trí trong thế giới ô tô để đo tốc độ trên quãng đường nhằm đảm bảo chủ nhân luôn sở hữu thời gian chính xác khi lái xe. Chiếc đồng hồ trên xe ô tô Rolls-Royce tựa như một viên ngọc quý và là một biểu tượng thu nhỏ khắc họa rõ nét về chủ nhân của chiếc xe, đồng thời được nâng lên tầm cao mới về mặt kỹ thuật và thẩm mỹ.



Rolls-Royce & BOVET 1822: Sự kết hợp hoàn hảo

Có thể thấy rằng, Rolls-Royce và BOVET 1822 là một sự kết hợp hoàn hảo. Hai thương hiệu cùng nỗ lực để hoàn thành sự hài lòng của vị khách, chia sẻ rất nhiều giá trị – sự xuất sắc, độ chính xác, di sản, hiệu suất, nghệ thuật thiết kế, sự tinh tế đến từng chi tiết cũng như luôn đổi mới. Thông qua lần hợp tác này đã nâng cao tiêu chuẩn, tái định nghĩa về di sản thương hiệu.



Rolls-Royce Motor Cars là công ty con thuộc sở hữu của tập đoàn BMW. Rolls-Royce Motor Cars hiện là nhà sản xuất ô tô siêu sang hàng đầu thế giới, có trụ sở tại Goodwood, hạt Tây nước Anh, nơi duy nhất trên thế giới những chiếc ô tô Rolls-Royce được làm thủ công.



Khám phá chiếc đồng hồ cực tinh xảo trên Rolls-Royce 28 triệu USD

Trên chiếc siêu sang Rolls-Royce Boat Tail trị giá 28 triệu USD sở hữu những thiết kế xa xỉ nhưng không kém phần tinh xảo. Một trong số đó là chiếc đồng hồ Bovet 1882 đặt ở bộ trung tâm xe ít người biết đến.

Siêu sang [Rolls-Royce Boat Tail](#) lần đầu tiên ra mắt trước công chúng thế giới tại sự kiện Concorso d'Eleganza Villa d'Este vào tháng 10/2021 ở Ý đã khiến giới nhà giàu sùng sốt bởi thiết kế độc đáo, pha trộn giữa nét cổ điển và sự hiện đại. Còn giới chuyên môn nhận xét hãng siêu sang Anh quốc đã nâng tầm ngành công nghiệp xa xỉ phẩm lên một tầm cao mới thông qua chiếc xe trị giá 28 triệu USD (khoảng 663 tỷ đồng).

Như truyền thống, những chi tiết trên Rolls-Royce Boat Tail đều được làm thủ công một cách cầu kỳ, tỉ mỉ từ những nghệ nhân đầy kinh nghiệm. Chính vì vậy, với những bộ phận mang tính đặc thù riêng, [Rolls-Royce](#) đã kết hợp với những đối tác đặc biệt. Một trong những đối tác đó là hãng đồng hồ Thụy Sĩ Bovet 1822.







Kiệt tác đồng hồ Bovet 1882 trên Rolls-Royce Boat Tail lần đầu tiên ra mắt tại khu vực Châu Á



Sau nhiều năm nghiên cứu và thử nghiệm, Rolls-Royce lần đầu công bố hệ thống gắn đồng hồ trong bảng điều khiển. Đây là cặp đồng hồ “Boat Tail” hoàn toàn độc đáo do các bậc thầy nghệ nhân đồng hồ BOVET chế tác, được đặt làm riêng cho bảng điều khiển của Rolls-Royce Boat Tail.

Kể từ khi những chiếc ô tô xuất hiện, sự liên kết giữa thời gian và ô tô đã gắn bó chặt chẽ với nhau. Đồng hồ luôn có một vị trí trong thế giới ô tô để đo tốc độ trên quãng đường nhằm đảm bảo chủ nhân luôn sở hữu thời gian chính xác khi lái xe. Chiếc đồng hồ trên xe ô tô Rolls-Royce tựa như một viên ngọc quý và là một biểu tượng thu nhỏ khắc họa rõ nét về chủ nhân của chiếc xe, đồng thời được nâng lên tầm cao mới về mặt kỹ thuật và thẩm mỹ.





Sự kết hợp đầy cảm xúc giữa Rolls-Royce Boat Tail và đồng hồ Bovet 1822

Trong chuyến hành trình vòng quanh thế giới, cặp đồng hồ Tourbillon danh giá trên tuyệt tác Rolls-Royce Boat Tail đã có buổi gặp gỡ với các nhà sưu tập và giới mộ điệu tại Việt Nam.



Thiết kế dành cho chủ nhân chiếc Boat Tail với những chi tiết được chạm khắc tỉ mỉ, mô phỏng chính chiếc xe. Các họa tiết này được thực hiện hoàn toàn bằng tay, khắc họa hoàn chỉnh các chi tiết bánh xe, tay nắm cửa, gương và các chi tiết khác.



Khách mời còn được trải nghiệm về thế giới Bespoke của Rolls-Royce qua mẫu Phantom Extended VIII.



MEN'S FOLIO

Ấn tượng cặp đồng hồ Bovet 1822 trên tác phẩm Rolls-Royce Boat Tail

By Nam Thi | April 29, 2022

Trong chuyến hành trình vòng quanh thế giới, cặp đồng hồ Tourbillon danh giá trên tuyệt tác Rolls-Royce Boat Tail đã có buổi gặp gỡ với các nhà sưu tập và giới mộ điệu tại Việt Nam.



Vào ngày 26/4, boutique showroom Rolls-Royce Motor Cars HCMC đã vinh dự được Bovet 1822 lựa chọn là điểm dừng chân tiếp theo trên chuyến hành trình toàn cầu của cặp đồng hồ Boat Tail nổi tiếng. Trong buổi triển lãm, ông Romain Milet – Giám đốc điều hành khu vực châu Á – Thái Bình Dương của Bovet 1822, đã trình trọng giới thiệu đến giới mộ điệu và các nhà sưu tập cặp đồng hồ “huyền thoại” có mặt trên chiếc Rolls-Royce Boat Tail – mẫu xe thương mại có giá cao nhất thế giới tính tới thời điểm này. Ngoài ra, Bovet 1822 còn mang đến bộ sưu tập hấp dẫn, truyền tải đầy đủ tinh hoa và triết lý hoạt động của thương hiệu.





MOTOSaigon

Đồng hồ Bovet 1822 trên chiếc Rolls-Royce Boat Tail xuất hiện tại Việt Nam

Bởi excitergp - 26/04/2022 18:31

Cặp đồng hồ Bovet 1822 lừng danh trên chiếc Rolls-Royce Boat Tail đã đặt chân tới Việt Nam trong sự háo hức và mong đợi từ các nhà sưu tầm nói riêng và giới mộ điệu nói chung.

Bovet 1822 trên chiếc Rolls-Royce Boat Tail: Sự thăng hoa của nghệ thuật độc bản.

Rolls-Royce Boat Tail không chỉ là một phương tiện đơn thuần. Đây là một dự án lâu dài, đòi hỏi sự đầu tư về mặt thời gian, công nghệ và cảm xúc từ cả nhà sưu tập và thương hiệu. Để được lựa chọn tham gia chương trình Coachbuild, chủ nhân của những chiếc xe phải là các cá nhân kiệt xuất trong lĩnh vực của họ, đồng thời có sức ảnh hưởng lớn, vốn chỉ chiếm vài phần trăm trong tổng số hành khách toàn cầu. Đặc biệt, họ là những cá nhân hiểu rất rõ về giá trị thương hiệu, và sự hiểu biết sâu rộng của chủ sở thành công của dự án Coachbuild.



Thiết kế mặt sau hai chiếc đồng hồ có phần cá nhân hoá hơn. Chiếc đồng hồ của quý ông có mặt số bằng đá Aventurine, được sắp xếp dựa theo vị trí các vì sao trên bầu trời đêm tại nơi sinh của ông vào đúng ngày sinh của ông ấy; phiên bản đồng hồ dành cho nữ chủ nhân được trang trí công phu bằng một bức tranh thu nhỏ có hình một bó hoa trên mặt số khảm xà cừ. Thiết kế này là một họa tiết truyền thống của Bovet 1822, được chủ nhân đích thân lựa chọn và cá nhân hóa theo yêu cầu.



Cả hai mặt số phía sau đều được trang trí bằng các tác phẩm điêu khắc Bespoke hình chiếc Boats Tail. Các họa tiết này được thực hiện hoàn toàn bằng tay, khắc hoạ hoàn chỉnh các chi tiết bánh xe, tay nắm cửa, gương và nhiều chi tiết tinh xảo khác.



Đội ngũ của Rolls-Royce và Bovet 1822 đã hợp tác chặt chẽ với nhau để đảm bảo lớp sơn mài của tác phẩm nghệ thuật này mang màu ton sur ton với chiếc động cơ ô tô cỡ lớn.



Kết cấu giá đỡ đồng hồ là chi tiết vô cùng độc đáo trên chiếc Rolls-Royce Boat Tail. Thiết kế này được lên ý tưởng bởi các kỹ sư Bovet 1822 và đội ngũ thiết kế Rolls-Royce Coachbuild.



WELOVECAR.

Kiệt tác cặp đồng hồ Bovet 1822 trên Rolls-Royce Boat Tail xuất hiện tại Việt Nam có gì đặc biệt?



Mới đây, cặp đồng hồ Bovet 1822 được xem là kiệt tác trên chiếc Rolls-Royce Boat Tail đã được mang về Việt Nam để giới thiệu đến các nhà sưu tầm và giới yêu thích đồng hồ.



Kiệt tác cặp đồng hồ Bovet 1822 trên Rolls-Royce Boat Tail xuất hiện tại Việt Nam

Ô TÔ | 09:28 | 28/04/2022

[Chia sẻ](#)

[Tweet](#)

Cặp đồng hồ Bovet 1822 được xem là kiệt tác trên chiếc Rolls-Royce Boat Tail đã được mang về Việt Nam để giới thiệu đến các nhà sưu tầm và giới yêu thích đồng hồ

- Rolls-Royce công bố 3 nhà thiết kế chiến thắng cuộc thi Spirit of Ecstasy Challenge
- Xe điện Rolls-Royce SPECTRE trải qua cuộc thử nghiệm mùa đông khắc nghiệt
- Cận cảnh Rolls-Royce Ghost Black Badge đầu tiên tại Việt Nam





Chiếc đồng hồ Bovet 1882 được tạo ra cho mẫu xe Rolls-Royce Boat Tail đầu tiên có phần vỏ được thiết kế đặc biệt bằng vàng trắng 18K. Mặt số phía trước được lát lớp veneer Caleidolegno cùng tông màu với phần boong phía sau (aft deck) của chiếc Boat Tail, và được hoàn thiện bằng tên của cặp vợ chồng chủ sở hữu.

Đồng hồ của quý ông được đánh bóng, tạo nên vẻ đẹp trang nhã; trong khi đó, chiếc đồng hồ cho quý bà được chạm khắc tinh xảo trước khi phủ lớp sơn mài màu xanh lam.



đồng hồ Bovet 1822

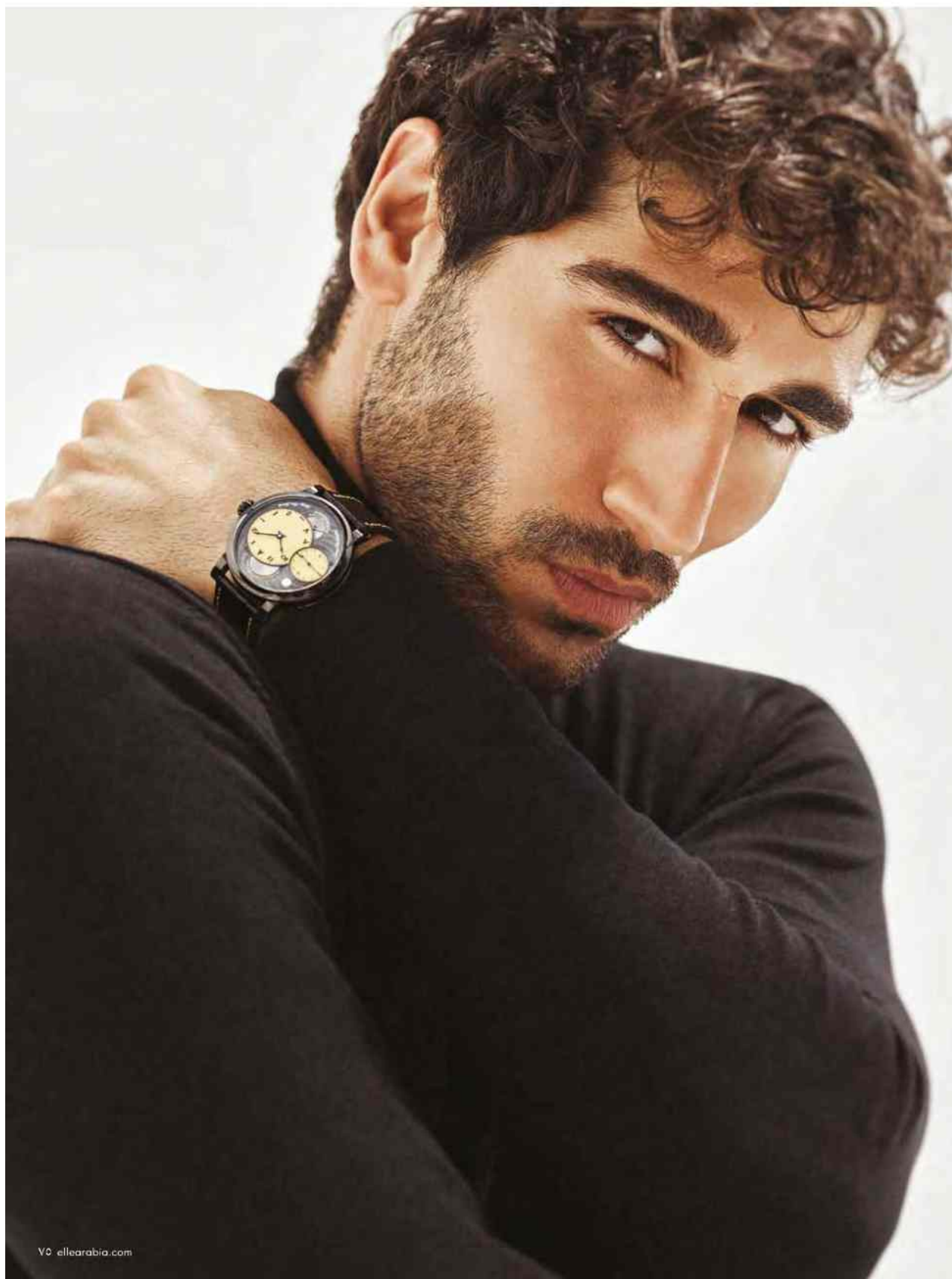
Ông Pascal Raffy – Giám đốc điều hành Bovet 1822 chia sẻ: “Tôi rất tự hào về các nghệ nhân của Bovet 1822 vì đã phối hợp nhịp nhàng với các bậc thầy cơ khí tại Rolls-Royce để tạo ra một tác phẩm thật sự phi thường. Chủ sở hữu của chiếc xe và chiếc đồng hồ độc đáo này vốn là người bạn thân thiết và cũng là nhà sưu tập mà Bovet 1822 vô cùng quý trọng. Vì vậy, chúng tôi nhận thấy cần phải làm những gì tốt nhất cho họ – kết quả chính là cặp đồng hồ hoàn toàn độc đáo, không giống với bất kỳ tác phẩm nào chúng tôi từng làm trước đây.”

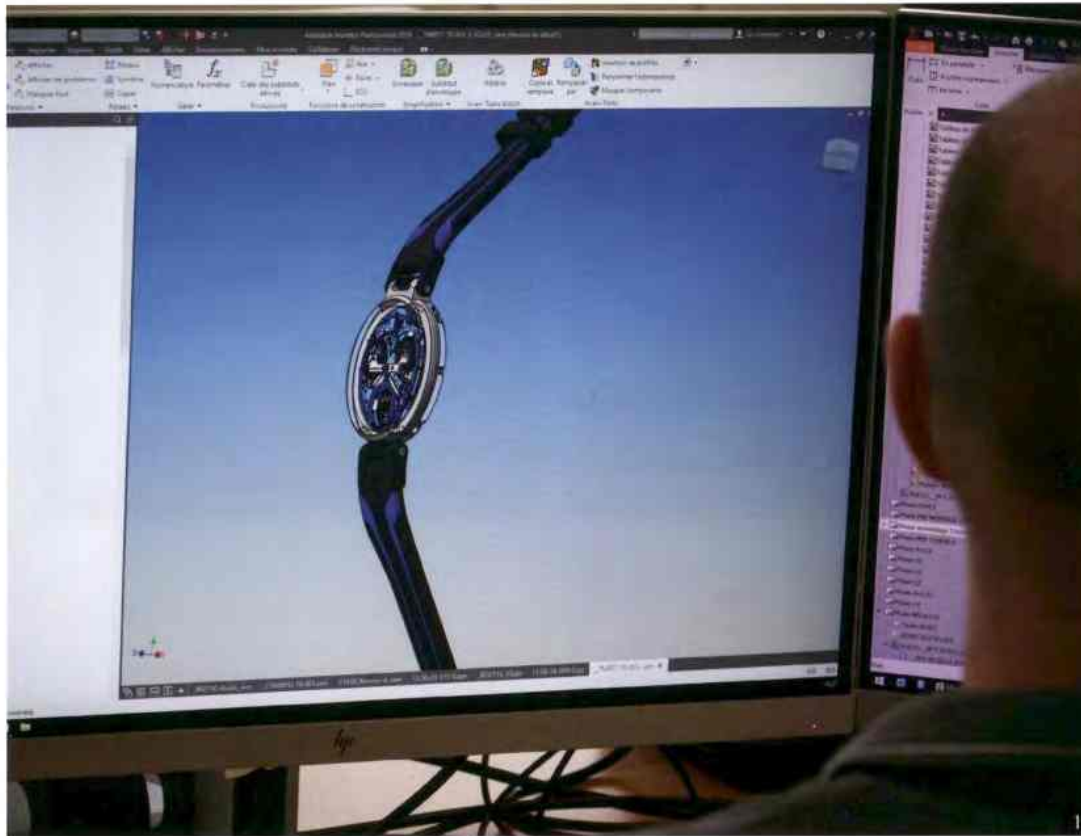
Bộ sưu tập đặc biệt “độc nhất vô nhị” Bovet 1822 x Boat Tail sẽ được trưng bày tại Rolls-Royce Motor Cars HCMC Boutique: Union Square Shopping Center, 171 Đồng Khởi, Quận 1, TP. Hồ Chí Minh. Giờ mở cửa: 9:00 am – 10:00 pm, từ thứ Hai đến Chủ Nhật.



Middle East

May 31st, 2022





1 إبداعات جلية

استلهم فريق التصميم في بوفيه المنحنيات والخطوط الخارجية البديعة لسيارة باتيستا معيلاً صياغتها في تصميم عقارب الساعة والجسور، والميناءين وغير ذلك من عناصر البناء التي ترتبط على نحو جلي بتصميم المركبة. وقد اقتضى ذلك الخروج بعض الشيء عن السمات التصميمية للساعات التقليدية بما يتيح الإتيان بأشكال أكثر انسيابية تحاكي أسلوب بينينفارينا على سبيل المثال، يزهو الجسر المعلق فوق الميناءين الرئيسيين بمظهر ثلاثي الأبعاد يعكس منحنيات سيارة باتيستا.

تحضر أيضاً الإبداعات المستلهمة من السيارة الخارقة في الترتيب غير المتماثل للميناءين الزرقاوين لاستتساخ الشكل المثلث Triangolo المميز لسيارة باتيستا في شكل منمنم يتجلى أيضاً عبر الغطاء الخلفي المصنوع من الكريستال الياقوتي، وتنتزّن الساعة فوق الميناء المخصص لعرض احتياطات الطاقة بعلمي الشراكة بين الصانعين، يكملهما الحرف F في إشارة إلى بينينفارينا، وزهرة اللوتس الممثلة لعلامة بوفيه.



إنجاز عبقري



Bovet Battista Tourbillon

الإبداع المتهكامل

هكذا تصوغ دار بوفيه 1822 نبض وقت يستعير أدق تفاصيل
سيارة باتيستنا الخارقة من بينينفارينا.

الاتقان الحربي الذي درجت عليه دار بوفيه. وقد عمل فريق التصميم في كلتا العلامتين جنباً إلى جنب لابتكار كل عنصر في الساعة. وفريقاً كان أم زخرفياً، بما يعكس الرؤية المستقبلية التي يتشاركها الصانعان إلى جانب شغف راسخ بالدفع بحدود الممكن في عالم الابتكار.

في ساعة باتيستنا توربيون المتاحة في علب من البلاتين أو الذهب الأحمر. أو التيتانيوم المصقول. والتي يقتصر إنتاجها المحدود على 30 نموذجاً لكل علبة. تجلي هذا التلاقي الإبداعي عبر التفاصيل المستلهمة بدقة من اللغة التصميمية للسيارة الخارقة. نُحت كل عنصر في التصميم بما يعكس فلسفة النقاء في الشكل المميّزة لبينينفارينا. ونجح الشريكان في الاتيان بأفكار ثورية لتخفي العقبات التي يفرضها تطبيق هذه الفلسفة التصميمية على المساحة المدمجة للساعة.

منذ أن استحوذ باسكال راي على دار بوفيه في عام 2001، نجح في أن يبيّن في إرثها التاريخي زخماً حيويًا متجددًا. ولكن بعيداً عن إقصاء عناصر التمايز المتجذرة في عمرها المديد. بدءاً من الطابع الحصري لابتكاراتها. ووصولاً إلى الجماليات الفنية التي تزدهر بها. والتقاليد الحرفية الأصيلة التي تنعكس في أدق تفاصيلها. هذه المقاربة إلى التمايز في الإبداع تجلت مرة أخرى هذا العام مع الكشف عن ساعة Battista Tourbillon التي جسدت أول نتاج لمشروع الشراكة بين دار بوفيه 1822 وشركة أوتوموبيلي بينينفارينا.

تستلهم الساعة الجديدة سيارة Battista Hyper GT الخارقة والكهربائية بالكامل لتحكي بمواكبة أوتوموبيلي بينينفارينا للثورة الحالية في عالم الفخامة المستدامة فيما تعكس في الوقت نفسه ذروة



5

تجميع يدوي

يتولى كبار صناع الساعات لدى بوفيه تجميع مكونات المعيار الحركي، ويستغرق هذا المسار المعقد ما بين 52 ساعة و80 ساعة. لا تعتمد الدار أي خطوط تجميع ممكنة أو كائنات آلية لتنفيذ هذه المرحلة الشاقة، فكل خطوة فيها رهن باللمسة البشرية.

6

الاختبار النهائي

على ما هو عليه حال ساعات بوفيه كلها، تشمل كل خطوة على طريق بناء الساعة على محطة لمراقبة الجودة. لكن لا بد من اختبار نهائي لفحص مختلف أوجه الساعة المكتملة بما يضمن الحفاظ على أعلى معايير الدقة في الهندسة والتصميم واللمسات النهائية. ■



6

إنجاز عبقري



2

صناعة دقيقة

في ما خلا الحزام المصنوع من المطاط النباتي، وغطاءي العلبة الأمامي والخلفي المصنوعين من الكريستال الياقوتي، تتكامل مسارات الإنتاج في دار بوفيه 1822 التي تولت تصنيع كل مكون في ساعة باتيستا توربيون. بل إنها صنعت أيضًا داخليًا العنصر المنظم لحركة التوربيون الجديدة والنواياض الشعرية التي لا يمتن إنتاجها سوى عدد ضئيل من دور الساعات. من المعروف أن مصنع بوفيه في تراميلان بسويسرا يعد واحدًا من مصانع قليلة جدًا في العالم تحتضن تحت سقفها مسارات التصنيع الأربعة الرئيسة: القص في الاتجاه المختار، والقطع باستخدام تقنية التحكم الرقمي عبر الحاسوب CNC، والقص الدقيق بتقنية الحث الكهرومغناطيسي، والقطع باستخدام مكابس الضغط.

3

لمسات مصقولة

تعلو بالتصميم المبتكر والمزايا الهندسية الدقيقة لمسات نهائية تُطبق يدويًا على كل مكون بما يثمر عن ساعة تقارب الفعل الفني البديع. وتشمل أبرز هذه اللامسات التي ينقذها حرفيون متمرسون الصقل، وتشطيب الزوايا، وشطف الحواف، والنقش، والزخرفة، وغيرها.

4 (أ-ب)

تقنيات تقليدية

لصياغة الميناءين المنفردين وغير المتماثلين في ساعة باتيستا توربيون، يستخدم حرفيو بوفيه التقنية التقليدية للطباعة بالنقل. يُطبق الحبر بداية على صفيحة الصورة المحفورة، ثم يتيح لوح من السيليكون نقل الحبر إلى الميناء. يقتضي في العادة تطبيق الحبر على الميناء الواحد تكرار هذه الخطوة من ثلاث مرات إلى أربع مَرَّات، يُخبز الميناء بعد ذلك طيلة ساعات عدة، ثم يُجمع الميناءان من قبل حرفيين يتانون في مهمتهم بما يحول دون إلحاق أي ضرر بالأجزاء النهائية.



ساعات ومجوهرات

ساعة Miss
Audrey Sweet
Art الجديدة

من 1822 Bovet

تتألق بأسلوبها
الفاخر ومينائها
المصنوع
من السكر
الخالص




DE BETHUNE
DB28 Kind of Blue Tourbillon

De Bethune has reimagined its iconic DB28 Tourbillon with a brand-new monochromatic range. In this piece, the colour blue has been chosen as it is a fundamental element of De Bethune's identity. The brand has devoted considerable research into developing a natural blue hue to tie into the concept of infinity, evoking water, the sky and space.

📍 Mall of the Emirates ☎ 04 3411211 📍 The Dubai Mall ☎ 04 3398883

Into the blue

The ocean, the skies and outer space are recurring themes this season, offering endless inspiration – evident in our top picks from our favourite timepiece and jewellery brands.



A. LANGE & SÖHNE
1815 Rattrapante Perpetual Calendar
Handwerkskunst

A true masterpiece from the house of A. Lange & Söhne, the showstopping element of this timepiece is the hinged caseback, which displays a meticulously engraved image of Luna, the graceful goddess of the moon.

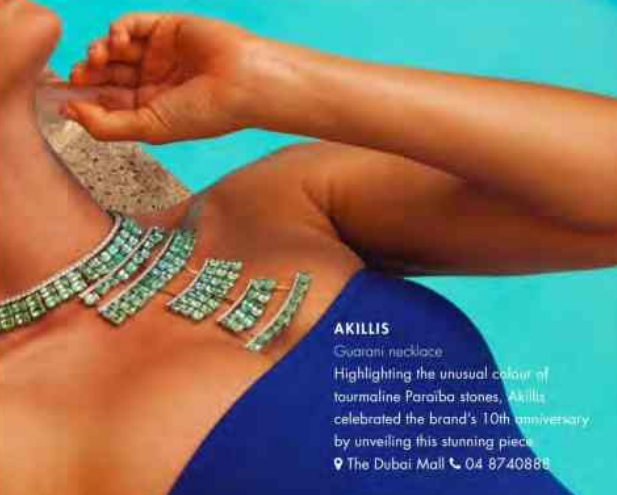
📍 The Dubai Mall ☎ 04 3253923
📍 Mall of the Emirates ☎ 04 5471860



BOVET
Battista Tourbillon

Working closely with Automobili Pininfarina, Bovet has created a timepiece that perfectly complements the Battista – the marque's new electric hypercar. Its high performance and shared aesthetic touches – with the car's exterior curves translating into the hands, bridges and dials, and the triangle logo pattern carried over to the watch's two-tone blue dial – make this a sought-after piece for supercar enthusiasts.

📍 Ahmed Seddiqi & Sons, The Dubai Mall ☎ 04 3398883



AKILLIS
Guarani necklace

Highlighting the unusual colour of tourmaline Paraíba stones, Akillis celebrated the brand's 10th anniversary by unveiling this stunning piece.

📍 The Dubai Mall ☎ 04 8740888

ساعات

Watches

HORSE MOTIF WATCHES

ساعات برسم الخيول



Vacheron Constantin كونستانتان

تبقى الطبيعة ومواردها أبرز مصادر الإلهام لمصممي الساعات، خصوصاً عندما يلجؤون إلى عالم الحيوانات، وما الأجل من الخيل لكي يستوحوا منه تصاميمهم الفاخرة والنبيلة؟ ودار الساعات الرائدة في استخدام رسومات الخيل، هي هيرميس التي اعتمدت خيلاً لرسم اللوغو الخاص بها، ومن الدور التي صممت ساعات بهذا الأسلوب أيضاً، نذكر بياجيه، وشوبارد Chopard، وبوفيه Bovet، وجاكيه دروز Jaquet Droz، وفاشرون كونستانتان Vacheron Constantin، وغيرها... تعرفي إلى أبرز التصاميم التي استوقفتنا هذا الموسم، وكان لا بد من تسليط الضوء عليها.

بيروت | ساره مرتضى Sarah Mourtada



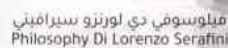
М И Р А В Т О М О Б И Л Е Й

По-прежнему одним из самых перспективных направлений для выпуска лимитированных серий является сотрудничество часовых и автомобильных брендов. Таких моделей появляется все больше, причем как основанных на долгосрочном партнерстве, так и единовременных коллабораций. Например, Franck Muller Crazy Hours Limited Edition Black Badge, выпущенный в декабре, посвящен знаменитому автомобилю Rolls-Royce Black Badge, а дизайн циферблата вдохновлен дизайном и отделкой салона. Внутри корпуса Cintree Curveux с удобной асимметричной заводной головкой установлен фирменный механизм с функцией Crazy Hours, в которой часовая стрелка перескакивает на индикаторы, расположенные не по порядку. Модель выпущена в черной и синей версиях, обе лимитом в 116 экземпляров.

Специальный выпуск в честь Rolls-Royce создал и бренд Bovey, причем модель часов была разработана эксклюзивно для концепт-кара Rolls-Royce Boat Tail и благодаря корпусу-трансформеру Amadeo может быть встроена непосредственно в приборную панель. Двусторонние часы доступны только владельцам автомобиля и представлены в мужской и женской версиях.

А главной сенсацией 2021 года стал переход партнерства Ferrari от Hublot к Richard Mille. Поскольку на мануфактуре Richard Mille все делают очень продуманно, то можно не сомневаться, что, когда результат нового сотрудничества увидит свет, он поразит своей необычной функциональностью и материалами. Об этом можно догадываться по другому выпуску: в честь пятилетия партнерства с производителем суперкаров класса люкс McLaren бренд представил новый концепт RM 40-01 Automatic Tourbillon McLaren Speedtail. Вдохновением послужил Speedtail — обтекаемый гиперкар класса «гранд-туризм» третий в модельном ряду McLaren Ultimate. Технический директор Richard Mille Жюльен Буайя сумел повторить каплевидный дизайн в форме корпуса и механизма часов. Корпус изготовлен из титана и карбона ТРГ и состоит из 69 частей. В часах установлен калибр CRMT4 с турбиной, индикатором запаса хода, датой и переключателем функций. Ротор подзавода из платины и красного золота вдохновлен капотом Speedtail. Колеса передачи украшают логотипы McLaren. Чтобы соответствовать 106 произведенным McLaren Speedtails, лимит выпуска также составляет 106 экземпляров.

تتضح بأن تعتمد الساعة الكلاسيكية الطابع مع أزياء محايدة اللون، وخالية من النقشات، لكي تسلط الضوء عليها، ولا تظهر بأسلوب مبالغ به، كما يمكنك أن تنسج معها سواراً ناعماً.





ساعات

Watches



بوتيفري Buttery

Earthy Gradients

ارتبط لون الحصان باللون البني منذ القدم. لذا أنشأ المصممون تناعماً من خلال ابتكار ساعات بلون الكاميل. مع رسمة الحصان الكلاسيكية. نشقي مع هذه الساعات أزياء ذات ألوان ترابية جميلة ومميزة. تضيفي على أناقتك أسلوباً ملفتاً.



هيرميس
Hermès

بوفيه
Bovet



بانيراى
Panerai



المرقبة Robb Report

Bovet 1822 Orbis Mundi.. ساعة تسافر بك حول الكرة الأرضية بلمح البصر

يارا يوسف | 7 إبريل 2022



ساعة Bovet 1822 Orbis Mundi

في عام 1822 أي منذ مئتي عام، انطلق إدوارد بوفيه مؤسس الدار من مدينة فلورييه السويسرية في رحلته حول العالم. ومن هنا، ترتبط دار Bovet 1822 بشكل وثيق بالسفر، وتنتج الكثير من الساعات التي تتيح توجيهًا تفصيليًا أو ثلاثة توافقيات في آن، إلى جانب نماذجها الراقية التي تنتج التوقيت العالمي. وقد لاقى هذه النماذج الكثير من الاستحسان والإعجاب من قبل الجامعين المحترفين على مدى السنوات العشرين الأخيرة، وأكثرت أن هذه الفئة من الساعات تشكل جزءًا لا يتجزأ من روح الدار وجيناتها الأساسية.

في عام 2020 أطلقت الدار ساعة Récital 26 Brainstorm Chapter Two التي تعرض التوافقيات العالمية في قرص خاص موضوع عند مؤشر الساعة 3 من الميناء، وقد حصلت هذه الساعة جائزة التميز الميكانيكي الاستثنائي في مسابقة جائزة جيف الكبرى للساعات الراقية Grand Prix d'Horlogerie de Genève للعام نفسه.

احتفالًا بالذكور المبتكرين للتأسيس، تكشف دار بوفيه 1822 عن ساعة أوربيس مندي المتطورة الجديدة، والتي يقتصر إصدارها على 60 نموذجًا فقط لترافق المسافرين حول العالم وتسهل عليهم قراءة الوقت أينما حلوا. فإذا كنت على سبيل المثال في رحلة عمل من ميامي إلى جنيف، وبعدها على التوالي إلى دبي وسنغافورة، فلا شك أنك تحتاج إلى ساعة تساعدك في تحديد الوقت بسهولة وبخفة في كل منطقة تصل إليها من خلال الميناء واضح المعالم وسهل القراءة، وهذا بالضبط ما توفره ساعة Orbis Mundi لحاملها.

تعرض هذه الساعة الوقت في المناطق الزمنية الأربع والمقربين حول العالم بنظرة واحدة إلى الميناء وذلك بفضل طريقة العرض التي تسهل ذلك، خصوصًا أن عمليات التواصل حول العالم أصبحت اليوم أوسع، كما أن الكثير من الأشخاص يعملون ويقاطعون معًا بشكل يومي عبر شبكة الإنترنت وهم منتشرون في أرجاء الكرة الأرضية، لذلك فإن سهولة قراءة الوقت في المناطق الزمنية المختلفة هو أمر أساسي لهم.

ومن أبرز ما يميز هذه الساعة من بوفيه أيضًا هو إمكانية التحكم بوظائفها كافة عبر التاج، فبدلًا من اتجاه عقارب الساعة يمكن ضبط الساعات والتفاتيح للوقت المحلي، بينما يمكن لف التاج باتجاه عقارب الساعة لضبط القرص الخاص بالتوقيت العالمي، علمًا أن التوقيتين المحلي والعالمي يُرضيان على الميناء المركزي المصنوع من حجر الأفيونين.



ومن ناحية أخرى، لا يمكننا إغفال الصفات الجمالية التي تتمتع بها هذه الساعة التي أتت بملية فلورييه الخاصة بالدار، وهذه المليية مصممة لتكون مريحة جدًا عند ارتداء الساعة، وقد أتت هذا بطول 42 ملميمترًا ومصنعت من التيتانيوم من الدرجة 5 أو من الذهب الوردي 5N وبمسلكة لا تتعدى 11.25 ملميمترًا وهو ما يناسب مختلف قياسات المعصم، وزُودت مثل العلب كافة من هذه الفئة بالتاج المرمّح بحجر من الياقوت الأزرق بقطع كلفوتون والواقع عند مؤشر الساعة 12 وهو محاط بالوصلة الخاصة بالدار التي أتت على شكل قوس أنيق.

والإلى جانب الوقت المحلي والتوقيت العالمي، تعرض ساعة أوربيس مندي أيضًا على الميناء التواني الصغيرة واحتيللي الطاقة الذي يصل إلى 7 أيام من خلال خزان أحادي للطاقة.

تمثل هذه الساعة بوساطة آلية الحركية الميكانيكية اليدوية التنبيلة 15BM01HU وهي تتألف من 246 مكونًا مزخرفة يدويًا، وتعرض أجزائها للبيان من خلال طبقة الكريستال الياقوتي التي تتألف المليية من جينتها الأصلية والخلفية، كما تترافق مع حزام من الجلد الأزرق.



جوائز الساعات





Renee Jewellers



Al Zain Jewellery



Bovet 1822



Franck Muller

المتحدة وآسيا، التي عرضت تشكيلات واسعة من أحدث منتجاتها، بما فيها شركات تشارك لأول مرة في سوق المملكة.

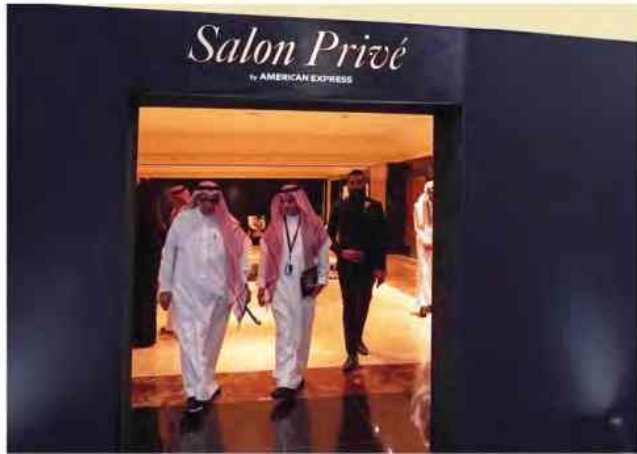
كما شهد المعرض قيام ماركات عالمية شهيرة بتدشين ساعات فريدة ومعقدة بشكل حصري في معرض أسبوع الرياض الدولي للفخامة منها جاكوب اند كو، لويس مونييه، أرنولد أند صن، بوفيه، فرانك مولر ومجوهرات معوض.

وقال السيد عبد الرحمن الزير مؤسس معرض أسبوع الرياض الدولي للفخامة: نحن فخورون بالنجاح المشهود الذي حظي به المعرض، فبالإضافة إلى الإقبال الكبير الذي حظي به من الزوار من مختلف أنحاء المملكة والمنطقة، أتاح المعرض لكبرى العلامات التجارية الدولية والإقليمية فرصة الوصول إلى الشرائح المستهدفة من المتسوقين، ليرسم بذلك مكانته كأكبر وأهم معرض للمنتجات الفاخرة على مستوى المنطقة.

خاص - الرياض - المملكة العربية السعودية - مجلة الساعات والمجوهرات العربية

حقق معرض أسبوع الرياض الدولي للفخامة الذي اختتم أعماله في العاصمة السعودية في نوفمبر الماضي، نجاحاً كبيراً توج باستقطابه أعداداً قياسية من الزوار، كما شكل منصة حيوية لكبرى الشركات الدولية والإقليمية والمحلية لعرض وتسويق أحدث منتجاتها أمام شريحة واسعة من قاعدة العملاء المستهدفة في السوق السعودية الذي يعد أكبر وأهم أسواق الشرق الأوسط وأكثرها جاذبية لدور المجوهرات والساعات وخدمات حفلات الزفاف.

وشهد المعرض الذي أقيم خلال الفترة بين 9-12 نوفمبر في فندق الفيصلية بالرياض مشاركة أكثر من 60 من أبرز شركات ودور المجوهرات والساعات الفاخرة ومنظمي حفلات الزفاف والخدمات ذات العلاقة، من دول الخليج والشرق الأوسط وأوروبا والولايات



Salon Privé / American Express



Sotheby's



Collectors Watch Club



Cyrus / Schwartz Etienne Watches

عشاق السيارات الفريدة التي تعبر عن أرقى معايير الأداء والرفاهية. وشهد الحدث ولأول مرة بث مزاد لدار سوذبيز بشكل مباشر من جنيف. وأتيح للفرصة للزوار متابعة المزاد الذي شهد بيع نخبة من أروع الساعات النادرة والمجوهرات الراقية، وقد شارك في المزاد مشترون من مختلف أنحاء العالم.

وقال إدوارد جيبس الرئيس التنفيذي لدار سوذبيز في الشرق الأوسط والهند: أصبحت المملكة العربية السعودية وبسرعة واحدة من أهم أسواقنا، لا سيما مع مشاركة مزايدين من الأعمار الأصغر سنًا الذين اكتشفوا مزاداتنا عبر الإنترنت. ونحن متحمسون في دار سوذبيز لمواصلة تطوير وجودنا في المملكة.

كما قامت شركة أمريكان أكسبريس خلال معرض أسبوع الرياض الدولي للفخامة بعرض منتجات فاخرة ونادرة في صالون بريفيه الخاصة، وهي قاعة مخصصة لعملائها ول كبار الزوار وضيوف أميكس للتعرف على المنتجات النادرة.



Bovet 1822 watch



الصالون الأزرق

يقدم روائع مميزة خلال معرض الدوحة للمجوهرات والساعات 2022

كان الصالون الأزرق في طليعة معرض الدوحة للمجوهرات والساعات لمدة 18 عامًا، وحافظ بنجاح على مكانته كممتدٍ رفيع المستوى لصانعي المجوهرات والعلامات التجارية العالمية والمصممين الطموحين، حيث قدم ساعات حصرية وأندر أنواع الماس والجواهر لمواصلة تقديم الرفاهية لأكثر من 40 عامًا.

الغار ضيفن الدوليين تجاه الحدث الذي عزز بالفعل سمعته كواحد من أهم معارض المجوهرات والساعات الفاخرة في الشرق الأوسط. لقد بذلنا قصارى جهدنا لخلق تجربة لكل زوار صالون الأزرق، الذين سيخطوا بفرصة الإطلاع على أحدث الساعات والتقنيات التي نعرضها علامتنا التجارية العالمية والأكثر فضاية، بالإضافة إلى العلامات التجارية للمجوهرات والماس والقطع الرائعة الموحدة حصريًا في الصالون. ينطلق الصالون الأزرق إلى عرض النصايم الغريبة لأشهر ماركات المجوهرات والساعات والمجوهرات في العالم، والتي تكمل الذوق الغريد والفخمة الصالي. استمتع بحمال الماس الملون النادر، ساعات الصالون الأزرق الحصرية المخصصة للدوحة والصالون الأزرق أيضًا. الترقب يقترب من نهايته، ويسعدنا أن نراكهم في صالوننا.

/ Maurice Lacroix / Pierre De Roche / Rudis Sylva Watchand
ماركات المجوهرات المنتظرة من جميع أنحاء العالم. وهذا يدل بلا شك على الاهتمام المتزايد بين



في أحدث نسخة من معرض الدوحة للساعات والمجوهرات، سيعرض صالون الأزرق أحدث تشكيلة من ماركات المجوهرات الراقية والساعات ذات الإصدار المحدود وغيرها من المنتجات الفاخرة، التي تشارك لأول مرة في هذا الحدث المميز في الدوحة. يضم صالون الأزرق عددًا من النوايكات، ولكل منها مجموعة غنية من الساعات والمجوهرات ذات المستوى العالمي والحصرية. يعد صالون الأزرق رحلة لا تقدر بثمن في قلب التاليف والبهجة. يعمل الجمال والفن والإرث والحرفية الغريبة من نوعها مغا في حضرة DJWE لرواية حكاية لا تفسى لكل جوهرة، مع تقديم ساعات خاصة تعمل كأدوات للمحترفين. يعرض الصالون الأزرق علامته التجارية التجارية المتميزة ZENITH / AIKON / BREITLING / LUIS ERARD / BOVET / MB&F / Pierre De Roche

للتلبية طلبات الزبائن، وهذا أمر بغاية الأهمية وإيجابي جداً وهو يؤتي ثماره، سواء في دبي أو في مناطق ودول أخرى».

مجموعة «النسر»

لا يمكن إنهاء اللقاء من دون سؤال رافي عن مجموعة Sugar التي تمتاز بإطاراتها المصنوع من السكر وكيفية إنتاجه. وفي هذا السياق، لا يخفي رافي ما رافق ذلك من خوف وقلق، موضحاً أن «إتقان هذه التقنية احتاج ثلاثة أعوام، وقد حازت براءة اختراع. لقد أخضعنا الساعة إلى عدة تجارب لاسيما إلى معدلات حرارة مختلفة وظروف مناخية عدة، قبل أن نطرحها في السوق مع كلفة مدتها خمسة أعوام».

ويروي -الاقتصاد والأعمال كيف ولدت فكرة الميناء المكون من السكر. «كنت أحدث عبر الهاتف مع ابنتي الموجودة في نيويورك، وأنا أودعها sweetie، heart وsweetheart. وعندما أقلت الخط، تبادرت الفكرة إلى ذهني. وهكذا، كان، كاشفاً لـ الاقتصاد والأعمال أن براءة الاختراع لا تقتصر على السكر وحسب، وذلك لدى سؤاله عن احتمال استخدام مواد أخرى مثل الشوكولاتة مثلاً».

وإذ تمثل هذه الساعة جزءاً من قطاع السيدات لدى الدار، يلت رافي إلى أن هذا القطاع ينشط بشكل متنامي، سواء من خلال مجموعة Audrey Miss أو مجموعة Thirty 19 التي تلقى إقبالاً من قبل النساء اللتين رفعتا حصة السيدات من أعمال العلامة إلى 20 في المئة، متوقعاً أن تزيد مجموعة Miss Audrey sweet Art المزيج تقديمها بعلبة مصنوعة من الذهب الصلب خلال العامين المقبلين حصة قطاع السيدات من مجمل أعمال الدار لاسيما وأنها تجذب فئة الأصغر سناً منهن. ■

”دبي هي أكبر سوق للعلامة
في المنطقة المهمة
بالنسبة إلينا“

دبي حيث توجد العلامة بالشاركة مع شركة أحمد صديقي وأولاده، هي أكبر أسواقنا في المنطقة المهمة بالنسبة إلينا كدار وحيث تزدهر أعمالنا»، مفضلاً: «في شباط / فبراير الجاري نفتتح رسمياً متجراً رئيسياً في Olaya Towers في السعودية التي دخلتها العام الماضي، وذلك بالتعاون مع دار جواهر. في حين تحقق أعمالنا في الدوحة أداء جيداً بالتعاون مع نهيال أبو عيسى، وفي الكويت مع مبهناي وعائلة جعفر في البحرين». ويؤكد «التشليل الجيد جداً والمتوازن للعلامة في المنطقة».

أوقياء لسلوك ومصداقية العلامة

وعن تحول الزبائن إلى الشراء في أسواقهم المحلية بسبب انتشار جائحة كوفيد-19- وتراجع حركة السياحة العالمية، يوضح رافي أن «سلوكنا، ومصادقيتنا، وتواضعنا لم يتأثرا بكوفيد-19، بل لا تزال أوفياء لهويتنا وقيمنا وشركاؤنا يقومون بجهود جبارة

ساعة في السنة، إن لدينا هوية قريده وسنحافظ عليها»، لافتاً الانتباه إلى «العودة إلى مستويات العام 2019 العام الماضي». ويضيف منوهاً: «ساعات فترة الحجر في تعميق المعرفة بصناعة الساعات، مما ترجم المزيد من تقدير العملاء لما نوليه في تصاميمنا من عناية بالتفاصيل، وجمال الشكل الخارجي لمنتجاتنا، وبالجانب التقني على مستوى الحركات».

ساعات استثنائية وفريدة

وعن الساعات الأكثر نجاحاً يوضح رافي أن «جميع مجموعات الدار تحقق النجاح»، مشدداً مرة أخرى على أن «اقتصار إنتاجنا على 1000 ساعة فقط هدفه التأكيد على ساعاتنا الاستثنائية والفريدة، وهو ما يبحث عنه هؤلاء الجمع الحقيقيون، مستحضراً مجموعتي Miss Audrey Sweet Art و Thirty 19 اللتين حققنا نجاحاً كبيراً. بالإضافة إلى التعقيدات الصغيرة والمتوسطة، والتعقيدات الكبرى ذات العدد المحدود جداً والتي بدورها تحقق نجاحاً عظيماً».

وينكر رافي بأن «Bovet» علامة متكاملة، تنتج داخل مشاغلها جميع مكونات ساعاتها، مثلما تزود دوراً راقية بعضاً من هذه المكونات»، ويقول إن «صناعة الساعات الرفيعة رحلة، ومعرفة، ونقل خبرات، بالإضافة إلى النضج الذي يحلّ به هواة الجمع والذين يقسمون إلى فئتين، فئة الذين يأتون ليضيفوا ساعات جديدة إلى مجموعتهم، وفئة الهواة الجدد الذين يأتون إلى Bovet لأنهم سمعوا عنها، وعما تقدمه من قيمة عالية، وإنتاج محدود، وصناعة حرفية يدوية تمثّل الرفاهية الحقيقية».

بي يتصدر أسواق
العلامة في المنطقة
بقر رافي أن «سوق



ساعات 

Bovet 1822
ابتکاری تخطی
کل حدود

يقول رافي إن مصدر الإلهام هما «العائلة والطبيعة»، ويعود ليشدد، لدى سؤاله عن الاستدامة في قلب Bovet، «نحن موجودون في قلب الطبيعة، واحترام الطبيعة طبيعي جداً بالنسبة إلينا».

من كانت الطبيعة مصدر الإلهام، فإبداعه لا يمكن أن ينضب. ليست هذه بالضبط كلمات مالك ورئيس دار Bovet 1822 بأسكال رافي الذي نقلت به الاقتصاد والأعمال في دبي أخيراً، بل من وحيها.

جديدة من هواة جمع الساعات يزيد عددها يوماً بعد يوم، ويقول: «لست ممن يلحوقن بالاتجاهات الرائجة في صناعة الساعات، إنما أقدم كدار ساعات تحاكي جيلاً جديداً شاباً من هواة الجمع استخدمت في صناعتها مواد لم تستخدمها سابقاً مثل مادة PVD لكن من دون المس بـBovet. لأن هؤلاء الهواة الجديدي يعرفون ماهية العلامة ويحترمونها، ولهذا السبب يطلبونها» ويعقب عن تطور قاعدة هواة جمع ساعات الدار قائلاً: «قبل عامين كانت أعمار هواة جمع ساعات Bovet تتراوح ما بين 45 و70 عاماً وأكثر، لكنهم الآن، سواء كانوا من الرجال أو السيدات، من فئات عمرية أصغر، وقد لمسنا ذلك خلال مشاركتنا أخيراً في أسبوع دبي للساعات، إذ زار عدداً بأسٍ بهم جناح الدار. وتعد هذا إنجازاً بحد ذاته».

ويؤكد رافي في السياق نفسه «عدم مضاعفة الكميات المنتجة، وعردها 1000

من أصول المؤسس قدمته إلى الكانتون
العام 1957.

ترجمه ویتزجره رانی
فی ابتکارات لا
تساوم علی
النوعیة، حتی
فی محاکاتها
أجبال



من سُنحت له مناسبة زيارة «شاندو دي موتيه» Chateau de Motiers الذي يعود بناؤه إلى القرن الثالث عشر في مقاطعة نويشاتل حيث يقيم رافي في جزء منه، وجزء منه مقر مصنع الساعات الرفيعة Haute Horlogerie التي تحمل توقيع الدار، يفهم تلقائياً قصده. تماماً مثل من يرى عن قرب ابتكارات العلامة، Sweet Art and the الحديث، وآخرها مجموعة Miss Audrey Sweet Art ذات الميناء المصنوع من السكر.

حلم تحول إلى حقيقة

شغف رافي لا يقف عند الساعات التي بدأ بتجميعها في عمر مبكر، متأثراً بجده. بل بعلامة Bovet نفسها التي حلم يوماً بشرائها واشتراها العام 2001 عندما تسنت له الفرصة لذلك، تماماً كما حصل عندما أتيت له فرصة شراء «شائون دي موتيه» العام 2006 من مكتون نويشال، والذي كانت عائلة هنري فرسوا دويوا بوفيه المتحدرة

«مون بلان» تفتتح متجراً جديداً في «دي هيلز مول»

الأجهزة التكنولوجية ويعرض المتجر الجديد مفهوم البيع بالتجزئة Neo² الخاص بالدار الفاخرة، والذي ابتكره المصمم الفرنسي ومهندس الديكور الداخلي نوي دوشافور-لورانس، حيث يتم تنفيذه حالياً على مستوى العالم لخلق بيئة عصرية ومميزة للتسوق، تلهم الزوار وتثري تجربتهم. ويقع البوتيك الجديد في الطابق الأول، من مركز تسوق «دي هيلز مول» في مدينة دبي، ويفتح أبوابه من الساعة ١٠ صباحاً إلى ١٠ مساءً طوال أيام الأسبوع.

تواصل دار منتجات الرفاهية الفاخرة «مون بلان» توسيع حضورها في أنحاء دولة الإمارات العربية المتحدة، مع افتتاح أحدث متجر لها، بالتعاون مع مجموعة «ريفيولي غروب». يقع المتجر الجديد في «دي هيلز مول» الذي تم افتتاحه مؤخراً، حيث يقدم المتجر تجربة تسوق غامرة، مع مساحات مخصصة تبث الحياة في منتجات الدار المتنوعة من الساعات، وأدوات الكتابة، والمنتجات الجلدية، والأكسسوارات، والنظارات، والمجموعة الثمالية من



«شوبارد» الشريك الرئيسي لـ «جولة مجان» من تنظيم Supercars Tribe

انضمت دار «شوبارد» السويسرية العريقة بالتعاون مع شركائها في شركة «أحمد صديقي وأولاده» وشركة «كيمجي رامداس» إلى «جولة مجان» Maagan Tour، التي ينظمها «تجمع السيارات الفاخرة الأداء» Supercars Tribe، بين سلطنة عُمان والإمارات العربية المتحدة انطلقت الجولة في ١٩ فبراير الماضي من مدينة مسقط، حيث أقيم حفل الافتتاح في فندق «قصر البستان ريتز كارلتون»، وانتهت في دبي في ٢٤ فبراير، حيث أقيم الحفل الختامي في فندق «ميدان»، وخلال الحفل الختامي للجولة، فاز أحد المتسابقين المحظوظين بساعة «شوبارد»: «ميل ميليا ميدل إيست إيديشن» Mille Miglia Middle East Edition، والساعة مزودة بحركة كرونوغراف عالية الدقة، مصداق عليها بشهادة «الكرونوميتر» المعتمدة من الهيئة السويسرية الرسمية لاختبارات الكرونوميتر (COSC).

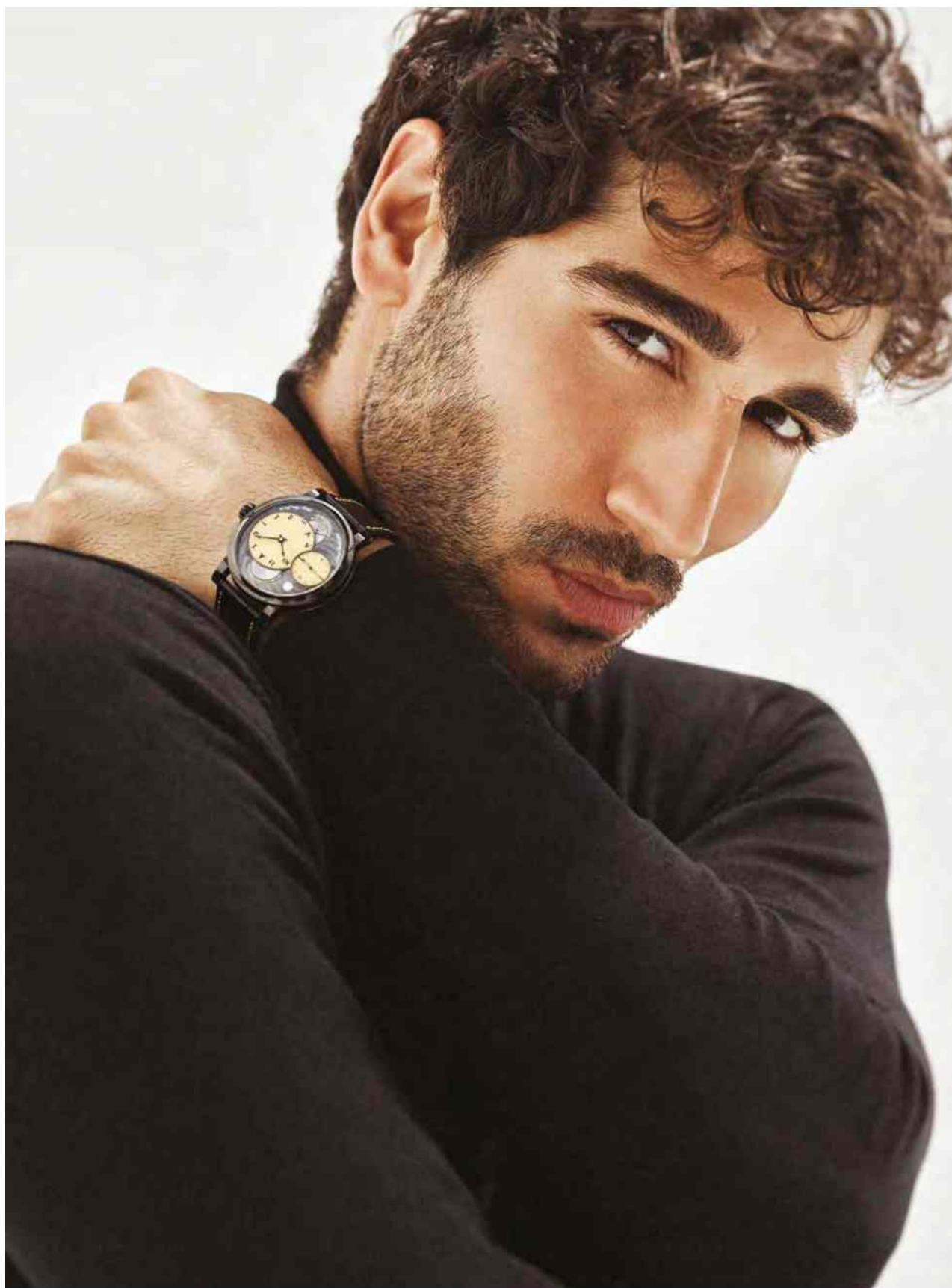


«بوقيه ١٨٢٣» تحتفل بتصدر دانييل ميدفيديف قائمة لاعبي التنس على مستوى العالم

بنات على تصنيف «رابطة محترفي كرة المضرب»، الصادر في ٢٨ فبراير ٢٠٢٢، بات دانييل ميدفيديف، اللاعب الأول في العالم وبالمناخية هات دار «بوقيه» ميدفيديف على إنجازاته الرائع ولا يُعد دانييل من لاعبي التنس التقليديين، فمن خلال أسلوب لعبه الاستثنائي وحركته الاستراتيجية اللذين أكسبها لقب «معلم الشطرنج»، يتحرك ميدفيديف كعضو على أرض الملعب ليطارده كل كرة ويستعين بإرساله الصاعق وبضرباته الأرضية القوية، لفرض سيطرته على المباراة بدأت «بوقيه ١٨٢٣» ودانييل ميدفيديف تعاونهما في عام ٢٠١٩، وسرعان ما شق دانييل طريقه إلى القمة، فاحتل المركز الثاني في التصنيف العالمي في عام ٢٠٢١، حيث كان ذلك بشهراً مستقبلياً لأمع.

BOVET - Men's wrist/pocket watches

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ATHLETE

MATCH POINT

Russian tennis ace Daniil Medvedev, ranked as World No. 2, on his rules of the game

Text by JORDAN RIEFE

For a while, Daniil Medvedev was the tennis pro fans loved to hate. But in recent months he's becoming the player they love to love. After bawling out the ref and then egging on booing fans at the 2019 US Open, Medvedev fought a grueling final lasting nearly five hours against a fading Rafael Nadal, but lost in five sets. He bounced back winning a second consecutive title at the Shanghai Masters, becoming the seventh male player since 2000 to reach nine or more ATP finals in a season. With momentum building, he battled through to the finals at the 2020 Australian Open but lost to Novak Djokovic who was on his way to overtaking Federer and Nadal to become the man with the most Grand Slam titles ever. But a funny thing happened on the way to Forest Hills: Medvedev employed a wide arsenal of razor-sharp skills and steely tenacity that dashed Djokovic's Grand Slam dreams at last year's US Open.

Russian-born Medvedev lives with his actress-model wife Daria in Monaco, playground of the rich and famous. A brand ambassador for venerable Swiss watchmaker Bovet 1833 (in addition to endorsement deals with the likes of BMW and Lacoste, among others), he's got the beautiful timepiece, luxurious digs, gorgeous wife—and soon enough, more gleaming trophies to add to his crowded mantel. Here, the World No. 2-ranked tennis star tells us about the turbulent past and the promising year ahead.

You lost to Djokovic in Australia, but had that incredible victory at the 2021 US Open. What does that do for your confidence?

Australia was a very tough match for me. It was in early 2021. I felt good. I was playing well, and then he beat me in three straight sets in the final. We all know he is an incredible player, he has already won 20 Grand Slams. But at the same time I go into every match believing I can win. Moving forward to the US Open, this was a different match. I learned from the Australian Open final, of course, and tried to take that into this match in New York. Winning a first Grand Slam is always a big step and I'm very proud to achieve that. Having said that, and I have said this many times before, I go to ev-

ery tournament to try and win. I want to look back and just say I tried my best and won as many things as possible.

How's your relationship with Djokovic off the court?

We have a good relationship. I have nothing but respect for what he has achieved. He is breaking so many records and that is what we are all trying to do.

You're known for being candid with refs. Are there any instances you wish you'd done differently?

Of course. Nobody is perfect and neither am I. People often ask me about the US Open in 2019. I made a mistake earlier in the tournament and the crowd went after me a little bit. I deserved it. But I also came back, apologized, admitted I was wrong, and I believe people respect that. So yes, I will always be direct and honest on the court. It doesn't mean I am always right but I try to learn and be better every year.

It looked like you eventually won them over.

In the end I focus on my tennis. That is what matters in the end, to win the match. The crowd can be in many different ways, but most of the time I think I have a great relationship with the crowd. I do think that in the end the crowd sees who I really am as a person and that I try to be a good person. So, that is important for me.

Talk about 2019, a breakthrough year for you. Did you sense your time was near? What changed?

It's a funny question, as many people asked me what changed. It was actually one year earlier, my coach and I had to drive from Washington, DC to Canada, as the flights did not work out. On this eight-hour car ride, my coach kind of challenged me. He asked me if I was really doing everything I can to be the best. It was on this ride that we changed my life a little bit. I started sleeping better, eating better, training harder. It just took a little bit of time to see the results. 2019 and beyond obviously was a result of that car ride.

How did the pandemic affect your game? Seems like you had a sluggish 2020, until you kicked ass at November ATP.

I think most of the players needed some time to adjust. It was strange playing without fans, empty stadiums. Obviously, most of the players were thankful that it was possible to get back on tour. This pandemic is obviously a serious problem and keeping people safe was the main concern. I believe it took some time for all the players to get used to the new travel, the new atmosphere. Overall, I'm happy to be back on tour full time.

What areas of your game are you still working on? What is the biggest obstacle you face at the moment?

A very simple answer... everything. On average days I try to do six to seven hours a day on the court. I have only a limited amount of time to be a pro tennis player and will do everything I can to make the most out of that.



THIS PAGE PHOTO BY CLIVE BRUNSKILL/GETTY IMAGES.
OPPOSITE PAGE PHOTO COURTESY OF BOVET



"THERE'S A WILL TO WIN
EVERY SINGLE TIME. I
HATE TO LOSE"

And that includes banning video games?

I love gaming. It really is a big hobby. I love playing EA/FIFA amongst others. We made a rule that I don't bring it to tournaments as then I don't sleep enough.

You've talked about self-confidence issues, how are you handling it?

We work so hard in the off weeks to improve our tennis. Of course, you want to see the result in the matches in tournaments. So, it is key

to believe in yourself, to have confidence. When playing against other top-ten guys, we know we can always lose as they are also very good. So, having the belief that I can win is key and something that every tennis player looks for.

Fans have seen you become dispirited on the court, then dig down deep for a second wind. Does that come with maturity? Discipline?

No, not really, just a will to win every single time. I hate to lose.



WATCHTALK

Bovet Partners With Automobili Pininfarina to Roll Out the Supercar-Inspired Battista Tourbillon

— The latest release from Fleurier-based watchmaker Bovet is inspired by the Battista Hyper-GT, an electric supercar built by luxury automaker Automobili Pininfarina (boasting 1,900 hp and a top speed of 350 km/h). The watch follows another automotive partnership announced by Bovet in the early summer of 2021, ushered in by a duo of *pièces uniques* built in collaboration with a Rolls-Royce collector and called the Boat Tail. The Battista Tourbillon is also the latest follow-up to the Virtuoso VIII Chapter Two

DLC-SLN, and like that collection, strives to meld both traditional luxury watchmaking with modern intrigue for an overall design nothing short of “head-turning.”

Both the Automobili Pininfarina Battista and the Bovet Battista Tourbillon were designed and produced in tandem, both brands working to present a pair of “ground-breaking objects of art that share the same design vision based on legendary styling and innovation.” Bovet hails this collaborative work and the resulting products as the “future of

luxury,” pairing contemporary thinking and technological inspirations “within a classically-oriented watchmaking structure,” executed and finished to an exceptional degree of fineness.

In terms of looks, the 45.6-mm watch is clearly geared toward the avant garde, reflecting not only Bovet’s distinctive style elements but also Automobili Pininfarina’s signature “PURA” design philosophy, which holds elegant simplicity and lightness as foundational. Available in polished titanium, rose gold or platinum, the watch features a traditional Bovet pocketwatch-inspired silhouette, accented with blue throughout in addition to its expansive areas of sapphire crystal.

The openworked dial features the running time, a 10-day power-reserve indicator, a big date and a 60-second flying tourbillon. The Bovet Caliber 16BM01TVGD that makes these operations possible

is a manually wound and finely finished movement visible through the dial as well as behind the exhibition caseback. Notably, the 2.5-Hz-frequency movement incorporates just one quick-winding barrel for the mainspring.

The Bovet Battista Tourbillon will be extremely limited in production, with 90 total pieces planned, including 30 each in titanium, 18k red gold and platinum. Priced at \$320,000 (titanium), they will be available through official Bovet boutiques and authorized dealers.

— Caleb Anderson





WATCHTALK



Tudor went with a 41-mm Black Bay GMT (Ref. 7983/001U) with a case and bracelet finish that is "the result of a secret stainless-steel ageing technique." The Black Bay GMT One is certified as a Master Chronometer and sold for CHF 650,000.

Breguet's re-edition pays tribute to the civilian versions of the Type XX chronograph from the 1950s and 1960s. The Type XX flyback chronograph in 38.3 mm (Ref. 2065ST/25/398) comes equipped with a Valjoux 235 movement, directly derived from the Valjoux 222 used by Breguet in the 1950s and early 1960s. Auction result was CHF 250,000.

Inspired by the Logical one, Romain Gauthier's "Continuum" movement (as well as the watch itself) is made of titanium and features a stop balance with a similar snail cam design visible from the back side of the 41-mm case. The watch sold for CHF 100,000.



modating an ever-larger public as well as media representatives from around the world. With Christie's having conducted the auction, Only Watch 2021 quickly gained momentum as, one by one, the 53 one-off horological creations designed especially for this 9th Edition of Only Watch came up for auction and found a happy owner — sometimes after quite spectacular bidding volleys.

"We are thankful and thrilled to be able to contribute to Only Watch. Everything about this event is truly unique, from each timepiece especially developed and crafted for the occasion, including truly amazing timepieces by independent watchmakers, to the universal resonance of an event that engages the entire spectrum of a truly global community, and the single-minded — and contagious! — confidence and determination of one individual to take up such a worthwhile cause," commented Aline Sylla-Walbaum, Christie's Global Managing Director, Luxury Division.

Like the previous edition in 2019, it was once again Patek Philippe that provided the biggest contribution — its desk clock went for an impressive CHF 9.5 million. In addition to the clock, there were four other lots that sold for six figures: the F.P. Journe x Francis Ford Coppola FFC Blue (CHF 4.5 million), the Audemars Piguet Royal Oak "Jumbo" in titanium (CHF 3.1 million), the Richard Mille RM 67-02 Charles Leclerc prototype (CHF 2.1 million), and the De Bethune x Kari Voutilainen Kind of Magic (CHF 1.3 million), based on the model that had just won the Tourbillon award at the GPHG two days before.



The first watch (Lot 1) that was sold at Only Watch 2021 was the 38-mm Chronomètre Contemporain II (RRCCII) from Akrivia. Made up of 14 components, the platinum case has been hand made by the legendary Jean-Pierre Hagmann. The watch sold for CHF 800,000.

Bovet's Miss Audrey Sweet Fairy combines traditional miniature painting with a pure sugar dial, "a new and patented material and technique," according to the brand. It sold for \$120,466.



The 43-mm Montblanc Star Legacy Nicolas Rieussec Unique Piece (Ref. 129314) was auctioned together with a wooden replica of the historical chronograph created by Nicolas Rieussec in 1821. Result: CHF 750,000.



The complicated desk clock, Ref. 27001M-001, was inspired by a desk clock delivered to James Ward Packard in 1923 (which is on display at the Patek Philippe Museum in Geneva). It features a perpetual calendar, moon-phases, week-number display and power-reserve indication (31 days). It is adjusted to a precision rate of $-1/+1$ second per day. This Grande Complication is housed in a sterling-silver cabinet with vermeil decorative elements and American walnut inlays. It sold for \$10,406,490.

Photos: Gregory Maillet



Bovet Orbis Mundi: Traveling The World In Style For 200 Years

by Martin Green

Bovet has always been a brand with a particular fondness for watches that show multiple time zones. Its founders were conspicuous world travelers, notably bringing Swiss watchmaking to China, and I suspect that much of Bovet's current clientele also travels the globe with some regularity.

I always appreciate the Bovet models with multiple time zones because these complications are integrated so effortlessly. The new Orbis Mundi, created to celebrate the brand's 200th anniversary, is no exception.



Bovet Orbis Mundi

Bovet Orbis Mundi at a glance

The Bovet Orbis Mundi is dominated by the hours and minutes in the middle. But even more so by the aventurine disk displaying world time on 24 time zones as the base for an eye-catching design underneath the hands.



Bovet Orbis Mundi

This display is brilliant in all its simplicity as it can be read with ease at a glance. Setting the watch is equally easy as turning the crown in one direction changes the local time, while turning it in the other direction sets the world time.



Bovet Orbis Mundi worldtime dial

The choice of yellow font and numbers might be surprising, but it works very well, giving the watch a certain playfulness while also increasing legibility: a win-win situation.



Bovet Orbis Mundi three-handed second display

The power reserve is subtly shown on the right side of the dial, peeking out from behind the aventurine disk, while below it part of the gear train is visible. At 6 o'clock the "three-handed" seconds are indicated on an aventurine arc. It is one of those things that makes the Orbis Mundi such a delightful watch: all of its details are so thought through, especially in relation to each other.

Bovet Orbis Mundi: a case for traveling

I have always been a fan of Bovet's Fleurier case. The design of the top lugs is a nod to the brand's past in pocket watches, but it also plays a vital role in the wearing comfort of the Orbis Mundi. Most importantly the case adds a great deal of character as no other wristwatch on the market looks like this.



Bovet Orbis Mundi

With a diameter of 42 mm, the Orbis Mundi is substantially sized and looks even larger as the bezel is relatively slim. That is good news because it provides enough room for the dial to shine while maintaining a very high degree of legibility.

With a height of 11.25 mm the Orbis Mundi is remarkably thin. This is another area in which Bovet excels as the brand's movements are not only excellent, the thickness is always kept in check. They look more sculpted than anything else.



Beautifully finished Caliber 15BM01HU, visible through the display back of the Bovet Orbis Mundi.

Caliber 15BM01HU is a manual-wind movement that offers a generous power reserve of a full week. Bovet achieves this using just a single spring barrel. The finishing is of very high quality as can be expected of a brand positioned like Bovet, and combined with the layout of the movement it makes the back of the watch equally as beautiful as the front.

Bovet offers the Orbis Mundi in either red gold or titanium and I find it difficult to choose between them. The watch looks so good in gold with its warm hue pleasantly contrasting with the dial, but titanium makes more sense, keeping the Orbis Mundi very light and making it a more practical and less formal globetrotter.



Bovet Orbis Mundi

For those with deep pockets, having both might also be an option as the different metals have quite an impact on the looks of the Orbis Mundi.

The bottom line is that with the Orbis Mundi Bovet shows once more that beauty and practicality can go seemingly effortlessly hand in hand and travel the world together.

For more information, please visit www.bovet.com/Timepiece/orbis-mundi.

Quick Facts Bovet Orbis Mundi

Case: 42 x 11.25 mm, titanium or red gold, 30-meter water resistance

Movement: hand-wound Caliber 15BM01HU with seven-day power reserve and one single spring barrel, 3 Hz/21,600 vph frequency

Functions: hours, minutes, seconds; world time; power reserve indication

Limitation: 60 pieces in each metal

Price: CHF 46,000 (red gold); CHF 40,700 (titanium)



HODINKEE

HANDS-ON Bovet Kicks Off Its Bicentennial With A New, Easy-To-Adjust World Timer

Happy birthday, Bovet.



LOGAN BAKER
APRIL 27, 2022

Photos by Acorn Moore



This upcoming Sunday, May 1, 2022, will mark exactly 200 years to the day since the Swiss-born watchmaker Edouard Bovet established the original Bovet watch company in London, with the intent to market and sell pocket watches in China. As the story goes, Edouard Bovet was somehow able to travel to China without any connections in the country and eventually sell four complicated watches for prices that would today equal more than \$1 million each. It's a remarkable story of early horological globalization – a Swiss watchmaker, who started a company in London, in order to sell Swiss-made watches in China.



To celebrate its bicentennial, the contemporary Bovet company recently announced a new-look world-time watch within its Orbis Mundi line that shows all 24 time zones at a glance and can be adjusted entirely through the crown. The updated model takes the form of a series of limited-edition runs in grade-5 titanium or 18k red gold. Although Bovet was not part of Watches & Wonders Geneva this year, the company held its own simultaneous showcase at the historic Villa Fondation Jeantet. I was able to sneak away from the main proceedings, with photographer Atom Moore in tow, to check out Bovet's latest releases.



The Orbis Mundi is not necessarily a new name at Bovet. It's been used by the brand since the late 2000s on a series of dual time-zone wristwatches. Bovet is also no stranger to pioneering new forms of travel-time complications. The Aiguille d'Or-winning *Récital 22 Grand Récital* from 2018 incorporated a perpetual calendar and a tellurium-style world time display (not to mention a one minute flying tourbillon), while the follow-up *Récital 26 Brainstorm Chapter Two* from 2020 featured a three-dimensional double-hemisphere moonphase and a world time display with an indexable second time zone. The latter watch, which ended up taking home the Mechanical Exception prize at the 2020 edition of the GPHG, is what Bovet says inspired the creation of the new Orbis Mundi format. After approximately two years of development, the end result is the easy-to-adjust Orbis Mundi with the new in-house caliber 15BM01HU.



A single slightly domed disc made of pure aventurine glass sits at the top of the dial and stacks the various time displays concentrically outward. The adjustable world time display is in the center, surrounded by a 24-hour ring using Arabic numerals, and the local time display is on the final ring, represented by 12 Roman numerals. A spade-style handset can be used to tell the time locally, or in combination with the world time disc. A recessed power-reserve display is located near the traditional three o'clock position on the dial, and a large cut-out in the six o'clock area reveals the internal action of the escapement and the gear train. You can see how the fourth wheel visibly drives the small seconds display, here rendered via a three-armed seconds hand that indicates passing seconds via a sliver of aventurine at the very bottom of the watch face with 20 seconds marked off.



Operationally, everything is controlled via the crown that's set with a sapphire cabochon and placed inside a bow at 12 o'clock, in accordance with Bovet's typical traditional pocket watch-adjacent aesthetic. The crown can be used to set both the time display and the interior world time disc. Simply turn the crown counter-clockwise to set the hours and minutes, or turn it clockwise to adjust the world time display – no corrector buttons or styli required.



Bovet is offering the new Orbis Mundi up in a variety of designs. You'll notice the titanium version we photographed features an inner salmon-colored world time disc surrounded by aventurine glass and a mainplate executed with a traditional hand-guilloché lotus pattern. The rose gold option, alternatively, has a full aventurine timekeeping display, with each city name rendered in bold bright yellow that – to my eyes – almost seems to mimic the famous opening crawl that kicks off every *Star Wars* film. The rose gold version seen here also opts for intricate hand-engraving in Bovet's ornate floral *Fleurisanne* pattern.

The manual-wind caliber 15BM01HU is an impressive piece of kit that adds to Bovet's expansive family of in-house movements. It features a substantial seven-day power-reserve off of a single barrel and runs at 3 Hz, utilizing 246 components all together. Bovet crafts an impressive 95 percent of those components internally, including creating its own hairsprings based on a proprietary alloy. The only elements that aren't crafted by Bovet are pieces such as the rubies, the crystals, the mainsprings, and the straps.



It's easy to tell that the caliber 15BM01HU shares an architecture with previous Bovet movements, and what I particularly appreciate about the construction is just how symmetrical it is. It's clear that there was real intent when designing the movement from the outset. The final product is downright lovely, with expansive *côtes de Genève*-laced bridges, thermally blued screws, and dueling cocks at the two ends of the gear train, supporting the balance wheel and center wheel, respectively.



I think for existing fans of Bove watchmaking, the biggest news here isn't necessarily the quick-adjust world time ability, but rather the case dimensions. Bove's contemporary wristwatches typically take their styling cues from the historic pocket watches the company created in the early- to mid-1800s, which tend to result in large cases featuring elaborate, downward sloping constructions. (Previous examples of the Orbis Mundi that I can find online all came in 46mm cases, for instance.) The new-for-2022 Orbis Mundi collection maintains the pocket watch-inspiration, but in a new, more wearable format thanks to its placement within Bove's 19Thirty case profile, which measures a more compact 42mm × 11.25mm.

Bovet's new Orbis Mundi is not a petite watch by any means, but it does feel a lot more comfortable on the wrist, something only enhanced by the choice of bead-blasted titanium. I've tried on quite a few Bovet wristwatches over the years, and the new Orbis Mundi in matte titanium is the closest that one has ever felt to being a genuine option for daily wear.



The Bovet of today is not the same company that was started by Edouard Bovet and his brothers back in 1822, but current owner Pascal Raffy has done a remarkable job of investing in its vertical manufacturing, as well as bringing the company back to its roots. After he purchased the company name in the early 2000s, he ended up acquiring the historic Bovet family home at Le Château de Môtiers, a literal castle (yes, really) that overlooks the towns of Môtiers and Fleurier in the Swiss Jura.



It's in this castle where Bovet's watchmakers and artisans hand-decorate and assemble most of its timepieces (the company also operates a second facility in Tremelan), including – I'm sure – the new Orbis Mundi lineup. An easy-to-use world time wristwatch is always a welcome release, but I have a feeling that this is just the first announcement of many to come in the company's bicentennial year.



JustLuxe



Bovet's New Orbis Mundi Brings The World On Your Wrist

Sunday, May 1, 2022, marked 200 years since Bovet's founder Edouard Bovet, a watchmaker from Fleurier, Switzerland, established the Bovet watch company in London. It is believed that the founder was an avid traveler and sold four complicated watches during his trip to China that would today cost more than \$1 million each. Due to this remarkable history, the **House of BOVET** is inextricably linked to travel. The House's collection is complete with several double-, triple-, and world-time timepieces, all of which have been very successful with collectors worldwide over the last 20 years. To celebrate the company's bicentennial anniversary, Bovet has introduced a timepiece like the New Orbis Mundi. This new timepiece showcases all 24 time zones at a glance which can be adjusted entirely through its iconic real-sapphire-cabochon-topped crown.



Bovet 1822

Bovet has never been a company to shy away from experimenting. In the recent past, Bovet's Aiguille d'Or-winning Récital 22 Grand Récital complication from 2018 was a perpetual calendar and a tellurium-style world time display. In 2020, Bovet introduced the Récital 26 Chapter Two, an award-winning timepiece at the 2020 GPHG for 'Mechanical Exception', featuring a universal time sub-dial at three o'clock, taking the multiple time zone display a step further. After two years of meticulous development, the company has introduced another marvel - the in-house calibre 15BM01HU.



Other countries

May 31st, 2022



BOSS HUNTING

Our Favourite Watches At The 2022 Australian Open

Daniil Medvedev – Bovet 1822 Flying Tourbillon OttantaSei



Medvedev has already been playing some brilliant tennis at the Australian Open this year, successfully beating Nick Kyrgios and Botic van de Zandschulp already. While you won't spot it when the game clock is running, Medvedev will always be wearing his extremely impressive Bovet 1822 Flying Tourbillon OttantaSei at press conferences. It might not be a household name yet, but Bovet is well-known for its accuracy and the striking impression it leaves you with, much like Medvedev.



WatchTime
MEXICO



Nuevo Bovet Orbis Mundi



Hace 200 años, en 1822, Edouard Bovet, fundador de la firma, comenzó un viaje alrededor del mundo que hoy inspira de nueva cuenta a la manufactura – bajo el mando de Pascal Raffy- para crear el **nuevo Orbis Mundi, un reloj de hora mundial dotado con mejoras en el ámbito de la legibilidad y, de acuerdo con la marca, muy fácil de configurar.**

La pieza **muestra las 24 zonas horarias de un vistazo**, gracias a una vista concéntrica desde arriba. Esta configuración vino a la mente de Raffy desde el año 2020, cuando el relojero diseñó la cúpula de hora mundial del modelo Recital 26 Brainstorm Chapter Two, el cual ganó el premio “Mechanical Exception” en el Gran Premio de Relojería de Ginebra de ese año.

Otra de las cualidades que presume Bovet es su fácil configuración, realizada únicamente a través de la corona: en sentido contrario a las agujas del reloj para establecer las horas y los minutos, y en el sentido de las agujas del reloj para configurar la esfera de las 24 zonas horarias del mundo.



NO TE PIERDAS: Zenith Chronomaster Sport estrena look para Watches and Wonders

Aunada a sus destrezas técnicas, está una estética refinada y acabados artesanales. Ejemplo de ello es la emblemática **caja Fleurier de 42 milímetros de diámetro, creada en titanio grado 5 o en oro rojo 5N**. Ésta, además, cuenta con las características clásicas: arco Bovet a las 12 en punto, y la icónica corona con cabujón de zafiro.

Esta caja resguarda un **calibre de carga manual y manufactura propia, con reserva de marcha de 7 días** indicada en la esfera de cristal de aventurina pura. El volante y el órgano regulador también se hacen visibles a través de una abertura en la esfera.



El nuevo Bovet Orbis Mundi es una edición limitada a 60 ejemplares. Se complementa con una correa de piel de aligátor en color azul y es hermética hasta 30 metros de profundidad.





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Texto / Text: Alejandra Cañedo ■ Foto / Photo: SIAR, Piaget, Louis-Ulysse Chopard, L.U.C. Jaeger-LeCoultre, Vacheron Constantin, Panerai, Bovet 1822, Bulgari, IWC Schaffhausen

SIAR

15^a edición en México
15th. edition in Mexico

Como ya es tradición entre la comunidad relojera global desde hace 15 años, la Ciudad de México volvió a ser sede del Salón Internacional Alta Relojería 2021 (SIAR), que mostró, especialmente este año, una creciente vitalidad tras el Covid-19.

En esta ocasión se contó con la participación de 52 marcas líderes de la manufactura, que dieron a conocer sus novedades a los invitados, coleccionistas y potenciales clientes que acudieron a la cita del 19 al 21 de octubre de 2021 en el hotel St. Regis. Cabe destacar que el aumento de casas relojeras resultó considerable, toda vez que en 2020 fueron 34 las firmas que asistieron a la reunión anual.

El anfitrión del evento, Carlos Alonso, director general del SIAR, celebró que las compañías relojeras en México "soportaron bien la pandemia de Covid-19, el desafío más difícil que ha enfrentado en décadas, y por lo que vimos en esta edición, el SIAR saldrá reforzado. Nuestro sector ha sabido construir las bases para que ahora podamos obtener estos resultados".

As it has been a tradition among the global watchmaking community for 15 years, Mexico City hosted the SIAR 2021, that showed a growing vitality after Covid-19.

On this occasion, 52 leading brands of the manufacture participated and presented their novelties to guests, collectors and potential customers who attended the event from October 19th to 21st, 2021 at the St. Regis Hotel. On this occasion, the increase of watchmaking houses was considerable, since in 2020 there were 34 firms attending the annual meeting.

The host of the event, Carlos Alonso, CEO of SIAR, celebrated that watchmaking companies in Mexico "endured well the Covid-19 pandemic, the most difficult challenge it has faced in decades, and from what we saw in this edition, SIAR will come out strengthened. Our sector has been able to build the foundations so that we can now obtain these results".



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5. Vacheron Constantin rinde homenaje a la medición del tiempo con Le Temps Céleste. / Vacheron Constantin pays tribute to time measurement with Le Temps Céleste. 6. Panerai expuso el Submersible eLAB-ID, fabricado con materiales reciclados. / Panerai exhibited the Submersible eLAB-ID made from recycled materials. 7. El Battista Tourbillon de Bovet 1822, un diseño de Automobili Pininfarina. / The Battista Tourbillon from Bovet 1822, a design by Automobili Pininfarina.

Otras grandes casas relojeras mostraron creaciones monumentales, tal es el caso de Vacheron Constantin con *Les Cabinotiers* que, en este año, rindió homenaje a los orígenes astronómicos de la medición del tiempo con la colección *le Temps Céleste*, que incluye una gama de modelos únicos, la perfecta ilustración de la poesía del tiempo y la experiencia técnica.

Piaget Polo Skeleton fue presentado como un mismo reloj, dos estilos: uno en azul Piaget y otros en un acabado gris pizarra. Ambos son un reloj deportivo de 42 mm, con un movimiento esqueleto de cuerda automática totalmente nuevo: el 1200S1, alimentado por un microrrotor descentrado grabado con el escudo de Piaget.

Panerai expuso el *Submersible eLAB-ID*, el reloj con el porcentaje más alto de materiales reciclados por peso (98%) jamás concebido, que se encuentran, por ejemplo, en 17 de sus rubies. Su esfera cuenta con puntos e índices horarios luminiscentes.



Other major watchmaking houses showed monumental creations, such is the case of Vacheron Constantin with *Les Cabinotiers* that, in this year, paid tribute to the astronomical origins of time measurement with *le Temps Céleste* collection, which includes a range of unique models... the perfect illustration of the poetry of time and technical expertise.

Piaget Polo Skeleton was presented as one watch, two styles: one in Piaget blue and the other in a slate gray finish. Both are a 42 mm sports watch, with an all-new self-winding skeleton movement: the 1200S1, powered by an off-center micro-rotor engraved with the Piaget coat of arms.

Panerai exhibited the *Submersible eLAB-ID*, the watch with the highest percentage of recycled materials by weight (98%) ever conceived, found, for example, in 17 of its rubies. Its dial features luminous dots and hour indexes.



MOULIN ROUGE

Todo el glam parisino de una de las películas más emblemáticas para aquellos que aman el brillo de la noche.