

# BASELWORLD

## DAILY NEWS

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### IN MEMORIAM



Jacques J. Duchêne, long-term President of the Baselworld Exhibitors' Committee, passed away before the opening ceremony of the show he had been so instrumental in shaping. René Kamm, CEO of the MCH Group, paid tribute to the industry legend thus: "He was a man with a vision, who had his heart in the right place and he truly helped make Baselworld the superlative show for the watch and jewellery industry." Mr Kamm, Ms Ritter, Mr Thiébaud and many industry leaders were visibly moved by this loss. "He always was a man of great determination, who brought people together to accomplish great achievements," said Sylvie Ritter, Managing Director of Baselworld. François Thiébaud, Presi-

*It's impossible to think of today's Baselworld without thinking of him.*

dent of the Swiss Exhibitors' Committee, noted that Duchêne had three families – his own, Rolex "and us, the watchmaking industry."

Mr. Duchêne would have marked his 60th year at Baselworld and 20th as President of Baselworld's Exhibitor Committee. He shaped the show like no other; it's impossible to think of today's Baselworld without thinking of him.

His attendance at it, which began in 1955, was almost as long as his watchmaking career, which began in 1954. He was an industry leader for years, including long-time deputy President of the Federation of the Swiss Watch Industry, and actively fought counterfeit watches.

Always courteous and business-like, Mr. Duchêne has been involved in various ways as the show changed from a Swiss trade event to a European one (1973) and then a global one (1986). In 1995, he became President of its Exhibitors' Committee, building its influence by bringing members of various branches and important exhibitor nations onto it. "Together," he said, "we were able to help the show grow."

It's impossible now to think of Baselworld today without him. CIBJO president Gaetano Cavalieri noted, "His ideas were so young, he was always so energetic. Let this Baselworld be the best ever in memory of him."



## "UNIQUE GLOBAL IMPACT"

THE MOST IMPORTANT INDUSTRY EVENT OPENS ITS DOORS

BY AXEL HENSELDER

The press conference yesterday represented the start of Baselworld 2015. As the number one industry event uniting all major brands under one roof, it attracts 150,000 professionals, 1,500 brands and 4,000 journalists from all over the world.

René Kamm, CEO of the MCH Group, said in his opening speech how proud the group is to host the most important marketplace and trendsetting event for an amazing industry. He thanked the exhibitors and press representatives for their contribution towards "creating a unique global impact that underlines Baselworld's premier position in the watch and jewellery industry."

Sylvie Ritter, Managing Director of Baselworld, noted that despite some challenges the industry is facing, 2014 was an extremely positive one for watches and jewellery. "The attractiveness and buzz that this sector creates go on growing," Ritter added, emphasising the continued strong presence of journalists.

The press conference was rounded off with a presentation by François Thiébaud, President of the Swiss Exhibitors' Committee.

Commenting on the results of Swiss watch exports, Thiébaud said that the branch continues to closely monitor the evolution of the exchange rate. Even if last year ended on a more challenging note, it was a high-level consolidation year for the

Swiss watchmaking industry. Watch exports continued to grow with an increase of 1.9 percent compared to 2013, reaching a total value of 22.2 billion francs. 2015 started promisingly at the same level, with January exports reaching CHF 1.6 billion, up 3.7 percent year on year.

Thiébaud concluded the press conference by saying that despite this good result, forecasts for the current year have been revised as a result of the deteriorating economic environment.

The speakers paid special tribute to Mr. Jacques J. Duchêne, who unexpectedly passed away. This year would have marked his 60th attendance at the show and his 20th anniversary as President of the Exhibitors' Committee.

## CUTTING-EDGE INNOVATION

ROLEX'S NEW DAY-DATE RAISES STANDARD OF CHRONOMETRY

BY WILLIAM GEORGE SHUSTER

At Baselworld 2015, Rolex is unveiling new-generation models and a new-generation mechanical movement which raises the level of chronometric performance.

Leading them is Rolex's most prestigious model, the Oyster Perpetual Day-Date, worn by many U.S. presidents and other eminent individuals.

The new 40-mm timepiece redefines the Superlative Chronometer, established by Rolex in the late 1950's. Its modernized design comes in 950 platinum or in yellow, white or Everose gold, with elaborate new dials, including ice blue. It uses the new mechanical movement, Calibre 3255, whose chronometric performance criteria significantly surpasses those of COSC, the official Swiss chronometer testing institute. The innovative movement, backed by



Day-Date 40, Rolex.

14 patents, offers gains in precision, power reserve, resistance to shocks and magnetism, ease of use and reliability. It includes the new and patented Chronergy escapement, with high-energy efficiency and great dependability.

Another new-generation Rolex timepiece is the Oyster Perpetual Lady-Datejust 28. It has a redesigned case (enlarged to 28 mm) and uses Calibre 2236, a mechanical movement fitted with a Rolex-patented Syloxi hairspring in silicon for superlative performance. It comes in 950 platinum and in yellow or Everose gold, with specially designed dials (including chocolate) and diamonds on the bezel.

Together, these new-generation watches represent the cutting edge of Rolex's technological innovation in chronometric performance. **I.O. All**

THURSDAY, MARCH

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### HIGHLIGHTS

- 08 **ON THE COURSE FOR GROWTH**  
Carl F. Bucherer is strengthening its positions world wide, says CEO Sascha Moeri.
- 10 **A HEAD START ON TECHNOLOGY**  
Tissot shows off the entire spectrum of Swiss watchmaking tradition and skills.
- 14 **150 YEARS OF HOROLOGICAL EXCELLENCE**  
Zenith celebrates its milestone anniversary right here at Baselworld.
- 22 **GLOBAL GROWTH**  
Hamilton looks back on a record year in 2014 and ahead toward a successful 2015, says Sylvain Dolla, the brand's CEO and President.
- 28 **FASHION-FORWARD**  
Laura Burdese gives an insight into the world of Calvin Klein Watches + Jewelry.
- 39 **MECHANICAL VIRTUOSITY**  
MB & Friends delights with unique horological creations in the prestigious Palace.

### HEARD IN BASEL

*"Baselworld is the most significant rendez-vous in the watch and jewellery world today. Year after year, professionals and aficionados alike can't wait to be inspired by novelties and to exchange their ideas."*

KARL-FRIEDRICH SCHEUFELE,  
CO-PRESIDENT CHOPARD

THURSDAY, MARCH 19, 2015

## STILL BEAUTIFUL 100 YEARS FROM NOW

VICTOR MAYER COMBINES HAND CRAFTSMANSHIP  
WITH BREATHTAKING DESIGN

INTERVIEW BY AXEL HENSELDER

**T**he Pforzheim-based manufactory Victor Mayer is primarily known for its unique enamel artistry. In addition, the company also frequently refers to classic art styles such as Art Deco in its designs. The result is jewellery that will still be beautiful 100 years from now. In this interview Managing Director Dr. Marcus Oliver Mohr reveals what drives him and what concerns him.

### BWDN: How have the international luxury goods markets developed in the past three months?

Dr. Marcus Oliver Mohr: The last three months have been significantly influenced by political events, naturally. We have primarily seen demand from Asia and from Europe.

### What were your bestsellers last year?

The Opera collection is highly representative of Victor Mayer. Alongside these classics, in 2014 we also enjoyed great success with new collections featuring so-called guilloché-pavé. This includes the Calima collection, which fascinates our customers with the innovative setting style of brilliant-cut diamonds.

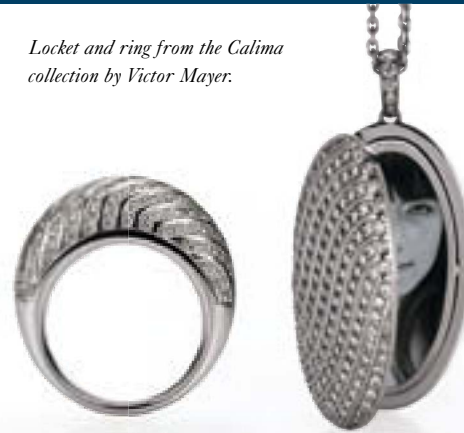
### Hand craftsmanship is a key characteristic of Victor Mayer. What target group does this appeal to in particular?

Traditional hand craftsmanship is an important aspect for us. The creation of breathtakingly beautiful jewellery is our



Managing Director of Victor Mayer, Dr. Marcus Oliver Mohr.

Locket and ring from the Calima collection by Victor Mayer.



engine. Our customers have become connoisseurs. They expect authenticity, in other words excellence and originality in every respect, and are not dazzled by attractive advertising statements. And this is why they appreciate the charm of craftsmanship, in addition to good design.

### The strength of Victor Mayer lies in enamelling, in particular. What makes this so unique?

Enamel has been part of the goldsmith's craft for thousands of years, but is practically no longer used, because it requires great skill and experience. For centuries, enamel has been made from the same mineral substances with a series of outstanding properties. A perfect result is the result of intensive collaboration between designers, goldsmiths and enamellers. The brilliance of the colours is unique and eternal, like the beauty of Gothic church windows. In combination with the finest engraved patterns, our enamel radiates imitatively.

### What novelties do you show in Basel?

The highlight in this year, the 125th year of our manufactory, is our newly-developed Era collection, with which we present genuine innovation. In a casually-elegant design we bring radiance to coloured gemstones with the pioneering use of one of our historic engraving techniques. Typically for us, we combine design at the peak of the zeitgeist with traditional hand craftsmanship.

## NEWS



CHIMENTO – Baselworld 2015 previews the refined new Suprême collection in gold and diamonds. The jewellery comes in sets comprising cuff, ring and earrings, featuring a combination of faceted, sinuous geometrical lines. The inner curve of the cuff and ring make them extremely comfortable and very wearable. The Suprême collection is immediately recognizable as a Chimento design with its clean lines and refined simplicity. (af)

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RAMON – Ebony is one of the most precious woods in the world and is esteemed for its gentle texture, high density and excellent, hard surface, which can be polished perfectly. Its colour is one of the darkest of black nuances. Spanish company Ramon is now bringing a hint of exoticism to the world of jewellery with its ebony collection. In this the designers combine the dark wood with the elegance of gold and diamonds. (ah)

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## THE HOUSE OF MANY JEWELS

FOPE, FROM UPCOMING PLAYER TO INTERNATIONAL LEADER

BY ROBERTO CHILLERI

**I**n 1929 Umberto Cazzola opened his jewellery store in Vicenza. In 1975 his grandson Umberto invented a link that revolutionised the concept of the gold chain. In 2007 Fope patented Flex'it, the stretch chain, and earned a place among the great brands. In 2015 the brand will celebrate its success at Baselworld, with a new stand in Hall 1.1.

Many families of entrepreneurs rest on their laurels when they get to the fourth generation. But not the Cazzola family, still happily at the helm of the Fope brand. "We're in the best jewellery store windows, next to brands that belong to large luxury groups. For a family business that's a great result, and to celebrate we treated ourselves to a new stand at Baselworld," says Giulia Cazzola, Fope's Marketing Director.

The striking stand, designed by Flavio Albanese, is certainly very attractive and reflects the spirit of the family to perfection. Inside, customers and visitors receive a warm welcome: "Before going upstairs to see the new collections, customers are greeted in a space that's very unusual for an exhibition," says Giulia Cazzola. "We have a sort of living room, furnished to conjure up the atmosphere of a real home. And we've even added a garden area."

The maison is previewing many new products, from its latest models in the Wild Rose collection, whose decisive geometric line had been softened gently to make it more romantic than the models launched last year. Not to be missed is the new ring, not least for its bigger size, and the lovely gold and diamond pendants. There has also been a wedding in the family, with the fusion of the Solo collection and the high-end Mia Luce ring, for an elegant collection

with diamonds, including a soft tie-style necklace and matching bracelet, ring and earrings.

There are also more affordable lines, using gold like the new Lovely Daisy, or Silverfope, or the stainless silver and palladium alloy for the brand new Bamboo Collection. Others, such as Eka and the recent Love Nest, use the amazing elastic Flex'it chain, entirely in gold without the addition of other materials. It is no mean feat to continue to grow in a world dominated by large groups, and the Cazzola family succeeds thanks to its values: the product stands out for its stylistic consistency and innovation, quality and comfort. But also for its Italian roots, spotlighted in the communication campaign "A Tale of Beauty". The real scoop, however, is that Fope has finally decided to open its own flagship. Not just anywhere, but in Venice's Saint Mark's Square.

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Bracelet from the Mia Luce collection in yellow gold, rose gold and white gold, with white and brown diamonds.



CARBERONIA – Carberonia, the still-young brand from Madrid, presents its three successful lines "Ánimo", "Pensami" and "Galanías" at Baselworld this year. Established in 2010 as a label of the Spanish company Jolfer, this family-run brand now aims to spark even more enthusiasm on the international market for its elegant creations. These include bracelet-rings, which sensually unite jewellery for the forearm and rings for the fingers. (cete)

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