

BASELWORLD

DAILY NEWS

BASELWORLD • THE WATCH AND JEWELLERY SHOW • BRILLIANCE MEETS • MARCH 19 – 26, 2015 • WWW.BASELWORLD.COM

EDITORIAL



Dear Visitors,

It is both a pleasure and an honour to welcome you to Baselworld, where the latest creations from the Swiss Exhibitors are yours to discover. They are the guardians of centuries-old skills which they tirelessly reinvent to produce magnificent timepieces and jewellery whose magic never fades. Through this fabulous capacity to combine tradition and innovation, they take Swiss excellence out into the world.

Creativity, quality, inventiveness and an eye for detail are the values that define the new Swiss-Made products which you can admire – often for the first time anywhere in the world – in the booths of the 218 Swiss watchmakers and 39 Swiss jewellers.

In Halls 3 and 4, you can explore the work of the related branches, the specialists who work behind the scenes with our watchmakers and jewellers.

On behalf of the Swiss Exhibitors, welcome and thank you for visiting Baselworld.

FRANÇOIS THIÉBAUD
PRESIDENT OF THE SWISS EXHIBITORS
COMMITTEE

HEARD IN BASEL

“Our goal is to express our expertise in Swiss watchmaking and underscore our Italian designs. We present watches that are inspired by Italy, watches that are not shy. They may not be for everyone, but if you love them you are really passionate about them.”

JEAN-CHRISTOPHE BABIN,
CEO OF BULGARI

ON THE COURSE FOR FURTHER SUCCESS

LUXURY SWATCH GROUP BRAND HARRY WINSTON AIMS FOR \$1 BILLION IN ANNUAL SALES

INTERVIEW BY WILLIAM GEORGE SHUSTER

Nayla Hayek, Chairman of Swatch Group and CEO of Harry Winston, talks about the effects on Harry Winston and its timepieces since the Group bought it, and its watch debuts at Baselworld.

BWDN: It is two years since Harry Winston was bought by the Swatch Group. What is the biggest effect on each one since the acquisition?

Nayla Hayek: I think the biggest effect is on Harry Winston. Harry Winston had the chance to invest in a lot of retail spaces, inventories and marketing.

Where are Harry Winston's best opportunities for its jewellery and timepieces in 2015?

There is a worldwide opportunity for watches and jewellery for Harry Winston in 2015.

What are Harry Winston's important watch and jewellery debuts at Baselworld 2015?

During Baselworld, we will have some new very attractive creations in the category “Métiers d'Art”, jewellery watches and high complications. Like for example the Midnight Feathers Automatic 42mm, a horological expertise and an animal-inspired craft of plumasserie meeting again on a rich new canvas. However during Baselworld, we will not have any jewellery debuts. Jewellery debuts are seasonal and take place during the whole year 2015.



Nayla Hayek, Chairman of Swatch Group and CEO of Harry Winston.

How does Harry Winston's new generation of watches – and its current approach to watchmaking – differ in general from the pre-Swatch Group era? I think the most important differences are the movements and the construction of the cases of the watches.

A Harry Winston watchmaking “jewel” is its Opus series (working with independent watchmakers on unique timepieces). What does 2015 have for Opus and Project Z?

As we already declared during last year's Baselworld, the only change for the Opus series is that there is no longer a launch during Baselworld but a separate event during the year. Project Z will still be presented at Baselworld.

Does Harry Winston still have the potential of \$1 billion in annual sales, as you once said?

The potential is still here and whatever action we plan it is with the aim to reach it. **I.O., D23**

“NO TIME TO REST”

THIERRY STERN, PRESIDENT OF PATEK PHILIPPE, TALKS ABOUT NEW CHALLENGES AFTER THE GREAT ANNIVERSARY LAST YEAR

INTERVIEW BY IRIS-WIMMER OLBORT

After the 175th anniversary last year, the traditional manufacture from Geneva demonstrates, once again, understatement and elegance at Baselworld. New haute horlogerie pieces expand the collections.

BWDN: Patek Philippe had a sensational year in 2014, which coincided with the manufacture's 175th anniversary. How would you summarise the past year?

Thierry Stern: For me, the most important thing was, that we really could deliver the anniversary pieces. The year was really good. It was again a record year – not a massive one, but it was

again the best year we ever had. This year may be more difficult, but the collection is very strong. Today I can say that the first two months were very good. This is a good sign.

Patek Philippe presented numerous spectacular watches for its anniversary last autumn. Does anything new remain for you to show here in Basel?

Yes, we are showing a lot of novelties here: A new chronograph with a split-second, a new pilot's watch with travel time and a new annual calendar for ladies. All together we have about 30 new models – a strong collection. We now continue on this path until the

200th anniversary which will be in 25 years. The time is flying so fast. We don't have time to rest!

You are going ahead in Plan-les-Ouates, too. We learned you will invest more than 450 million Swiss francs in the expansion of your headquarters. What is planned there?

We will finish that in four years and the idea was to recentralise everything in Plan-les-Ouates. For example, the case and bracelet manufacture, the after-sales service with all the spare parts and the manufacturing of the components. Actually, we produce more than 15 million components per year. Further, we

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Citizen's ongoing growth is spurred by innovation. Toshio Tokura, President and CEO of Citizen, has details. **I.O., D11**



Thierry Stern, President of Patek Philippe.

need more space to develop new technologies. And the rest I will reveal in the future! **I.O., D11**

SATURDAY, MARCH 21, 2015

FOCUS ON DESIGN

ASPIRE DESIGNS SHOWCASES
LUXURY FASHION JEWELLERY

INTERVIEW BY DAVID BROUGH

Aspire Designs is a luxury fashion jewellery company with a strong focus on design, versatility and wearability. Owner David Shah tells about the new pieces from brands Kahn and Esme being presented at Baselworld.

BWDN: How relevant is Baselworld for your business?

David Shah: Baselworld has been a very important show for Aspire Designs and we always start preparing six to nine months in advance and try our best to bring out some amazing and spectacular pieces.

What is Aspire Designs' focus at Baselworld this year?

In 2015, Aspire Designs is focusing on two of its brands Kahn and Esme. Kahn

is the newest addition to Aspire and one of the most important ones. This year Kahn is presenting more than a hundred new styles – all of them one-of-a-kind.

What is the main inspiration for the design of those pieces?

The main inspiration has been colours, focused around colour diamonds and precious gemstones. Kahn pieces are all statement and investment grade, with each piece having a unique stone and each stone backed by a certificate from one of the best labs. The main focus there is a beautiful necklace made with more than 50 carats of fancy yellow diamonds and white pear shape diamonds, again inspired by colours. The Esme brand in the Aspire portfolio is bringing out more than 200 styles, all focused on clean, white diamond fashion.



David Shah tells about the new pieces from brands Kahn and Esme.

What type of retailers will you be looking to attract in Basel?

Our key retailers include luxury boutiques which understand the art of well crafted jewellery pieces. We are focusing on the Americas and the Middle East in 2015.

What will be the key features of your stand, and where are you located?

Like the last two editions we are at the same location in Hall 2.1. Like our brands, the design theme of our stand is focused on clean lines.

2.1, D03

NEWS

LYDIA COURTEILLE - French jewellery-maker Lydia Courteille is attending Baselworld for the first time this year and unveiling her new collection, the Scarlet Empress. "I drew inspiration from Catherine II of Russia, a powerful and passionate woman. Her charismatic reign left its mark on the history of her empire," says the designer. Her collection is all monochrome based on a fiery red tone and decorated with rubies and tourmalines on red gold. Despite their invitation to travel back in time to the 18th century, her baroque jewellery items are also designed for characterful women of the 21st century! (kb)



2.0, J42

WINE TIME!

MARSALA, THE EARTHY, WILD VERSION OF CLARET OR BURGUNDY, IS THE PANTONE COLOUR OF THE YEAR FOR 2015

BY CHRISTEL TRIMBORN

Radiant Orchid is followed by Marsala: the trend researchers at the Pantone Color Institute have chosen the trend colour for 2015. In contrast to the radiant power hue of 2014, Marsala (Nuance 18-1438) is a warm and exotic brown-red tone, reminiscent of the colour of Marsala fortified wine, which originates from the harbour town of the same name in Sicily. The fact that the new trend colour can be interpreted in fashion was already shown at the international spring fashion shows of 2015: in New York, Paris and Berlin the subtly seductive Bordeaux nuance caused a furore and was included in the collections of numerous fashion designers.

The effective and in-depth characteristics of Marsala enable an elegant statement to be made and set convincing accents in combination with other colours. Marsala appears particularly luxurious when appearing with neutral colours such as warm taupe and grey. Harmony is established when accompanied by amber, umbra and shades of golden yellow. However, the vibrant Marsala also goes well with contrasting colours such as turquoise and shades of blue. With the steady growth in popularity of floral and striped patterns, variations on this colour are sure to be present throughout the year. And not just in the field of fashion, because Marsala is also a popular choice for jewellery and fashion accessories such as handbags, hats and shoes.

BURGUNDY, BORDEAUX, MARSALA

Coloured gemstones in warm red and earth nuances – such as garnet, fire opal, carnelian or spinel – are utilised with

this trend theme. A firework display of these colours can be found in the Flamenco Fire bracelet by Tamara Comolli. Over 50 pink-coloured tourmalines and mandarin garnets dangle from the wrist, set in 750 pink gold. Talking of wrists: the exotic red-brown colour is also suitable for timepieces. For example, the American watch brand Bulova uses the stylish shade in its model 98M119 ladies' watch, combining it, like Tamara Comolli, with harmonious pink gold. In addition, Marsala also works well in combination with white precious metals. One of many examples: the cocktail ring from the Silverfope collection of Italian jewellery manufacture Fope combines a silver-palladium alloy with pink gold elements (18 karat) and Marsala-coloured carnelian.

By the way: the red wine colour makes its boldest appearance in head-to-toe look. A material mix can avoid monotony. One elegant look is leather leggings in the 2015 trend colour, worn with a silk tunic. Extravagant statement chains and animal prints for shoes and accessories also provide ingenious variety.

- 1) A.Odenwald
- 2) Minx
- 3) Matthew Williamson
- 4) Sutra
- 5) by Malene Birger
- 6) Fope
- 7) Tommy Hilfiger
- 8) Bulova
- 9) Carberonia Pensami
- 10) Tamara Comolli
- 11) Carla Amorim



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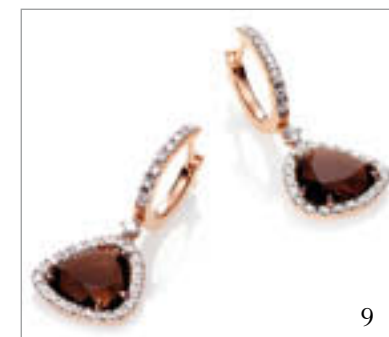
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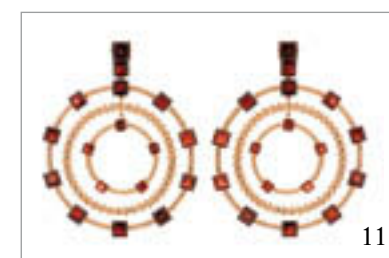
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