

BASELWORLD

DAILY NEWS

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EDITORIAL



I have the pleasure and honour, as CEO of the MCH Group to warmly welcome you to Baselworld 2015.

Every year I wonder how each year's show will differ from the last one, and Baselworld never fails to deliver the wow factor. It is therefore no wonder that this event, unique in its ability to regroup all the key players in the watch and jewellery industry, has an outreach to every corner of this planet like no other.

Of course, Baselworld essentially owes its premier position to all the exhibiting companies, which through their commitment to the show and the showcasing of their brands and innovations, create an impact that reverberates on every continent. As for us at the MCH Group, we take it as our responsibility to provide them with a platform that is equally dynamic, that is in tune with theirs and the market requirements and anticipates to stay one step ahead. In this respect, Baselworld continues to consolidate and strengthen its leadership position year after year, a rare quality that needs to be underlined.

That Baselworld is able to fully realise its global trendsetting potential is also thanks to the massive media presence we enjoy. That all the major dailies, networks, publications broadcast regularly around the world and the bloggers instantly report on all the innovations, collections and new creations, pays testimony not only to the importance of the show, but also to its worldwide acclaim and popularity.

Thank you for being with us at Baselworld this year, we wish you a most successful show and a memorable time in Basel.

RENÉ KAMM, CEO MCH GROUP

HEARD IN BASEL

"We regard Baselworld as the place to show 'who we are'. We want to keep disseminating our messages globally and through it we can foster our brand right here at the show."

TOSHIO TOKURA, PRESIDENT AND CEO OF CITIZEN WATCH CO.

"TECHNIQUE IS DEVOTED TO THE CAUSE OF BEAUTY"

THESE LUXURY BRANDS ARE WINNING TOP HONOURS

INTERVIEW BY WILLIAM GEORGE SHUSTER

Marc A. Hayek, CEO of Breguet, Blancpain and Jaquet Droz, talks about their newest awards for technical innovation and creativity.

BWDN: In October, Breguet's Classique Chronométrique won "The Aiguille d'Or" and its Classique Dame won "The Public Prize" at the Grand Prix d'Horlogerie de Genève (GPHG), which honours the finest watches of the past year. How important are these awards for the brands?

Marc A. Hayek: The Classique Chronométrique and the Classique Dame reveal two facets of Breguet's watchmaking art. The former is a concentration of technology and the result of Breguet's continual investments in research and development. With the latter, the Classique Dame, our main purpose was to create a perfect product in terms of proportions and lines.

Winning these is a source of great pride and satisfaction. On one hand, it shows watchmaking experts have felt the impact of Breguet's technical developments to improve the precision of mechanical watches. On the other, it means the public appreciates our creations' design.

Blancpain's Women Heure Décentrée Seconde Rétrograde also won the GPHG's Ladies' Watch category. How long has it had ladies' complications?

Frédéric-Émile Blancpain paved the way in 1931, when he created the women's version of the famous "Rolls". For the first time in history, the mechanical wristwatch was no longer exclusive to



Marc A. Hayek, CEO of Breguet, Blancpain and Jaquet Droz.

gentlemen. After the world's smallest round watch and the "Lady Bird" in 1956, Blancpain has continued to offer complications for women. We were proud to see its watchmakers' work rewarded in the Ladies' Watch category. The distinction recalls the award won by the manufacture in the same category at the GPHG's first edition in 2001.

What is one big debut for Breguet, Blancpain, and Jaquet Droz at Baselworld?

Breguet's Tradition collection has the place of honour with the launch of two new complicated movements. Also, 2015 coincides with the 200th anniversary of A.-L. Breguet's appointment as horologist of the Royal French Navy. So, a special piece in the Marine collection will be launched. Last but not least, ladies will be dazzled by Breguet's new jewellery introduction, a full set watch that marries

the purity of diamonds to the technical daring of mobile setting.

At Blancpain, we have two major introductions. For men, it's a completely new Tourbillon Carrousel equipped with an innovative movement combining watchmaking know-how and cutting-edge technology. With its contemporary design, it reflects Blancpain's avant-garde and provocative spirit. For women, we present an inventive Day and Night complication developed in a resolutely feminine and romantic aesthetic. In it, technique is devoted to the cause of beauty.

For Jaquet Droz, the brand focuses on watchmaking skills with the Grande Seconde Deadbeat and the Lady 8 Flower. After the Bird Repeater and the Charming Bird, Jaquet Droz is paying tribute to women with its first lady's wristwatch automaton: a flower made of eight petals which blooms on a wonderful precious stone.

I.O. A19

"LEGENDS NEVER DIE"

JEAN-CLAUDE BIVER, HEAD OF LVMH'S WATCH BUSINESS, TALKS ABOUT 'HIS' BRANDS AND THE 150TH ANNIVERSARY OF ZENITH

INTERVIEW BY IRIS WIMMER-OLBORT

In spring 2014, Jean-Claude Biver took over the management of Hublot, TAG Heuer and Zenith, which resulted primarily in changes for TAG Heuer. Here, he looks back on a successful year.

BWDN: You've been responsible for the Hublot, TAG Heuer and Zenith brands of the LVMH Group for more than one year. How would you summarise the situation under your tenure?

Jean-Claude Biver: I have been responsible for three successful brands for one year. Each of these now has a strong management team and is making a profit. And each has its own DNA, a different customer base, as well as a different price segment. These characteristics are mak-

ing my job so much easier, although there are limited synergies to exploit.

What's the biggest change that you initiated?

I think one can say that the biggest change has been to ensure that TAG Heuer is optimally positioned for both the new generation and the coming ten years. It was not such a difficult mission, however, as it simply meant going back to basics. TAG Heuer has been an avant-garde brand since 1860 and is positioned to stay that way for at least the next 20 years.

How are the brands positioned for Baselworld? What do you regard as the most important new item or innovation?

Baselworld is the presentation platform for revealing a certain number of novelties, which should highlight our visions. For TAG Heuer, this is the new interpretation of the Heuer 01 movement, which is featured in a new Carrera case and is entirely house made (case, dial, bracelet and movement). Hublot is showing its great and innovative ladies' collection, while Zenith is marking its 150th anniversary. We are celebrating this milestone through our products and our heritage. Legends never die.

And, in 2015, in addition to the Zenith Academy Georges Favre-Jacot (which features an innovative fusée-and-chain transmission connected to the barrel to maintain constant force), we have an interesting collection of El Primero models.

SUNDAY, MARCH

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HIGHLIGHTS

02 A MILESTONE INVENTION

Breitling commemorates the 100th anniversary of the first independent chronograph button. Vice-President Jean-Paul Girardin shares details.

02 SOPHISTICATION HIGHLY SOUGHT

Have a close look at the latest additions wedding mechanical know-how with sophisticated design, to Rolex's iconic collection on display at Baselworld.

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Tudor once again presents watches made for extreme situations, some of which are fitted with their new manufacture movement.

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Antonio Calce, new CEO of the Sowind Group, discusses the manufacture's noble philosophy.

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Groundbreaking HyperChrome plasma ceramic is Rado's highlight for this year's Baselworld. Matthias Breschan, CEO, also discusses growth opportunities worldwide.



Jean-Claude Biver, Head of LVMH's watch business.

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FRENCH JEWELLERY FLAGSHIP

MESSIKA CELEBRATES TEN-YEAR ANNIVERSARY

INTERVIEW BY KYRA BRENZINGER

With a flagship store in Paris and a prestigious stand at Baselworld, Messika is now one of the big players. Founder and Creator Valérie Messika tells Baselworld Daily News about the latest new products and describes their development.

What does this ten-year anniversary mean to you?

Valérie Messika: It is a fantastic anniversary and follows the opening of my flagship store on Rue Saint-Honoré in Paris. Over the course of ten years, we have gained a certain level of maturity, with some of the haute joaillerie pieces I am presenting today costing in excess of 2 million euros. They will be exclusively available at Baselworld.

What are your highlights for Baselworld this year?

In order to celebrate ten years of Messika, I have created ten exceptional jewellery items. To pay homage to the history of our family and my diamond dealer father, I have designed these ten items around diamonds. I wanted to 'talk stones' with different forms of diamonds. Each stone has a personality which is dictated by the shape of the piece. For example, the Emerald Cut has a highly structured form which I created in a graduated mode and Marquise-

cut stones which remind me of the majestic feathers of a swan.

Do you have a collection which is particularly emblematic?

The unifying themes are the purity and elegance of the diamond. During the creative process, simple things are difficult to create because all the subtlety is in the detail. My Silk collection represents my 'Yves Saint Laurent dinner jacket' to an extent! Similarly to this exceptional designer, I reinvent a new version of Silk each year. It is just as fluid as a fabric set with diamonds.

And will you retain a more affordable range too?

Of course, I will also be updating my Access ranges such as the Amazone collection which was a great success last

"I have a very modern vision of diamond jewellery."

VALÉRIE MESSIKA



Valérie Messika at the Messika stand.

year, worn by the singer Beyoncé. Here at Baselworld, I present this range in an all-gold version with a diamond oval and offer limited-edition versions with yellow or pink diamonds.

You were the first in France to introduce this new kind of jewellery, weren't you?

In fact, I have a very modern vision of diamond jewellery, and this new trend – which is very sought-after at the moment in the Middle East – quickly became an

inspiration for me. With the Glam'Azone range, I have created the Amazone rings, which cover the entire finger, as well as the Angel range with its 'hand bracelets' and three-finger rings and the Move range with ear cuffs.

Can you explain the international distribution of the brand?

Today we have 250 points of sale distributed over 55 countries. As a new feature in 2014, we opened points of sale in the United States and a branch in Miami. In 2015, we will be opening an office in Hong Kong and Canada and a boutique under our own name in Kazakhstan along with a partner. The Middle East and Russia are also very important countries in the development of our brand.

What do you hope to achieve on a personal level from this success?

I gain a lot of support from my father who is an internationally recognised diamond dealer. I would like someone to ask him one day: "Are you the father of Valérie Messika?" I would be really proud then!

I. I. BO5



TRUE BLUE

ONCE THE PRESERVE OF ROYAL FAMILIES, THE COLOUR BLUE HAS LONG EMERGED AS AN ALL-ROUNDER

BY CHRISTEL TRIMBORN

There is scarcely any other colour as versatile and flexible as blue, the colour that stands for many positive aspects in life, such as loyalty and friendship, calmness, relaxation and the wide expanses of sky and sea. Where once its costly production made it the preserve of royal families, happily it can now be worn by everyone. And this is fortunate, because in contrast to red or green, blue is the colour that suits every complexion, regardless of which of its numerous nuances: indigo, ocean, azure or midnight blue, they can all be combined, both with one another and other colours. Blue in combination with white or in turquoise nuances is evocative of a sea breeze. The fashionable combination of deep blue and black appears both elegant and secretive. Louis Vuitton demonstrates the effectiveness of this pair of colours in its extravagant boots. One genuine classic in this colour is the indispensable blue jeans, which can be found in wardrobes all around the world. Like their colour, jeans can be combined endlessly and are now even acceptable in combination with stylish tops.

MYSTERIOUS AND FEMININE
Matching the jeans look, Go, Girl Only is presenting a youthfully fresh watch in an attractive mix of leather and ribbon. Dutch label Tirisi Jewelry is drawing attention to itself with casual chic: the bracelet makes an elegant impression in the colour combination of pink gold and blue. Set with radiant gemstones, the open end of the bracelet appears as if dipped in blue. The snake ring from Sutra Jewels also exercises a mystical fascination. The elegant creature winds seductively around the finger of the wearer, its sparkles drawing all eyes to it. Equally complex in its workmanship is the octopus pendant from Lydia Courteille. Green, blue and violet nuances of sapphires and opal hint at the mysterious underwater world that served as inspiration for the French designer. The earrings of the Mez-zaluna line from Al Coro are reminiscent of wintery snow stars. A total of 44 light-blue topaz and 42 white, brilliant-cut diamonds set in 750 white gold perform a cheerful snow dance. The blue topaz of the Ánimo earrings by Carberonia are linked together like individual droplets of water. In combination with diamonds and pink gold, the result is stylish jewellery pieces that lend every outfit a casually feminine character. The London Blue topaz that form the centre of the earrings from the Florere Deep Blue line of Vienna Brasil are a fascinating shade of blue. The diamonds set in white gold wind around to form a figure of eight, crowning the impressive topaz.

- 1) Fendi
- 2) Vianna Brasil
- 3) Al Coro
- 4) Carberonia
- 5) Bayco
- 6) Lydia Courteille
- 7) FredsBruder
- 8) Louis Vuitton
- 9) Anny
- 10) Airfield
- 11) Go, Girl Only
- 12) Sutra
- 13) Tirisi



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