

WATCH

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THE WATCH MAGAZINE REDEFINED

know-how Mastery of high-tech materials is demonstrated in the carefully engineered ceramic case and bracelet.

exclusive Direct from Panerai's *manifattura*, this watch's self-winding P.9001/B movement drives multiple precision functions.



OFFICINE PANERAI TUTTONERO

color code The all-black design, which extends to the movement, constitutes a powerful expression of Panerai's signature color.

BASELWORLD
BELL & ROSS
BLANCPAIN
BREGUET
BREMONT
CARL F. BUCHERER
CARTIER
CHOPARD
CVSTOS
DEWITT
DIOR
F.P. JOURNE
FERRAGAMO
FORTIS
FRANCK MULLER
GERGÉ
GEVRIL
GRAHAM LONDON
GREUBEL FORSEY
GUCCI
HAMILTON
HAUTLENCE
JACOB & CO.
JAEGER-LECOULTRE
KRIEGER
LOUIS VUITTON
LUMINOX
MEMORIGIN
MOTOART
ORBITA
PANERAI
PATEK PHILIPPE
PERRELET
PIERRE KUNZ
ROGER DUBUIS
SEIKO
SIHH
TAG HEUER
TUTIMA
ULYSSE NARDIN
VACHERON CONSTANTIN
VAN CLEEF & ARPELS
VERSACE
VICTORINOX SWISS ARMY
VITTORIO
WEMPE

APRIL 2012
Display until 5/14/12





INDUSTRY WATCH

WATCH REPORT | NEWS AND HAPPENINGS FROM THE WORLD OF WATCHES



Russell Coutts and crew at ACWS San Diego

ALL ON BOARD

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

EXPANSION MODE

Breguet hosted a grand opening celebration for its new boutique

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

GETTING THE FACTS

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

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

CHANGE OF OWNERSHIP

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

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

TAKING IT WITH YOU

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



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