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SUMMER TIME WELL SPENT

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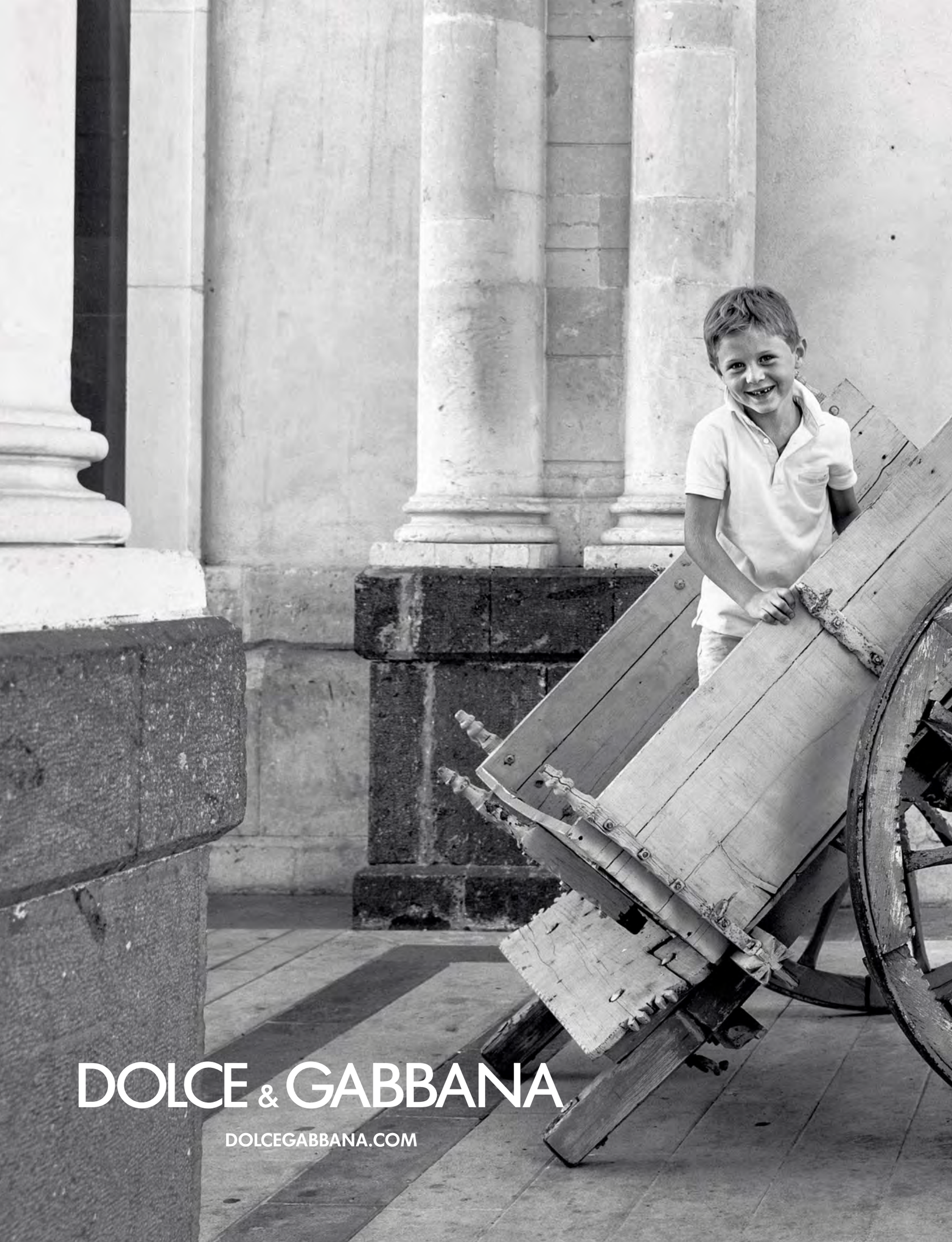
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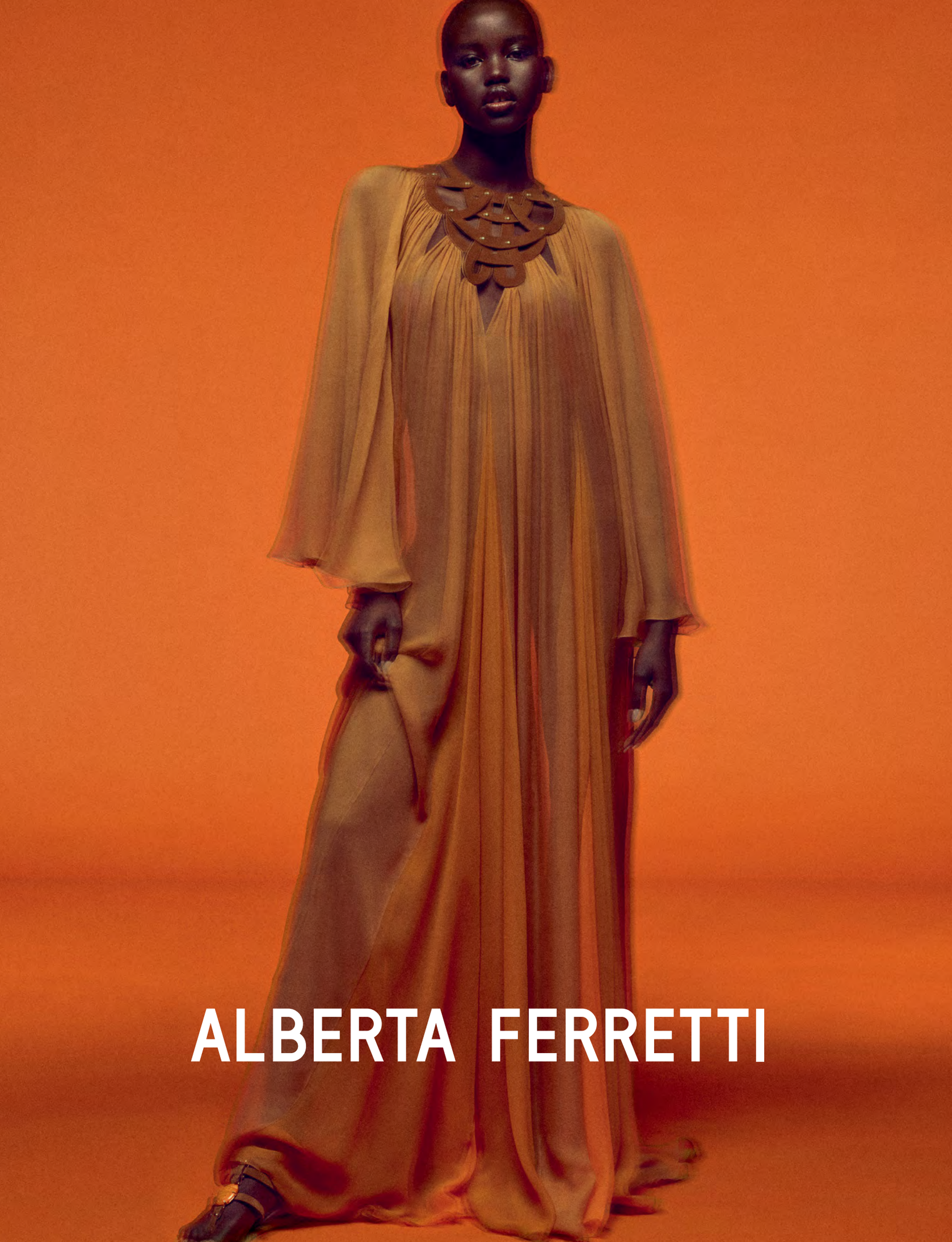
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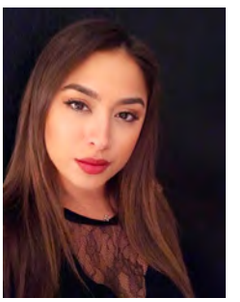
Editor's NOTE



"Time well-spent leads to life well lived." - Martin Uzochukwu Ugwu

This year summer is going to be quite a different experience for many. While restrictions due to COVID-19 have already begun to ease, many travel plans are still on hold and safety measures are affecting the way we socialise and go about our daily lives.

So as we adjust to a new way of life, we decided to dedicate our summer issue to how to spend your time wisely over the coming months. Beginning with fashion, where many priorities have changed since the crisis. We look at sustainability within the luxury environment and how the outlook of the industry today may well be very different when things go back to reality. We discover the fashion trends you'll really want to be wearing and we've hand-selected looks that are the perfect ensembles for staycations, catching up with friends, and all-important self-care days.

In keeping with the theme of time, we look at the more literal interpretation of measuring time. Our watches edit discovers that latest novelties, many of which have been unveiled virtually over the last few months. We discover the history of some of the world's most beautiful watch Maisons who have stood the test of time and continued to produce timepieces for centuries. We talk to some of the key CEOs in the industry about the future of watchmaking, how they have been spending their time during self-isolation and how to bounce back from this period of downtime and reflection.

And finally, we finish our summer issue with ways to spend your time well this summer. From fitness, to how to take care of yourself, both physically and mentally, at a time when we are all facing challenges. International travel may not be how it once was, but we must thank ourselves that we live in a beautiful region, that allows us to have many luxury resorts on the doorstep. So we conclude with ways in which you can still get that holiday feeling, safely in the UAE at beautiful locations.

Stay safe, enjoy the read and spend your time well this summer.

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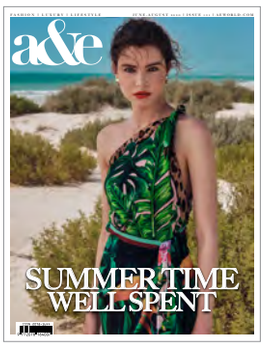

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Engineering the Future, Christoph Grainger-Herr, CEO of IWC Schaffhausen talks the future of the watchmaker and the latest novelties

King of the Castle, Mr Pascal Raffy CEO of BOVET discusses uniqueness and the true values of watchmaking

Making Time, Laurent Dordet, CEO of La Montre Hermès discusses the house's watchmaking business and moving forward during crisis times

The Breitling Revolution, Breitling CEO Georges Kern discusses the evolution of the brand and how he plans to continue moving the brand forward

Passion & Innovation, Laurent Perves, Chief Marketing Officer at Vacheron Constantin presents the latest novelties and the upcoming year for the watchmaker

Ray of Light, Chabi Nouri, Piaget CEO discusses the latest novelties and the Maison's close connection to the Middle East

20 Years of Chic, Chanel celebrates the 20th anniversary of a Modern icon; the Chanel J12

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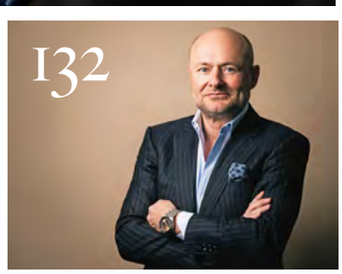
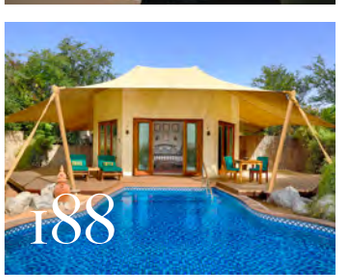
The Best of Time, We discover some of the latest watch designs for men and women that are in stores now











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Virtually Connected, Cynthia Vincent - Master Virtual

Training Instructor at Biz Group shares the dos and don'ts of video calling and how to adapt to the new business environment

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Paneri's Luminor Marina 44mm

aeworld.com

A MILANESE GARDEN IN BLOOM: DISCOVER SERAPIAN'S SPRING/SUMMER COLLECTION

Milanese luxury leather goods Maison Serapian is celebrating the beauty of an Italian garden with its Spring/Summer 2020 collection.



DOLCE & GABBANA OPENS POP-UP STORE AT LEVEL SHOES FEATURING THE SPRING/SUMMER COLLECTION

The store features bold and colourful accessories from the Italian fashion house's spring/summer 2020 collection.



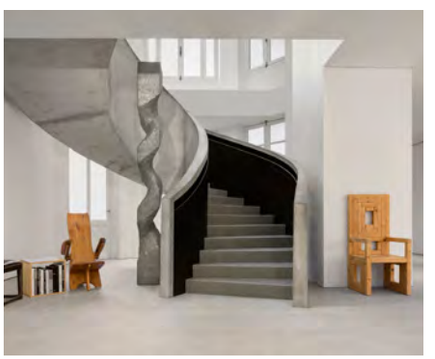
SANTONI INTRODUCES A NEW PERSONALISATION SERVICE FOR WOMEN

Santoni Shoes has created a new personalisation service for its one of its iconic styles. Allowing women to choose their colours and styles to create their own preferred shoe choice.



CELINE PRESENTS AN EXCITING AUDIO-VISUAL PROJECT CURATED BY HEDI SLIMANE

The Portrait of a Performer/Of An Artist project recently debuted with a selection of visual and audio presentations curated by Hedi Slimane



DUBAI BASED DESIGNERS ARE MAKING PROTECTIVE MEDICAL CLOTHING AS PART OF #ATHREAD4CAUSE INITIATIVE

Designers based in Dubai's Design District have come together as part of an initiative put in place by the Arab Fashion Council.



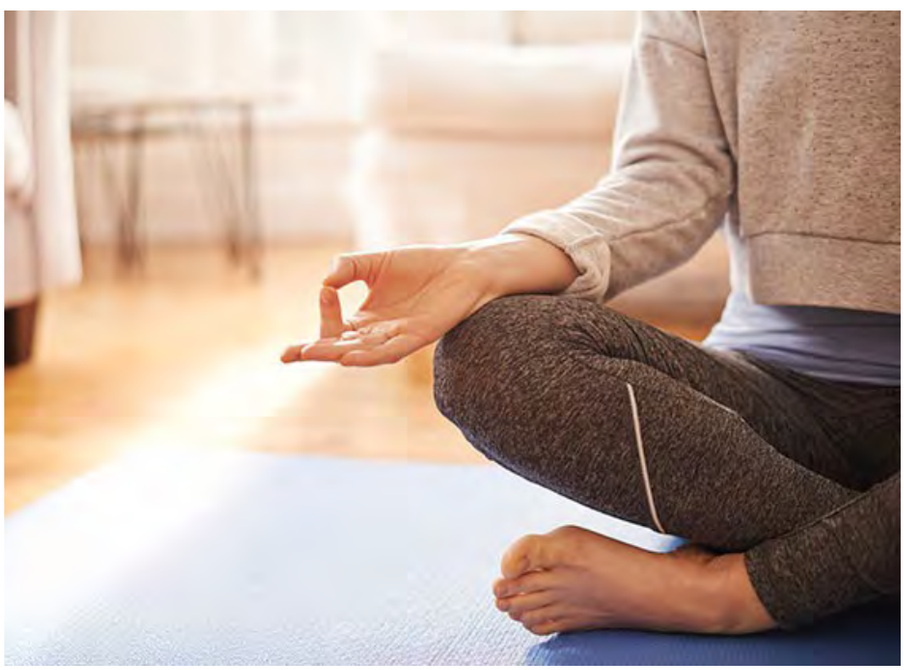
LA MAISON VALMONT IS OFFERING PERSONALISED BEAUTY ADVICE WHEREVER YOU ARE IN THE WORLD

La Maison Valmont is providing personalised consultations and tutorials to its clients via video calls and online presentations throughout the lockdown period



HOW CAN WE KEEP OUR MIND FUNCTIONING WHILE AT HOME?

Rachel Rose, Yoga and Meditation Instructor at SHA Wellness Clinic shares her tips on keeping the focus and staying motivated.



BEAUTY GIANT SHISEIDO SUPPORTS HEALTHCARE WORKERS ON THE FRONTLINE IN THE FIGHT AGAINST COVID-19

Global beauty company Shiseido is giving back to health workers in the Middle East.



WHY ROUGE HERMÈS IS YOUR SUMMER MUST-HAVE BEAUTY LINE

Hermès has opened its world of beauty starting with an incredible line of lip products in the form of Rouge Hermès that embodies the brand's elegance and style.



MARIO LÓPEZ, NUTRITION CONSULTANT AT SHA WELLNESS CLINIC ON HOW HEALTHY EATING FIGHTS DISEASE

Scientific research says suggests that food has a decisive influence on the immune system, the way our body defends itself against disease



KEEPING UP WITH CORONA

AS THE CORONAVIRUS CRISIS CONTINUES WE UPDATE YOU WITH THE LATEST DEVELOPMENTS IN THE UAE AND AROUND THE WORLD



It's been over seven months since the words "COVID-19" were first uttered as the first cases developed in the Chinese city of Wuhan, but the disease continues to have a catastrophic effect around the world. At the time of going to press, many countries have been successful in beginning to flatten the curve, but others are still seeing deaths on the rise with no end in sight. There are currently around six million cases of COVID-19 in the world and over 365,000 people have so far died, but there is hope. 2.52 million people have so far recovered from the disease and many regions have started to adjust to some kind of normality, so are we almost out of the worst times? We can only hope.



In the UAE

The UAE's fast response methods to protect its residents against coronavirus seem to have had a positive effect in protecting the nation against the disease. Numbers are beginning to drop which has meant that restrictions have been eased in the Emirates, but safety guidelines and strict protocols have led the way in the reopening of many of the country's destinations. Residents are beginning to get back to work (but not without the all-important face mask), as 50 per cent of company workforces are now allowed to enter the office, while others, including many UAE government officials, continue to work from home. Malls have opened with a limited capacity and restaurants, cinemas (many of which are now drive-in), gyms, public parks and public beaches have all now reopened. Face masks must be worn at all times and residents must adhere to strict social distancing. The National Sanitization Programme continues across the country between the hours of 10 pm and 6 pm in a bed to disinfect the Emirates. Times are still tough but the UAE is starting to get back to some kind of normality as we arrive into the summer.

Travel

Travel is still restricted heavily both in the Middle East and throughout the world. At the time of going to press many countries still have closed borders and those that are open require travellers to abide by strict rules including self-quarantine periods after flying. The UAE has not yet introduced inbound flights for tourists only for residents who are stuck abroad, however, there are several flights a week to key cities around the world and many countries are providing repatriation flights for their residents. The reality is that it may well be a long time before travel as we knew it resumes which is a hard pill to swallow for a country that relies so heavily on travel.









Vaccine

So far no vaccine has been found for COVID-19 but many nations are fighting to find a cure. As of mid-May, there were 10 leading "vaccine candidates" according to the World Health Organisation. Researchers in China, The United States, The United Kingdom India and Italy are all working to find a cure for the virus. Some reports have suggested a vaccine could be found by the autumn, while others are a little less optimistic, suggesting it could be next year until any progress is made. One clear thing is that the world needs a vaccine before life can return to the way it used to be. And once the vaccine is found a clear, concise and fair process should be rolled out across the world to deliver the dosage to as many people as possible in the quickest and safest way. For now, we continue to wait in suspense as some of the world's top scientists put their knowledge to the test.

The Economy

World economies have taken a huge hit in the first half of 2020 due to the crisis. In a year that was filled with anticipation, things quickly took a turn for the worst as millions of businesses found themselves effectively closed for a number of unexpected months. It's probably still too soon to determine the true economical consequence of the shut-down period but all of us will suffer in some way. Unemployment rates around the world are higher than ever, with over 30 million people in the US alone filing for unemployment benefits in just six weeks up to 30th April 2020. Oil prices have crashed to a 21-year low while the risk of recession in many countries grows higher every day. Sales of products such as cars and investments like houses are also continuing to slow as consumers change their priorities and reduce spending. The coming months will uncover the true economical results of the crisis but one thing that's certain is that business owners and employees need to think smart and begin to work in different ways if they want to stay afloat.

SUSTAINABLE SUMMER FASHION



The fashion industry is one of the biggest contributors to pollution and waste in the world. After this year's global crisis many brands are already beginning to re-evaluate their processes and techniques, with a turn towards more sustainable methods. As consumers, we are more aware of our environment than ever. Thanks to the coronavirus crisis which has seen millions of us confined to our homes, we have become more appreciative and aware of nature and its beauty. As well as realising that many of the luxuries we have in life can be reused or re-worked in sustainable ways. Sustainable fashion trends, recycled fabrics, upcycling and re-working are words we are hearing so much more of within the fashion industry today.

At their spring/summer 2020 show Dior was ahead of this curve. The French fashion house purchased 170 trees from plant nurseries that were replanted in different location across Paris. All of the materials used to construct the show space were recuperated by the association La Réserve des Arts, and therefore entirely re-used. This included 2,200 square meters of wooden planks for the façade and bleachers, 4,000 meters of brackets and 4,500 square meters of fabric. All electricity at the show was produced using generators powered by canola oil. As the world starts to change, even more, fashion shows as we know it may well have changed forever, but as the industry continues to move forward, brands must consider the repercussions of their actions and provide sustainable alternatives for their customers.



Dior spring/summer 2020

SUSTAINABLE FASHION TRENDS

THE TRENDS AND PROCESSES THAT ARE REDEFINING THE FASHION INDUSTRY IN A SUSTAINABLE ERA



STELLA MCCARTNEY SPRING/SUMMER 2020

In the last decade, it has dawned on more and more of us that the clothes we wear have a direct impact on our environment. The fashion industry with its high waste and disposable products is the second biggest contributor to the problem in the world. The interest in sustainability has skyrocketed in recent years and initiatives and technology have followed suit. In 2020 sustainability has become more in the forefront than ever. At a time when we are all starting to appreciate the importance of family and the beauty of nature, protecting the planet for our future generations is crucial. Here we discover some of the sustainable fashion trends that are helping to shape up the future of the industry in 2020.



1 Upcycling

Whether its re-working an old pair of jeans into a skirt or tie-dying an unwanted T-shirt to give it a new lease of life, make your re-cycling your clothing and finding new ways to wear it is about to become a huge trend. As many of us have more time on our hands and are less concerned with keeping up appearances, what better time than right now to begin upclycling our clothes? Find new ways to wear old pieces, by easily transforming them. An old skirt can become a headband for example or cutting off the sleeves of an unwanted jacket can make it a cardigan – there are so many ways to recycle your old clothing and minimize the waste. The simple process of at-home tie-dye is also on the rise and this is also a strong trend that we saw on the spring/summer runways this year. So why not get creative this summer and upcycle some of your beloved wardrobe items.

2 Fabric Innovation

On a corporate scale, fashion brands are getting more and more innovative with the materials they use to create their products. From unwanted plastic water bottles to used gloves, the amount of recyclable waste is going to be huge after the coronavirus pandemic and many brands are already looking to ways they can give these materials a new lease of life. One leader in the research of new production models for sustainable development, Italian firm Aquafil created Econyl. It is a nylon substitute, which now often appears in sustainable activewear as well as on watch straps, thanks to a partnership with Breitling. Econyl recycles and regenerates synthetic waste such as fishing nets and spin them into a textile product as robust as nylon. Not only does this bring down the ocean's pollution budget, but it also mitigates the growing need for nylon.

Many brands have banned fur and are looking for synthetic alternatives that look and feel just like fur but are much kinder to the environment and of course to animals. Leather alternatives are also in the works with fabrics including Piñatex which is made from pineapple leaves, proving a successful alternative. Through a process of "decortication", Piñatex extracts cellulose fibres of pineapple leaves after they are harvested. They are then "degummed' and processed to become a non-woven mesh and then given a special finish. The final result is the leather-like appearance.

3 The Rise of Reuse

Second-hand clothing stores were once considered a fashion faux pas. In 2020, however, the rise of second hand clothing is back. From swap shops with friends, to online apps allowing users to re-sell their unwanted items, to second hand boutiques, many of which we have in the UAE. In the fight against waste, second-hand shopping makes a huge impact on the problem. Not only do we turn our backs on fast fashion, we simultaneously rescue pieces otherwise destined for landfills. So next time you're going to throw away your unwanted items, think about someone else who could benefit from your waste.

4 Rentals

One way to combat the turnover of fashion and also help with the price tag is to rent items. Especially in the UAE when many of us are required to dress up for event after event, there are times when we do want to invest in a new item but the reality is that we may only wear it once. So rather than splurging on new items so regularly, why not rent clothes and accessories that can be used for some time and then returned. There are number of rental sites cropping up at the moment and the price is far lower than purchasing the item in full. Whether it's for a job interview, a night out or a special dinner with friends, renting a look will also allow you to experiment with style choices, without breaking the bank.

Sustainable Fashion Brands to Shop

Last year 32 brands around the world signed The Fashion Pact, with a promise to come together to work towards sustainable a sustainable fashion industry. We discover some of the brands that are taking steps towards that goal.

Stella McCartney

Stella McCartney is perhaps sustainable fashion's biggest advocate. Her brand is by definition sustainable and she continues to develop new materials and techniques to product clothing that is kinder to the environment. The brand recently joined the Kering Group, which will allow more investment into sustainable practices. Stella works only with suppliers who source and sustainably create their materials. From vegetarian leather, to new ways of creating silk, to using recycled nylon and polyester, every aspect of the processes is considered without compromising on the design.



Ermenegildo Zegna

The Zegna family started with a sustainable vision over 100 years ago so it is in the DNA of the brand. Ermenegildo Zegna's Artistic Director Alessandro Sartori has spoken with a&e many times on his devotion to producing sustainable fashion in the most effective ways. While there is still much to do, Zegna is working towards a 100 per cent no waste process, in which unused cuts of material will be ploughed back into the design process. Zegna's factories are run sustainably, with their own water system and eco-friendly energy. Many of the materials used in the products are experiential and moving forward, the brand aims to make the distribution process more sustainable too.





Burberry

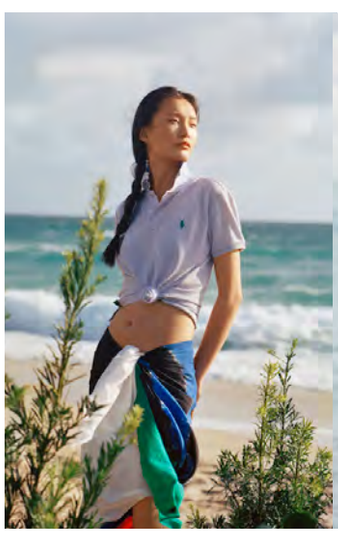
Burberry recently launches ReBurberry Edit – a selection of 26 styles from the spring/summer collection all made from the latest innovations in sustainable material science. The brand has also rolled out sustainable labelling for key categories in its collections. This new announcement marks two thirds of Burberry's products making a positive social or environmental contribution. The products lead in the innovation of sustainable materials and features a range of eyewear crafted from a pioneering bio-based acetate and trench coats, parkas, capes and accessories created from ECONYL®. These parkas and capes are also made at facilities associated with energy and water reduction, textile recycling and chemical management programmes, while a selection of bags are associated with the use of renewable energy. Additional outerwear pieces in the Edit are made using a new nylon that has been developed from renewable resources such as castor oil, and a polyester yarn made from recycled plastic bottles. The collection is available now at Burberry stores and online.





Ralph Lauren

Ralph Lauren's Earth Polo offering is a line of polo shirts made from recycled plastic bottles which are then dyed with a water-less process. The brand set themselves the task to effectively recycled 170 million plastic bottles in its products and packaging by 2025. The Earth Polo, designed with Mother Nature in mind, is crafted from thread derived from recycled plastic bottles and dyed in an innovative process that uses zero water. Each Earth Polo is made from an average of 12 plastic bottles. The polo for men and women is offered in 19 different colours and comes in long and short sleeved silhouettes. The shirts are produced in partnership with First Mile, an organisation with a global mission focused on sustainability and positive social impact. First Mile works with entrepreneurs in low-income communities to collect recyclable plastic bottles, which are then processed through a unique and eco-friendly manufacturing program and turned into high-quality yarn and ultimately fabric. The Earth Polo is available at selected Ralph Lauren stores as well as online at ralphlauren.com





Gucci

Italia fashion brand Gucci has been working on its sustainable practices for several years. Since 2018 the luxury fashion house has been completely carbon neutral in its operations across its supply chain, allowing it to protect 1,102,000 hectares of forest around the world. Furthermore around 80 per cent of the brands stores, offices and warehouses now run on green energy, with a goal to reach 100 per cent later this year. This year the brand has been focusing on using alternative materials in the design of its products, including recycled, organic and bio-based materials, as well as regenerated fibres, sustainable sourcing and manufacturing efficiencies. Gucci has also been working to reduce its waste by upcycling unused fabrics and colouring materials only when it's absolutely necessary.





“REDUCE, REUSE AND RECYCLE. BUY LESS BUT BUY SMART!”

FASHION DESIGNER GILBERTO CALZOLARI ON HIS DEDICATION TO SUSTAINABILITY AND WHAT THE FASHION INDUSTRY AS A WHOLE CAN DO TO CHANGE THE WORLD

BY LINDSAY JUDGE

Gilberto Calzolari has had dreams of creating his own fashion line since he was a child. Born in Milan, he worked under some of Italy’s finest designers, learning their craft and finding the right formula to launch his own label. Calzolari soon realised his real passion lies in producing sustainable fashion. He wanted to create designs that are kinder to the planet but still have the same, if not more glamour and quality of regular pieces. The designer first stepped into the spotlight for his sustainable creations when he won the prestigious Franca Sozzani Green Carpet Award for Best Emerging Designer in 2018 for his dress created from used coffee bean bags. He went on to create his first collection made from fully sustainable materials and successfully carved out a niche for himself in the Italian fashion business at a time when few were doing anything of this level in relation to sustainability.

Since then he has continued to create sustainable fashion designs that women really want to wear. His approach to manufacturing is sustainable, but so too are his choice of materials. Calzolari has a unique talent for repurposing unwanted materials and creating something new. This could be anything from coffee bean bags, to broken umbrellas to fruit packaging. His unique eye allows him to be creative and at the same time help to save the planet.

His latest collection can’t be segmented into spring/summer or fall/winter as it is a year-long collection, designed to meet the needs of consumers all year round and minimise waste from throwaway seasonal garments that are only worn for a few months. The collection was presented on the runway at Milan Fashion Week earlier this year; something that has been a dream of the young designer since he was a child. Here we discuss his continued effort in to lead the way of sustainability in the fashion industry and the experience of achieving his dream to present on-schedule at Milan Fashion week for the first time.

What can you tell us about the One-Year-Long collection that you have been working on for this year?

For my latest collection; “Tilt System”, I decided to get rid of the seasonal approach in favour of a year-long collection. I see it as a coherent step-forward in my path towards sustainability, which is not only expressed through the choice of materials but also in the production cycles with a "slow fashion" fashion approach. This also sees a return to tailored quality and exclusivity and breaks from the traditional seasonal model by offering an eclectic and surprising year-long collection, which touches all seasons.

What was the inspiration for the collection?

I see fashion as the perfect mirror of what is happening around us – a looking glass, at first faithful and distorted, that projects illusions but also reveals the deepest signals of our society, a society that is compelled to a radical change and demands new rules. While social networks flaunt wonderful fake lives, a world full of contrasts highlighted a system on tilt, where nature struggles under a severe climate change, seasons have lost their meaning, and a global crisis forces us to reinvent ourselves. This is the premise of my latest collection, and its title, “Tilt System” in a way anticipated the situation we are all living today. The truth is, the signs of a society on tilt were already there, way before the pandemic. In my new collection, I just decided to put a spotlight on them.

How do you think seasons are changing when it comes to fashion these days?

The current seasonal approach makes no sense, for several reasons. First of all, also from a climatic standpoint, due to climate change, seasons overlap more and more, and there’s a need for a more diverse wardrobe all year long. Moreover, from a sustainable point of view, we need to re-wire the system. It all started when high fashion decided to follow the rhythms of fast fashion, which brought an absurd frenzy of over-production and over-communication. Do we really need, each season, a pre, main and cruise collection? Do we need to create so many items that will inevitably end up on sale, creating so much pollution and waste? I truly believe high-end fashion needs to go back to a more artisanal approach, which is at the core of the Made in Italy greatness. And I believe that presenting a year-long collection responds to the customer's needs in a better way. This September, I’ll present “Tilt System Volume 2”, which is the same collection with some variations of fabrics, prints and colours.

You recently presented your collection on-schedule at Milan Fashion Week for the first time – how was the experience?

For many years I worked for some of the most important luxury brands in the world, from Marni to Valentino, Miu Miu to Armani, so, in a way, I knew exactly what to expect, but to open the Milano Fashion Week with my own fashion show was a completely different experience. I felt like a professional athlete who, after many years of hard work, is admitted to the Olympics!

What can you tell us about the work Camera della Moda Italiana is doing to support sustainable fashion?

Nowadays, the challenges for an upcoming brand are immense, even more so if it's a brand committed to sustainability, and I'm immensely grateful to Camera Moda for their unwavering support. Nowhere in the world, will you find attention and commitment to sustainable fashion like the one Camera Moda has proven since the get-go, which translates every year into a myriad of initiatives.

The world has come to a standstill currently – how do you think attitudes to sustainable fashion might change after this time of crisis?

If anything, I believe the situation we are living will make sustainable fashion even more relevant and imperative. It's the only way. We owe it to ourselves, to our planet, and the future generations.



What are some of the methods and techniques you use within Gilberto Calzolari to ensure sustainable production?

My commitment to sustainability comes to life in various ways. In particular, when I create a collection, I follow 3 directions:

1. The use of cutting-edge and technologically, advanced and environmentally friendly fabrics of natural origin, compliant with the most reliable certificates in terms of sustainability and traceability.
2. The recycling of existing materials, such as beautiful stock fabrics discovered in renowned Italian textile companies.
3. The upcycling of unusual materials transformed into couture fabrics: from the dress made with jute coffee bags and embroidered with lead-free Swarovski crystals, that earned me the Green Carpet Award as Best Emerging Designer, to the tulle coming from the nets for citrus packaging; from the clothes created with exploded airbags and discarded safety belts to those made with canvases of broken umbrellas.

Can you tell us about some of the materials you have worked with for your recent collection?

My latest collection features a multifaceted wardrobe where "women's" cuts are paired with "men's" fabrics and details, winter and summer clothes together, and styles from different eras collapse into unusual combinations. But there are always glamorous silhouettes, made from a variety of materials including patterned wool from regenerated yarns; organza and crepe de chine in 100% organic and GOTS-certified silk; fake-fur; recovered vinyl and neoprene. Semi-gloss satins of recycled polyester from PET bottles, in a mix of avant-garde, are sustainable fabrics on one hand and on the other, splendid warehouse stock fabrics discovered among reputable textile companies. Then there is the upcycling of unusual and original materials, which is a signature in my collections: in this case, dresses have been created from recovered sheets from broken umbrellas.

You have been an advocate for sustainable fashion for a long time but how have you seen attitudes and approaches to it changing over the years?

It's been a constant process. I feel that in every collection I learn more about sustainability. Quite honestly, in the past two years, the landscape has improved a lot. This is thanks to new technologies, which mean you can find more and more sustainable fabrics, such as, to name a few, SEQUAL polyester derived from plastic recovered from the sea or EVO nylon extracted from the seeds of the castor plant. Soon we will be able to test fabrics made from grapes and mushrooms... there are no limits to the roads sustainability can take.

What still needs to be done in the fashion industry in relation to sustainability?

There's still a lot of work to do. Producing sustainable fashion is still very expensive, starting with the costs of fabrics and processes. Only with greater cohesion and collaboration throughout the whole supply chain, from the supplier to the manufacturer, from the distributor to the seller, can we really make a change, so that people can perceive not only the importance but also the beauty – which is both ethical and aesthetical - of sustainable fashion. In this regard, we suffer from a lack of real communication and promotion towards the end consumer. There aren't many retailers (be it boutiques or department stores) who pay serious attention to sustainable fashion and this is a problem considering that they are the ones who have direct contact and a relationship with the customers. I realise that although there is a lot of talk about sustainability nowadays, many still believe that sustainable fashion is somehow less glamorous.







This perception is completely wrong. The reality is diametrically opposite. Sustainability can and must be beautiful, glamorous and classy. It's the only way high-end fashion can contrast the damages of fast fashion and prove its superior craftsmanship.

Moving forward what do you expect to see from the behaviour of consumers concerning sustainable fashion?

The paradox is that the end consumer seems more and more interested in sustainable fashion, especially the new generations who are much more aware of what they are wearing. But we have to put them in a position to be able to choose sustainable alternatives and to do this we need an important boost from the distribution, whether they are department stores or multi-brand boutiques because they are the ones who can make sustainability a real option.

Will you be changing any of the strategy of the company after the current global pandemic?

The main change right now is that the current situation forces us to be more digital. I'm working on an e-commerce platform that will offer pieces on a made-to-order basis. People want to have a more dedicated experience, and I believe that they are willing to wait a few weeks to receive an item that is created especially for them to avoid unnecessary waste. We must go back to making fashion an object of desire for which it is worth waiting. If this is what is good for our planet: true luxury does not lie in having everything at once, but in experiencing the exclusivity of craftsmanship sustainably and consciously, knowing that with your purchase you have been impacting less on the environment.

What is the professional motto you live by?

I often use the term "conscious glamour" when I talk about my brand and my vision. My mission has always been to prove that being sustainable means being chic and deeply creative. The woman I dress loves the environment but does not give up on glamour and style. Our job is to create beauty and sustainable fashion that's twice as beautiful – aesthetically and ethically.

What is something that you would still like to achieve with the brand that you haven't done yet?

I would one day like to be able to open a flagship store with a sustainable footprint in my city of Milan. Or perhaps in Tokyo, Japan, a country with a culture and an aesthetic very similar to my philosophy of life - a place of deep-rooted elegance and surprising contrasts where tradition and innovation live side by side.

Where would you like to see the fashion industry in terms of sustainable fashion in 10 years?

My dream is that in 10 years sustainable fashion will be the norm, so much so that we'll no longer have to ask or specify if a garment is made with sustainable fabrics and according to protocols of social responsibility because it would be outrageous to imagine otherwise.

What are the things we as consumers should be doing in order to be more sustainable when it comes to our fashion choices?

Reduce, reuse and recycle. Buy less but buy smart!

What does the rest of 2020 have in store for Gilberto Calzolari?

It's hard to make long-term plans in the current situation, which is constantly evolving. For example, it's still not clear if and how the fashion week in September will take place. But the long-term goal is clear. The pandemic has forced everybody to reconsider their priorities, and the one thing I know is that we need to put sustainability at the centre of our industry.

2020 SUMMER FASHION TRENDS

THERE'S NO DOUBT SUMMER FASHION TRENDS THIS YEAR ARE GOING TO BE DIFFERENT WITH THAT IN MIND HERE'S OUR GUIDE TO WHAT YOU'LL REALLY BE WEARING THIS SUMMER



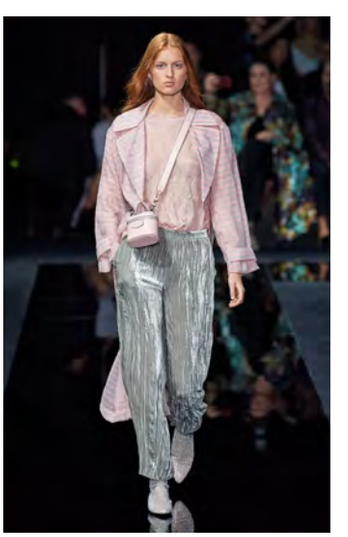
Tom Ford

Luxe Loungewear

It's no secret that many of us are spending a lot more time in loungewear at the moment. When staying at home, we naturally want to feel comfortable, but that doesn't have to mean we forget about style. There are many lounge-style looks from the spring/summer runways that can be worn at home, or even popping out to the shops. Silky materials and fabrics ranging from soft cotton to the finest will have you wrapped up, feeling cosy for the next few months.



Bottega Veneta



Emporio Armani



Gabriela Hearst

All About Necklines

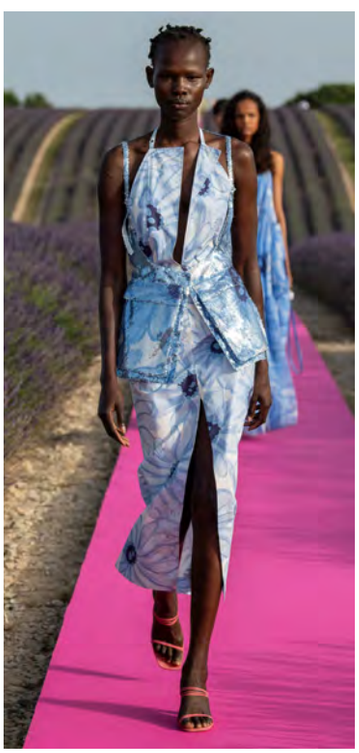
The world has changed and the way we work has changed too. Our lives are now being conducted through our screens which calls for beautiful necklines and interesting tops. Ops for some colour up top to spread happiness. Twisted necklines or frills or detail on the shoulders can add some personality to your look.



Bottega Veneta



Chanel



Jacquemus



Miu Miu



Balmain

Feel-Good Colour

When the world is feeling low, what better to make us and those around us feel better? Opt for bold rich tones such as magenta pink, rich purple and golden orange. These warm feel-good hues will inject some positivity into our lives and they are great for summer. Pair with colour clashing accessories to complete your look.



Gabriela Hearst



Christopher Kane



Marni



Victoria Beckham



Alberta Ferretti

Ready for Anything

There are some outfits that are so bold, you'll feel as though you can take on the world when wearing them. This summer you deserve, more than ever to be spoilt, so treat yourself to an out of the ordinary ensemble. Even if you only wear it to do the dishes, you'll feel ready to take on the world.



Richard Quinn



Gucci



Marc Jacobs



Moschino



Dolce & Gabbana

“Wish I Was On Holiday” Dress

While the future of global travel is still up in the air (excuse the pun), the future of summer holidays is uncertain. Many of us will be cancelling travel plans over the next few months or staying a lot closer to home than planned. But that doesn’t mean you can’t still dress for your vacation! Invest in colourful prints and tropical tones, and you can bring your holiday to your back garden!



Valentino



Dolce & Gabbana



Versace



Marni



Fendi

Relaxed Workwear

Although work patterns have changed and “smart working” is now part of our everyday lives, workwear still plays an important part in our summer wardrobe. Instead of tight corporate styles opt for relaxed fits, button-down shirts. Loose-fitting trousers, all of which will provide comfort but still have you looking professional and ready to take on the day, whatever your new working normal may be.



Max Mara



Chloé



The Row



Etro



Givenchy



Alexander McQueen

Blank Page

This season's runway shows were awash will all-white look and it has become quite ironic. After all of this is over, the world will be starting from a blank page, figuring out how to move forward. Quite fittingly all-white looks provide a fresh summer look while representing the situation many of us will find ourselves in over the coming months. Pair with colourful accessories or with black for a monochrome look.



Altuzarra



Bottega Veneta



Loewe



Erdem

Sports Chic

Sports looks have always been part of our wardrobe essentials, but now more than ever. Opt for sports-inspired styles with fabrics including lycra and mesh or add sporting accessories to a simple look to complete the styles. Pops of colours with monochrome tones will make the look complete!



Alexander Wang



Burberry



Bottega Veneta



Dsquared2



Prabal Gurung



FIGHTING FOR THE CAUSE

HUSSEIN BAZAZA TALKS SUSTAINABILITY, MENTAL HEALTH AND HIS NEWLY LAUNCHED E-COMMERCE SITE

BY LINDSAY JUDGE

Beirut-based fashion designer Hussein Bazaza has always had an appreciation of artistic fields and experimenting with design. After graduating in 2011 he worked for Elie Saab as a junior designer before introducing his own ready-to-wear line to the world in 2012 at just 23 years old. He has received many regional awards for his designs and has come to be recognised across the region for his contemporary, artistic and barrier-pushing designs.

This May, Bazaza has launched a new online store that kicks off with an exclusive e-capsule collection. The Bombers Project introduces various interpretations of the classic bomber jacket. Every bomber holds the story of one of the brand's pas muses from fall/winter 2015 to spring/summer 2020. This e-capsule collection sheds light on the ways we can take care of ourselves, and have self-belief, especially during trying times such as the one we are experiencing currently. Maintaining our mental health is key and is highlighted by the slogans on the T-shirts as part of this collection.

Here, we find out more about the collection as well as Bazaza's dedication to sustainability and supporting mental health.

What can you tell us about the Bombers project?

Brainstorming around the online store, which was months in the works, we decided to launch a capsule collection with a focus on one singular item and have that one basic piece reinvented with the brand's trademarks. We then chose this to be the classic bomber jacket; a versatile piece, worn throughout the year, during all seasons, that can be styled for both day and night. We also wanted a piece that would cater to both men and women.

For the launch, we highlighted our muses throughout the years with each jacket featuring a specific detail from one of our previous collections; from embroidery and prints to cuts and colour-blocking. The collection consists of 25 different versions, each styled with a pair of coordinating Bermuda shorts, to be worn together as a matching set or apart.

Finally, we introduced slogan t-shirts. Each tee with a message on my notion of sustainability and maybe the truest form of sustainability: maintaining our mental health and sustaining ourselves. It was also our aim to have it all launched during the month of May as the official Mental Health Awareness Month.



What can you tell us about sustainability at Hussein Bazaza?

I have never shed light on sustainability in its widely known meaning before, not back when it wasn't a trend and not even now that it is. But we always try to reduce waste as much as we can at Hussein Bazaza: we only produce samples for our collections and we take orders on-demand so they are tailored to every client or boutique, which helps with eliminating all unnecessary excess. on another note, we use all leftover scraps and unused fabrics for upcoming collections; almost nothing goes to waste. We have also experimented with recycled fabrics and garments using plastic materials many times, especially in SS20 and FW19. Of course, we are not perfect and I cannot claim that we are 100% sustainable, but we are always doing as much as we can.

The true form of sustainability that we all need to strive for is much needed and maybe even much harder to attain: maintaining our mental health. Before we are able to take care of anything the world around us, we need to learn how to take care of ourselves, mentally and emotionally. I am not belittling the sustainability of the planet, pollution is a great cause of death, but so is your mind.

Why do you feel it's important to highlight mental health issues through your designs?

I am known to narrate stories through my pieces. Each one of my tales has a moral to it. I want to share relevant lessons that I have learned through my experiences or through the world's experiences to be conveyed and what better way can I do that than through my own creations? There always needs to be a purpose.





What are the ways in which you think all fashion brands can to introduce sustainable methods in their companies?

There only way is to do the best they can. Being sustainable is not easy and is not fun. Of course, despite its difficulties, we should be helping our planet as much as we can, but each fashion house will figure out the sustainable methods that work best for them.

Do you think the current global crisis will have an impact on customers' consideration for sustainability?

It should and I hope it does. I can't say for sure that all customers will refuse to buy anything but sustainable items, but our job as fashion designers is to help them make the right decisions by creating sustainable pieces they would love to purchase and at the same time promote it further and bring awareness to its importance in our lives today.

What is something you would like to do with your brand in relation to sustainability that you haven't done yet?

I want to get more into using recyclable fabrics, sustainable materials, techniques, and technology. There is so much that I still want to do but we have to move with baby steps and clear focus, or else it'll get messy, unorganised and stressful. It's a learning process.

Are there any issues related to sustainability, particularly in Lebanon that you think the fashion industry can shine light on?

The biggest would be having no access whatsoever to sustainable materials and fabrics or technology. Lebanon is greatly behind on this subject, which doesn't help designers who want to lessen the impact of the industry's wrongdoing on the planet.

How important is e-commerce at Hussein Bazaza in today's climate?

E-commerce has become relatively important with the situation at the moment. we want our customers to have access to shop at the comfort of their own homes, to feel good lounging in them or better yet, have something to look forward to and wear for their first outing when all this is over. We have also created our online store pieces specifically so that there is something for everyone in terms of different styles, from a busy print to a minimal monochrome hue as well as a vast price range.

What can you tell us about you upcoming Haute Couture collection?

All I can say is that it is already one of my favourite collections and that's being said while we're still in the experimental stage of production and haven't seen a proper outcome for a piece, especially since it is going to feature really different attributes than what our audience is used to seeing from us. it's exciting.

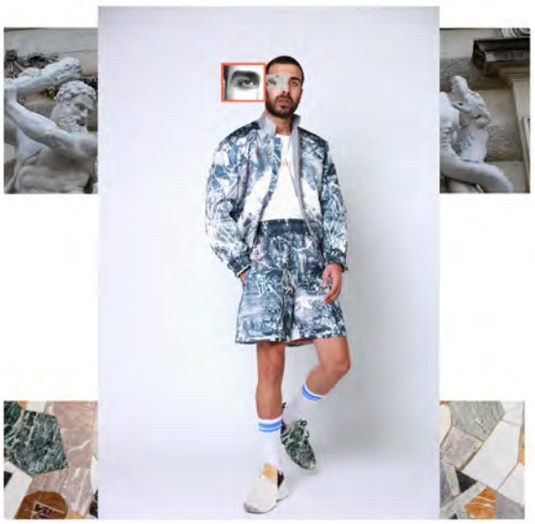
What is the motto that you are living by during this time of crisis?

Take it day by day.

What is in the pipeline for Hussein Bazaza for the second half of 2020 and will you be changing any of the strategy of the brand?

Today and moving forward, we will be working on the launch of two main collections per year; seasonally for both spring/summer and fall/winter. Accompanying them, capsule collections will be launched exclusively on our online store, featuring limited and exclusive pieces created towards both men and women solely sold on our website.







What is a message that you would like to give to your readers at this time?

Get to know yourself better, take care of who you are and stay home.

Why do you think now is an important time to shed light on mental health?

Now it is more important than ever. We are staying home buried in their own thoughts, in their own confusion and own fear of the unknown and what awaits us. We all need to be reassured that it is going to be okay and that we are not alone going through this.

How can fashion help us focus on self-belief and self-love?

fashion has always been a language for self-expression and a boost for self-esteem, it exists to make you look good, make you feel great and to show who you are. it is already helping.

What is your message to anyone who is struggling with mental health issues during this time?

We're all worried about tomorrow but we're all in this together.

SMART SUMMER SHOPPING

SHOP VIRTUALLY THIS SUMMER AS MORE AND MORE STORES MAKE THE MOVE TO E-COMMERCE IN THE MIDDLE EAST. WE DISCOVER THE WAYS YOU CAN BRING A LITTLE LUXURY TO YOUR WARDROBE WITHOUT LEAVING YOUR HOME

Hussein Bazaza

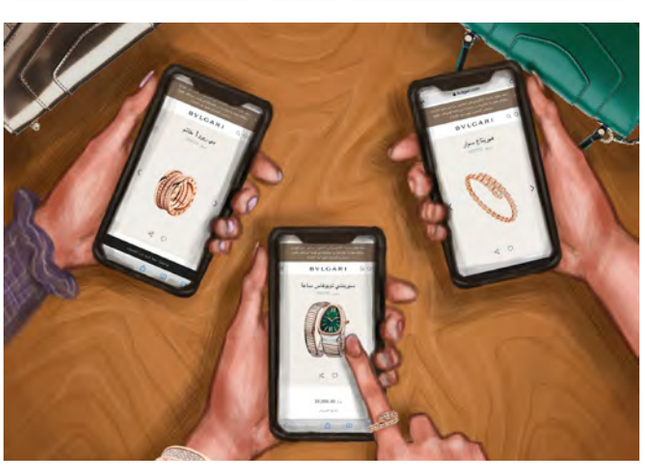
Lebanese designer Hussein Bazaza launches a new online store that kicks off with an exclusive e-capsule collection. The Bombers Project introduces various interpretations of the classic bomber jacket. Every bomber holds the story of one of the brand's past muses from fall/winter 2015 to spring/summer 2020. There are three categories of bombers: Embroidered Bombers featuring silk thread works with intricately detailed motifs. Printed Bombers bring a story to life with statement artworks. And the Cut Bombers highlight signature details of the brand's collection. There are more than 20 bombers to choose from and they will be sold exclusively at husseinbazaza.com.



Bvlgari

Bvlgari has launched an e-commerce platform that is exclusive to the UAE. Complete with a highly specialized and efficient Customer Service team dedicated to the clients' needs, the site offers the excellence expected from the Roman jeweller. Shop the latest collections and benefit from 3D product images, augmented reality, free shipping, flexible delivery, complimentary exchanges both online and through Customer Service or directly at the boutique. Furthermore, for an ultra-coherent experience, a piece of the Roman Condotti boutique will reach each client through the exclusive packaging for online purchases, featuring the unmistakable Bvlgari Pantheon mesh.





ASHI Studio

Beirut-based designer ASHI Studio has launched a luxurious loungewear line and new online e-commerce platform to support its upcoming collections. The brand has decided to change direction in the way it showcases its couture collections and will introduce new product lines through a new e-commerce platform. The platform launched with the launch of ASHI Studio Loungewear, a luxurious option to comfort wear featuring beautiful fabrics such as pure silk and cashmere that can be worn both indoors and outdoors. With basic items such as cashmere tops and pants, to long silk robes, the 1950's inspired loungewear collection - made of the highest quality materials - truly captures the elegant and luxurious spirit of the brand and is a new approach to the luxury of couture. Proceeds from the loungewear line will be given to charities around the world that are helping families affected by COVID-19.



Louis Vuitton

Last month Louis Vuitton launched an online platform dedicated to the Middle East. The luxury platform allows shoppers to discover and purchase collections across ready-to-wear, leather goods, shoes, accessories, watches and jewellery, luggage and fragrances in both English and Arabic. The site will also play host to a number of Middle East exclusives, with VIP access being given to online customers. Louis Vuitton has also made its personalisation service available online, allowing shoppers to stamp and engrave their chosen products. Perfect for gifts or as a special treat for yourself! Prices are shown in local currency and the site is available in both Arabic and English.



Sephora

Sephora Middle East's online platform will solve all of your beauty worries during lockdown. The beauty giant sells its own-brand products as well as dozens of exclusive brands through its e-commerce site, making it easier than ever to have your beauty essentials delivered to the comfort of your home. Brands include Marc Jacobs, Huda Beauty, Fenty Beauty benefit and so many more. Discover beauty trends tips and tutorials from Sephora's experts as well as engaging with the local community and sharing favourite beauty looks. Delivery is free on all orders over AED250.





Multicolour Dress and Sandals
All Dior



CHASING SUNSETS

RICH RAINBOW HUES, SOFT FLOWING FABRICS AND IRIDESCENT FINISHES, PAIRED WITH BOLD STATEMENT ACCESSORIES WILL BRING JOY AND VIBRANCE TO YOUR SUMMER MONTHS

Photography: Ziga Mihelcic
Stying and Direction: Lindsay Judge
Hair and Make-up: Manuel Losada
Model: Viktoriya Maxim
Location: Jumeirah at Saadiyat Island Resort





Yellow Dress, **Madiyah Al Sharqi**
Espadrilles, **Christian Louboutin**
Small Dioraura Book Tote, **Dior**
Hook Earring, **HAK The Label**
Square-Framed Sunglasses, **Alaia**



Beaded Strapless Dress and
Clutch with PVC Details,
All Giorgio Armani





Dalya Caftan Dress, **Loro Piana**
Nada Earrings, **HAK The Label**



One Shoulder Printed Dress, **Dolce&Gabbana**
Earrings, **Dolce&Gabbana**
Red Leather Sandals, **Tod's**



Pink Manosque Dress, **Jacquemus at Shopbop**
Carre Geant Twill The Savana Dance Silk Scarf, **Hermès**
La Source de Pegase Carré Twill Silk Scarf, **Hermès**



Sleeveless Lace Top
Basque Lace Skirt
All Loewe





Sleeveless Jacket Agneau - Blanc Casse,
Shorts - Denim Coton- Beige Tatami,
Aura Calfskin Strap Women's Sandal – Noir,
Handbag Trim Anate Rainbow
All Hermès



Gli Anni Settanta Kafta,
Taller Marmo
Tie & Dye Sophie Panama
Quito, **Borsalino**
Oversize butterfly shape
sunglasses, **Pomellato**



Coco-de-mer Jumpsuit,
Twisted Roots
T Timeless Crossbody Bag
Micro in Pink Leather, **Tod's**
Kalahari Slippers, **Loro Piana**



Harmony Print Tie Dress,
Temperley London



Ecru and black sweater in cotton embellished with camellias and beads
Ecru skirt in silk jacquard embellished with a black satin bow at the back
Gold and black belt in metal interlaced with leather
Black pumps in grosgrain and satin embellished with a bow
Black CHANEL 19 bag embellished with sequins
All Chanel Métiers d'art 19/20
Paris- 31 rue Cambon



California Sky Floral
Denim Dress
Promenye Sunglasses
All Fendi



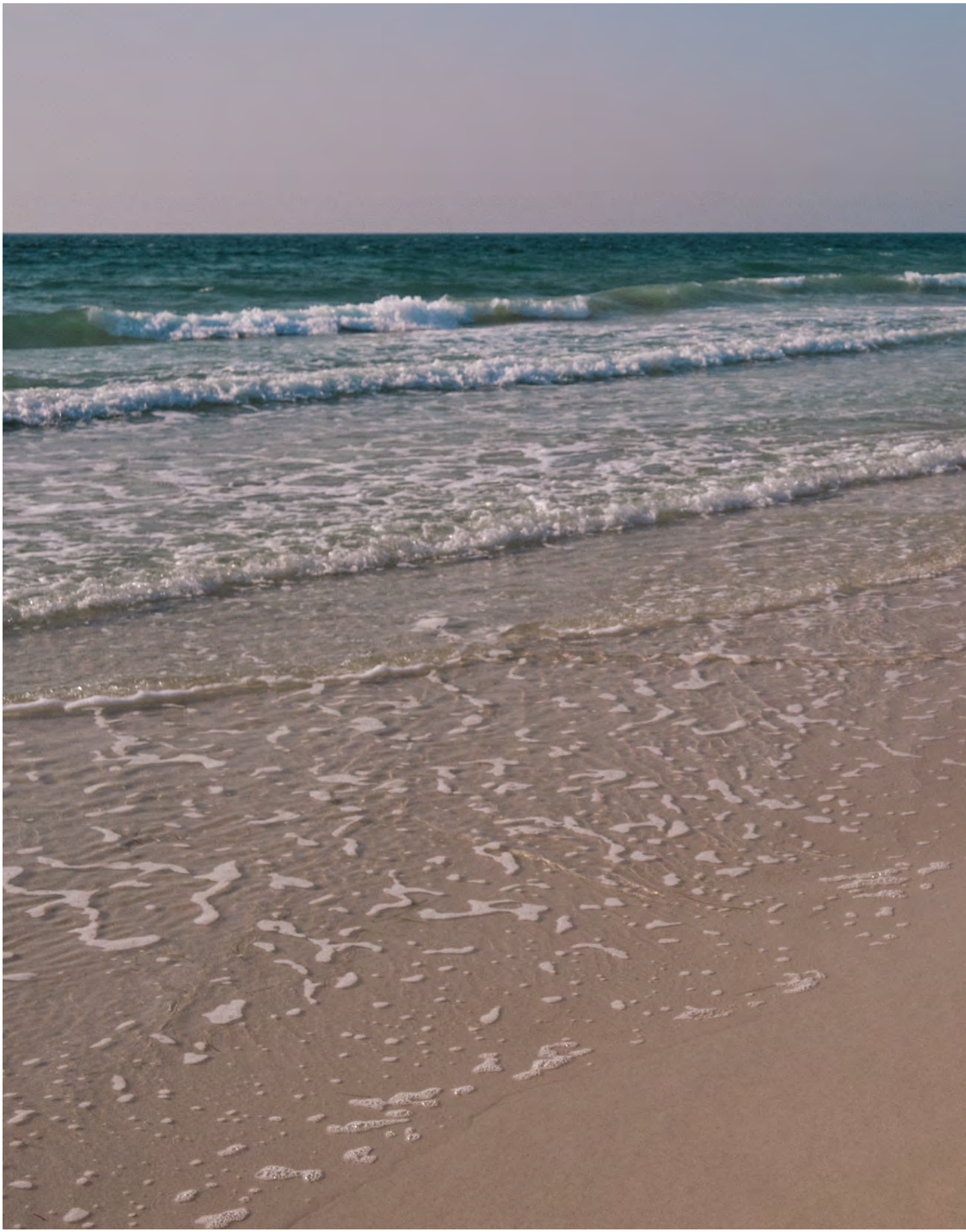
Medium Triomphe Basket
in Raffia & Tan Natural
Calfskin, **Celine**



T Timeless Crossbody Bag Micro in Light Blue Leather C-Bag in Leather Mini Red, **All Tod's**



Small Balloon Bag In Waterlily
Canvas and Calfskin
Balloon Bag In Raffia and Calfskin
All Loewe





Valentino Bluegrace dress,
Valentino
SuperVee soft gold mini
clutch, **Valentino Garavani**
Vlogo slingback pump,
Valentino Garavani
Vlogo necklace and earrings,
Valentino Garavani

SUMMER MUST HAVES

EVEN THOUGH IT'S BEEN A LONG YEAR SO FAR, SUMMER IS ONLY JUST BEGINNING. HERE WE DISCOVER THE HERO PRODUCTS YOU'LL NEED TO GET YOU THROUGH THE WARMER MONTHS

1 Beach Bags



Coach at Ounass.com



Iris & Ink



Prada at Ounass.com



Sparrows Weave at MATCHESFASHION



Tory Burch



Aquazzura



Elisabetta Franchi



Dolce&Gabbana



Loewe

2 Dresses



Evi Grintela at Net A Porter



Carolina Herrera



Emilio Pucci



Rixo



Zimmerman



Erdem

3 Sunglasses



Alexander McQueen at MATCHESFASHION



Givenchy at Farfetch



Celine at MATCHESFASHION



Lindberg SS20 Collection



Longchamp

4 Shorts



Missoni



Bottega Veneta



Nemozena



Evi Grintela at Net A Porter



Emilia wickstead



Weekend Max Mara

5

Swimwear



Iris & Ink



Lisa Marie Fernandez



Solid & Striped



Versace



Zimmerman



La Reveche



Eres

6

Sandals



Arizona Love at NAP



Gucci at Farfetch



Proenza X Birkinstock



Valentino



Iris & Ink

THE WATCHES EDIT

As the watchmaking industry adapts to a new normal we talk to CEOs on how they are planning to move forward after this time of crisis, as well as discovering the latest novelties and must have timepieces for the coming year.





A. Lange & Söhne limited white-gold edition of the Zeitwerk Minute Repeater



DID YOU KNOW?

FACTS ABOUT THE HISTORY OF WATCHMAKING AND MEASURING TIME

- The first record of time dates back to 2000 BC which is over 4000 years ago.
- Before watches and clocks, time was measured with a sundial which could tell the time of day according to the position of the sun in the sky. Sundials were carved from a large piece of stone and first used by the ancient Egyptians.
- Pocket watches were first worn in the Tudor times including by Henry VIII, however, there were only single hour markers, the minute hand did not become part of pocket watches until the 17th century.





Wristwatches were actually first designed for women during the Elizabethan times. The first woman to wear a wristwatch was Elizabeth I. Men only started to wear them during World War I when they had to synchronise attacks.



- The first automatic watches were produced in the 1770s and were designed by Swiss watchmaker Abraham-Louis Perrelet.
- The first "modern" wristwatch was made for Countess Koscowicz of Hungary, by Patek Philippe & Co. in 1868. Although it was the first timekeeping device to be designed specifically for use on the wrist, it was intended primarily as a piece of decorative jewellery.
- The first modern chronograph was invented by Louis Moinet in 1816, solely for working with astronomical equipment.

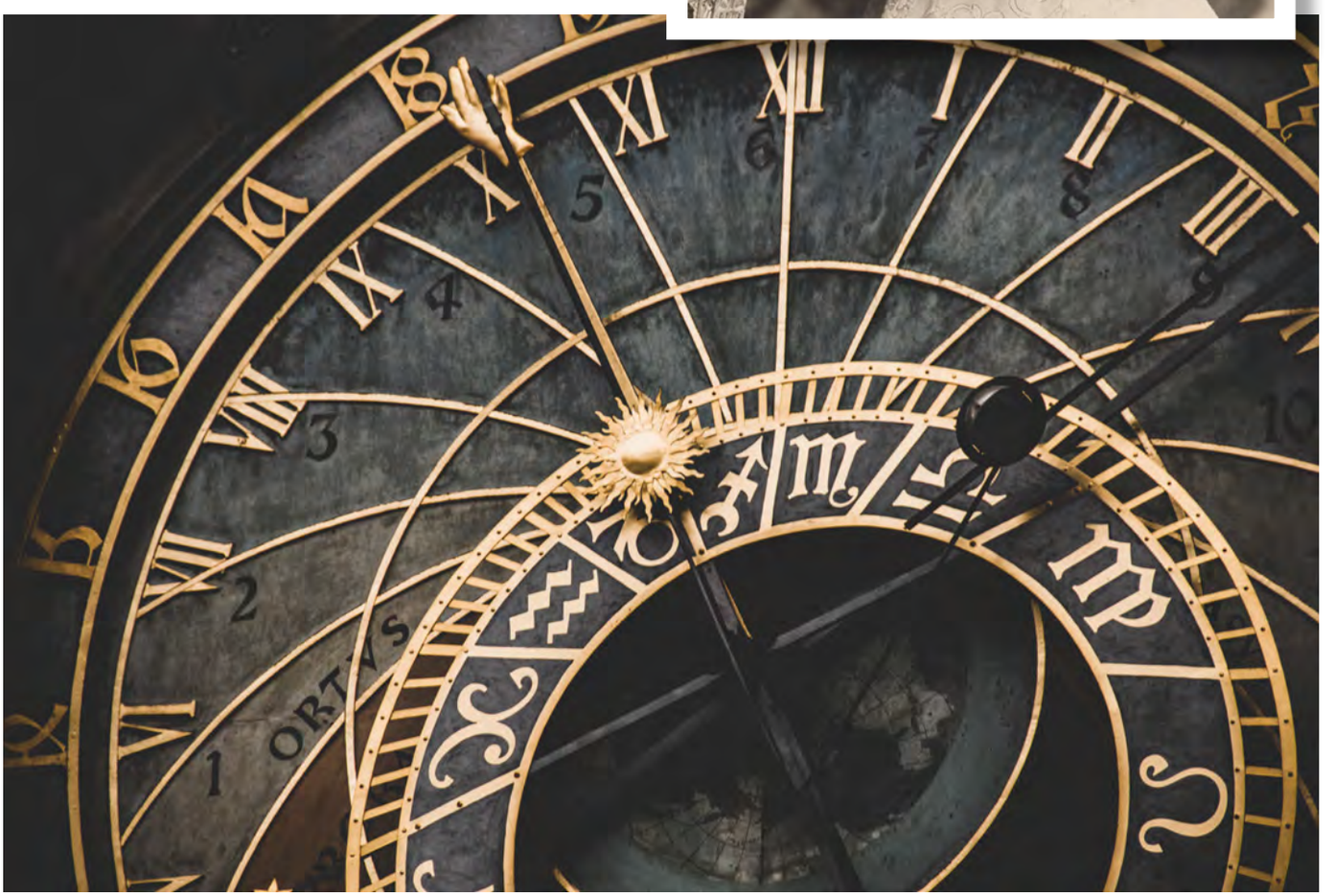


DID YOU KNOW?

- In 1926, Rolex created the first watch with a water-resistant case – the Oyster.
- The Patek Philippe Henry Graves super-complication of 1933, boasting 23 separate functions, is still the most complicated watch to have been designed without the aid of a computer.
- The first watch to leave the earth's atmosphere was the Breitling Navitimer Cosmonaute, worn by Scott Carpenter in 1962. The Cosmonaute was developed specifically to withstand the tough conditions expected in space.

For her coronation, Queen Elizabeth II wore a Jaeger-LeCoultre Calibre 101, which is the smallest mechanical movement in the world.





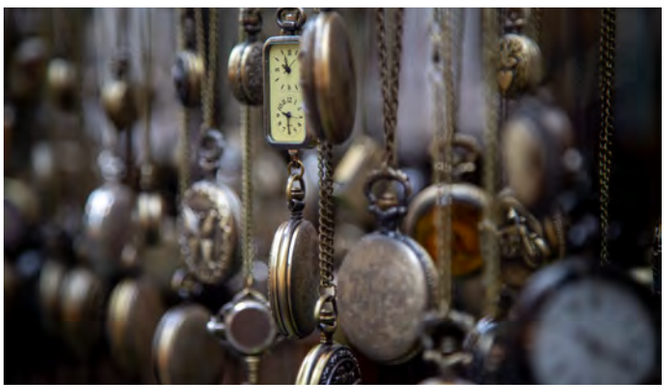
- The late Seventies saw the near-decimation of the traditional Swiss watch industry, at the hands of cheap Far Eastern quartz-regulated and battery-powered watches – a period now known as the “Quartz Crisis”.

- Diving watches are tested until they implode for maximum durability and quality, testing the watch to its limits.

- Blancpain is said to be the oldest registered watchmaking brand in the world. It was launched in 1735, when Jehan-Jacques Blancpain opened the company's workshop on the upper floor of his house in Villeret, Switzerland







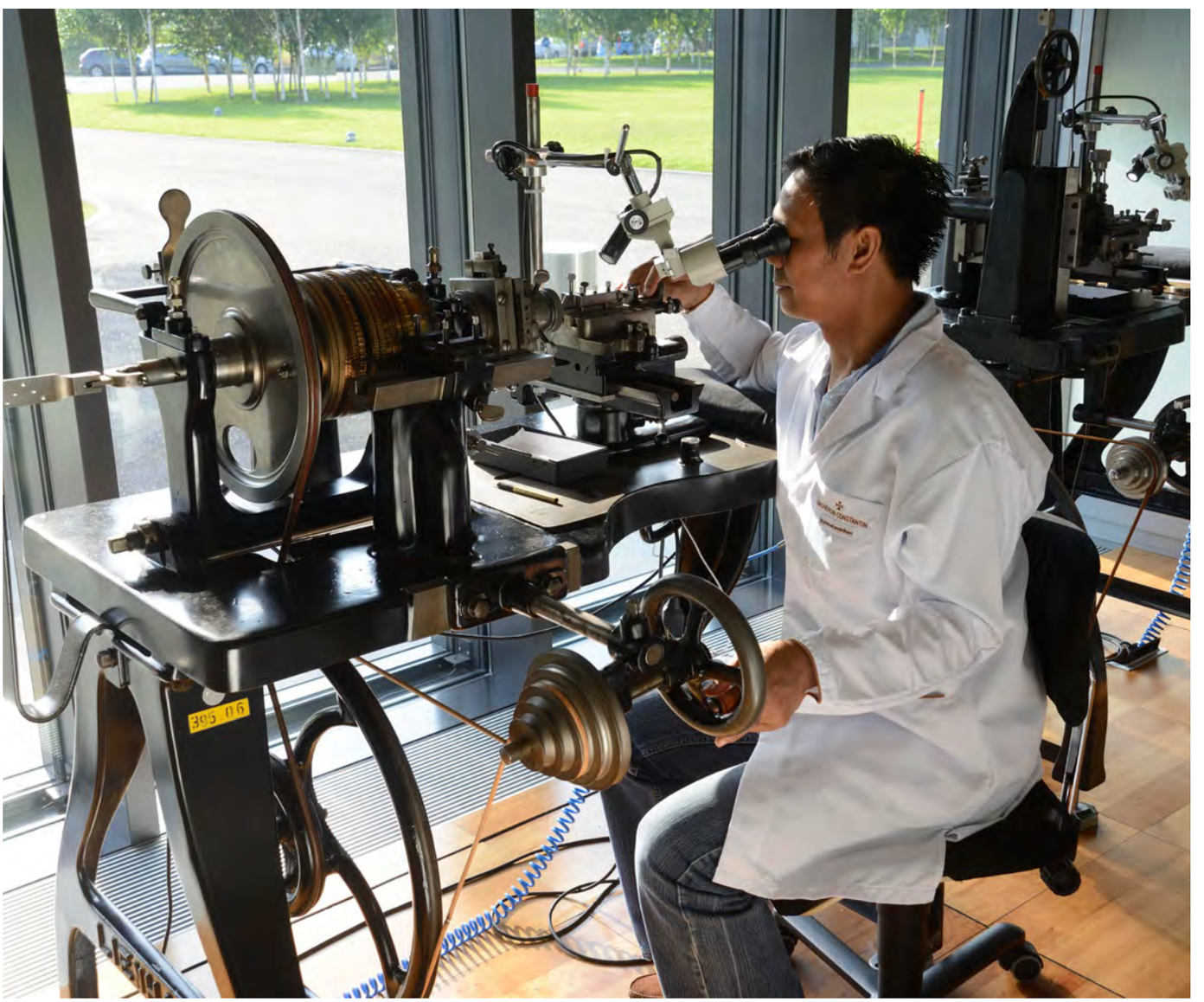
- On 10 June 1998 Seiko released the world's first smartwatch, the Ruputer.

- The longest automotive association for a watch brand is Chopard, which has sponsored the Mille Miglia rally for almost 30 years.

- The slim Zenith Elite automatic movement, first launched in 1991, was the first to have been created entirely using computer-aided design.

- The most expensive watch ever sold at auction was the Patek Philippe Grandmaster Chime Ref. 6300A-010, which was sold for $31 million at a charity auction in Geneva in 2019.

VACHERON CONSTANTIN
THE EVOLUTION



Founded in 1755, Vacheron Constantin is the oldest watchmaker in the world with continuous production, making it 265 years old. Founded in Geneva by a young watchmaker named Jean-Marc Vacheron, Vacheron Constantin has built a legacy on its fine timeless watchmaking and incredible craftsmanship that has formed the DNA of the Maison. The creativity and elegance of Vacheron Constantin's designs have allowed the Maison to continue producing watches for over two centuries that are timeless in their design. Many of the historical pieces are still as relevant today as they were over a hundred years ago, and continue to be reinvented.

In 1770, Jean-Marc Vacheron's company (then known as Vacheron), created the world's first horological complication, and nine years later he designed the first engine-turned dials. His son, Abraham Vacheron, took over the family business in 1785 and it was then passed on to his son Jacques-Barthélemy Vacheron in 1810, making it a true family business. In 1819 Vacheron partnered with businessman François Constantin who would develop the company into overseas markets making it a global brand under the company's new name Vacheron Constantin. The company's motto (which remains today), "Faire mieux si possible, ce qui est toujours possible (Do better if possible and that is always possible)", first appeared in Constantin's letter to Jacques-Barthélémy 1819.

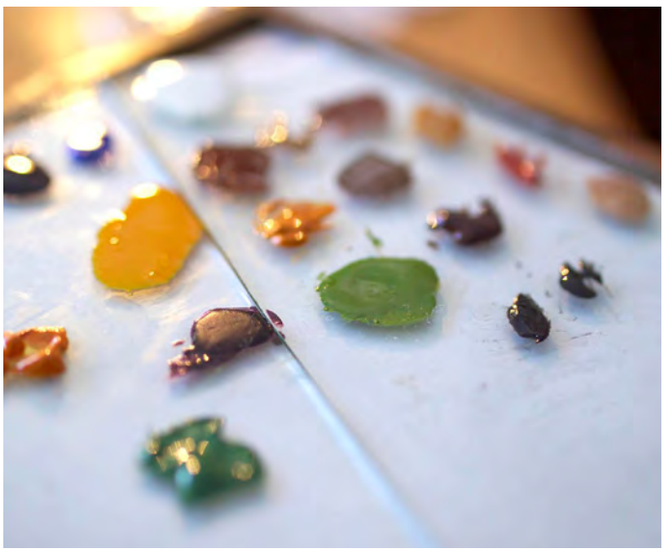




In 1906 Vacheron Constantin opened its first boutique in Geneva in 1936, after having several heirs over the century, Vacheron Constantin was taken over by Charles Constantin in 1936; the first time since 1850s that a representative from the Constantin family became the president of Vacheron Constantin. In the years after that Vacheron Constantin changed hands a number of times but one thing that always remained constant was the craftsmanship and the dedication to excellence and producing timeless watches. The brand continued to develop its reputation, extend its know-how and develop innovative ideas that would lead the watch industry. All of the Maison's watches combine technical expertise, design excellence and elaborate finish.



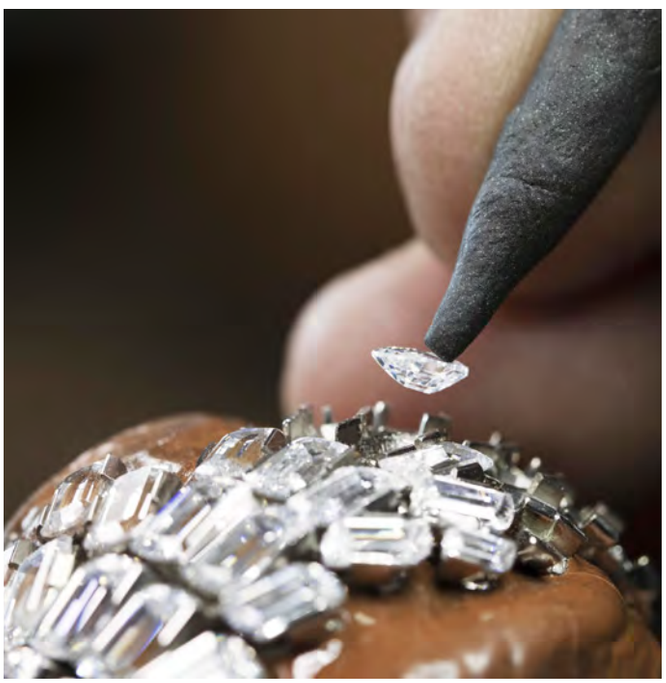
Today, Vacheron Constantin produces around 13,500 watches a year from its two production sites in Geneva and at a Vallée de Joux. Many of its watches today are inspired by the past and are a continuation of watches from many decades ago. Some of these watches have evolved over time but much of the skills and craftsmanship that makes this brand unique has remained the same. Vacheron Constantin designs and produces everything in-house. The Maison decorates all of its movements in the factory and all watches are assembled by hand.













The Evolution of Overseas

Many of Vacheron Constantin's watches have evolved, but none have captured their moment of design quite like Overseas. A watch dedicated to travellers who wear the timepiece in all conditions, this watch has seen a strong evolution over time, adapting to today's clientele, but it has had a long history within the Maison.

In 1885 Vacheron Constantin created a watch designed to withstand magnetic disturbances thanks to the incorporation of palladium, gold and bronze components. In 1898, the Maison presented a water-resistant pocket watch capable of withstanding extreme conditions. The formal characteristics of its sturdy case heralded the design of contemporary sport watches. The 1930s saw the emergence of steel "form" watches distinguished by screwed-down bezels and casebacks, as well as by unbreakable sapphire crystals. The technical attributes and the sporty appearance of these timepieces were confirmed through an aesthetic approach combining a "form" case with a 10-sided case topped by a round disc. This trend was reinterpreted several decades later, during the 1970s, by various iconic models including the famous "222" presented in 1977 to mark the 222nd anniversary of Vacheron Constantin. This sports watch was fitted with a screwed-down bezel and caseback guaranteeing water-resistance to 120 metres.



Overseas Auto 4500V/110A-B128 bracelet caoutchouc Rubber



Designed to suit an active lifestyle, this inspired the 1996 creation of the first Overseas models, powered by the spirit of travel and openness to the world. This remarkably technical collection soon became a touchstone for the Maison. Its dynamic lines, signature bezel and solid caseback adorned with a depiction of the famous Amerigo Vespucci three-masted ship are an open invitation to travel. Vacheron Constantin has gradually developed the codes of this line over the years, such as the metal bracelet, introduced in 2004 and featuring a motif evoking the Maltese cross brand emblem. In 2016, the new-wave, Hallmark of Geneva-certified Overseas is casting anchor in the 21st century.

Today the Overseas collection remains a strong pillar for the brand. It features flowing lines, subtle light effects and delicate finished within a timeless yet contemporary design. This watch is created for the adventurer – one who will wear the watch in all kinds of conditions.

In keeping with the travel spirit, Overseas timepieces meet practical demands in order to guarantee their owner ideal comfort and user-friendliness. They are equipped with mechanical self-winding movements ensuring a generous power reserve. Protected from magnetic disturbances by a soft iron ring, these calibres are endowed with remarkable precision and durability, while the case with a transparent and generally screwed-down caseback ensures water-resistance to 50 metres for the ultra-thin models, and to 150 metres for the others. The new Overseas models are all about modularity, with easily interchangeable stainless steel or precious metal bracelets – complete with an easy-fit system for enhanced comfort – as well as leather and rubber straps.

The Historiques Collection

Vacheron Constantin's Historiques collection has been giving a new lease on life to the icons of the brand's technical and aesthetic heritage for almost twenty years. This range composes of legendary watches revisited with a contemporary twist and are produced in modest quantities, implicitly extending a discreet invitation to collectors of rare pieces and vintage watch connoisseurs.

As part of the Historiques collection, the American 1921 watch relaunched with a new interpretation. A watch initially presented in 1921 for the American market, it epitomises the boldness of an era and the technical sophistication of a Vacheron Constantin creation.

the Historiques American 1921 – 36.5 mm model watch comes in a cushion-shaped case in 18K 5N pink gold. Fitted with a lightly domed sapphire crystal, this model houses the Vacheron Constantin 4400 AS manual-winding calibre, driving hours, minutes and small seconds indications while ensuring a comfortable 65-hour power reserve. The transparent caseback reveals the hand-crafted finishing of the movement, a true signature of Fine Watchmaking. Setting the perfect final touch, the hand-stitched dark brown alligator leather strap with large square scales is fitted with a pin buckle shaped like a half Maltese cross, the historical emblem of the Maison.



American 1921



Historiques - 1948 & 1942



Cornes de Vache 1955

The Cornes de Vache 1955, originally launched in 1955 was named after the characteristic shape of its lugs and it quickly established itself as one of the emblematic chronographs of its time. Bearing reference 6087 and produced in extremely limited numbers, it is today one of the most sought-after models among devotees of the Maison. In the vintage spirit of its Historiques collection, Vacheron Constantin reissued this watch in a steel version.

It was the Manufacture's first water-resistant chronograph and currently one of the pieces most coveted by collectors due to its very limited production. Equipped with manual-winding Calibre 492, the model offered a singular blend of technical rigour and creative audacity, particularly due to the evocative shape of its cow horn-shaped lugs. This duality between the traditional architecture of a double-pusher chronograph featuring a dial bearing 30-minute and small seconds counters, together with its unconventional design, vividly expressed the stylistic originality based on subtly offbeat classicism that Vacheron Constantin has consistently cultivated throughout its history.

THE LEGACY OF A. LANGE & SÖHNE

GERMAN WATCHMAKER A.LANGE & SÖHNE HAS AN EXTRAORDINARY HISTORY GENERATION AFTER GENERATION, WE DISCOVER MORE



Ferdinand Adolph Lange

A. Lange & Söhne was founded in 1845 in Glashütte by watchmaker Adolph Lange. Lange set up a factory in the town and he established the watchmaking industry in the area, fulfilling a vision he once had. A key figure in the community Lange was elected mayor of the town in 1848 and he transformed the area of Saxony into a modern industrial location that became the home of watchmaking in Germany.

Starting with a team of 15 apprentices he taught the basics of watchmaking while beginning to develop his business. He started to produce highly complicated watches that began to attract attention far and wide. As the apprentices became masters in their fields, Lange encouraged them to leave his company to start their own small supplier firms. This allowed him to establish a watchmaking cluster, which provided the region with a new means to make a living as well as creating a name for the area internationally in the watchmaking world.



Lever Escapement

After travelling through France he learnt many new skills which he put into play on returning. Lange started to use the metric system in watchmaking instead of the traditional norm, ligne. Soon after, he built his first micrometre in Dresden from the plans in his journey book. It could measure millimetres to the thousandth. Along with a measurement system, he invented various tools like hand-powered face-lathe to slide-rules and dixieme gauges.

In 1868 Ferdinand A. Lange's eldest son Richard joined the family business as the company began to grow globally. He took the same approach as his father, becoming mayor of the town and leading the area to success. Richard advanced his father's inventions and highly complicated patents. In 1871 Richard's brother Emil joined the company and operated the business side. The two continued to refine the Maison's watches to a level of perfection that defines the DNA of the brand to this very day.

In 1948 after World War II A.Lange & Söhne ceased to exist for several years. The headquarters was almost completely destroyed by a Soviet air raid. At that time Lange was working on a new movement: Caliber 28, a wristwatch format of the calibre 48. It went into production in 1949 as the last movement developed by A. Lange & Söhne.



1989 model of the Five Minute Clock at the Semper Opera in Dresden from 1890



1990 Five Minute Clock at the Semper Opera Dresden



Dial Micrometer



Dixieme Gauge

In 1990 Walter Lange, grandson of Emil and great-grandson of Ferdinand Adolph Lange and his partner Günter Blümlein, a watch industry executive, restored the company as Lange Uhren GmbH, with the assistance of several Swiss watch manufacturers, including IWC and Jaeger-LeCoultre. It was re-established on the exact day 145 years after Walter's great-grandfather Ferdinand Adolph Lange founded the original company. The new company was re-registered with A. Lange & Söhne as its trademark and was again based in Glashütte. The new company filed its first patent in 1992 and it presented its first range of wristwatches in 1994.



The outsize date soon becomes a distinctive feature of many of A. Lange & Söhne's timepieces. Creating timepieces with outstanding functionality is second nature for the manufactory. Inspired by Ferdinand Adolph Lange, every timepiece developed has the aim of improving the watch precision, making it more readable or easier to operate.

In 2000 A. Lange & Söhne joined the Richemont Group and on 7 December 2001, A. Lange & Söhne returned to its original historical building to continue the family tradition of the company.

The Lange 1

The Lange 1 is an icon in the watch industry. It represents new beginnings and a fresh start. Walter Lange had always imagined that the first watch of the new era of A. Lange & Söhne watchmaking would live up to the legendary quality of A. Lange & Söhne's historic pocket watches and at the same time define new standards. And the Lange 1 was up to the challenge. The Lange 1 has become a legend in the company and in the watchmaking world as a whole thanks to its unique combination of tradition and innovation. This watch, which celebrated its 25th-anniversary last year, features traditional elements such as the three-quarter plate, screwed gold chain and a screw balance. It pays tribute to the earlier generations of the Maison but explores new avenues in precision horology. The decentralized arrangement of the displays on the dial is characteristic. Their centres form the corners of an isosceles triangle. None of the displays overlap, so outstanding legibility is guaranteed.

The outsize date is another key feature of the LANGE 1 watch family. It is indicated in a gold frame with numerals that are about three times larger than those in watches of comparable dimensions. The outsize date was inspired by the famous five-minute clock in Dresden's Semper Opera House.

Today, the Lange 1 has evolved to create the Lange 1 family of watches. Each watch in this series preserves the iconic characteristics of the icon while integrating additional displays or complications. The Lange 1 is constantly being evolved and reimagined, allowing it to keep its status at the Maison as a modern icon.





A. Lange & Söhne Five-Minutes Clock


A. LANGE & SÖHNE
GLASHÜTTE I/SA
25
DOPPELFEDERHAUS
A. LANGE & SÖHNE
GLASHÜTTE I/SA
25
GANGRESERVE 72 STUNDEN


A. LANGE & SÖHNE
LIMITED
Au750 db
SIEBENUNDVIERZIG
(47) RUBINE
IN FÜNF (5)
REGULIE
№129360
MADE IN GERMANY
25



Lange1 Moon Phase 25th anniversary 2019

Timeline of Events

1848
In 1848 Ferdinand Adolph Lange is elected mayor of Glashütte. During his 18-year tenure, he transformed Glashütte from a backward agricultural village into a modern industrial location. In 1895, the town's citizens erected a monument as a tribute to his community service.

1898
On a state visit to Constantinople, German Emperor Wilhelm II presents his host with a lavishly decorated pocket watch created by A. Lange & Söhne.

1930
Richard Lange discovers that adding beryllium to steel-nickel alloys used for balance springs significantly improves the material properties. The following year his invention is patented.

1948
After Lange's main production building was almost completely destroyed in an air raid on the last day of World War II, the company ceases to produce. Walter Lange, born in 1924, is forced to flee to West Germany.

1990
On 7 December, Walter Lange founds Lange Uhren GmbH and registers the A. Lange & Söhne trademark worldwide.

1994
Lange presents the first collection of the new era: LANGE 1, SAXONIA, ARKADE and TOURBILLON "Pour le Mérite".

2001
The former residence and manufactory building of the Lange family was inaugurated in 1873. After reacquiring this building in 2001, it is used for administrative departments.

2003
Lange begins to produce balance springs in-house. The processes involved in making this tiny part are so elaborate and complex that only very few manufactories worldwide master them.

2007
Lange & Söhne opens its first boutique in Dresden followed by further mono-brand stores in the world's key cities.

2013
Lange watchmakers craft the most complicated wristwatch of the new era: the GRAND COMPLICATION. It features a grand strike, a small strike, a minute repeater, a perpetual calendar and a rattrapante chronograph with flying seconds.

2015
After three years' construction, the new manufactory building is inaugurated on 26 August. It provides more than 5,400 square metres of additional space and allows improvement of production processes.

2017
On 17 January, Walter Lange passes away at the age of 92. His motto "Never stand still" will continue to inspire the company's culture and direction in the future.

2019
The Lange 1 celebrates its 25th anniversary and the Lange 1 family is introduced.

PATEK PHILIPPE

200 YEARS IN THE MAKING

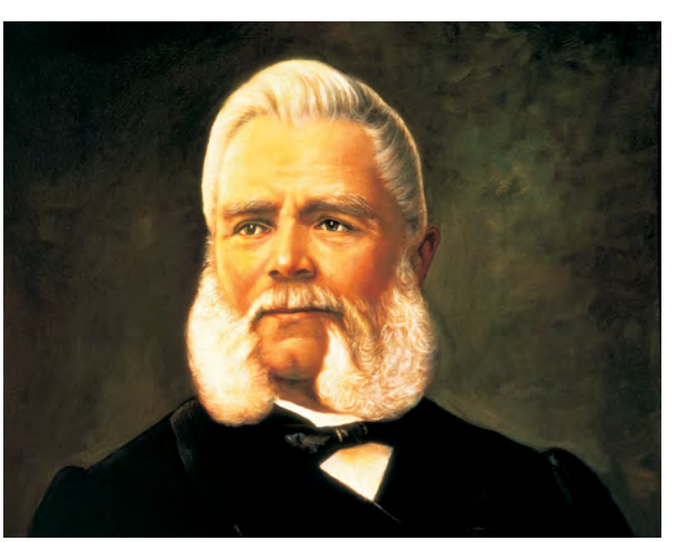


Anciens ateliers 1950

Patek Philippe is one of the oldest watchmakers in the world with an uninterrupted watchmaking history since its founding in Geneva in 1839. It has created some of the most complicated, expensive and rarest watches over the past 200 years and become an icon in the industry.

Founded by Polish watchmaker Antoni Patek and his partner Franciszek Czapek, the company originally went under the name of Patek, Czapek & Cie when it was founded in Geneva in 1839. The company began making pocket watches until 1845 when Czapek left and French watchmaking Adrien Philippe joined and the company became Patek & Cie. In 1851, as the business began to grow, it was renamed Patek Philippe & Cie. At this point, the Maison started to gain international recognition and one of its watches was purchased by Queen Victoria.

In 1877 Antoni Patek sadly passed away, but Adrien Philippe continued the business alongside his son-in-law. In 1932 the company was taken over by the Swiss Stern family. The Stern brothers' company, Fabrique de Cadrans Sterns Frères, had been a business partner of



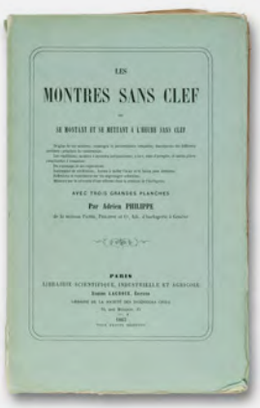
Antoni Patek

Patek Philippe as its supplier of watch dials for many years. When they took over Patek Philipe saw huge expansion as it grew its presence in America. Patek Philipe has remained part of the Sterm family ever since. In 1993, Philippe Stern, the son of Henry Stern, became the president of the company and in 2009, his son Thierry Stern took over.

In recent years, Patek Philipe has grown the production of its watches slowly and it currently manufactures around 62,000 timepieces per year. A modest number that still maintains the exclusivity of the brand. Patek Philipe watches have won dozens of awards over the years and the portfolio includes some of the most expensive timepieces ever sold. Patek Philippe has invented over 20 basic calibres and has received over 100 patents in total. The brand popularized complications such as perpetual calendar, split-seconds hand, chronograph, and minute repeater in mechanical watches all of which are done in house by specialised watchmakers. This is an understated watchmaker who has continuously produced excellence for 200 years. Here we discover some of the moments that have made the Maison what it is today.



Patek Philippe Museum


LES
MONTRES SANS CLEF
PAR
Adrien PHILIPPE
PARIS

1844 JA Philippe - Keyless winding



1868 First Women wristwatch nr 27 368 Koscowicz P49

1839
Patek & Czapek is established in Geneva and six months after the company is incorporated, it sells the first strike work model: a quarter-repeating pocket watch.

1851
In London, Patek Philippe captures the attention of Queen Victoria. She acquires the dainty pendant watch No. 4719 with diamond roses on blue enamel as well as pocket watch No. 3218 with a chronometer escapement and a quarter-repeater for her husband Prince Albert.

1854 Patek travels to The United States to acquaint the New World with his manufacture's watches. In New York, Patek meets Charles Lewis Tiffany on December 22, 1854, and the two businessmen shake hands to forge their partnership.





1910 Duke of Regla P534

1868 Patek Philippe crafts key-wound lady's bracelet watch No. 27 368, the first wristwatch in the history of Swiss horology. It is sold to Hungarian Countess Koscowicz in 1876.

1877 Antoine Norbert de Patek passes away.

1902 Patek Philippe's double chronograph mechanism is patented.

1916 Patek Philippe sells the first grand complication ladies' wristwatch No. 174 603 to D.O. Wickham in New York. It was a dainty platinum watch with a five-minute repeater. Thus, Patek Philippe's first wristwatch with a chiming mechanism is a ladies' timepiece.



1916 Premiäre Complication Dame Repetition

1925 With model 97 975, Patek Philippe presents its first wristwatch with a perpetual calendar.



1923 First PP wirst split-seconds chronograph



1925 First wristwatch with perpetual Calendar



1933 Graves supercomplication



1933 Graves supercomplication

1953 An automatic winding mechanism for wristwatches is patented (calibre 12-600AT).

1959 First patent for time-zone watches based on the principle developed by Louis Cottier. Further models follow in the course of the next years.

1968 Launch of the self-winding Golden Ellipse wristwatch Ref. 3548 with a case geometry that reflects the principle of the golden section.

1985 Launch of the ultra-thin Ref. 3940 Perpetual Calendar that remained unchanged for more than 20 years.



1968 First Golden Ellipse



1989 Calibre

1989 Patek Philippe celebrates its 150th anniversary with the launch of the Calibre 89 pocket watch with 33 complications. It still holds the world record for complicated portable mechanical timepieces.

1996 Move to the new manufacture complex in Plan-les-Ouates (Geneva).

2000 Patek Philippe designs the “Supercomplication” pocket watch: the double-face half hunter Star Caliber 2000 composed of 1118 parts and featuring 21 complications, among them a Grande and Petite Sonnerie that can play the original Westminster melody on five gongs, as well as a minute repeater. The opposite face has an astronomical dial with a sky chart, and the synchronized display of the phases and angular progression of the orbiting moon.

2009 Patek Philippe presents the first classic manually wound chronograph movement completely crafted in-house. It has a traditional column wheel as well as a horizontal clutch. The new CH 29-535 PS calibre premieres with the Ladies First Chronograph Ref. 7071 is to replace all future models formerly equipped with the outsourced Nouvelle Lémania manually wound CH 27-70 chronograph calibre.

2011 Patek Philippe presents two grand complication ladies' wristwatches: the Ladies First Minute Repeater Ref. 7000 and the Ladies First Split-Seconds Chronograph Ref. 7059.
The manufacture's most complicated wristwatch, an intricate ensemble of 686 individual parts, is relaunched as the Ref. 6002 in a “Rare Handcrafts” case of equal complexity with relief engravings as well as cloisonné and champlevé enamel on the dial.

2014 Patek Philippe celebrates its 175th anniversary.

Latest Novelties

Due to the deteriorating global Covid-19 situation Patek Philippe decided not to launch the new models in April this year as initially planned however we take a look at the most recent timepieces, launched at Baselworld 2019.



2001 Sky Moon Tourbillon



2001 Sky Moon Tourbillon



2011 Ref 7000R Ladies first MR



2019 Novelties



2019 Novelties

THE NEW ICONS OF CARTIER

CARTIER'S 2020 NOVELTIES SEEK INSPIRATION FROM THE LEGACY OF THE HOUSE AND ITS ICONIC WATCH DESIGNS

Cartier's 2020 watchmaking novelties are united by the global theme of "Unexpected Encounters". Since it began making watches the House has always combined shapes and ideas that were never expected to be together but somehow work seamlessly. For 2020 we see Cartier's unusual designs through graphic shapes as it reinvents classic pieces from the history of the Maison.



Pasha de Cartier

The Pasha is an elegant and extroverted watch that has acquired cult status since it was first created in 1985. It celebrates the relationship between a circle and a square. With its distinctive codes and unusual design, the watch is for those who like to make a statement. Faithful to the original the 2020 reinterpretation of this watch has a crown featuring a blue spinel or sapphire, interchangeable strap in steel, gold or leather and multiple possibilities for personalisation through engraving. This modest engraving is only revealed with the famous chained crown of the watch is unscrewed. This classic is timeless yet contemporary and edgy at the same time. Equipped with a sapphire crystal case back that reveals its movement, the new Pasha de Cartier watch is endowed with the 1847 MC automatic calibre. This in-house movement goes further still in the quest for performance and reassurance thanks to its resistance to both magnetism and water.



Maillon de Cartier

The Maillon watch is inspired by the classic Cartier bracelet. A statement of style this watch plays on the classic codes of the house with a modern touch. This watch is a jewel, designed by the Cartier watchmaking studios. Rectangular links are combined with a hexagonal dial to create an unusual shape that sits perfectly on the wrist. This watch deconstructs the classic Cartier bracelet and allows it to move freely on the arm. The collection also sees exceptional stones inlaid within the bracelet and set into the links. The choice of stones in the blue lacquer and tsavorite version adds to the kinetic relief of the watch. A graphic effect and contrast that Cartier accentuates with a version in yellow gold and diamonds with black lacquer bevelled links.







Cartier Privé Tank Asymétrique

Sice 2017 the Cartier Privé collection has highlighted some of the brand's iconic models. This year the Cartier Tank sees a new incarnation in the form of the Tank Asymétrique. This watch gives new life to the original tank watch by expanding the rectangle and moving the dial's numeral's 30 degrees to the right to create an unusual but instantly recognisable appearance. Instead of the signature Roman numerals, it features Arabic numerals separated by baton-style hour markers. This Art Deco-inspired watch combines a unique design with expert watchmaking. The watch comes in a 47.15mm x 26.2mm case and is available in yellow gold with a champagne dial and brown strap and in platinum with a silver-coloured dial, ruby cabochon and grey strap. Inside is the calibre 1917 MC, a thin and shaped hand-wound movement operating at 21,600 vibrations/hours with 38 hours of power reserve. Each version is produced in a limited edition of 100 watches.







Santos de Cartier

Today Cartier is paying tribute to Santos Dumont a friend of Louis Cartier, for who he first created a watch in 1904. The Santos-Dumont XL watch is a set of three watches available in a limited series. This complete reworked design including new proportions plays tribute to the original by celebrating the purity of its lines and the beauty of its mechanical movement with a manual winding system. A contoured case and taut lines are some of the features of the watch that are enhanced by this new size. The dial is wide on the wrist and features sword-shaped hands, a sunray finish and a beaded winding crown.



Cartier Métiers d'Art

The Cartier Métiers d'Art watches highlight the excellence and quality produced by the Maison's artisans. Since 1914 Cartier has been fascinated with the panther, an animal that has been reinterpreted multiple times through the Maison's jewellery and watches. For the precious Métiers d'Art designs for 2020, the panther is motif is presented again in multiple ways. Straw and gold marquetry are combined with enamel filigree to create these precious pieces, each design requiring the work of craftsmen, jewellers, designers, enamellers, gem-setters and miniature painters.

Highly detailed techniques that require hours upon hours of work are used to create these two special designs. The first the Ronde Louis Cartier Straw Marquetry watch was created using the technique of straw and gold marquetry. Seventy-five blades of straw in different sizes and shades, produced in 11 colours make up parts of the dial. The feline's head is comprised of more than sixty-five elements in white, yellow and pink gold, which are shaped and satin-finished one by one. With an unusual play of meta-exploration, yellow gold wires are embedded in natural straw elements, adding complexity and sophistication that the craftsmen explored for the first time.







Cartier combines ceramic arts with the art of composition, to which marquetry belongs, by enamelling the spots on the coat and eyes. The rich colour palette contrasts black and white with a large number of shades between opaline and yellow. For the eyes, four different shades come together on a minuscule surface. The gaze comes to life with sparkle, shine and depth, an expression of Cartier's figurative and realist art. The spots in the background are created with miniature paint.

Brought to life after more than 100 hours, 97 of which are spent on the dial alone, this creation is available in a limited edition of 30 individually numbered timepieces.

The Ronde Louis Cartier Enamel Filigree Watch uses a filigree technique, developed by Cartier's craftsmen that can be used with enamel. The enamel powder is heated and the glass stretched until it takes on the shape of bamboo, before being set and fixed to the dial by tiny strands of yellow gold. Furthermore, domed champlevé enamel is used for the bamboo in the background and the black spots of the panther's fur and eyes, as well as miniature painting for the sky. This watch is available in a limited edition of 30 individually numbered pieces.

BUILDING ON TRADITION

WILHELM SCHMID TALKS DIGITALISATION AND HOW THE WATCH WORLD AS WE KNOW IT IS GOING THROUGH A TIME OF TRANSITION

BY LARA MANSOUR SAWAYA

In an innovation-driven world, German watch brand A. Lange & Söhne has always remained true to its values and tradition. Understated in terms of watchmaking, the 175-year-old brand made waves with its first steps into the realm of an elegant sports watch last year in the form of the "Odysseus". This year as part of the Watches & Wonders presentation it returns with the second watch in the Odysseus family. Now available in white gold with an integrated rubber or leather strap, the sporty-elegant timepiece has allowed A. Lange & Söhne to build on its values with something that responds to the contemporary market.

Meanwhile a second timepiece, the Zeitwerk Minute Repeater is the world's only watch that combines a mechanical jumping numerals display with a decimal minute repeater. The complicated timepiece has so far only been available in platinum, but it returns this year in a white gold version, with a deep-blue dial that's limited to 30 pieces. These two pillars of the brand continue to move the watchmaker forward while remaining true to its values.

Wilhelm Schmid joined A. Lange & Söhne as CEO in 2011 and has since been guiding the brand into a niche that combines tradition and heritage with innovation and technology. Here a&e talks to Schmid on the new timepieces, as well as the outlook for the brand post-COVID-19 and how the digital world is taking over in the current climate.

In your opinion, what do you think the impact of COVID-19 will be on the watch industry and how are you shaping up the strategy of A. Lange & Söhne moving forward?

Firstly, when this is over I think we will find that we are all a little bit more digitally savvy than before. People are getting used to talking to each other through a screen and they are realising that even a digital launch presentation of a watch is better than having no launch at all. But I also believe that the appetite for personal interaction will see a peak after we're allowed to stop social distancing. Overall at the moment, it's a very weird situation, a lot of things that we are used to are not happening. When it comes to the industry, I think that people will still want to enjoy the good things life has to offer, and I think that after the crisis they will still want watches, and we'll be there to offer people beautiful timepieces. So in that way, our strategy hasn't changed at all.

What can you tell us about the timepieces that are launching for this part of the year?

We purposely wanted to launch only two watches this time. That was a very clear decision and we promise that there will be more watches as we go through the year, as we hopefully go back to a more normal situation. But for now, we decided to launch a watch that is at the very high end of the market in the form of the Zeitwerk Minute Repeater in white gold with a deep-blue dial. And at the other end of the spectrum, we have the latest Odysseus model which was introduced as part of the Odysseus family of watches which initially launched last October. This version comes in white gold with a rubber or leather strap. It took us sometime to come up with the concept of this watch and there was a huge controversial discussion in the beginning, which is quite normal because we were planning to do something so different from the current offer. There will always be people who will love it and there will be others that don't like the concept. But now everything has calmed down a lot. Quite a few people have changed their opinion, so we have seen a huge demand for the watches in that specific family. And this will be our biggest challenge – how do we fulfil the demand? But again, that's what we're here for.

The Lange 1 is the icon that turned 25 last year – what makes this watch so unique and timeless so that it stands out among other watches in the industry?

I would never say that any of our watches are above the others, but what I know for sure is that this is a watch that stays in the mind. When Lange 1 was first launched in 1994 I was a watch collector myself and I remember it. Nobody was expecting that a watch like that to come from Germany. At the time, it was a very large watch from a dimension point of view and that was unusual. The centralised dials coordinated in a way that the symmetry catches your eye and it was unheard of this kind of thing in a wristwatch and had never existed before. So that made the Lange 1 unique and I'm pretty sure that if we had had social media in 1994 we would have also seen a controversial discussion around this watch because this is what happens with strong designs, at least in the beginning. Today the Lange 1 is a whole family of watches. The challenge with very strong designs is that if you want to create a family, you have to think about the implications on that design on later alternations and versions at a very early stage. That goes for all of our timepieces. If you want to maintain the time, look and feel of the product there are a lot of things that you have to work around and it's not always easy. If you put all of the watches in the Lange 1 family next to each other you will still see that they are all part of the same family, even though individually they are all quite different in their functionality.



Post COVD-19, of course, a lot of things will change – what can you tell us about online and the digitalisation at A. Lange & Söhne?

For sure, the current situation will fuel the digital world. There's no question on that. It is very early though to determine whether our clients will start to buy online or whether they will continue to get all the information from digital platforms but then still prefer to go to the store to buy their products. I think it's a little too early for me to see the impact of the current situation on this sort of behaviour but for sure there will be a change. How quickly that change will happen I don't think I can answer that yet.

With a Maison with such a rich heritage – how do you keep such a fine balance between the history and the innovation and technology aspect?

We are a traditional company because our values are very traditional. We are an understated brand and quality is always our first priority. Secondly, if we have the chance to build a watch that's delicate vs a watch that's robust, we would always opt for the robust option – these values have formed our tradition. But we don't want to replicate what we did in the last 20 years and continue to do that for the next 20 years and that's where innovation comes in. I think if you define tradition as a set of values, then whatever you do, you measure against those values. Tradition is an important foundation or anchor but it will not stop you moving forward because it's something that you can carry with you.

What can you tell us about sustainability at A. Lange & Söhne?

For us, sustainability has always been at the forefront and is utmost important. It starts with having apprenticeship programmes for



future watchmakers because we have to build the foundations to have great watchmakers in years to come. So just based on the aspect of what we do, we have to have a sustainable business model. When we launched our new manufacturer we really considered sustainability. We have our own thermal energy source and we only use green energy to operate the water pumps. Even with our packaging etc. if there is a sustainable solution we will always choose it, even if it might be a little more expensive. I believe that you should not produce luxury products today if you don't have a sustainable model for all stakeholders.



ZEITWERK MINUTE REPEATER



ODYSSEUS

Even before the COVID-19 spread, we have been seeing fewer exhibitions and platforms for watchmaking – how are you staying close to your clients and retailers now and what is the cycle going forward?

At the moment the only way to stay in touch is through the digital world. There is no alternative. We have had to cancel many events and the only way we can talk to our clients is through virtual platforms. We are doing it in a typical "Lange way" in which we are trying to stay authentic. It is a challenge but we have to adapt to the environment. The appetite for personal interaction is rising day by day so I don't think that the digital world will totally substitute meeting in person. To give you an example; twice a year I put myself on a diet for two weeks and you have no idea how tasty my first treats are after two weeks! I think that is exactly what we are going to experience with watch buying when all of this is over. The first real interactions will be enjoyed a lot more because people won't be taking it for granted anymore.

You joined the brand in 2011, what do you think you have achieved over the last decade and what would you still love to do?

Our logo means, "never stand still". I think if there are no dreams left for me, there's no vision in what we want to do with the company. And if I don't have a vision I'd be a very bad CEO! There are still many things that we are working on, the challenge for me is that if I share too much it will take away the element of surprise that people like from us as a brand.

Many people are in a time of uncertainty – as a leader what advice would you give to business owners?

The first piece of advice that I give to everyone is to stay healthy. All of your efforts will not end positively if you aren't healthy. I think we have to be optimistic but we have to be careful. We have to determine what is important and urgent and quite often we see something that is one and not the other. These are things that have always been necessary but at the moment these things are mandatory or businesses will go under. So stay healthy, make sure you define the things that are really important and urgent, be careful with your resources and always find balance. Now is the time to stay true to yourself and the values you stick to.

What is the first thing you're going to do after the lockdown ends?

I will invite all of my friends for a proper dinner and celebrate that we can interact again.

What else is in the pipeline for Lange this year?

I can give you a little hint that will probably start some rumours! Fine watchmaking was founded in Glashütte in 1845, which is exactly 175 years ago. I think it's important to celebrate that moment, and rest assured that there are some exciting things in the pipeline for us on how we will celebrate this 175th anniversary.

LIVE IN EXCESS

NICOLA ANDREATTA, CEO OF ROGER DUBUIS TALKS INNOVATION, ADRENALINE AND THE FUTURE OF THE WATCHMAKER

BY LARA MANSOUR SAWAYA

While it has all the qualities of a successful watchmaker – great craftsmanship, incredible heritage, the ability to create innovative pieces – Roger Dubuis is far from your average watch brand. It's uber-exclusiveness and reputation for innovation and always breaking barriers as well as links to adrenaline-based sports, fast cars and all that is modern, daring and exciting, makes it a coveted brand for the young, cool, rich and famous. But it's highly sophisticated watches with some of the most complicated movements ever developed in the world mean it's also hugely popular with watch connoisseurs and collectors that are looking for something unique and exclusive.

Roger Dubuis was founded in 1995 by Swiss watchmaker Roger Dubuis. Within a few years, the company was designing its own in-house movements, certified with a prestigious Poinçon de Genève. Roger Dubuis became known for its highly complex and sophisticated mechanisms, combined with innovation and state of the art materials. In 2018 Roger Dubuis signed a partnership with Lamborghini, which was set to take the brand to a new level in terms of its reputation. Designing a new version of its iconic Excalibur Huracán in collaboration with Lamborghini Squadra Corse, Roger Dubuis perfectly aligned itself with the world of motorsports and adrenalin.

Later that year, CEO Nicola Andreatta joined the brand. Andreatta has spent his whole life in watchmaking and throughout his career has worked on many aspects of the watchmaking businesses. His vision of taking the brand into the future is closely aligned with the values and DNA of Roger Dubuis. As the latest novelties are launched at Watches & Wonders, we discover the plans for the future and the next level of watchmaking at this forward-thinking brand.

You joined Roger Dubuis just under two years ago – tell us about the direction you have for the brand and how you define Roger Dubuis' DNA?

I've been with the brand for less than two years, but I feel like I've been here all my life. I always say that whatever I did before trained me to become the CEO of this incredible brand and I feel like there is a good link between who I am and my passions and the world of Roger Dubuis. When I joined the Maison I was in a very healthy position thanks to the work the previous CEO and what the incredible team have achieved. Just before my arrival, the brand signed two important partnerships that complement the work of Roger Dubuis.

Going forward I'm going to perfect what Roger Dubuis stands for. That means that we want to become the most exciting way to experience Haute Horology. We express this in two ways. The first one is the adrenaline factor; and this is where we have connected with motorsports, in particular Lamborghini and Pirelli. Then we have what we call the expressive singularity; and this is a different universe related to the possibility of expressing yourself. We want to push that side a bit more as we have been exploring the adrenaline side and now we want to discover a little more about the second part of the Roger Dubuis universe. This has to do with expressing yourself and extravagance and will allow us to connect with some different partners, related to art, or the way of living in general. All things that are beautiful, incredible and exclusive in life – these are things that most of our clients love and this is where we want to develop further. We must always take into consideration that we come from the pinnacle of Haute Horology. What we do is very exclusive because of the way we manufacture it, but also because of the technical content that we put into our timepieces. This makes them less accessible and more exclusive.

If I had to somehow encapsulate all of our beliefs into one word, I would use the word "excess". Every meaning of what excess stands for from always going beyond to surpassing expectations. Everything we do has to include, freedom, pleasure and madness. This perfectly defines the world of Roger Dubuis.

With all the constraints that the world is facing today, how are you working to ensure that your clients are still getting the Roger Dubuis experience?

We are convinced that when we come out from this situation it won't be business as usual.
Everyone is reinventing their own selves and we are always projecting forward so we can't stand still at this time. The digital world is developing faster than ever and we cannot avoid this at Roger Dubuis. The recent presentation of Watches & Wonders highlighted this. It's a frame of work that we have implemented and the whole Richemont group has accelerated very fast to offer digital and e-commerce. The fact that Richemont acquired YOOX Net-A-Porter a couple of years ago, is an example of the appetite that the group has for the digital world. For us, it's one of our priorities. There will be more and more coming from Roger Dubuis in terms of e-commerce, but it's important to do it our way. We should not forget that our DNA is different from all the other brands in the market and we need to keep the exclusivity while being contemporary in everything we do. So the content has to be crafted in a way that resonates with what the brand stands for. Given the fact that we want to be experiential and we think about the power of emotions, we would not be able to survive without the physical part, so we talk a lot about the connection between the physical and the digital world. Providing a journey for our customers so they can connect with the brand in different ways – either through digital means but also through the boutiques. The important thing is to ensure that whatever way the customers are connecting to the brand, they will always feel like they are part of Roger Dubuis.



We want to use our tools to create this incredible journey, which is made of experiences. After this situation is ended it will probably be on a smaller scale, but we will use our boutiques as a place where clients can fully experience the world of Roger Dubuis. Our new store at Dubai Mall is one of the biggest in the world and it is one of the places where you can discover a lot of experiential points. There is a zone that we haven't used yet at the back of the store where we are going to add even more aspects that will allow people to experience and live the brand in a different way. This allows us to create emotions that are unique and allow us to connect our clients to the future of our world.

What can you tell us about the novelties presented through the Watches & Wonders digital platform?

We presented at Watches & Wonders the "Twofold" watch. This is a concentration of all the novelties and spirit of the Maison. It features a very well known calibre from the Maison; a double-flight tourbillon, which is one of the most complicated movements to produce but it is very economic. We were the first Maison in the world to produce this. So with this movement, we created a new watch, which encapsulates no less than three world premieres. The first is the use of an incredible new white material. It's a new compound that we created ourselves together with Lamborghini. It's very interesting because one of the first challenges I gave my team was to create an all-white watch that wasn't ceramic. I challenged them to find something better than ceramic and we came up with this incredible material which is 2.5 times lighter than ceramic, much stronger and even lighter than carbon fibre. We came to Mineral Composite Fiber (MCF) by not only finding the right components but also patenting a new process. We wanted the fibres to be so small that they were easy to machine and manouvere.That was the key element for us. Ceramic is easy to break and you cannot reach very thin layers with it, which is what we needed because of the complexity of our timepieces. So the team came up with this incredible compound, which is filled with microelements that make it super-white. We tested it to make sure it didn't give any allergic reaction and we also made sure the white colour would stay forever. We were so happy when we developed this material that we decided to also put it inside the movement. Which is something unprecedented. We used the same material to cover some of the decorative bridges of the watch. The second world premiere is the way we applied Super Luminova on the bridges and we found a specific process to do this. The third world premiere is the way we developed the strap. As always, we needed to do it in a different way. We created a new rubber material that is luminescent at night and then we created layers of rubber on the strap and cut it with a laser so that the effect of luminosity is embedded in the material. So the luminescence will stay forever. All of this is celebrating one of the best calibres in the world.



Roger Dubuis Manufacture



Excalibur Diabolus In Machina

What has the impact been so far on the watch?

I knew that customers would like the white colour but we were overwhelmed with the response. We had so many requests and so much good feedback. The number of views across our social networks was one hundred times higher than normal. We immediately understood we were going in the right direction. As we speak I think we only have two pieces left out of eight. Sometimes I think we are not very good at being commercial. Because with all the innovations and all the new things we bring to a timepiece we could easily make 88 pieces, but we need to remain exclusive and it's a complicated piece to manufacture so we decided to limit it to only eight pieces in the well.

What can you tell us about QLab?

This is something I brought in when I joined the company. Everyone was talking about being innovative but that's not something that necessarily just comes to us. So I told myself that we need to create a virtual and physical place within the company where we unleash the creativity of our people and allow them to explore, discover, test ideas and share them with each other. A place where we can stage all of our inventions and creations, a place that allows everyone within the company to tell us what they think. I believe anyone in the company can come up with amazing ideas, whatever their role is. There will be instances where we allow people to visit where we stage and present everything that we are doing. We observed in the past few years that sometimes it's really difficult to move from ideas to reality. So Q-Lab will allow us to explore ideas and break down the processes to bring them to the final product. There are many different advantages to the QLab and it allows us to protect our innovation and everything we are doing. I want to make sure we all go in the same direction and I want each of my colleagues in their departments to do their best. So I am pushing them, but in the end, we are all responsible for what Roger Dubuis stands for.

Tell us about Roger Dubuis in the Middle East and what is in the pipeline for the second half of the year?

Well, we just opened our biggest boutique in the world in Dubai, and for us this highlights the importance that the region has to us. At the same time, we can't hide behind the fact that in the last few years we haven't dedicated enough resources and attention to the Middle East. I believe that our DNA and concept resonate very well with Middle Eastern customers who are very good connoisseurs of the luxury world and they like to pamper themselves with only the best. Roger Dubuis answers to this because we are the best in terms of technical knowledge but at the same time, we want to be a bit more expressive. I would love for people from the Middle East to get closer to us. We want to make sure that people in the region understand that we make beautiful things and that with us they can have incredible experiences that we offer and because of the adrenaline that infuses every single thing we do. So I think we need to create a better platform for us to connect with our tribe in the Middle East. Every time I come to Dubai I see incredible cars everywhere, I know that people in the region love luxury, so I think we are the best answer for them.

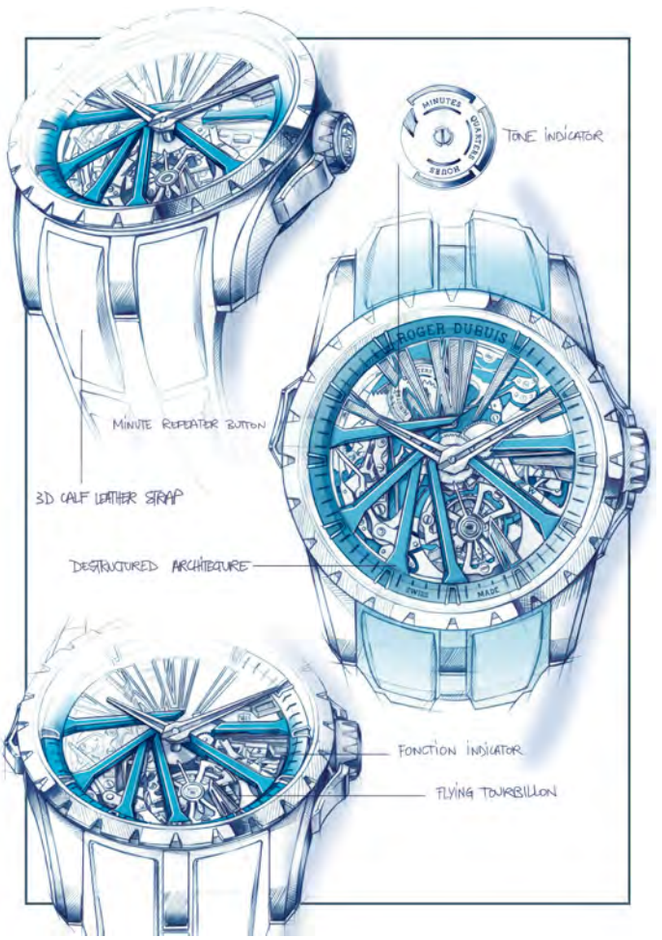
How did you discover your passion for the watch industry and how did your previous experience support your role today as CEO of Roger Dubuis?

I don't know if I ever really discovered it as in a way, I was born with it in my blood. My father was always into watchmaking and he started taking me to the factory with him from the age of five! The process of manufacturing things amazed me. The way something could go from a piece of metal to a beautiful object. I was always amazed by the concept of time and this crazy idea of controlling or measuring time, which is something we humans believe we can do but in the end, time goes on, even without us. So it is a very difficult thing to conceive and understand in full. My father didn't want me to have a career in watches because he thought it was a crazy world, so he sent me to study finance. But what I wanted was to work with physical objects. Growing up in a factory and being connected with watches in general (I started going to Baselworld when I was 16), I was very well introduced to that world and I knew I wanted to make it a career.

To answer the second part of your question, definitely whatever I have done in my life previously has been training me for my role today. The fact that I have approached very different aspects of watchmaking from selling watches to manufacturing to marketing to design, allows me to have a much closer connection to my team. When they talk about something happening in the factory, I know what they are talking about. I love this world and I couldn't do anything else. I'm exactly where I want to be.



Roger Dubuis Excalibur Twofold



Roger Dubuis Excalibur Diabolus Machina

What is it that you still aim to achieve with Roger Dubuis that hasn't been done yet and what would you like to see from the future of your career?

For Roger Dubuis, there are plenty of things we are working on. We never stop and for myself, my attitude and character are that of never being satisfied! So we are projecting ourselves into the future and working in many directions that will allow us to develop a completely different stance in the world of Roger Dubuis. I want to evolve the brand, the way we design our stores, the way we welcome our clients. We are offering new experiences and new ways to pamper our tribe of connoisseurs and clients. So there are plenty of things to do! I know where we are going but every day new things are happening and there are new challenges.

Another initiative we started at the end of last year is something we call the Young Advisory Committee (YAC). This is comprised of people from inside the company that are below the age of 30 from every part of the company. It's a place where we encourage inclusion and diversity and we constantly discuss strategic solutions with them. So we immediately get feedback from the younger generation. We want their opinions and feelings about what we're doing and if it's going to appeal to young clients in the future. I think this highlights the attitude the brand has of inclusion and it also highlights the direction that we are moving in.



Roger Dubuis Excalibur Twofold

In terms of my own career, very honestly I would be very happy to continue with Roger Dubuis because I love it. I respect tremendously what the brand was at the beginning and what has been done in the past. We will keep evolving it day by day and we are constantly looking to break the boundaries of watchmaking. We want to express our DNA and ourselves but be relevant in the time we're in. Which is great because we can bring our own codes and focus on the future and how we build the future of watchmaking.

How would you describe Roger Dubuis in one word?

Excess.

What difficulties do you think the watchmaking industry is facing today?

It's going to be an interesting time going forward and it's not going to be business as usual. The world is evolving so the concepts of digital, omni-channel and so on are going to be much talked about. Everyone will have a different interpretation and we don't know what the retail of the future is going to be. Not everyone will be able to fully embrace this evolution.

I do believe that in the short term when we will have fewer people travelling, brands will have to rediscover local communities and work more with the local clients instead of counting on travel retail and tourism. However I do think that people will come out of this crisis dreaming and wanting to experience even more, so we need to be ready, not only with our watches but with every aspect of the business.

What is the watch you're wearing today?

This is quite a unique piece. It's the Excalibur Single Flying Tourbillon. It's a very rare watch, we are making a limited edition of just eight pieces and I am the only one who can sell this watch to clients personally. So we call it the CEO watch. It's super exclusive and can be personalised by the clients. I have sold two already to clients and whenever I can travel again I will promote it. It is a watch that I love.



RE-MASTERING THE PAST

FRANÇOIS-HENRY BENNAHMIAS CEO OF AUDEMARS PIGUET ON EXCITING TIMES AHEAD

BY LARA MANSOUR SAWAYA

Over the past few years, Audemars Piguet has gone from success to success. A hugely popular brand in the Middle East it has carefully developed a niche that allows it to be modern and exciting while not forgetting its true values and family history. CEO François-Henry Bennahmias has been part of the "family" for many years. He started his career at Audemars Piguet in 1994 in his home country of France. In less than three years he was promoted to lead the brand's operations in Singapore and took on the added responsibility for Audemars Piguet in France, Germany, Italy, Spain, Switzerland, Brunei, Australia and Malaysia. Not long after this, he assumed the role of President and CEO of Audemars Piguet (North America), which was a key market to the company. In 2013 he became CEO of the brand and has been leading it ever since.

Bennahmias has seen the brand go from strength to strength. His close ties to the world of golfing (he was once a pro golfer himself) have seen Audemars Piguet closely linked to the sport, making it a globally recognised brand. In the Middle East, it has had particular success thanks to its appeal to a young, forward-thinking market.

Earlier this year Audemars Piguet launched the [Re]master01, a watch that takes inspiration from a watch of the past but reworks it in a contemporary and modern way – the first time the brand has undertaken such a task. At the same time, Audemars Piguet unveils the long-awaited opening of its Musée Atelier. A museum that will present the past, present, and the future of the Swiss manufacturer's cultural universe. While the museum opening has been delayed due to COVID-19, the decision was made to go ahead with the launch of the [Re]master01 and the response so far has been extremely promising. To tell us more about the latest launch and the future of Audemars Piguet, a&e talks to CEO François-Henry Bennahmias

What is the forecast moving forward at Audemars Piguet and are you changing any of the strategies of the brand?

The first thing is that yes, we are going to take a hit this year like everyone else. We don't know how big the hit will be and we don't know what's going to happen, but there is no miracle. People are talking about the possibility of facing a second wave of the virus, so we have to be very careful and I don't think our clients will be rushing to stores now. We have to play it one day, week, month at a time and see where we are at. 2020 is already behind what we expected, but no matter what happens, we will not let any of the staff in the company go. We are protecting the integrity and the employment of our people. The second thing is, even if we sales drop, it's OK. We are an independent company, so if the numbers go down it doesn't matter too much and the things we have worked on over the last few years and the success that we've had means that we can weather the storm a lot better than some others. Right now, my focus is more on 2021 and 2022 because that's how we are going to rebuild. I think it's going to take a few years to go back to the numbers of 2019 and we are going to see changes in the way we address the clients moving forward.

What can you tell us about the brand the novelties for this year?

Right before the lockdown, we had a long list of launches for 2020. The most important one will now be launching in June. We were supposed to launch [Re]master01 Selfwinding Chronograph in line with the opening of the Audemars Piguet museum on April 23rd but this was postponed, so we decided to launch the watch anyway.

What can you tell us about this watch?

The idea of the [Re]master01 actually came 20 years ago. So it took us a long time to launch the concept, which gives life back to our exceptional watches from the past. It was when I was in New York looking back at the watches of the 20s, 30s and 40s that were at the time, super small watches. I discussed with my colleagues about how cool it would be to bring some of these watches back in normal sizes and give clients a chance to experience the timepieces their grandfathers or great grandfathers may have worn but with a contemporary update. That was always our goal – it took us 20 years, we moved very slowly! And when we finally did it, we realised that the best way to launch it was in line with the museum. With the museum design we were bringing something with forward thinking into the 21st century, it didn't mean that we were completely replacing the past; it was in fact, the opposite. We used the past to make it relevant for today's world and that was the same values as the [Re]master01.



[RE]MASTERING

How do you manage the balance of respecting DNA and heritage while being relevant for the consumer today?

We have seen many brands creating "Heritage collections" and I don't think you can base an entire collection on the past. So you have to have a touch of the past and do something else that is modern. This is why we make only 500 watches. We wouldn't want to make a heritage collection and every six months you see something different. That's not how we do things. The first time we ever saw a watch made in multiple pieces at Audemars Piguet was in 1951. Before that, every single watch made was unique. So that is our DNA and we like to continue that to a certain point with the way we create watches.

What can you tell us about the opening of the museum?

We are now planning to open in June and then we are looking at a special event in November, but we have to see what happens.

What can you tell us about Audemars Piguet in the Middle East and why do you think it is so adored and respected in our region?

First of all our clientele in the Middle East are young. We have seen an arrival of youth in this region, which is unheard of. People as young as 15 or 16 love the brand! I do believe that the values that the brand has are very similar to the values of the people in the Middle East – looking at tomorrow, very forward-thinking and at the same time respecting true traditional craftsmanship. Two years ago I gave a speech at the American University in Dubai and I was stunned to see so many young people enjoying the fact that I was talking about a watch – and not a smartwatch. They enjoyed the idea of craftsmanship, history, exclusivity and I when I left they were asking so many questions. It was a real joy to share with them the passion that we have for watches.





[RE]MASTERING



NEW GEM-SET VERSION OF THE ROYAL OAK SELFWINDING



Musee Atelier

What is a challenge that Audemars Piguet is facing today as a brand?

The number one challenge is based around the fact that over the last 10 years the whole luxury world took a huge bet on tourism and people travelling and buying watches. So we expanded our retail network, like many others and what we are finding out today is that we might have forgotten a little bit, the notion of local people. There are ways that you can work a lot more locally with people and I do believe that we have to re-work things a lot in relation to this. We need to analyse the markets more closely and decide what we aren't doing today that we need to change things to raise the percentage of local people buying in stores like Dubai.

What have you not done yet at Audemars Piguet that you would still like to achieve?

Everything! When you run a business, you never stop and you never reach a place where you say, "it's done", because it's an on-going thing. In January, nobody had any idea what would happen with COVID-19. China spoke about it for the first time in 2019 and then everyone thought it wasn't something that was going to affect the rest of the world. Most of January was actually much better for Audemars Piguet than it was last year in terms of sales. Then, a month later, suddenly we realised that we are going to sell less, but the good news was that it gave us time to rethink better for tomorrow. When I say tomorrow I don't mean next week or next month, I'm talking about 2023, 2030 – asking ourselves what we really want to be in the future? And the answer that I'm finding for this question is that we will succeed because there will always be an appreciation for craftsmanship and exclusivity and because of that, it takes time to build and we cannot take shortcuts.

In terms of brand tie-ups do you think the profiles of people that brands should be looking for in the future should be different?

What the world wants right now is for brands to be real, transparent and authentic. So if you get people in the sports world, entertainment world etc. to represent your brand and there is no real connection, the customer will not engage in it. So the choice of the people is very important, but this has always been the case. Our ambassadors have to pass a job interview with us when we start working with them. We don't sign them, no matter how well known they are, without knowing that they fully understand what's at stake and what we as a brand want to do. And I think this is something that's going to be even more important now.

How do you manage the balance between physical stores and digital platforms especially with the current situation?

We always look at it as a new tool. Do I want to sell 40,000 watches online? Absolutely not! But do I want to use all of the tools I can to go after new clients and expose who we are and bring them to our family? Sure. But it's a tool, it's not an end and there's a big difference.

What is a project that you would love to do if you had the means and the Ok to do it?

I would go and produce a Broadway show!



Musee Atelier



Musee Atelier

What makes the brand unique and what defines your client today?

What make a brand like this are the fans. When a watchmaker works on his design, he doesn't know where the watch is going to end up, his mind-set is that he has to make the most beautiful watch he can. Then we promote that product through advertising, interviews, presentations to clients etc. But the ones who are making the brand what it is, are you, the clients! What we've seen is so many people commenting on the fact that the brand is real. It's OK to make mistakes, it's OK to fail, and we are very human in that respect. The number one thing that people say when they buy our watches is that they never expected something like this. The thing that touches them is the passion of our people and the will to share it in the most familiar way. It's one big family and our clients make us who we are.

What's one thing that you would have done differently?

If I could go back, I would go back 20 years to when I became the CEO of the Americas. I used to have this mind-set that I could never tell someone when they were doing great, I only used to tell people when they were doing bad or made mistakes. If I was to go back I would completely change the way I managed people because I think I'm a much better boss now than I was 18 years ago because the notion of caring and supporting has evolved for me drastically.

What's in the pipeline for Audemars Piguet when we go back to "Normality"?

We have the new Automatic 34mm for women with a new movement and a few more launches towards the end of the year, but nothing will be a huge launch this year. We had something that was supposed to be a big worldwide launch, but that has had to be postponed. Which is unfortunate because I couldn't wait for it! But it will be launched in March 2021 now. There is something that we are working on which is not an evolution at all for Audemars Piguet, it is something very different in the retail world that will go beyond the watch industry, but that's all I can tell you now.

What message would you give the people in the Middle East?

What I want to share with all my friends in the Middle East is that when I can, I cannot wait to come back, and we are far from being done surprising you. It was during COVID-19 that we came up with an idea that is going to be completely insane. So we will keep surprising you, so keep the love and passion for the brand and I'll see you soon.

REACHING FOR THE STARS

AS ZENITH GEARS UP FOR EXCITING THE LAUNCHES OVER THE COMING MONTHS, CEO JULIEN TORNARE SHARES HIS THOUGHTS ON THE INDUSTRY AND WHAT'S IN THE PIPELINE

BY LARA MANSOUR SAWAYA

Zenith is a watch brand based around the philosophy of achieving your dreams. Something that many of us have been reflecting on over the recent months. The latest women's watches highlight this notion of reaching for the stars with their unique design, created for the 21st-century woman. Julien Tornare CEO of Zenith Watches had the vision behind these new timepieces. For someone who enjoys visiting the markets and presenting Zenith novelties in person to the clients, the recent months have seen a huge change for him.

We recently connected with Tornare through a live Instagram conversation from the comfort of his home in Switzerland where we discussed the latest novelties as well as getting in insight into the work that he does in his role as CEO and how he has been working closely with his team during this time of crisis.

What made you attracted to join Zenith after such a long time in your previous company?

It was a mix of different things. When I started at my previous job at Vacheron Constantin I was just 28 and at that time you think you are going to work somewhere for a few years, but I was so lucky to have many roles at the company that shaped up my expertise. It was a fantastic experience but by the end, I felt that I wanted to try and explore something different.

I have always had a lot of admiration for Jean-Claude Biver, the former President of LVMH Watch Division. He called me and told me about the challenge he had with Zenith and what he wanted to do with the brand. The role of CEO was a global position so I was very excited about that, as it was a great evolution that would allow me to see and learn so much. The second point was to work alongside him because he is a living legend and one of the most important names in the watchmaking industry in the last 3 decades. Thirdly was the fact that I knew there was so much leverage with Zenith. It's such a beautiful brand that could be so much bigger than it currently is and I knew that there was a lot of potential. So I felt that this was the right time to do something different and this was the right role.

What would you like to see done at Zenith that hasn't been done before?

I'm pushing my team to be very creative. Creativity and innovation are things that were in the genes of the company from the beginning, but I think for a while it got lost. I ask all of my team to bring new ideas to the table, as we have to be pushing people and challenging them. Even if they make mistakes, that's is totally OK – I'm asking people to try different things. We were the very first brand to do so many things. I like to push people to do things that are different. Last year I gave my executive committee the objective of bringing me five innovations. This could be a product or a process, but it was a way to try and change the mind-set in the company. Sometimes the Swiss watch industry can be very conservative, but for me it's super important to make sure that tradition doesn't go against innovation. This was one thing I discovered when I met some of the creators of the El Primero movement from the sixties. They told me not to only repeat the past as at the time when this movement was created they were innovators and that is the DNA of Zenith.

What can you tell us about the latest novelties for women and where are women in the Zenith world today?

When I came on board at Zenith I had a lot of questions but one of the things I heard from all the markets was: 'why don't you have a strong women's collection?' We had a few watches here and there which women could wear but I knew what they meant. They wanted a watch that was created specifically for women. I often told them that if you make a beautiful watch it could be worn by men or women so there was no reason to create a women's watch. But then I worked on the DEFY product line which became so important for the brand over the last few years and I decided that we needed a contemporary watch for women of the 21st century. So that's what we did with the DEFY Midnight. On the dial, we have the starry sky of Zenith. Our logo is a star and the word Zenith means the highest point in the sky – so we have always been connected to this notion. This brings me to the Zenith philosophy of "time to reach your star". We all have stars that we want to reach in our lives – personal or professional and this is why we have this romantic image with the starry sky on the dial. But I also wanted it to be a watch that is convenient for the 21st-century woman. I wanted to create a watch that could be worn for all the different aspects of a woman's life, so we worked on an interchangeable bracelet. This in itself is not a new concept, but we decided to sell the watch to the client with the bracelet as well as two options for interchangeable straps. This way we are pushing them to play with the watch and change the look with this easy system. We have had in the past a lot of requests from people asking for different straps and I believe the strap, as well as the dial, can really change the look of your watch more than anything else. So we are looking more into flexibility and interchange-ability within all our watches, but we wanted to do it first for women.



Another thing I want to add on this watch was that we had a lot of questions as to whether we should use a quartz movement and I told everyone; 'no, why would we?' First of all, women appreciate mechanical watch movements such as the ones we have at Zenith and women also appreciate having the same level of sophistication of a movement as the men's watches. There should not be a difference between men and women. I hate the notion of having Quartz watches for women and mechanical for men. So all of the women's watches have the same movement that we use in our men's classic watches.

We are going to launch a marketing concept around the watch called "Dream Hers". We will have women who are leaders in their field and who are achievers and we will be inviting them to share with us how they went about reaching their stars. This is something that means a lot to us at Zenith.

How is Zenith staying close to its clients during these times as well as staying close internally within the company?

When we had to shut down the manufacture on March 17th the first thing I said to my Executive Committee was that we should stay in touch. So we made sure that we talked every day. We had a call at 9am every morning, even if there wasn't much to discuss we keep in touch and keep the close bond that we have. I asked them to do the same with their teams and of course, we did the same with the markets.





DEFY MIDNIGHT



DEFY MIDNIGHT



Secondly, we asked ourselves how we could digitalise the company and move faster in the transformation. In terms of marketing, my team has done a very good job at organising online events, gatherings, training, live broadcasts etc. I enjoy giving information to others about the brand so we have done several launches and training sessions around the whole world and it has allowed me to get very close to everyone involved. So this is something I have learnt from the current situation. I've received a lot of emails and messages. I have even received drawings of watches that people think we should create. It's been a tough time and I know there are more tough times ahead, but it has also been a very big learning experience.

Will you be changing any of the strategy of the brand moving forward after COVID-19?

Of course there will be changes. First of all, we have to take a lot of safety measures at the headquarters. It's very different there now which creates a bit of a strange atmosphere that we need to get used to. We are learning how to work differently. I guess that travel will remain a difficult thing to do for a while and I think we will do more things digitally through screens. These will be the main changes, but I truly believe that we are a people-to-people business. We are in the businesses of selling emotions and stories and sometimes that face-to-face interaction is crucial. At Zenith we have true stories and this is what people buy into when they buy one of our watches so we will at some point, need to get back to the markets and meet the people.

How will you bring Zenith to the next level with its online business?

We have just launched e-commerce in Europe and the rest of the world will follow step-by-step over the next few months. I think when it comes to e-commerce you have to make the experience entertaining. We will start with a regular website but going forward I'm hoping to create a boutique experience online with real interaction. I think that this will be the e-boutique of the future. Also, you have to propose watches that clients cannot find anywhere else. You have to make it very special; otherwise, there are so many other options. So it's all about creating a great experience.

We recently launched a Manufacture Edition watch. This was initially a watch that would be available only at the manufacture in Switzerland. So customers can only buy the watch if they visit us in Switzerland. At the moment however, I am making a little exception as the manufacture has been closed and we can't welcome visitors. So we have made this watch available only on the e-commerce platform. But I'm insisting that anyone who buys this watch online has to come and have a tour of the manufacture!





Do you have any Astronomical watches in the pipeline?

Yes we do. Probably at the beginning of next year, we will have a high complication that will be referring to something in the sky. It will be quite amazing and it will come with a very special experience that I don't think anyone has ever done. It will be a limited edition of 50 pieces.

What in your opinion sets Zenith apart from other brands?

Zenith has a long history. It was founded in 1865. So we have accumulated a lot of knowledge and knowhow. This is very reassuring when you buy an expensive object like a watch. But on the contrary, Zenith is not living in the past. Some watch brands have a long history and they tend to repeat the past because it's safer to do what's already been done, but this doesn't build the future. Zenith is not like that. Of course, we do revival pieces and we pay tribute to some iconic watches, but we continue to create new things and bring innovation to the brand. In fifty years, if we still want to be a strong brand, we need to create now. So our mission is to continue to build the brand for the future. But with all of that said, when you buy a Zenith watch, you buy into a very authentic brand, and to me this is super important. If you want to keep the younger generation interested you have to be authentic through telling real stories and having your own movement in every watch you sell and they need to be sold at the right price. The younger generation wants to understand what they are buying, what is behind the brand and what they are getting for their money.

So if you want something very authentic, Zenith is the brand to go for. It's a fantastic brand with a lot of amazing assets.

What's in the pipeline for Zenith in the coming months?

A lot of things! We are launching a few different pieces right now. One of these is the Chronomaster Revival "Shadow, which is a very cool interpretation of the A384. We have some animation on DEFY 21 to come. We have a limited edition Land Rover Defender watch coming as well as a new launch with our ambassador Carl Cox. And of course, we have the commercial launch of the ladies DEFY Midnight watch, which will happen in September. So we have quite a few new things arriving step-by-step. Then early next year we will have a very big launch. The closing of the manufacture forced us to postpone some of the launches that were supposed to take place this year but we will have a lot of things going on over the next few months. 2020 was supposed to be the year when Zenith was moving into the next league but I think now 2021 would be an incredible year for us.

As a CEO how do you clear you mind and make decisions and what do you do when in doubt?

It's a position where sometimes you can feel lonely because ultimately you have to make the decisions by yourself. Yes, you can talk to your colleagues but at some point, you need to make the decision alone. So what I usually try to do is, unless a decision has to be made immediately, I like to sleep on it. A good night's sleep is sometimes the best way to have clear visibility on what you should or shouldn't do. Sometimes going for a run or doing an activity for an hour clears your mind. If those tricks don't work, I have a couple of people who are mentors for me and I like to talk to them. I think professionally and personally, it's important to talk to people and get a different perspective on things. Sometimes, of course, you have to make a quick decision and in this case, I will listen to my instinct.



Chronomaster Revival "Shadow", a timepiece inspired by an obscure prototype from 1970. © "The Hodinkee Shop"



Chronomaster Revival "Shadow", a timepiece inspired by an obscure prototype from 1970. © "The Hodinkee Shop"

Where will be your first destination when you can travel again?

We are opening a new boutique in Ginza in japan that I really want to visit. I want to go back to China soon as I didn't visit Asia much in the fall. I have to go to Milan very soon. But at the moment I will take it step by step.

What is an objective you can share for the future of Zenith?

Zenith is a beautiful brand and I think what's important is doing what we do best and doing it in the right way. Zenith is very strong amongst watch specialists. Our number one market today is Japan, which is quite unique for a watch brand, but Japanese people love complicated watches. My challenge is to not only sell watches to watch specialists and Japan; I need to sell watches to other people as well. So I need to encourage more people to understand what a creative, beautiful and authentic brand this is. I want people to know that when they buy a Zenith watch they buy something true. My job is to ensure that more people know about Zenith and more people discover what is really inside the brand and that's really where I want to take it. That's why I've been travelling so much and why I've been talking to so many people. We are going to have more boutiques and a bigger push on e-commerce. We are going to focus on the best retailers because we want to grow that business. The mind-set at Zenith is very young and I want to reposition that brand in a way that combines a fantastic mix of history and tradition with cool contemporary innovation.



ENGINEERING THE FUTURE

CHRISTOPH GRAINGER-HERR, CEO OF IWC SCHAFFHAUSEN TALKS THE FUTURE OF THE WATCHMAKER AND THE LATEST NOVELTIES

BY LINDSAY JUDGE

IWC Schaffhausen prides itself on engineering solutions and innovating products for the future while never forgetting the heritage of the brand. Something that has been key to the watchmaker since its beginning in 1868. Founded by American engineer Florentine Ariosto Jones who arrived in Switzerland with a vision, today the brand's heritage combines American engineering techniques with Swiss craftsmanship to create something very unique.

CEO Christoph Grainger-Herr has been with the company for over 14 years and has seen it develop over the past two decades. Since becoming CEO Grainger-Herr has had a focus on widening the reach of IWC's watches, particularly in the younger market through developing innovative designs that were authentic and true to the DNA of the watchmaker. Here we discuss the latest novelties that were presented at Watches & Wonders earlier this year, as well as the future for the watchmaker in the Middle East.

Can you share a little about the Watches & Wonders platform and how it has allowed you to communicate the message of the brand and new novelties this year?

When the idea for a digital edition of Watches & Wonders came up, we immediately jumped on board. We saw this as an opportunity to underscore our pioneering spirit. IWC has repeatedly created excitement and enthusiasm with its spectacular booth at Watches & Wonders. This year, we spared no effort to turn the presentation of our new Portugieser collection into the exclusive and immersive digital experience that people have come to expect from IWC. Using a series of in-depth conversations with the people behind IWC, we brought our new Portugieser watches directly from our home in Schaffhausen to the homes of journalists, partners and customers across the globe. Visitors even had the opportunity to take a virtual walk around our booth. Another highlight was the innovative Augmented Reality application, which allows you to discover and experience the new models directly on your wrist or anywhere in your environment.

We want to talk a little about the new novelties that were launched through the platform – what can you tell us?

We launched our new Portugieser collection through Watches & Wonders. One thing that I am particularly proud of is that all new models are fitted with IWC-manufactured calibres. This underscores our commitment to technical excellence and is also a testament to the significant investments IWC has made in recent years, in manufacturing capabilities and quality. For the first time, we have equipped the Portugieser Chronograph with an in-house movement from the 69000 calibre family. We are also presenting attractive new models with slightly smaller diameters. One of my favourites is the Portugieser Automatic 40, a compact three-hand model in the iconic design of the original Reference 325 with the small seconds at "6 o'clock". The Portugieser Perpetual Calendar 42 is an entirely new model with IWC's iconic perpetual calendar in a very wearable size of 42 millimetres. Another highlight is the third-generation of the Portugieser Yacht Club, which we presented in a 44-millimetre case with reworked proportions and a beautifully finished stainless-steel bracelet. The talking piece is the Portugieser Yacht Club Moon & Tide, the first IWC watch with our newly developed mechanical tide indication. Lastly, we presented a selection of Boutique Editions in an overarching maritime design code in gold and blue, among them two high-watchmaking references with tourbillons.

How important do you think it is to be inspired by the brand's heritage and historical watches when creating new designs?

The Portugieser has been a part of IWC's history for over 80 years and is one of our flagship collections. When you face the task of updating such an iconic line, you need to respectfully study its history, while still trying to introduce something new. Our goal was to create a bridge between the past and the future; to surprise our customers with new aspects, while making sure they will instantly recognize the collection as the IWC Portugieser. We achieved this through introducing new models like the Portugieser Automatic 40, the Portugieser Perpetual Calendar 42 or the third generation of the Portugieser Yacht Club while securing an overall look which is true to the nautical heritage of this watch family. By combining the pure and timeless design characteristics of the original with details and colours inspired by modern yachting, the new collection has a consistent and contemporary look.

What can you tell us about the Portugieser and how it's developed over time but continued to remain relevant and contemporary?

The Portugieser is one of our most prestigious product lines. The first Portugieser, or Reference 325, was created in the late 1930s to the specification of a "marine-chronometer-precision" wristwatch for two merchants Lisbon. Its clean and functional dial was inspired by the deck observation watches of the time, nautical precision instruments used to determine longitude on ships. The amazing thing about the Portugieser is that its design has hardly changed since then, and it looks just as fresh and contemporary today as it did over 80 years ago. The characteristic minute's scale, Arabic numerals, slender feuille hands and the small seconds at "6 o'clock" have later appeared virtually unmodified in many other Portugieser models. For example, in the Portugieser Anniversary Edition, the Portugieser Minute Repeater or the Portugieser Hand-Wound Eight Days.

What can you tell us about e-commerce at IWC and where is its position within the company currently?

We are pursuing an omnichannel distribution strategy which encompasses IWC Boutiques, authorized retail partners, and e-commerce on iwc.com. Online sales have been an essential part of our strategy since 2017. It's an option that the young generation of technology-savvy customers expect from a luxury brand today. We want to offer our customers a choice and not tell them where and when to buy their watches; this decision is entirely up to them. I think what is critical is the service aspect. Our service needs to be on the same level, regardless of which channel the customer uses. A customer may decide to buy a watch on iwc.com from his smartphone while he waits for his flight. Another customer will maybe buy his watch after a three-hour discussion with one of our sales associates in-store. For both of them, the experience needs to be equally perfect and at the top of the game.







PORTUGIESER CHRONOGRAPH

You became CEO at IWC around three years ago – what can you share with us about your strategy since then and what would you still like to achieve going forward?

I joined IWC more than 14 years ago and have since held various positions within the company. In 2017, I became CEO. One of the focal points of my strategy has been the extension of our manufacturing capabilities in the area of in-house movements. In 2018, we opened our new manufacturing centre in Schaffhausen, which I had the pleasure of helping to design as an architect. In this new facility, we are combining the making of movement-parts, case-making and movement assembly under one roof for the first time. The new manufacturing layout is organised in logical and sequential steps, from raw metal to finished movement or case. This approach allowed us to optimise production processes, improve communication, and implement a totally integrated quality management system. As a result of our continuous investments into technical excellence and quality, we introduced our new My IWC program last year. It includes an extension of the International Limited Warranty from two to eight years. When it comes to product development, I focus on functional engineering of complications, timeless design, and emotional storytelling. Another focal point is of case materials. Last year, we created excitement with the Pilot's Watch Double Chronograph Top Gun Ceratanium with a case made of Ceratanium®. This new material combines the lightness and robustness of titanium with the hardness and scratch-resistance of ceramic.

Moving forward into the second half of 2020 will you be changing the strategy of the brand at all and do you think the buying habits of customers will change once the retail stores are open again?

IWC follows a very long-term oriented strategy. I don't believe consumer buying habits are going to change fundamentally. Man's desire to surround himself with handmade, decorative and emotional things has so far survived every distortion in history. Seen in this light, luxury goods are also insignificant either, but even vital for our emotional well-being. Especially in the current situation, many people will reflect again on what brings them joy. I can imagine, however, that it will be less the extravagant products that will be in demand, but rather those of established brands that have a high degree of legitimacy, a history and a radiant design. Many IWC product lines date back for several decades. For example, the Portugieser or the Pilot's Watches were created over 80 years ago - and their iconic design appears as fresh and contemporary today as it did then. This is what makes our brand authentic and credible, and these are the qualities that consumers will be looking for when choosing a luxury product in the future.

How important is it to provide experiences for your customers today and how does IWC do this?

In the luxury industry, we are not only manufacturing beautiful products. We are engineering dreams that our clients fall in love with. These dreams range from the history of the brand to the actual product and the stories surrounding it. Experiences are an important part of these dreams. A visit to our new manufacturing centre in Schaffhausen, for example, has turned into an unforgettable experience for many of our most loyal customers. Seeing where our watches are made, allows them to appreciate them in a new way. In today's environment, we are experimenting with ways to connect people digitally. In Singapore, for example, we hosted a virtual cocktail party, which took place inside a 360-degree digital rendering of our boutique. We sent our customers cocktail kits via mail so that they could prepare their drinks at home. We even provided a matching Spotify playlist so that everybody would feel the same vibe at home. Customers were able to walk around the virtual boutique, discover our new collection, and participate in video chats with each other or with people from IWC.

Where does the Middle East fit into the strategy of IWC and how important is this market to the brand?

The Middle East is an essential market for us. The region is home to many experienced watch collectors, and they do have a very high level of knowledge about mechanical luxury watches. Especially when it comes to high complications, they are an extremely discerning clientele. I am confident that watch lovers in the Middle East will be excited to see our new models with complications. The first one is the Portugieser Tourbillon Rétrograde Chronograph, which combines a tourbillon, a chronograph function and a retrograde date display. The second one is the Portugieser Perpetual Calendar Tourbillon. Both of these exclusive timepieces are available in the overarching design code of our Boutique Editions with cases made of 18 ct Armor Gold®. Thanks to an improved microstructure, this material has significantly higher hardness values than traditional gold alloys. The deep blue dials create a beautiful contrast to the cases. Other versions are also available in platinum, where silver-plated dials and rhodium-plated hands and appliqués harmonise wonderfully with the rare precious metal.



PORTUGIESER AUTOMATIC 40



PORTUGIESER PERPETUAL CALENDAR



THE NEW PORTUGIESER YACHT CLUB

What is the professional motto that you live by?

To be passionate about what we do at IWC, to share that passion with my team, to inspire and encourage them to give the very best they can.

What do you think makes IWC unique as a brand?

IWC is the only Swiss luxury watchmaker that was founded by an American. More than 150 years ago, Florentine Ariosto Jones crossed the Atlantic and established the company by the banks of the river Rhine in Schaffhausen. Combining the advanced manufacturing methods from his homeland with the skilled craftsmanship of Swiss watchmakers, he laid the foundation for IWC's unique engineering approach. Based on this heritage, we focus on developing technically elegant solutions that solve real engineering challenges and are practical and comfortable for customers to use. A great example would be IWC's legendary perpetual calendar, which was developed by our former head watchmaker Kurt Klaus during the 1980s. Upset by the imperfections of mechanical calendars for wristwatches, Klaus designed a completely new calendar mechanism which is triggered via a single nightly switching impulse from the base movement. All its displays are perfectly synchronized and can be adjusted via the crown. IWC's engineering approach has also led to timeless designs. The iconic design of our Pilot's Watches in the style of an easy-to-read cockpit instrument, for example, is a direct result of functional engineering to the requirements from military aviation. Pilot's Watches were used for performing celestial navigation in the cockpit, and easy legibility even under challenging visual circumstances was a fundamental requirement.

How would you describe IWC in one word or sentence?

IWC is engineered, timeless and emotional.

What watch are you wearing today?

Today, I am wearing the new Portugiser Yacht Club Moon & Tide. This timepiece is an excellent example of how you can respect the history and DNA of a watch family and still come up with something astonishing. If you look at the design of the watch, it has all the elements that have made the Portugieser Yacht Club a success since 2010. Taking the iconic double moon indication of our legendary perpetual calendar as a starting point, we have developed a practical mechanical tide indication which informs you about the approximate time for the next high and low water. The tide indicator can be set to any location on a cost with so-called semidiurnal tides and will then keep running in the 12 hours 24 minutes tide cycle. The mechanism is so precise it will only theoretically deviate by 10 minutes in 100 years. This complication is on the spot with the nautical heritage of the Portugieser, it's respectful of the DNA of this line, yet it's something completely new.

KING OF THE CASTLE

MR PASCAL RAFFY CEO OF BOVET DISCUSSES UNIQUENESS AND THE TRUE VALUES OF WATCHMAKING

BY LINDSAY JUDGE

With a history dating back to 1822, Swiss watchmaking House BOVET has almost 200 years of history. Known originally for its pocket watches, the house has built a reputation on creativity and attention to detail using unique and artistic techniques to create highly complicated watches that are different to anything else on the market. Highly skilled artisans work meticulously with engraving, miniature painting, enamelling and many more painstaking techniques to ensure every watch reaches the standards of excellence and luxury that this house is about. BOVET produces its watches in small quantities to maintain absolute exclusivity for its collectors.

When Edouard Bovet founded the house in 1822, it was originally for the purpose of manufacturing pocket watches exclusively for the Chinese market. Yet after the great success in China, BOVET looked to the rest of the world and began manufacturing highly skilled timepieces, until 1939 when the house stopped producing for a while. Then in 2001 BOVET had a revival after businessman Pascal Raffy acquired it. Raffy, a fond watch collector himself and a proud owner of an exclusive collection of original BOVET pocket watches, vowed to bring the brand back to life. He purchased the stunning castle of Môtiers where he installed the BOVET assembly workshops and began creating timepieces once again. Today, Mr Raffy has a team of the finest artisans who continuously push the barriers of innovation while respecting the tradition and heritage of the house. Every timepiece is made under his guidance with passion and the most incredible attention to detail, making them exclusive and unique. Here we discuss with Mr Raffy the future of BOVET and the latest novelties.

What can you tell us about the strategy of BOVET moving forward after this period of crisis?

I think in every bad moment you have to find optimism. As the captain of the boat, you have to give positivity to people when looking to the future. I think what we did at BOVET during the period of confinement has brought us all together even with the physical distance of being at home. It has tightened the relationships between our team and we have discovered that some people have become even more talented and stronger in their personalities. Some have handled the situation better than others but this can be expected. I see everyone that is a part of BOVET as an extended family and I have discovered a beautiful relationship with all of them. It's not ideal to be talking through screens, but at least we have all stayed in touch and we have stayed occupied. We have had the time to discover in our statistics from the last five years a lot of joy and we have realised how much we need to thank our artisans and watchmakers for everything they do.

We were supposed to present five big novelties this year and when the crisis hit we decided one month ago not to disclose anything for a while. But now in Switzerland, things are starting to move forward again slowly, so we have made the decision, to start unveiling two of the big novelties in June and this will surely please our artisans, partners and clients. Then we will see how things are for the three other launches and perhaps these will be disclosed around September, all being well with the situation.

Can you tell us anything about the upcoming novelties?

Last year we presented the Dimier Récital 26 Brainstorm Chapter One, this was a watch I first had the idea for in 2015. Then last year I said to myself, I would love to have transparency on a precision Moonphase, that you have to adjust only every 121 years and I wanted an extension of the Brainstorm Chapter One with the Brainstorm Chapter Two in a very sustainable and logical way, so we came up with the bright idea to have a GMT on a beautiful domed presentation with a precision Moonphase, a gorgeous blue/green dial and a hand-engraved movement. All parts of the movement, from all sides, are hand-engraved by our talented engravers and it makes the timepiece balance. It comes with a flying tourbillon with a magnificent display of a beautiful power reserve, which we have inserted at noon and it can be seen through the sapphire case.
We always have the pressure when we are creating a timepiece that until it is ready we don't know how it's going to look, but we are very satisfied with this one as it is beautiful. This watch is a logical move for us in the brainstorm chapter

How is BOVET connecting with its clients during the lockdown period and what do you think they will be looking for from a watchmaker when this crisis is over?

I think the quality and loyalty we have first of all with our partners and distributors, including in the Middle East is really important. When you see the reactions of support and close relationships and mutual affection with have with our partners it absolutely helps at a time like this. For the collectors, of course, we don't have the same ease of being able to travel, but we keep in touch with them and our partners enable us to do this. We have been sharing a lot about the timepieces including collections that we've had for a few years as well as answering questions on when they will discover the next step. Of course, we are all waiting for the moment when we can safely travel so we can meet again.



To answer the second part of your question, I have been saying for twenty years that tradition is not old-fashioned, values are important, making watches in small quantities with human manpower, and using artisans and sincerity in the timepieces you present. I hope that after this, all of these true values of life that I've been talking about for a long time will be at the forefront of people's minds. I think we will see people wanting exclusivity and going back to what is real and authentic. They will want things with substance, good taste, and where you feel the human touch, and get more than what you pay for. I hope that we will go back to these true values.



What does BOVET do to offer an experience to its customers?

The first and most important thing is service. I have always said when you go to a luxury store it's all about service. It is the smile, the welcome, and the transparency. Our collectors have seen a lot and they have the education and knowledge of our watches. So when you compare prices in the market and you take a magnifying glass and look very closely at the details of our watches, I think you'll smile to know that the extent of finishing that we have at BOVET for the same price range of other offerings that are of course very much respectable, but I think we push things a step further with the detail in our timepieces.
I have always said that I want my collectors to be as pleased as I would be if I was buying a timepiece for myself. So when we talk about ourselves, we want the best and that is why at BOVET we want to give our collectors something that they deserve.



BOVET Workshops Môtiers



BOVET Workshops Môtiers





In two years you will celebrate the 200th anniversary of the brand – what does having that much history mean for BOVET and how do you go about celebrating something like that?

For our 200th anniversary in 2022, we would love to have a big celebration. If everything goes well and there are no more catastrophes. When I look to the pocket watch timepieces of BOVET in my collection as I clean them every morning, they are still a huge inspiration for finishing and materials. I say to myself; 'this house has been logical all through the years on decorative arts, using these skills to decorate a dial, a movement, a case, and it still has the ability to innovate.' We are proud that we have not betrayed in any way, the soul of the House. We did not change direction because of fashion or trends. That doesn't mean we can't innovate; we have created 16 patents over the last ten years, but we still have that backbone of our DNA. If you see a BOVET timepiece of five years ago or one from today, you know immediately it's a BOVET timepiece. The standard of excellence hasn't changed. So we are very proud of this and our artisans are of course the first people who should be rewarded for this.

In your opinion what is the secret recipe for balancing heritage vs innovation?

From our point of view, I think the timepieces of BOVET are a continuation of our way of living. I'm sitting here in our fantastic castle and the nature that surrounds us is an absolute inspiration for colours. I am so inspired by trees, leaves and flowers but at the same time, with our materials that we innovate. We have 16 patents that are all about true engineering. If you take the Brainstorm case, for example, it has a very complicated shape, so polishing the sapphire is a very difficult process and also its the same to polish the Convex Bezel so we need to be able to go a step further by innovating but at the same time remain true to the traditions of the house. When you get the right balance between the two, that's when it becomes poetry and emotion.

How do you ensure that the techniques used by the artisans at BOVET are passed down onto the younger generations?

Every day we have a new discovery at BOVET and it's a joy. You have to invest in the youth who will absolutely open their talents within two or three years. We have to give them time, you should never put any pressure on an artisan, and they need the time to excel in their art. It's very interesting to see these two schools of life – the experienced ones and the new ones – working alongside each other – it's amazing. We have some young artisans, who are less than 30 years old, but if you see the way they engrave; it is pure talent. And of course, they love what they are doing and I always tell them if they have any new ideas to feel comfortable sharing them. For example, in the Brainstorm Chapter Two, when you see the movement from all the sides through the sapphire case – this was an idea of one of the young ladies who came to me and said 'Mr Raffy, can I engrave so it looks like snow?' So we tried it, she took her time and of course when we saw it, it was beautiful. It's very delicate and so difficult to do. So with the younger generations, it's all about time and patience.

In your own words, what makes BOVET Unique?

Uniqueness is related to luxury. For me, a luxury house must first of all have a very clear identity and I think that's what we have, you can identify our watches as BOVET timepieces. Then there is the human aspect – everything is done by hand and must be done in small quantities – otherwise, it's no longer luxury. Luxury for me means very rare. These are all the qualities BOVET possesses that make us unique.

Where does the Middle East fit into the strategy of BOVET and going forward what can we expect to see from the brand in the region?

I have to tell you I am delighted with our progress in the Middle East and I cannot thank our partners at Ahmed Seddiqi & Sons enough. Without our partners we are nothing, they are the continuation of our brand and they are in tune with the values of the House when it comes to respect and tradition. What I love about the Middle East is the ability for surprise. If you present something valuable and take the time to explain the details I see curiosity and I love that. It's also about the culture. For me, to be close to the partners and the collectors in the Middle East is a true asset and we are very lucky. I was in Dubai in January with my team and I cannot forget the treatment we received. I have very good memories.

What is there still to achieve with BOVET that you haven't done yet?

So many things! I think my aim since day one 20 years ago has been to consolidate a true watchmaking house with true values and transmit to my children and my extended family of artisans with the same good spirit, education and talent. It's always that quest of sustainability in the collections, not compromising on the finishing, quality, service and every morning we find a new idea to enhance what we're already doing. Every day is a new beautiful challenge. This period, in particular, is so challenging for all of us but I think we know that the way we do things with fine artisans and true watchmaking is the way it should be done. We have to be patient at the moment while so many people are suffering, but step by step we will all recover and get back to normality.





Virtuoso VII





Miss Audrey & Monsieur Bovet adorned in green guilloché dials



Virtuoso X

What do you think is the biggest challenge that the watch industry is facing today?

What is happening affects every industry around the globe. Everyone will face the same challenges at different scales of course, but it will be the same challenges for everyone. It is a serious situation that's all about anticipation; patience and you have to be solid. I wouldn't like to judge other houses, but you hear that the absolute majority of watch houses are feeling the situation seriously. Humankind has been set back to the real values of life and the economy has stopped for a moment and now it's about learning step-by-step and hoping that these true values will take over because it's a good lesson for humanity.

What's the motto that you're living by during this time?

It has always been the same; looking after my family. I love to work in nature in the mountains and that's my balance of life, but my family, my children, my artisans are the most important. It was very natural for me to respect their privacy during this time but I tell everyone that if they need anything or want to talk they know I'm here for them. It's my duty to do so. I love my balance of life, thanks to the people around me.

How would you describe BOVET in one word?

Uniqueness. Uniqueness in the offering, authenticity, quality and loyalty.



MAKING TIME

LAURENT DORDET, CEO OF LA MONTRE HERMÈS DISCUSSES THE HOUSE'S WATCHMAKING BUSINESS AND MOVING FORWARD DURING CRISIS TIMES

BY LINDSAY JUDGE

Hermès has a watchmaking history that dates back over 100 years when its first watch straps were created. In 1978 the House opened its watch production facilities in Switzerland.. Hermès watches embody the true values of the French Maison; its desire to create beautiful, long-lasting objects. Hermès has truly embraced the world of Horology and carves out a unique niche for itself, producing elegant and stylish watches that require a high level of craftsmanship and embody the exclusiveness of the brand. The Hermès touch and personality can be seen through each of its watch creations, making them instantly recognisable.

Laurent Dordet took over as CEO of La Montre Hermès in 2015. As is often the case with Hermès he had already been part of the family for many years. He first joined the group's finance department in 1995 and has since held many roles before taking on the position he holds today. So it's true to say he understand the Hermès universe. But watchmaking is a whole different ball game. Dordet is now challenged with the task of continuing the strengths of Hermès' watchmaking business and taking it to new heights in challenging times for the industry. We discover more.

What can you tell us about the watch business of Hermès today and the latest novelties?

In 2019, the watch Hermès business recorded a solid sales performance reflecting the creativity of the collections and the network's selectivity. The new women's watch Galop d'Hermès was well received and Hermès watches were rewarded for the fourth time in November at the Grand Prix de L'Horlogerie de Genève. Hermès watches have recorded a 3-year significant growth until 2019, thanks to strong creativity both in feminine and masculine watches and also repositioning of our distribution network. These are still strong assets in 2020, that will enable us to maximise our sales during this crisis and be prepared for next year.

So far, this year, we have presented three new men's watches: Arceau L'heure de la lune with new dials, Slim d'Hermès GMT in rose gold and Arceau Skeleton. For women, we propose a new bold creation on our iconic Cape Cod and on Nantucket and in the métier d'art, Arceau pays tribute to exceptional craftmanship.

Our highlight, Arceau L'heure de la lune is a very good expression of the singular interpretation running counter to industry trends. We presented it last year in a limited edition and we had the great pleasure of being awarded by the GPHG. We come back this year with new versions on a lunar, Martian or Black Sahara meteorite dial. It's a useful function with a graphic and mysterious side. This new complication evokes a sense of dreams and emotions. The face of the watch is daily transformed. Its read-off is playful, with counters gravitating around the moons and topsy-turvy moons because Hermès loves to dream with its head upside down. We also present on Arceau a new skeleton version, subtly revealing the mechanism and paying tribute to the equestrian line which was introduced in 1978 when Hermès established watchmaking in Switzerland.



Arceau L'heure de la lune

Another men's launch is the Slim d'Hermès GMT. Slim d'Hermès was first launched in 2015. It is an elegant Hermès object that appeals to customers looking for a singular timepiece with strong Hermès DNA and high quality in terms of movement and finishing. A first GMT version with a palladium case was presented in 2018 in a limited edition. This traditional complication was interpreted differently, playing with the distinctive numerals on the GMT dial, losing one's bearings. It was a great success. This year, we present a rose gold version in blue tones highlighting elegance and classicism but also contemporaneity that speaks to the essentials of the brand.

This year, we also pay tribute to Cape Cod, an icon born out of a rebellion in 1991 and Nantucket. That of Henri d'Origny, a longstanding creative partner of the Maison, who was asked by Hermès to design a square watch. But this free spirit saw things differently and preferred to respond in an almost irreverent manner with a watch representing a 'square inside a rectangle'. For almost 30 years, the Cape Cod has been an icon: the anchor chain motif cut in two to insert the square case. Its design reflects rigorous discipline combined with a boldly impertinent attitude. Its natural penchant is to lend itself with great aplomb to the ebb and flow of the times. Its success was further amplified by Martin Margiela's novel idea for his very first Hermès runway show in 1998: adding a double-wrap strap that would later be known simply as the "Double Tour". Sales rocketed and the Cape Cod watch became an icon, almost a style in its own right. Everything was possible; both men and women felt an immediate sense of kinship, doubtless driven by a sense of style and liberty. The Hermès singular interpretation of time running counter to industry trends is supported by watch models through their singular functions, but also by models with distinctive and non-formalistic designs, imbued with creativity and boldness, such as Cape Cod, Galop d'Hermès, Kelly and Médor.



Slim d'Hermès GMT



CAPE COD Martelée

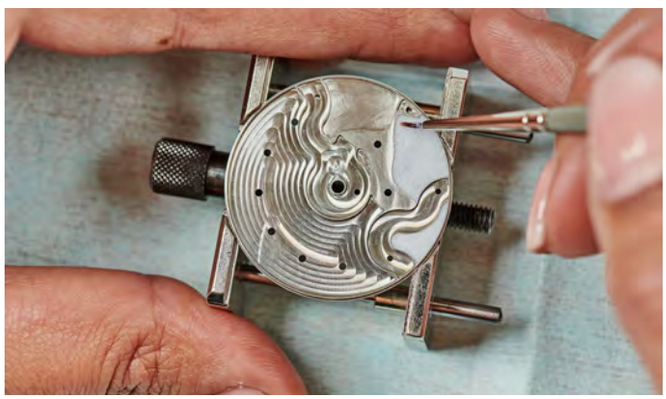
This year, Cape Cod introduces again a bold and innovative new creation, with a matt hammered finish borrowed from the world of jewellery, adorning the steel case, as well as the gradient lacquered dial ranging from black to anthracite. On its side, Nantucket is playing with diamonds setting to propose a jewellery watch to Hermès clients.

Last but not least, Arceau Cheval cosmique is one example of some very interesting and original exceptional timepieces that involve special skills. Over the years, we have had the opportunity to meet talented craftswomen and craftsmen to express the creativity of the house. It is always a big challenge for them to work on a smaller scale but they appreciate this new field of expression. It was through well-known craftsmanship's such as enamel or engraving or through technics which are for the first time or rarely applied on a small scale such as crystal, leather, straw marquetry and more recently wood marquetry. This year, Arceau Cheval cosmique is a new expression of this creativity with two different versions paying tribute to the art of engraving.

Moving forward, what do you expect from the second half of the year and will you be changing any of the strategies of the brand in light of the current situation?

Our strategy remains overall consistent. We are of course adapting to the situation by ensuring that our launches convey the right messages and are understood in a world which has become mainly digital over the last few months. We are also supporting the retail in markets that have re-opened or are about to re-open. Hermès is a House of creations and we work on presenting new products to our clients. The second semester will be rich, especially for our female customers, highlighting creativity and singularity in our objects.







ARCEAU Cheval Cosmique

What is the biggest challenge you face today with Hermès' watch business?

The main trend today which does not change for us despite the situation is all about this: being singular and bold to offer client authenticity and perfection. Within an R&D-driven approach, the industry is engaged in a perpetual quest for innovation, precision and numerous functions serving to better master time.

Hermès watchmaking offers a different interpretation of time: a time full of fanciful touches and which goes well beyond style; a companionable, lasting, mischievous and recreational time. A time that provides an opportunity to tell a story and to stir emotions. The Maison does not seek to replicate what already exists but to be audacious and follow its intuition by creating objects that do not only indicate the time but tell stories in order to build a relationship with it.

Wearing a Hermès watch is about appreciating a style that is rigorous but free of any formalism. It is about asserting oneself as a man or woman free of temporal constraints, relaxed and occasionally whimsical. It is about making light of time rather than seeking to dominate it. It is an invitation to experience a singular relationship with time, a time with which one plays, yet without ever hoping to control it. This singular interpretation running counter to industry trends is supported by our watch models and their singular functions, distinctive and non-formalistic designs, imbued with creativity and boldness.

Consequently, our biggest challenge is to continue developing our awareness as a unique watchmaker, combining the finest watchmaking skills with unique creations and the ambition to seduce more and more customers that want, not only a qualitative Swiss-made timepiece but also a piece of the Hermès universe.

How do you balance history and tradition with innovation at Hermès?

Innovation is the result of a constantly renewed creative gesture. It accompanies the momentum and spontaneity of creation while remaining true to the past. At Hermès, innovation is the perpetual motion of the house's spirit. For designers and artisans, materials, craftsmanship and attention to detail are merely the tools required to bring innovation to the forefront. In watches, we have a wide choice of possibilities in terms of materials, shapes and settings that can be used on timepieces. We like exploring the different facets of a model through different metals, stones or finishing as we did this year with the Arceau L'heure de la lune and the Cape Cod martelée.

What can you tell us about e-commerce at Hermès and where is its position within the company currently?

Hermès broke new ground by opening its first e-commerce website in the United States in 2001. It was then rolled out to the saddler's various other markets. The new hermes.com website was launched in Canada in June 2017, then in the United States in October 2017. The website, available in French, English, Spanish and German, is now live in 18 European countries. Conceived like all Hermès stores, drawing on their ambience, window displays, products, services and narratives, the hermes.com website combines e-commerce and content at a single address. Hermes.com is an attitude that combines creativity, authenticity and singularity with the fluidity of an e-commerce website. As for the watches, I strongly believe the global customer experience mostly starts with a digital one: that's why we invest a lot into it.



NANTUCKET Jeté de Chaîne d'Ancre



ARCEAU Squelette

What would you like to achieve with Hermès watches going forward?

In recent years, we have seen growing interest from Hermès customers, and watch collectors, thanks to launches featuring singular designs and unconventional interpretations of traditional watchmaking. In 2015, for example, with Slim d'Hermès; born from a stylistic exercise around the purity of design, and expressing a move towards essentials with a minimalist style; in 2018 with Carré H, a square-shaped watch designed by Marc Berthier featuring a contemporary aesthetic; with Arceau, which suspended time through a unique complication in 2011; began playing with moon phases in 2019 (“Heure de la lune” complication); or which quite simply, with the privilege of its sobriety and elegance, has since 1978 been expressing the audacity of its designer Henri d'Origny.

Hermès Watchmaker conveys a different approach to time, an approach free of any formalism and unmistakably recreational and this is the message we convey in our communication.

Where does the Middle East fit into the strategy of Hermès Horloger and how important is this market to the Maison?

The Hermès watch business in the Middle East has been growing very fast for a few years in response to a demand for high-end watches and beautiful objects. We are very enthusiastic to see a growth in consumers’ interest for our watches which is proof that the expression of the Hermès time pleases them, through objects imbued with Hermès values, whether equipped with exceptional technical watchmaking elements or expressing singular creativity unrestrained by conventions. Hermès is about elegance, creativity, quality and craftsmanship which is something that appeals to our clients in the Middle East.

What can you tell us about Hermès Horloger and sustainability?

First and foremost, the values of a craftsmanship’s mindset are deeply rooted in-house and forge our business model as a group, but also as a métier. A sense of responsibility. Never compromising on the quality of know-how and materials. A profound respect for nature, which gives beautiful materials for our products. A profound respect for the skilled men and women who make them. The respect for the time needed to make these beautiful objects.

These values form the platform for the actions of the House in matters of sustainable development by appropriating the notions of individual and group responsibility, authenticity in the search for excellence, or acceptance of the long-term approach as a factor influencing performance.

What is the professional motto that your living by during this time of crisis?

As part of a resilient group, we are extremely lucky in this period: we can focus on preparing ourselves for the rebound days. I think the best players in the watch industry have all reasons (craftsmanship, quality, innovation, authenticity etc.) to believe they will be able to recover quite soon. Hermès is first and foremost a House of design with extraordinary creative wealth. We are guided above all by a concern to do things well while respecting the iconic Hermès design codes.

THE BREITLING REVOLUTION

BREITLING CEO GEORGES KERN DISCUSSES THE EVOLUTION OF THE BRAND AND HOW HE PLANS TO CONTINUE MOVING FORWARD

BY LINDSAY JUDGE

Breitling recently unveiled its latest novelties during its first-ever Summit Webcast. Breitling CEO Georges Kern hosted the event and began by addressing the current coronavirus crisis with a clear message of hope and looking forward to better days. He says: "There is a light at the end of the tunnel concerning the coronavirus. Many countries have reopened their stores already and we are expecting more to reopen very soon. I'm confident that the situation will positively evolve, even though it will take a while for the traffic to come back to our stores, as many people have been staying at home, there will be more disposable income and hopefully, customers will spend their money on Breitling!"

Since joining Breitling, Kern has completely transformed the brand. In his words, Breitling has seen a "revolution", with a whole new product offering, new segmentation, new advertising campaigns, new stores, new sports alignments and a completely new message. Kern's vision is for Breitling to be a "less formal, more approachable brand that is much younger, cooler and more dynamic." He has minimised the number of watches on offer to make it clearer and simpler for customers while ensuring that each customer's needs are met. To do this he introduced the concept of "Air, Land and Sea" brand universes and the Breitling collections are divided among these three categories.

While many stores are still closed globally, the new watches can already be purchased online.

"As you know we have introduced e-commerce in the US and in Asia, including China, and we will soon launch in Europe, but in addition, the products are also available on the retailers' e-commerce sites. I think a lot of businesses have seen a strong digital acceleration during the lockdown," says Kern. "Before I took over at Breitling, the brand was not digital at all, so this is something we have been pushing a lot. I think this moment is a milestone in terms of the digital transformation of everyone. We have home office, we have video conferences and digital summits, and we have also seen sales dramatically increase online. But offline will always be the main platform for us. People want the physical 360-degree understanding of the brand, but the share of online sales will most certainly increase. Will it go up to over 10 per cent? We will have to see. But I do think physical retail will remain number one. Humans are social, and they like to see, communicate and experience, and while digital can replace a lot in the decision-making process, in the buying phase, the act of visiting physical stores will remain huge."

So even during store closures, it was crucial for Breitling to continue to raise awareness of its latest novelties and look to the time in the future when customers return to the stores to buy these products. "I believe that after Covid-19, things will be very different from before Covid-19," Kern says. "I think that consumer behaviour will change. Luxury is evolving and many things that we have been introducing for the past two years, including our expression of inclusive luxury, being a relaxed brand, being more informal and meaningful, will become even more important in the future. Cool brands of the past might not be cool brands in the future and vice versa. I think we had a very good development before the coronavirus and because of our values and our change of image, this will continue in the future."

Breitling is looking forward to a successful second half of 2020 and there are many more exciting novelties in the pipeline. "What we've been working on for the past two years is simplifying the product lines and making the collection readable," says Kern.





The Novelties
The Breitling Chronomat

The Chronomat was first introduced into Breitling's offering in 1984 and now, almost 40 years later it has been redesigned with a modern appeal, inspired by the original. Georges Kern says, "I think that the Chronomat is the perfect product."

The new Breitling Chronomat is an all-purpose sports watch that can be worn from day to night. It recalls the design of the 1980s and features a replica of the eye-catching Rouleaux bracelet from the past. The iconic strap comes with a butterfly clasp that expresses a modern-retro style. This watch introduces a new generation of chronograph timepieces at Breitling thanks to its versatility and stylish appeal meaning it can be worn for every occasion.

Every Chronomat in the collection has a signature rotating bezel highlighted by rider tabs that not only protect the crystal but make the manipulation of the bezel easier. The rider tabs at 3 o'clock and 9 o'clock, true to the original, are interchangeable, so the wearer can use them either for a "count up" or "count down" function.

There are several materials and colour offerings available. The first has a 42-millimetre stainless-steel case with a choice of a silver, copper, or blue dial with black contrasting chronograph counters. It is also available with a black dial with silver contrasting chronograph counters.



Chronomat-B01-42 with a silver dial and black contrasting chronograph counters



1Chronomat-B01-42 with a silver dial an 18k red gold crown and pushers and a bezel with 18k red gold rider tabs



Breitling Chronomat B01 42 Frecce Tricolori Limited-Edition



Chronomat-B01-42 Bentley with a green dial and black contrasting chronograph counters

The Chronomat Bentley celebrates Breitling's partnership with the great British luxury car brand. It has a 42-millimetre stainless-steel case with a green dial and black contrasting chronograph counters. This watch features a "BENTLEY" engraving around the transparent sapphire caseback. The Chronomat Frecce Tricolori Limited Edition has a blue dial featuring tone-on-tone subdials and the Frecce Tricolori logo on the dial. This is limited to 250 pieces.

Those looking for something that extra bit special can opt for the Chronomat B01 42 fitted with an 18k red gold crown and pushers and a bezel with 18k red gold rider tabs, numerals, and indexes. This model has a silver dial with silver tone-on-tone subdials and a 42-millimetre stainless-steel case. Another striking two-tone Chronomat features either an elegant blue dial with tone-on-tone chronograph counters or anthracite dial with black contrasting chronograph counters. It is highlighted by an 18k red gold ratcheted unidirectional rotating bezel and an 18k red gold crown and pushers. And last but not least, the Chronomat B01 42 comes with a striking 18k red gold case presented on a black rubber strap with an 18k ed gold folding clasp. It has an anthracite dial with black contrasting chronograph counters.

The watches are powered by the Breitling Manufacture Caliber 01, an in-house mechanical movement that delivers a power reserve of about 70 hours. The hands of every Chronomat B01 42 are coated with Super-LumiNova®, a luminescent material that enhances legibility in all lighting conditions. All of the models except for the Chronomat Frecce Tricolori Limited Edition have a red chronograph second hand, which also contributes to easy readability.

The Breitling Navitimer Automatic 35

Historically Breitling's offering of women's watches has been hugely successful but it has been a while since they introduced a full line dedicated to women, so this is an incredibly exciting launch. The Breitling Navitimer Automatic 35 timepieces are designed for the cosmopolitan woman. This elegant 35-millimetre design is understated and stylish but doesn't compromise on functionality. George Kern explains: "I think the Navitimer 35 is something special. The dial has a very beautiful, wide opening and it is unique because of the pearl bezel which is inspired by the Navitimer of the 1960s. We have also dramatically simplified the dial while, at the same time, retaining the watch's identity We decided we needed a characteristically feminine watch, with mother of pearl, diamonds etc. in bicolour.

The collection has a stylish solution to suit any taste. There are four different versions, each powdered by the Breitling Caliber 17, which delivers a power reserve of about 38 hours. The first is offered with a 35-millimetre stainless-steel case with a choice of a blue dial presented with a blue alligator leather strap, a copper dial with a brown alligator leather strap, or a silver dial with a burgundy alligator leather strap. The straps feature a pin or folding buckle, and each version of the watch is also available on a stainless-steel Navitimer bracelet with a folding clasp.

The second version also features a 35-millimetre stainless-steel case with a white mother-of-pearl dial and diamond hour markers. It has a burgundy alligator leather strap with either a pin or folding buckle and is also available with a stainless-steel Navitimer bracelet with a folding clasp. The watch is also available in two-tone with a 35-millimetre stainless-steel case and a luxurious 18k red gold bidirectional rotating bezel. Its white mother-of-pearl dial is highlighted by diamond hour markers, and the watch is presented on a brown alligator leather strap with a pin buckle or folding clasp or a two tone Navitimer bracelet in stainless steel and 18k red gold



Navitimer automatic 35 with a white mother-of-pearl dial with diamond hour markers and a burgundy alligator leather strap

with a folding clasp. Lastly is the Navitimer Automatic 35 in 18k red gold with a white mother-of-pearl dial and diamond hour markers. This striking watch is delivered with either a brown alligator leather strap with an 18k red gold pin buckle or folding clasp or an 18k red gold Navitimer bracelet with a butterfly clasp.

But this is just the beginning for a new generation of women's watches at Breitling says Kern: "What we want to do with our market coverage is to offer outdoor watches with the Superocean; within that line, the white dial is our number one reference. We introduced the Navitimer 35, which is more elegant, and there will be another product launch by the end of the year. Finally, we will have the beautiful setup that we need to attract more women to the brand. Right now, the women's market does not yet represent a big share for us, because we had no product offering. We are looking forward to increasing that share in the years ahead."



Navitimer Automatic 35 Collection

The Breitling Superocean Heritage 57 Capsule Collection

The new Superocean Heritage '57 Capsule Collection is for those who like to express a cool, laid-back style. Inspired by the cool mood of the fifties and sixties, this capsule collection is produced in a limited number of pieces for a limited time. Each watch in the collection is a modern retro interpretation of a classic sea watch that embodies the laid-back lifestyle associated with surfers and beachcombers. "In a digital age and in a time when people are feeling insecure, having strong roots in the past but being modern is crucial. The Superocean Heritage '57 is super modern, even though it is a product of the fifties," says Kern.

The collection is available with two dial options. One has a classic black dial and is presented on a black vintage-inspired leather strap with a pin buckle or folding clasp, while the other has a blue dial and is equipped with a brown vintage-inspired leather strap with a pin buckle or folding clasp. Both are also available on a stainless steel bracelet. There is also a two-tone version featuring a bidirectional rotating bezel in 18k red gold with a black ceramic ring. The timepieces in the Superocean Heritage '57 Capsule Collection are powered by the Breitling Caliber 10, which offers a power reserve of approximately 42 hours.



Superocean Heritage 57 Limited Edition with a light blue outerknown econyl yarn nato strap



Superocean Heritage 57 Limited Edition with a black vintage inspired leather strap

The Superocean Heritage '57 Limited Edition

The Superocean Heritage '57 Limited Edition shares some unmistakable design DNA with its cousins in the Capsule Collection, but it takes its cool credentials a couple of steps further. This watch is all about colour and features a rainbow-style colouring on the dial.

The hour markers and the hour and minute hands are coated with Super-LumiNova® in a rainbow gradient of yellow, green, blue, indigo, violet, red, and orange. This makes the watch particularly easy to read in a range of lighting conditions.

Your Limited Edition can be matched to a vibrant Outerknown ECONYL® yarn NATO strap, which can be purchased separately in one of six colour combinations: blue with dark blue stripes and lining, light blue with dark blue stripes and lining, yellow with orange stripes and lining, grey with black stripes and lining, red with black stripes and lining, and green with black stripes and lining.



PASSION & INNOVATION

LAURENT PERVES, CHIEF MARKETING OFFICER AT VACHERON CONSTANTIN PRESENTS THE LATEST NOVELTIES AND THE UPCOMING YEAR FOR THE WATCHMAKER

BY LARA MANSOUR SAWAYA

Vacheron Constantin is a Maison built on passion and innovation. These two key values are what's kept this historical watchmaker at the top of its game for over 260 years. Despite its age, Vacheron Constantin is timeless. Thanks to its highly-skilled watchmakers and forward-thinking teams, the brand continues to reinvent, innovate and lead in the world of high watchmaking. This year, of course, has been very different when it comes to presenting novelties. But while the format had changed, Vacheron Constantin remained true to itself and presented all of its planned launches through the Watches & Wonders digital platform. With its continued innovation and creativity, the brand has set the bar for 2020.

Passion is something that you can feel deeply within all of those who are part of the Vacheron Constantin family. From the artisans to all the way does to the end client there is a sense of excitement and joy at what comes next. Someone who is particularly passionate for the Maison is Chief Marketing Officer, Laurent Perves. Perves joined Vacheron Constantin in 2016 and was tasked with growing the modern-day message of the brand while embracing its history, something he has been working on over the last four years. As the latest novelties are unveiled we talk to Perves on the newest timepieces and how he continues to convey the message of innovation and passion at this iconic watchmaker.

What is the impact of COVID-19 on the industry in general and as a brand are you changing anything in your strategy moving forward?

Of course, it is impacting everyone, it's a very sad situation. At Vacheron Constantin, we had to adapt to prioritise the safety of our staff, our partners and our clients. But at the same time, our mission is to keep going. We like to say Vacheron Constantin is like an old tree. Sometimes it will get shaken by the wind or a storm but it will never fall and so very early on, we decided to do our maximum to continue doing what we do best and that is to make watches. The end goal for us is, of course, to maintain the safety and health of our staff, clients and partners, but also ensure that we move forward and I think that the reaction of Watches and Wonders was good because people were excited to see some novelties and to escape and dream.

Let's talk first about the ladies collection Égérie that was launched earlier this year – what can you tell us?

Indeed, we launched Égérie, our new feminine collection, just before Watches & Wonders. We realised that one in three of the watches we sell from all of our collections is to a woman but many of our clients were asking for something that was dedicated just to women – something that is easy to wear every day and can be worn with different outfits for different occasions. They wanted something that was, of course, original, very Vacheron Constantin, with high watchmaking, an automatic movement that is easy to maintain and versatility with the straps. So Égérie was the response to this. Most of the watches in our boutiques that allow the strap to be changed are bought by women, so it was very important for us to have this aspect. So after all of this research, we looked back at the archive and worked with the design team to create this watch which filled a gap in our portfolio. It's had a great reaction so far and it's very encouraging. Moving forward to Watches and Wonders we are very happy to introduce a new version of Égérie with the high jewellery model. This is something that our clients, particularly in the Middle East, reallly like.



Égérie moon phase jewellery

What can you tell us about the tribute to music with the Les Cabinotiers collection?

Every year we have a theme in which we present our Les Cabinotiers novelties. This year La Musique du Temps which means music of time is a tribute to music and sound in general, in the form of a chiming watch. We first presented these timepieces to our clients earlier this year at a VIP event in Singapore. More recently, we added two models to this collection which were revealed at Watches & Wonders. The first one is called Les Cabinotiers Grand Complication Split-seconds chronograph – Tempo. It is a split-seconds chronograph with 24 horological complications – it's actually the most complicated wristwatch we've made in the history of Vacheron Constantin. The construction is perfectly symmetrical so it is completely reversible. It combines the best of terrestrial time complication with the perpetual calendar, split-second chronograph dual time complication, as well as a tourbillion. On the reverse you have the solar time reference complication with the time of sunset, sunrise and the lengths of the day and night respectively positioned at 3 and 9 o'clock, which all allows you to look at time from a different angle.

Les Cabinotiers Astronomical striking grand complication - Ode to Music is the second novelty. Considered as the sister of the Les Cabinotiers Celestia unique model we launched three years ago, this timepiece is based on a double-sided minute repeater model displaying solar, sidereal and civil time, complete with a perpetual calendar.

We finally presented Les Cabinotiers the singing birds, four unique timepieces with the original time display thanks to a dragging-hour system paired with remarkable enamelling technics. We engrave the watch first and then we fill it with enamel which gives very thin, precise lines of gold in between the joints. All of these pieces are unique and they represent the craftsmanship and excellence of Vacheron Constantin.



Les Cabinotiers Grand Complication Split-seconds chronograph – Tempo



Les Cabinotiers Astronomical striking grand complication – Ode to music



Les Cabinotiers - the singing birds



Fiftysix Self-Winding

What can you tell us about this Fiftysix?

The Fiftysix has had a great reaction since its launched in 2018 and it has for sure, become a key pillar of the Maison. In the Middle East, in particular, we have seen a very good reaction to this line. Last year we started to animate the dial of Fiftysix on the steel version with petroleum blue which was a very unique colour used only for that collection. We had a lot of demand for gold, so for this year we tried to find the the best tone for the dial to match the gold colour of the case and give a vintage feel to this watch. That is how we found this very special Sepia brown dial color that we associated with a brown calfskin leather strap. It has been greatly praised so far.

What can you tell us about Overseas this year?

Overseas is doing very well. What is important for Vacheron Constantin is to have an elegant sport watch that embodies very high watchmaking. This year we wanted to go back to open-working; something that is deep in the DNA of Vacheron Constantin. So we created the Overseas Perpetual Calendar Ultra-Thin Skeleton. With the openwork, we are adding even more complication to the watch by removing the maximum possible from each component of the movement. This is the pure expression of high watchmaking, but at the same time, it offers the comfort of an elegant sport watch. It really shows the savoir-faire of Vacheron Constantin.



Overseas perpetual calendar ultra-thin

How does Vacheron Constantin find a balance between the heritage of the brand but ensure it is appealing to the client of today?

Firstly, this is how the Maison has always been working. A very important aspect is maintaining the savoir-faire and craftsmanship. Vacheron Constantin has been transmitting its savoir-faire and keeping the best watchmakers and Metier-d'art artisians generation after generations. We have our own artisans and we can do everything in house. We are also working with students on apprenticeship programmes to make sure that these skills are not lost. Innovation and engineering are important as well as the spirit of imagination and the freedom of creativity, which have been part of the Maison's identity since the very beginning. This creativity is driving Vacheron Constantin and the history of the brand is always an inspiration.

Can you tell us a little about sustainability at Vacheron Constantin?

Sustainability is part of our social responsibility. We believe that we must do everything in a way that is most respectful of the environment and of individuals. We have a variety of programmes, but we don't use them as a communication tool, but something that we act by. We're working in the field of education to maintain employment and keep the skills of watchmaking within the house. We are also working on reducing our footprint and looking after the environment.



Overseas perpetual calendar ultra-thin skeleton



Traditionnelle tourbillon chronograph



Traditionnelle tourbillon jewellery and Traditionnelle tourbillon - Ladies

What in your opinion are the prerequisites of creating an object of desire?

This is a question that all luxury companies ask themselves. I don't think there is one recipe, there are many components. Nowadays, people want to dream and as a brand, we need to touch their emotions. This is the starting point for us. The second thing is the legacy you leave and the history and knowledge you bring to the client. We have seen especially on our digital channels that educational concepts are more in demand, whereas previously we have always concentrated more on visual concepts. And finally, I think people are more than ever looking for real value. People are asking what a product will bring to them and they want to make sure they get value (not necessarily tangible value, but a value of some form) for the price they pay.

What is in the pipeline for Vacheron Constantin for the second half of 2020?

Many things. We have launched a number of novelties at Watches & Wonders, which will take us through to October. We also have a lot of projects coming up with artists. We will soon have some exciting new faces joining our talent pool including Yiqing Yin, the French Haute Couture designer. This will lead us into 2021 where I cannot tell you what's going to happen just yet! But we have a couple of very important anniversaries that we are looking forward to celebrating.

What is it that you haven't done yet that at Vacheron Constantin that you would still like to do?

So much! What we want to do right now is to push the relationship with our clients further. It's very important, especially at a moment like this. We have started to develop a whole hospitality structure with our clients. We welcome a lot of visitors to the manufacturer. The second thing is maintaining our innovation at the top of its game. There is nothing more rewarding for us than seeing the reactions of people when we present our innovative creations.

What is a message you would like to send to your clients in the Middle East?

The first thing is saying Thank you! The Middle East is an amazing region for Vacheron Constantin. During Watches & Wonders it was the region we had the most digital contact with. The level of passion in the Middle East is outstanding, so thank you for that. You can count on us to keep bringing beautiful timepieces and always continuing to meet your expectations.

RAY OF LIGHT

CHABI NOURI, PIAGET CEO DISCUSSES THE LATEST NOVELTIES AND THE MAISON'S CLOSE CONNECTION TO THE MIDDLE EAST

BY LINDSAY JUDGE

Piaget has been making watches for more than 145 years, making it one of the oldest watch Maisons in the world. In 1874, in the small Swiss village of La Côte-aux-Fées Georges-Édouard Piaget set up his first workshop on the family farm at the age of just 19. From that day his motto; "always do better than necessary" has defined the values of the company. The reputation of Piaget watchmaking quickly travelled well beyond its home and Piaget was soon making watch components and movements for some of the most prestigious watch brands in the world. Piaget's watches have always radiated femininity and excellence, with a desire to dream big, something that has continued through to today.

Fast forward 146 years and Piaget is continuing to celebrate the level of excellence put in place by its founder. By respecting its history but continuing to develop and innovate Piaget has garnered a huge following over the past two centuries. Its business in the Middle East sees it as one of the most beloved jewellery and watch brands in the region. Something that is celebrated by the Maison again and again.

Piaget's CEO Chabi Nouri understands this market particularly well thanks to her Iranian heritage. A successful woman who worked hard to get where she is today. Nouri joined the Richemont Group in 1998 and after two decades she worked her way up to becoming Piaget's first female CEO, in fact, the first female CEO in the whole of the group. This huge milestone was not only a personal success but on a global level, it allows Piaget to connect with likeminded women around the world. Here to discuss the heritage of the brand and how it continues to shine through, as well as the new novelties for 2020, we talk to Chabi Nouri.

What can you tell us about the novelties that were launched through the Watches & Wonders Digital platform?

There are many exciting novelties! First of all, this year, we celebrate the Extraordinary with the Limelight Gala novelties. We are launching new models featuring sapphire, diamonds, an aventurine glass dial and Palace Décor bracelet. They perfectly embody Piaget's craftsmanship. The Palace Décor bracelet takes 8 hours to be hand-engraved and it is done by the same artisan from start to finish to make sure the same pressure is applied and hence the same design can be seen on the full bracelet. In addition, we have created four unique High Jewellery Gala watches. One features an Australian black opal with red hues. It is framed with blue sapphires and a colourful array of yellow and orange sapphires, as well as pink rubies.

And last but definitely not least, we unveiled the Altiplano Ultimate Concept: the thinnest mechanical watch in the world. In 2018, we launched the Altiplano Ultimate Concept, a 2mm watch, the exact same size as the original 9P movement. Except now, it is the whole watch which is 2mm thin. After presenting the concept, we aimed to convert this prototype into a sellable watch. This required us to validate technical solutions and develop new processes. We had to ensure its compatibility to be worn every day in any circumstance. Developing the thinnest mechanical watch in the world truly requires specific knowledge, expertise experience and an innovative spirit. The watch too at least six years of development from the first drawing to the finished pieces as we know it today. We had to completely rethink the construction of the movement, looking for "out of the box" solutions to make the dream come true. Above all, it required an "always do better than necessary" spirit to push the boundaries and never give up. We also wanted to go further by offering to personalize the watch, making it really unique! Thanks to an online app you can visualise our Altiplano Ultimate Concept and chose the colour of the bridges, the screws, the hands and even engrave your initials in a dedicated space on the dial. A real prowess for such a thin watch with components no thicker than a hair.

Of course, the launch was very different this year how do you think this digital platform has been successful in allowing you to connect with your audience?

I am sad we couldn't meet in Geneva and physically present our novelties but luckily we could digitally unveil all our creations on the Watches & Wonders online platform. Going online actually allowed us to reach to a larger audience and share our passion for watchmaking and creativity with many more people!

What makes a Piaget watch unique?

The craftsmanship and know-how behind it. Piaget has more than 145 years of watchmaking expertise and jewellery know-hows, the combination of both makes Piaget very unique. There is a great fusion between the watch and jewellery worlds at Piaget. The brand has always shared very distinctive creations and celebrated the extraordinary. Piaget shares joy and its creativity enlighten our clients' personalities.



What in your opinion are the prerequisites to creating an "Icon" watch today?

An icon should be timeless yet have a strong personality. It should be immediately recognizable. This is why our Limelight Gala watch is iconic. These watches can be passed from generation to generation and still be impactful for every woman. Its strong and sensual design makes the watch very unique.

How important is it to be inspired by Piaget's heritage in its watchmaking?

It's very important. Watchmaking is part of our DNA and is at the heart of the Maison. Piaget has been producing watches for 145 years. We have been expressing this art through the development of ultra-thin calibres and other audacious movements. We continue to keep this ultra-thin expertise in mind and continue to push it further. The launch of the Altiplano Ultimate Concept, the thinnest mechanical watch on the market is the perfect example. Every day with our innovations we further build and strengthen our heritage. Heritage is not only the past it is the future.

How do Piaget's watches and jewellery complement each other?

While watchmaking has been our core business since 1874, the Maison started creating jewellery in the sixties, using special techniques and crafts which are still mastered today in our workshops. We are very lucky to have both worlds combined and I believe it gives Piaget creations such a distinctive style, as we are merging the best of both high watchmaking and jewellery crafts. This makes us unique with a strong heritage, giving us the advantage of expertise and experience. We are also expressing the perfect fusion of watches and jewellery through our Jewellery watches. This year we have unveiled the Piaget Polo Emperador skeleton fully paved with diamonds. These are exceptional pieces!

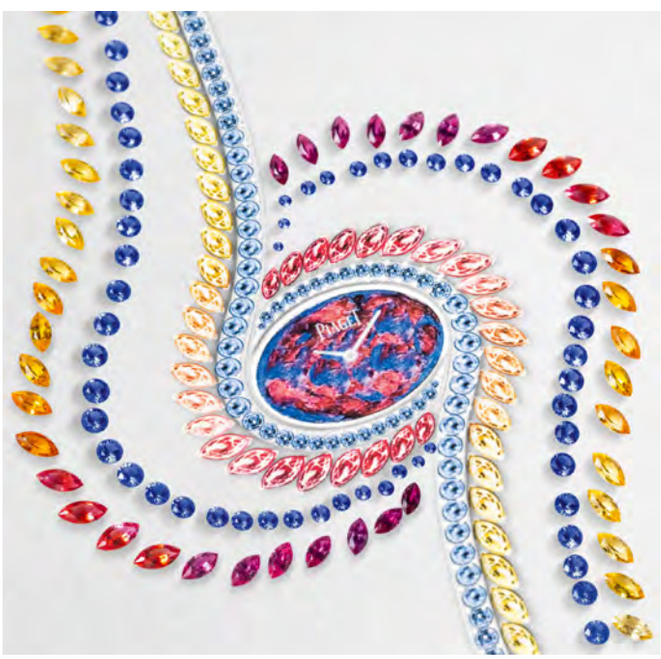




Limelight Gala



Limelight Gala



How is Piaget communicating with its customers during this time of when many cannot or are not going to the stores?

We have always been very close to our Piaget family and in these times, we see that distant contacts are very important. We have focused a lot on keeping in contact with our community thanks to the digital world. Our boutiques today are both offline and online and we have always had a strong online presence, so we will continue with that and do everything we can to offer the best digital experience possible.

What does the second half of 2020 hold for Piaget?

Even more novelties: watches, jewellery and also our High Jewellery collection, so stay tuned!

Will you be changing any of the strategies of the brand going forward?

We will keep focusing on what Piaget is about: craftsmanship, passion, know-how… we will continue to promote the Maison's rich heritage: our expertise in ultra-thin watchmaking, our craftsmanship in jewellery and high jewellery continue to push the boundaries of innovation.





Piaget Altiplano Tourbillon Infinitely Personal



New Gem-Set Version of the Royal Oak Selfwinding

What can you tell us about Piaget and sustainability?

In 2019 for the first year ever, we have compensated 100% of carbon emissions. Our global emission has decreased. Our three sites have recycling systems, soft mobility is actively encouraged, thanks to the availability of electric bicycles, electric car parking and participation to public transportation. We continue to reduce, every year our carbon emissions linked to cars. 2019 also marked the beginning of a shift in our plastic consumption. Our principle is to ban single-use plastic whenever possible within the company.

Who is the woman that wears a Piaget watch today?

Women can be whoever they want to be. Characteristics such as inspiring, creative and daring are some of the traits of being a Piaget woman. We celebrate femininity and uniqueness, audacity and self-surpassing. These are some of the values that Piaget embodies.

How important is the Middle East to Piaget and how does the region fit into the brand's strategy?

Piaget was one of the first Maisons to come to the region. We certainly have a longstanding history within the Middle Each and a very deep-rooted relationship with the people in the region. This makes it a key market and family to us. The Middle East is all about tradition and innovation which is also part of Piaget's DNA. We have indeed had a very strong emotional connection with the region for 60 years, where Piaget has been part of so many important family moments and celebrations.

What can you tell us about the project that Piaget has recently done at Al Ula?

As we have always had a very strong and deep-rooted relationship with Saudi Arabia, it was very dear to our hearts to be able to connect with our clients in the Kingdom of Saudi Arabia. Although Yves Piaget has been going to Saudi since the sixties, it was my first time, and it was absolutely breathtaking and definitely one of my most memorable trips to date.
We partnered with a spectacular project that links beautifully heritage, culture and creativity, Winter at Tantora in Al Ula. This unique long term partnership celebrates the same values and the spirit of bringing people living the Extraordinary!

We launched exclusive pieces that were seen for the first time at Winter at Tantora, such as the Sunlight Pendant in Lapis Lazuli which was inspired by the breathtaking starry sky of Al Ula during nighttime, as well as the radiant fully-paved Sunlight pendant. It was my last trip before this crisis and it has kept me dreaming until today, just a spectacular experience. I hope to be back soon.

What is the professional motto that you're living by at this time?

The Maison's motto: Always do better than necessary accompany us since the beginning and continues to push our creativity and inspiration. And in these times the family spirit of Piaget is more important than ever.

20 YEARS OF CHIC

CHANEL CELEBRATES THE 20TH ANNIVERSARY OF A MODERN ICON; THE CHANEL J12



Lily-Rose Depp

To celebrate the 20th anniversary of this iconic timepiece, Chanel has partnered with six muses that have come together to reminisce about their last twenty years. Actress, model and Chanel muse Lily-Rose Depp shared some of her memories: “If I could relive one second from the past 20 years, maybe the moment that I got to be the bride in the CHANEL show a couple of years ago.” She says. Her love affair with Chanel began in 2015 when she first appeared with her mother Vanessa Paradis in New York at the restaging of the Métiers d’Art Paris-Salzbourg show. In the same year, she was chosen as the face of the Chanel Sunglasses campaign and was also featured in the advertisement for Chanel No. 5 L'Eau. After closing the 2017 Spring-Summer Haute-Couture show in the bridal gown and walking arm-in-arm with Karl Lagerfeld, she became the Ambassador for the lipstick lines Rouge Coco Gloss, Rouge Coco Lip Gloss and Rouge Coco Flash.

“Our bond goes so much deeper than just a professional relationship,” Depp said. “Chanel has to be the first word I learned to read. There are people in this team who have watched me grow up. I have absolute confidence in them and their counsel. They have always looked out for me in the most gracious, generous and warm way. I’m very lucky to have been acquainted with this brand starting at such a young age.”

Claudia Schiffer

Meanwhile model and long-time collaborator with Chanel, Claudia Schiffer remembers her life when she was twenty. She said:

“When I was 20, there was no difference between dreams and reality. I was living my dreams.”

As a teenager, Schiffer aspired to become a lawyer like her father. However, everything changed one night in 1987 when she was spotted by a modelling agent at a nightclub in Düsseldorf. She flew to Paris and quickly became one of the most in-demand supermodels in the world.

As the face of Cristalle perfume in 1990, CHANEL Watches in 1995, and a fashion Ambassador from 1990 to 1997, she has had a lifelong love affair with Chanel and was regularly photographed by Karl Lagerfeld, particularly for The Little Black Jacket project. Claudia Schiffer remains herself, a timeless icon in the world of fashion.



Ali MacGraw

Legendary actress Ali MacGraw reflects on the past twenty years of her life in another way.

“20 years is not enough to do all the things I want to do.” She explains. Ali MacGraw is a legendary American actress, having starred in many films from the 1960s and 70s, one of Hollywood’s Golden Ages, “dominated by freedom and optimism in a way that made nothing seem impossible,” as she so eloquently describes it.

In 1965, one advertising campaign changed the course of her entire destiny - she posed for Chanel N°5, which she became the face of until 1971. Thanks to this campaign, she was spotted by an agent who contacted her to see if she was interested in making movies.

As each of these women reflects on the past two decades and how their lives may have changed the timeless beauty of the Chanel J12 remains constant and will continue to do so for many decades more.



TIMELINE OF THE CHANEL J12

2000



In the year 2000, the Chanel J12 watch was created. With an innovative design, new materials and cutting-edge technology, this feminine timepiece quickly became an icon and it's timelessness makes it just as popular today.

2002



From the outset, the J12 with its precious ceramic material has defined the standards of feminine watchmaking. Jacques Helleu, the artistic director of CHANEL at the time, created this piece to fulfil his own desires. He wanted a beautiful yet unusual watch. Since the beginning, the J12 has drawn its inspiration from a desire to shake up codes by combining a unique artistic approach and exquisite technical expertise, by being daring and innovative.

The first black ceramic watch in 2000 was followed by a white version in 2003 in 38mm and 33mm versions. It had instant success. In 2002 Chanel introduced its first chronograph and in 2005 the J12 debuted equipped with a tourbillon. That same year, the watch became ultra-light: created in aluminium like the chassis of sports cars, the J12 Superleggera prides itself on high performance.



2003



2005

2007

2007 saw the launch of the J12 GMT, equipped with a second time zone for the first time. Then in 2008 Chanel joined forces with Audemars Piguet who created a high-end calibre (AP 3125) for which Chanel redesigned the balance bridge and the golden rotor coated in black ceramic.



2008





2009

In 2009, the J12 Noir Intense saw Chanel's workshops transform a block of pure ceramic into 724 baguettes, which when set, gave the J12 an amazing allure. A world first. No other watch manufacturer had ever set ceramic like this before. The J12 Noir Intense was produced in a limited series of five pieces.



2010

In 2010 the J12 came in a water-resistant design fitted with a rubber strap – the perfect icon of sport chic. This year also saw the J12 Rétrograde Mystérieuse, whose completely innovative design was entrusted to Giulio Papi's expert team of master watchmakers (APRP SA) at one of the most respected independent Haute Horlogerie manufactures in the world. This timepiece in high-resistance black or white ceramic and white gold was unique in every sense of the word - defined as a compendium of innovations, complications and world firsts: a tourbillon, digital minutes display, retrograde minutes hand, a 10-day power reserve and a retractable vertical crown.





2011



In 2011 the J12 came in titanium ceramic for the first time with the J12 Chronomatic – a watch of reflections. This unique material transforms light into an array of vibrant rays.

2013

In 2013 the J12 was looking towards the stars and moon. The J12 Moonphase is born with its mechanism displaying the different moon phases on a deep blue aventurine disc that glitters like a summer night. Feminine, elegant, different.



2014

In 2014, the J12-G10 watch took an adventurous turn by adapting the NATO bracelet; an essential from the military world, into a women's watch. Set with brilliant or baguette-cut diamonds, the watch was modern with a luxurious allure.



2015

The following year, the J12 wanted to dance, fly and dream and it did so as a flying tourbillon in the form of a comet. Fully set in diamonds, this masterpiece was designed exclusively by Renaud & Papi (APRP SA). Then in 2015 the J12 Skeleton Flying Tourbillon was designed once again by Renaud & Papi (APRP SA).



2016

In 2016, discreet and silently curling around the wrist, the watch takes shape in a miniature 19-mm version as the J12 XS. Designed by Arnaud Chastaingt who took the helm at the Chanel Watchmaking Creation Studio - it features a classic ceramic bracelet or a cuff.



2017



2018

In 2018 Chanel presented 12 one-of-a-kind watches each decorated with an abstract composition of ceramic. The 12 pieces formed a polyptych, showcasing graphic design. The J12 Untitled was a watch unlike any other before.



2019

In 2019 Arnaud Chastaingt, Director of the CHANEL Watchmaking Creation Studio, have the J12 a makeover that celebrated the legacy of the watch and its 20th anniversary. Its bezel was refined to open up the dial and the numbers of the notches on the bezel were increased, the typography of its numerals redesigned and the width of its crown reduced, while the thickness of the case was increased slightly. The new silhouette of the J12 will take it through the next 20 years while remaining true to its DNA. It now has a one-piece ceramic case, equipped with a sapphire crystal o the new 12.1 calibre movement can be seen. Developed and designer by KENISI this movement was created especially for the J12. The new J12 comes in intense black, Mademoiselle Chanel's favourite colour.







2020



2020



2020

WHAT DREAMS ARE MADE OF

DIOR UNVEILS TWO NEW TIMEPIECES FOR THE SUMMER. BOTH ELEGANT AND FEMININE THEY WILL ALLOW YOU TO DREAM





Dior Grand Bal Masqué

The Dior Grand Bal collection has a beautiful new addition in the form of Dior Grand Bal Masqué. These colourful one-of-a-kind pieces are inspired by the enchanted universe of the masked ball, something that is very close to the house's heart.

The famous Ball of the Century, held by Charles de Beistegui in 1951 at the Palazzo Labia in Venice, for which Monsieur Dior had designed several sumptuous costumes, was the most extravagant society ball of its time. That celebration, the quintessence of audacity, elegance and excessiveness, left a deep and inspiring impression on Monsieur Dior, fascinated since forever by the world of parties and society balls, an influence that has been seen throughout his designs in the years since. "It was the most beautiful evening ball I have seen or ever will see", wrote Christian Dior in his memoirs.

With the new Dior Grand Bal Masqué timepieces this beautiful event comes to life once again as part of the iconic Dior Grand Bal collection. Dancing masks are seen on the dials of these exquisite pieces, bringing colour and vibrancy to the wearer. These pieces are star-studded with gold and diamonds, while the lines of sapphires highlight the eyes of the mask and their lashes are adorned with silky, colourful feathers.

The cheeks are blushed with ornamental stones whose sparkling reflections make the masks swirl and embrace the light, like they are dancing at a party. At the heart of this wondrous waltz of colours, a mysterious golden-faced woman hides her secret identity whilst daring to be extravagant...



The Dior Grand Bal Masqué timepieces are equipped with an automatic movement, exclusive to the Maison Dior, the "Dior Inversé 11 1/2 calibre", featuring the functional oscillating weight on the topside of the dial, that reproduces the swirl of a ball gown. Each piece has an elegant 36mm dial and its dotted with diamonds and gemstones with an embossed satin strap. The collection consists of 12 on-of-a-kind pieces.









La Mini D De Dior Satin 19mm

Dior's timepieces have long been inspired by the mastery of Haute Couture and the designs from within the house. The satin ribbon has long been a part of Dior's fashion collections and this idea has seamlessly passed through to Dior's timepieces with the La Mini D De Dior Satine 19mm watch. A design based on a satin ribbon, this jewellery watch features a Milanese mesh steel bracelet that has full flexibility to ensure its shine and glow like a real metallic fabric.

The new versions of this watch are adorned with a steel bezel delicately elaborated with a textured pattern. Each piece comes with delicate dials in white or pink mother-of-pearl and precious crowns set with diamonds. These feminine watches bring together the know-how of Swiss watchmaking with the poetic universe of Dior fine jewellery to create something that is understated, feminine and beautiful.

The two designs feature a 19mm quartz movement, the first with steel, diamonds and white mother-of-pearl and the second with steel, diamonds and pink mother-of-pearl. A Milanese mess stainless still bracelet and unfolding steel buckle make an elegant finish. Each piece is water resistant up to 30 metres.







THE BEST OF TIME

WE DISCOVER SOME OF THE LATEST WATCH DESIGNS FOR MEN AND WOMEN THAT ARE IN STORES NOW

Baume & Mercier

Baume & Mercier presents new timepieces for men and women with the iconic Hampton collection which pays tribute to the Art Deco movement. The Hampton watch features a unique style emblematic of the Art Deco movement and is immediately recognisable thanks to its rectangular case. This year the Hampton collection reveals new silhouettes and shapes that pay tribute to the iconic movement of the 1920s. Curved shapes take precedence over right angles and give beauty to the light gliding on smooth surfaces. The new pieces feature polished steel cases available in three sides. The self-winding pieces have a sapphire back with four screws, while the quartz versions have a closed back. The dials, protected by a domed sapphire crystal are adorned with contemporary Arabic numerals. The creative approach to this watch is similar to that of the architecture of the Art Deco movement. The diamond-set dial in white mother-of-pearl, opaline silver, and sunray satin-polished blue dials are all adorned with a delicate grey minute track. The watches are driven by a new- generation quartz movement with optimised 7-year reliability.

The men's timepieces come to life with the three-hand self-winding movements, of which the oscillating mass of the hour, minute and small seconds hands is decorated with the "Côtes de Genève" design. Depending on the model, each watch features a 38 or 42-hour power reserve. The passing time appears on silver-tone and grained dials with various opaline textures. The contemporary sword-shaped black ruthenium hands add character, masterfully contrasting with the hue of the dial. A bicolour black and grey minute track structures the entire dial. The Hampton is also available in a version featuring a large date with dual time zone and day/night indicator: this is one of the notable pieces of the collection. All of the Hampton watches are mounted on metal bracelets that may be interchanged.





Hublot

For its second artistic collaboration with the master of Storytelling Art, Hublot presents the Big Bang One-Click Marc Ferrero. A bold black and white design created by Marc Ferrero. The ‘Lipstick’ design is placed on the watchmaker’s iconic Big Bang One Click creating a bold offering. In black or white the watch illustrates the universal duality of day and night. The essential white is subtle and minimalist, while the deep black is audacious and magnetic. The two watches remind us the there is no day without night and vice versa.

"I love the power of black and white. Shade and light. Yin and Yang. One is profound, unclassifiable, eternal. The other is subtle, ethereal, timeless. They symbolise antitheses and complementarity. Choosing black and white means getting straight to the point without an excess of tonalities. The black and white make ‘Lipstick’ even more graphic and its red lipstick more magnetic." Says contemporary artist Marc Ferrero.

The watches come in a limited edition of 100 pieces. One in satin-finish polished steel and resin, lacquered dial and calf and rubber strap, all in with. The second is in black ceramic with a lacquered dial and calf rubber strap.





Jacob & Co.

Jacob & Co introduces its most colourful creation yet with Astronomia Fleurs de Jardin Rainbow. A watch that symbolises hope at the end of the storm this watch has immaculate timing. Designed to recreate a garden scene on the wrist, this timepiece features all the colours of the rainbow in a spectacular display as it’s powered by a delicate butter-fly tourbillon movement. The tourbillon, time display, and upper-level multi-coloured sapphire flowers all travel around the dial clockwise, while the mother-of-pearl base set with rainbow sapphire flowers moves counterclockwise. The 18K rose gold case features a bezel and inner ring set with rainbow sapphires, and atop the movement sits an incredible 288-facet Jacob-cut grass-green tsavorite.

With exceptional craftsmanship at the forefront, the team of designers at Jacob & Co. are masters in sourcing and selecting stones which were crucial for the design of this watch. Showcasing their expertise with flawless colour, the Fleur de Jardin is a gemstone masterpiece. The 42.5mm 18k rose gold bezel of the rainbow is set with 40 rainbow sapphires, while the inner ring features 48 rainbow sapphires.

Sitting on top of the movement is a beautiful green, 288-facet Jacob-cut tsavorite, while the frame carrying 11 flowers with kite-shaped multi-coloured sapphires rotates clockwise once around the dial in ten minutes. The flying tourbillon and the time display also rotate clockwise in ten minutes. The mother-of-pearl base set with rainbow sapphire flowers rotates counterclockwise in 10 minutes. This stunning new version of the Fleurs de Jardin is limited to 101 pieces.

Hidden below the delicate beauty lies the legendary timepiece workmanship for which & Co. is famous, including the vertical Astronomia double-axis flying tourbillon movement, which makes a full clockwise revolution in ten minutes around the central axis, with the patented a Differential Gears System that allows the time display to maintain the 12/6 o’clock position regardless of where it is in the rotation. In addition, the flying tourbillon cage rotates on itself once every sixty seconds.

Dolce & Gabbana

Dolce&Gabbana expands its line of Invisible Setting watches with “Kosmos”, a watch that pays homage to Leonardo Da Vinci and his explorations of astronomy. Characterised by its own exclusive movement The Calibre DG 01.01, assembled by hand in Geneva by master watchmakers. The dial is composed of a single piece of black sapphire one which the zodiacal symbols have been engraved. The miniature celestial map is illuminated by more than 300 diamonds that cover the case, crown and clasp. The unique invisible setting technique consists of arranging the gems without the use of visible bezels or claws. These setting evoke the image of Da Vinci’s drawing the Mazzacchio which was a headgear worn by the wealthy classes in Renaissance Tuscany. It was represented in many drawings and painted by the great artists of the 15th century who were impressed by its multifaceted geometric surface and unusual form. The watch comes in 18 carat white gold with a black alligator strap. It features over 300 diamonds and a large black sapphire.



Omega

Fans of Omega’s stylish Trésor collection now have even greater choice, thanks to the introduction of the latest colours and materials, including the brand’s unique new alloy inspired by shining moonlight. The 36 and 39mm models, cased in stainless steel or 18K Moonshine™ gold, continue OMEGA’s fine tradition of women’s watchmaking.

Eye-catching dials include domed 18K Moonshine™ gold with an embossed silk-like pattern and white mother-of-pearl. On the steel models, all hands are rhodium-plated, while the gold editions feature diamond-polished hands in matching 18K Moonshine™ gold or 18K Sedna™ gold. The latest Trésor collection also offers a choice of leather straps in fantastic colours such as rhodium and green, as well as a brand new 36mm rose model with a nude strap. Each model retains the classic elements of the Trésor, including the 38 single-cut diamonds following the curves of the case and the additional diamond on the crown, placed within the OMEGA flower in red liquid ceramic. Each caseback features a polished, mirror effect with the collection’s famous "Her Time" pattern. Powering all watches is OMEGA’s Calibre 4061.





Fendi

Fendi debuts new timepieces for both men and women. For men, the Forever Fendi Watch collection marks the first time this line of watches has entered the men's world. Creatively reinterpreting the Maison's FF logo through its signature bracelet, the Forever Fendi men's collection brings together tradition and modernity. The sleep 39mm case and FF logo bracelet capture the Fendi spirit. The refined dial is enhanced with luminescent yellow indexes, adding a pop of colour and a sporty twist. The attention to detail is expressed through a skilful play of logos and finishes. The FF logo is subtly engraved on the crown at 3 o'clock while taking centre stage on the watch's bracelet thanks to the contrasting finishes. The Forever Fendi timepieces if available in a full-black edition with yellow luminescent details on the dial, as well as a polished and brushed stainless steel version with intense blue dial.

Meanwhile, for women, Fendi introduces the Run Away Rectangle. The contemporary design plays with shapes and is enhanced by the F is Fendi logo which adds to the geometric lines and retro-inspired design. The watch combines delicate curves with a linear design and an off-centred dial. The dial is minimalist and the strap is either in refined leather or an H-shaped bracelet. The modern style for women combines the sophisticated with a contemporary edge to create a watch that's suitable for any occasion.





Versace

For spring 2020 Versace introduces "Tribute", a contemporary watch that's a rework of one of the House's iconic designs, inspired by the fastening on the Versace Tribute bag.
The House's Greca motif frames the top ring, while the Versace logo and Medusa at 12 o'clock provide further iconography. The calf leather strap is punctuated by Medusa studs that bolster the watch's timeless design. This style is also available in a two-toned stainless steel bracelet version.

This women's watch features a round stainless steel case and a black, white or red dial with Medusa and Versace logo at 12 o'clock. The strap, complete with a butterfly buckle and Medusa studs, is available in black blue pink and red genuine calfskin.

The watch is presented as part of the Italian House's spring/summer 2020 collection.





TIME WELL SPENT

As our daily lives have changed, perhaps forever, this summer will be like no other. Many of us have had to cancel travel plans or sacrifice time spent with loved ones. Even a simple trip to the beach or park will be different due to social distancing and safety restrictions. So how will we spend our time this summer? There are still many ways to keep entertained as we discover in the following pages. But more importantly, we consider our wellbeing both on a physical and mental level. It's crucial to keep positive in times like these, but it's understandable that there will be times of struggle. In the following pages, we discover the best ways to spend your time for a positive and productive lifestyle this summer.

CREATE YOUR NEW PATH

SALMA EL-SHURAFA, CERTIFIED EXECUTIVE COACH AND FOUNDER OF THE PATHWAY PROJECT DISCUSSES HOW BUSINESSES CAN MOVE FORWARD AFTER COVID-19



As we continue to go through this uncertain time, businesses, no matter how big or small, are having to adapt in order to survive during this time. There's no hiding some will fail, but there are ways in which many businesses can change and switch their processes and outputs to ensure they will come out on top. Salma El-Shurafa, Founder of the Pathway Project is coaching businesses through this time. A Certified Executive Coach, El-Shurafa has coached many businesses in the region through transformations and times of change and supported them through growth. Of course, as the world changes, her own business methods have had to change and adapt to be able to support clients virtually and reach out to them in new ways. As many business owners are unsure of how to handle the new challenges they face, El-Shurafa is on hand to coach them through their new path to success.

How have you had to adapt your techniques to work through the current situation?

It was tough in the beginning. Most of my work is face to face and so it wasn't easy to adapt at first. I had to step out of my comfort zone and ask myself the question "what is needed for me to adapt to this current situation?". I had to shift my perspective 'from it can't be done' to 'it can be done'. Everything had to adapt to online processes to meet the current needs of clients at this time. Having my coaching sessions wasn't an issue because I used to do most of them online. But what I really needed to shift was my workshops. I have now designed online workshops. I started to think of new ways to create content that is still deep and powerful. The current situation is making me re-define my business but what I always keep in the forefront, is not to lose the human component of what I offer. I am still learning. It is trial and error at the moment.

How can businesses adapt and change their strategies during this time? How do you think business owners will need to adapt their strategies moving forward after this crisis?

The pandemic is reminding us now more than ever that we live in a VUCA (volatile, uncertain, complex and ambiguous) world. It is very difficult to predict the impact of this crisis, but we know it's a dire one. There is a necessity for businesses, big or small, to be agile in the way they operate and how they implement their strategies which means leaders need to be flexible and adapt quickly to the changes. Organisations and businesses need to understand their current context and anticipate changes by forecasting and planning for current and future actions. In these forecasts, they need to anticipate the consequences of decisions and actions for them to be more equipped.

They need to mobilise their resources through communication and cooperation, acting quickly and appropriately and creating conditions for sustainable performance. This is done by being clear on their purpose and vision and leveraging on their talent. This will support them in becoming for fluid and efficient and in building trust. They need to evaluate their current innovation strategies to decide if they need to create and/or improve products, processes and performance. It is key to identify the requirements of the current environment for them to plan ahead and identify actions that may need to be taken to recover and/or improve performance. It is navigating through these changes and understanding our customer needs to find ways that better meet those needs.

The questions businesses need to ask themselves are:

What is our purpose and vision? Does that need to change?
What are the required strategies and organisational structures needed in this current environment?
What are the needs of our customers?
What needs to change in the way we work today?
What is the type of leadership that is needed to lead the way?
How can we be more resilient in the future?
What have we learned so far from this crisis?

I think it is time for the world to start working together and develop ways to generate collective performance. Leaders need to be inclusive. We can't act alone anymore. We need to go back to the drawing board and start looking at different factors and events that might impact us now and in the future. We have to be more equipped and ready for whatever comes. The question here is how can we build more interdependence?

What are some of the requests you have been seeing from business owners since this crisis starts?

Designing and delivering programmes online with topics around building trust and a growth mindset, developing mindfulness practices, building resilience and how to lead teams virtually. There have also been requests for executive and team coaching to support their talent.

What advice would you give to business owners who are worried about the future of their companies during this time?
Not to overthink and set their priorities to help them focus on what is important for their business at this moment. Do not dwell, in times of uncertainty, we need to think quickly. Breakdown thoughts, plan actions, take small steps and evaluate each step. The more proactive we are, the more we will feel in control and have the ability to navigate through these times. So, take action and move forward.
Look at the cup half full and find opportunities in this crisis. We are all experiencing intense emotions so the need to build a healthy mindset and apply self-care is crucial. Step back and take the time to connect with yourself to rejuvenate to help your business.

While many are working from home, what are some workshops and activities we can do to interact as a team during this time?

This is the time organisations should be investing in their talent. As we have seen, a lot of people have been focusing on learning new skills to develop themselves personally and professionally. And so, businesses should help them do so. Having coaching programs for individuals and teams can build team alignment, productivity and motivation.

Workshops on empathy and mindfulness can help individuals connect better to themselves and those around them. Some activities include having weekly hangout chats to bring teams together and



doing 5-minute group check-in before each meeting to bring the "human" aspect to meetings. Having these types of interactions can help people connect and feel part of a community.

What do you think is something positive that will come out of this situation?

Realizing the importance of connecting with ourselves, our family and loved ones. This pandemic brought people together as a community. It showed us how generous we can be as human beings and how quickly we can adapt. We have become more aware and conscious and I think that is the beginning in reevaluating everything we have known to create a better future.

What is the motto you're living by during this time?

I have many depends on the day! "Have faith and trust everything will turn out ok." "Everything is figure-out-able" (A motto I adopted from Marie Forleo).
I also encourage everyone to recite this serenity prayer: "God grant me the serenity to accept the things I cannot change, courage to change the things I can, and wisdom to know the difference."

What is the message that you are sending to your clients at this time?

Time to step back and evaluate where you are and where you want to go. Take care of your mental health. Take time to create a balance and shift to a better or healthier lifestyle. Take the opportunity to re-align yourself. There are possibilities and opportunities and in every upset, there is a setup for our growth.

How do you approach different business sectors and how does your advice differ from industry to industry?

We are all experiencing similar challenges which is how to keep people motivated and how to build resilience and relationships to allow us to continue to generate value for people and customers. People have become important. The only difference would be the organisational strategy.

How are you supporting business owners during this time of crisis?

Listening to their needs. Realigning them with their vision. Finding new plans. Helping them to build resilience.

NOW OR NEVER

DUBAI-BASED LIFE COACH MARIA TANSEY SHARES WHY NOW COULD BE THE BEST TIME TO MAKE BIG LIFE CHANGES



As we live through this time of crisis it will affect people in many different ways. Some will thrive and embrace a time of reflection, while others will struggle in isolation, desperate to be outside or travelling again. But one certain thing is that have all been given time to slow down. For some it will be through spending more time at home, focusing on the jobs we never had time to do. For others, it's a chance to share moments with family. And for others, it's an opportunity to feel at ease with our own company. There will be bad days, but that's nothing to be afraid of. British life coach Maria Tansey has been working with her clients through this period, many of who's priorities have drastically changed since COVID-19 came into play. Here she shares with us some of the ways to get through the down days and which this time is a moment of opportunity for many of us.

How do you think this period of "lockdown" is something that many of us needed?

There has probably never been a time in our lives where we were all given 'downtime' like this, removing many pressures of our daily routine, and for the first time, allowing us to take a step back from routine to review what we were doing and press PAUSE on our lives. Pressures from our daily routine might not even be felt or noticed until we step away and have the opportunity to wind down. Of course, this situation doesn't represent 'downtime' for everyone, and for many, their schedule could have increased, particularly those who might be homeschooling and working from home. But the challenges might be different now.

As we start to adapt to the changes that are happening, what advice would you give to those who are wary of getting back to "normal life"?

'Normal routine' might sound attractive right now, although I do think this period will have given many people a chance to reflect on how they were spending their time, who they were spending their time with and a chance to consider whether they want to make changes to their 'old normal routine' before they resume 'normal life' again. Now is a great time to implement any changes that you want to make.

As a life coach, what is your new normal?

I have been working with my clients on Zoom from home, so my new normal has given me a bigger window for exercise – which I didn't always manage to do before. On a personal level, I have been focusing even more on my eating habits, because during the downtime between each client I am at home and able to prepare all my meals – with no excuses to order take out or eat chocolate and snacks! I adjusted my working hours to suit many of my clients so I have been working with clients late into the evening meaning my sleeping pattern has been a little crazy!

Out of every crisis, there is always a positive – what are some positive things that can come out of this situation?

There are so many positives that can come out of this situation! Learning to have a greater appreciation for things and people that we normally take for granted is one of the biggest positives. I believe most families and friends that are quarantined together will come out with even stronger bonds and most likely newfound respect for what others are dealing with on a daily basis.

It also gives us necessary reflection time to do reflect on our lives to ensure that whatever we are spending our time and money on and who we are spending our time with, are still in line with our priorities and our values. Time has allowed many of us to complete jobs and tasks which we might have been putting off for a while and has also allowed us to recognise that it wasn't 'time' that was preventing us from finishing those tasks but maybe lack of motivation instead.

What advice would you give to people who are getting cabin fever over the summer?

I'm not sure I can call it 'advice' because I don't know the impact that this situation has had on each different person. I think that everyone needs to get through the situation in the best way they think is possible. Personally, for me, the situation has impacted me financially which has caused me to worry, but on the other hand, I am enjoying the downtime and making my routine work to support the goals that I set for myself before the lockdown. I am a big believer that if you can't change a situation, then it's best to see the positives that work for you because it's wasted energy to focus on the aspects that we have little or no control over.

Particularly in the Middle East many of us won't have seen our families for a long time – what advice can you give on keeping connected and keeping the positivity with loved ones?

I'm sure this aspect has been particularly tough on many people, and not just because of the lack of contact with families but also the worry for their safety if they are abroad. Our families will all have different worries and we can't assume that they feel the same as us. I would say, don't be afraid to reach out as often as you need to, forget about what a normal level of contact is, and do whatever you need to get through this situation. On the other hand, reach out to anyone who hasn't been in touch in case they need you too but are afraid to reach out.

How do you think values and priorities have changed with this situation?

There is nothing like a 'once in a lifetime' situation to force us to question our priorities and values. I would anticipate that lots of people will make BIG life changes following the ending of this situation, maybe not straight away, but perhaps 6 months after returning to 'normal'. There has been a greater focus on our health due to the nature of the situation and on what we spend most of our time doing every day, so living life to the fullest and taking a 'now or never' approach to our goals and dreams might resonate even more at this time.

In your own words how would you describe life after COVID-19 and how do you think things will change?

In the short term, social distancing will become a big part of our lives and that will change things drastically. I think we will continue to have a heightened awareness of personal hygiene, particularly in public places or with strangers where bacteria can easily transfer from surfaces, but honestly, I think that we will resume life as normal with our friends and family. We all need physical contact and frequent hugs are scientifically proven to lower blood pressure, increase oxytocin levels and generally improve cardiovascular health.

What is a lesson we can all learn from this time?

I think that everyone will learn a different lesson from this time, but something I hope that everyone learns is to have even more appreciation for the things they took for granted and gratitude for all the positive aspects of life.

What advice would you give to those who also have children to motivate over the summer?

Take each day as it comes, try not to judge yourself for anything you do or don't do. The children will survive, whether you do crafts with them every day or give them an iPad to watch. Now is not a time for judgement. If it bothers you, don't look at what other parents are doing on social media. If your kids are driving you crazy, it doesn't mean you're a bad parent….it just means you need a chat or catch up with friends!

What should we do on "dark days" to pick ourselves up again?

I would accept that those days might come, and they might come at the times when you least expect them. I think it's normal for some days to seem darker than others, even if there isn't something obvious that is causing it. Some people prefer to be alone at those times and others need to talk with friends and family. Allow feelings to come and then let them go.

What is the motto that you're living by at the time?

"This too shall pass!"

VIRTUALLY CONNECTED

CYNTHIA VINCENT - MASTER VIRTUAL TRAINING INSTRUCTOR AT BIZ GROUP SHARES THE DOS AND DON'TS OF VIDEO CALLING AND HOW TO ADAPT TO THE NEW BUSINESS ENVIRONMENT

We are living through a time of change. As the world continues to adapt to the COVID-19 situation, it has become clear that this is not going to be a short-lived crisis. Even as lockdowns and restrictions start to ease, many of us will continue adapting to a smart way of working and living. These changes for many of us have been difficult, but we have come to appreciate some of the luxuries we have today. When it comes to business, video calling platforms such as Zoom, have literally saved companies. Adapting to digital platforms has allowed many businesses around the world to continue many of their day-to-day running's. Some may think that it has allowed global corporations to become closer, as they move onto virtual meetings that allow for more regular interaction with colleagues.

But the transition to the digital way of working isn't always an easy one. There are many challenges that have and are being faced by businesses as they continue to navigate the new normal. And when it comes to virtually working many of us are still learning – should I have my camera on? What if my kids come running in? The rules of etiquette in the workplace are essentially being rewritten. Bring in Cynthia Vincent and Biz Group. Biz Group provides business and leadership coaching as well as team-building events to companies in the Middle East bringing together teams and allowing them to feel motivated and move forward positively. Unfortunately the traditional methods of bringing teams together are obsolete in the current climate so it was crucial to adapt their learning solutions to digital platforms.

As a leadership coach and consultant Cynthia Vincent's role has changed drastically since the beginning of the coronavirus crisis. Her usual role relied on personal interaction with individuals and businesses in order to train and develop in professional soft skills. When the crisis hit Cynthia was quick to adapt, transforming her skills and applying them to a virtual environment, in order to offer clients a service that was relevant and meaningful in today's working environment. Here we discover with Cynthia some of the dos and don'ts of video calling and how businesses and individuals can quickly adapt to the new normal.

What can you tell us about your role as a virtual training instructor?

For more than 15 years I have worked as a classroom-based instructor and facilitator delivering Leadership, Communications and Soft Skills Professional courses. The harsh reality of COVID-19 changed that overnight. My professional survival demanded a quick pivot to delivering all learning virtually. Fortunately, I had attended a Virtual Instructor Training course several years ago on a whim. At the time I thought it would be a 'nice to have' feather to add to my cap. Fast forward to March 2020 and that turned out to be a VERY valuable feather! The first priority was to design and deliver a Virtual Train the Trainer course for our team of consultants so that they could make the transition to online delivery. Next, began the lengthy process of converting all of our Face to Face training programs to a virtual format or in the case of our Global IP Products, learning the Virtual content.

Since April I have been delivering training sessions exclusively via Zoom. There has been much to learn along the way but overall it's been a great experience and we have received excellent feedback from the participants who have attended our virtual courses. Participant engagement is fundamental to the way we deliver the courses. We invest a lot of effort into our virtual delivery skills so that we ensure participants are happy and willing to give us their attention throughout the session.

What can businesses be doing to keep their employees motivated and connected during this time?

Regular check-ins are essential to keep employees motivated and connected. These check-ins on platforms such as Zoom or Teams can be one-to-one, as a whole team or even on an organisation level. Check-ins should be focused on connecting, clarifying goals and progress on KPIs, celebrating success and addressing challenges using collective intelligence.

It's also important to empower people to tackle challenges to important issues. Giving ownership and then recognising achievements gives employees a sense of purpose knowing that they have made an impactful contribution to the team.



How are some businesses getting it right and what mistakes have you seen?

Jeff Bezos wrote in his April 2017 letter to Amazon shareholders: "Most decisions should probably be made with somewhere around 70% of the information you wish you had. If you wait for 90%, in most cases you're probably being slow" I think this idea very much applies to our current reality.

- Businesses need to act with urgency coming up with targeted products and services that solve problems for their clients. None of us can be 100% or even 90% sure about the choices and actions we need to take to survive this crisis. But analysis paralysis wastes valuable time. Businesses simply can't afford to not take action; salaries need to be paid, the bills keep coming and market share will go to the early responders.
- The best organisations create safety for experimentation so that employees are comfortable trying things that have never been done before. A culture of fear squashes innovation. And innovation is exactly what is needed today. But with innovation and experimentation, there will inevitably be mistakes and failed ideas. A culture of safety will mean that people feel comfortable sharing their mistakes so that the entire team can learn from them ensuring that processes can be improved and similar problems can be avoided in the future.
- Finally, we all have to learn, learn, learn. Most people agree that the post-COVID-19 world will be dramatically different from the past. Businesses need to help their employees learn the new skills needed to succeed in the future.

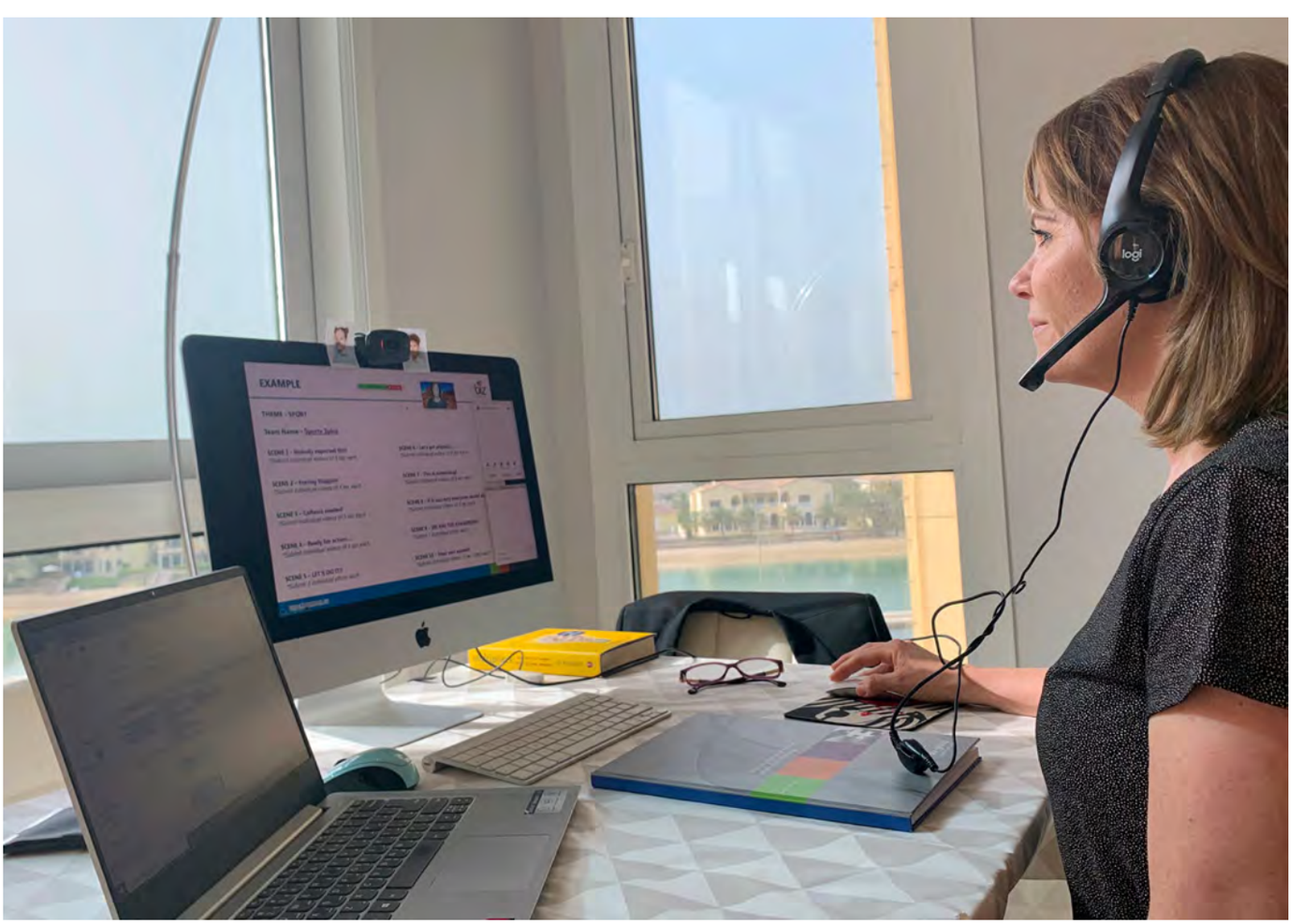
What can you tell us about some of the courses you're running to assist in effectively communicating and working virtually?

One of our most popular courses is Think on your Feet®, a course that develops and practices the skills needed for spontaneous communication - face to face or virtually - so that you speak with clarity, brevity and impact. We also offer a course through our partnership with The Ken Blanchard Companies® called Leading Virtually that addresses the skills needed to lead virtual teams.

Finally, another course we offer from The Ken Blanchard Companies is Building Trust which unpacks this very important component of leadership–particularly in times like these when we are disconnected and concerned with what the future holds.

What is something positive that will come from this situation?

Speaking for myself, this experience has taught me to not take opportunities to connect with my colleagues for granted. It has made me more empathetic – not everyone is coping well with the dramatic changes in our lives professionally and personally. We have all been there for each other and this has brought us closer. Finally, we have all enhanced our skillset and moving forward will be able to seamlessly switch between in-person or virtual ways of working together.





How do you see the workplace changing for good once all of this is over?

This experience has taught us to work in a leaner more cost-efficient manner. Future efficiencies will be used to invest in making the business stronger and more resilient.

Necessity meant that we all had to be more adaptable and not tie ourselves strictly to our job description. I hope this flexible mindset continues once life gets back to the new normal.

How has Biz Group adapted digitally to the current crisis?

Rapid response agility has been the key to our successful digital transformation and more importantly a team of talented and committed employees who have been living one of our core values – Believe Anything is Possible every day of the week. I won't lie, we didn't have the solution to this crisis perfectly mapped out from the start. But we acted quickly, pulled the team together, assessed capability, identified subject matter experts, invested in technology platforms and threw ourselves into a flurry of learning, adapting and project planning.

To begin with, we fast-tracked learning on the digital platforms needed to effectively do our jobs such as Microsoft Teams and Zoom by running multiple short learning sessions on those platforms. The next step was to maximise our engagement with the many team collaboration tools available. Finally, we have taken advantage of the ways these tools can enhance human connection; we have a morning huddle every day on Zoom and have regular Zoom social gatherings on Thursdays either at lunch or after work.

The learning curve over the past two months has been steep but with a huge effort from everyone, we can now confidently say that we are ready and able to respond digitally to the unprecedented circumstances we have found ourselves in.

What can you tell us about the three pillars of Content, Credibility and Connection?

An easy way to get every video call right is to master the 3 pillars of Content, Credibility and Connection.

Content:

1. Make sure you are clear about the agenda or purpose of the call and stick to that topic as much as possible.
2. Use the tools of the platform to maximise the contribution of all participants, hands up, chat box, ticks and crosses allow everyone to contribute
3. When you contribute, make sure your comments are user-friendly (Unique, Succinct, Evidence-Based, Relevant). Most of us have short attention spans in the virtual world. Keep your comments brief, clear and to the point.
4. Assign a Scribe to capture follow-up actions and post the document to a common platform or email to the attendees.

Credibility:

1. Be prepared to contribute and add value to the discussion.
2. Looking professional and pulled together is part of establishing credibility. It's not a beauty contest but rather a pleasing and professional look that matters.
3. Remain calm in the face of technical disobedience. If things go wrong, do your best to remedy the situation and if needed reschedule the call.
4. Laptops are preferable to phones for most situations and do your best to consider the environment around you. The best background is neutral and professional with good lighting.

Connection:

1. Enable your camera. Cameras are the next best thing to in-person connection. It's very difficult to build rapport and read between the lines when all you have to go on is a blank computer screen. And when using your camera, make sure that you are positioned in the middle of the frame and when speaking look directly into the camera (as opposed to staring at your screen)
2. Organise a daily huddle. 15-20 minutes for the team to connect is gold dust to keeping everyone engaged and aligned.
3. Make small talk when people log in to the meeting, build rapport, break the ice and show interest in their lives outside of work.
4. Lighten up and remember to smile. Your body language will influence the mood of the group and a bit of humour from time to time is a great way to connect.

A few things to perhaps consider when working with video calls:

Microphone – unless you are in a noisy environment keep it off mute so that you can seamlessly join in the conversation. Headsets are an asset because not only do they improve your sound quality but they also reduce background noise.

Clothing – I think formal work attire (ties and jackets) looks a bit odd at the moment. Few of us would wear a jacket and tie at home so everyone will know that you just put it on for the call. That said, I think wearing a t-shirt or pyjama top to the office video call is too far in the other extreme. A smart-casual look should be sufficient. Pro-tip: avoid busy patterns, solid colours look best on camera. And make sure they don't see your pyjama bottoms if you stand up during the call!

Camera – for the average employee, built-in laptop cameras are sufficient. But if you want to look professional you can't beat the quality of a good external webcam – Logitech has some affordable high-quality cameras and even the simplest models do a great job.

Background – In an ideal world you would have a simple, tidy background but not all of us have the luxury of dedicated office space when working from home. Many of the video call platforms offer virtual backgrounds or at least the option to blur your background. If using a virtual background stick with a neutral, professional background rather than 'working from the beach' unless it's an informal call. Warning: be aware that background bloopers can also involve family members moving from the shower to dressing rooms!

Lighting – The best lighting solution is turning your laptop so that you face a window. If that isn't possible make sure that you are not sitting with a window behind you and a simple desk light facing you can work wonders.

Make-up – Unless you are the main event, makeup should be optional. My best advice is to turn your camera on before the call and make your own judgement. If you have always worn makeup to work, however, not doing so might signal that you are a little bit 'too relaxed' or have rolled out of bed just in time for the call.

What about kids/dogs?

Let me start by saying that I think we have all become more tolerant of these kinds of distractions. In particular, parents with young children are facing incredible challenges in working from home. If possible, schedule your calls at a time when you know kids will be occupied or when you have someone at home to help. If the kids





are old enough, set some rules around times when interruptions are allowed and when they aren't. That may be a post-it note on the door or a hand signal when they approach.

As far as pets are concerned, if you can put them in another room that would be best. On the other hand, if locking them away sends them into a barking frenzy then perhaps allowing them to rest nearby is the best solution.

If all else fails and the interruptions happen don't take it too seriously. If needed, switch off your camera and microphone, sort it out and return to the call as quickly as possible.
And, when it happens to someone else, a little bit of empathy and understanding will go a long way.

Should we arrive on time?

While you are familiarizing yourself with the technology I recommend signing on about ten minutes before the call. Once you are more experienced with the platforms, five minutes early is great … it gives you time to chat and connect with your colleagues. Exactly on time can be risky if you face any tech problems but should be acceptable if you connect seamlessly. Arriving late in person or virtually is never a good idea. The best practice is for the host to start on time out of respect to those who made it a point to be on time. Arriving late means that you will potentially interrupt the flow or at the very least miss the key opening messages. And most importantly, always being the latecomer doesn't speak well for your personal brand.

How do we know when to speak?

When on a call of up to four people I think it's fine to have microphones on and to naturally jump in as you see fit. This may mean that you occasionally talk over each other, but with small groups it is manageable. If you are hosting a call, demonstrate a bit of authority making sure that everyone has a voice and politely managing those who are overcontributing. If you are on a call with more than five participants it's useful to use the tools available on many platforms such as the chat box and the hands up. This does, however, require that the host or a co-host keeps their eyes on those feedback panels to manage the contributions.

What time should we schedule calls for?

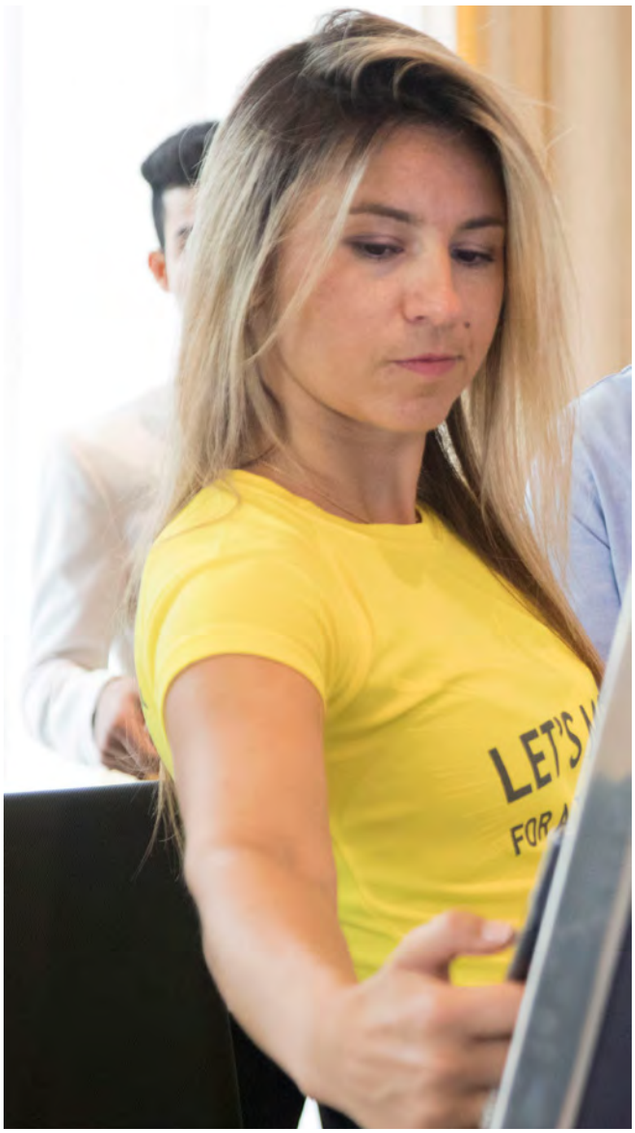
It depends on individual preferences and other commitments. Generally speaking, most people have more mental bandwidth for clear thinking in mid to late mornings.
It's also important to take into consideration cultural holidays and religious rituals (such as Ramadan) as well as time zone considerations when working globally. If you are part of a global team then it's a good idea to schedule regular meetings on a time rotation so that one group doesn't always have either the very late or very early time to deal with.

If you're interested to find out more about how you can tackle the challenges of working from home and leading virtually with confidence, contact Biz Group on 04 146 2400 or visit www.learningwithbiz.com

WORKOUT FROM HOME

SANDRA KOEDER, SENIOR WELLNESS EXPERT AT TECHNOGYM EMIRATES, DEMONSTRATES HOW TO KEEP FIT AND MOVING WITHOUT LEAVING YOUR HOME





> “In this uncertain time and era of the exponential growth of the “metabolic syndrome” and obesity, lifestyle modifications could be a cost-effective way to improve health and quality of life. Lifestyle modifications can be particularly important individuals who suffer from mental health issues. Many of these individuals are at a high risk of chronic diseases associated with sedentary behaviour and medication side effects, including diabetes, hyperlipidemia, and cardiovascular disease. An essential component of lifestyle modification is exercise.

There are plenty of fitness activities you can do in the privacy of your own home. Not only can a sweat sesh help you combat seasonal affect disorder (SAD), according to research, but it can also boost your immune system. Doing exercise in your own personal space is an excellent opportunity to customise your experience.

A balanced diet and a moderate (and constant!) workout are the tools that allow the body to function at its best and to maximize its performance. Below you’ll find my guide to a healthy, fulfilling exercise regime that can be easily done in the home.”

A great way to start the day is with 30 minute daily exercises routines:

Warm-Up 5 minutes

Mobility exercises for the big joints (active dynamic stretching). Dynamic stretching can be used before the start of any exercise routine. It may help warm up your body or get your muscles moving and ready to work. Some examples that may benefit from dynamic stretches include:

Leg circles

- Stand on one leg, holding on to a countertop or wall for support.
- Gently swing your other leg in small circles out to the side.
- Perform 20 circles then switch legs.
- Work up to larger circles as you become more flexible. (variation: Start to swing one leg back and forth while balancing on the other. You can hold onto a wall if needed. Small dynamic lunge backward with side bending)

Lunges

- Lunge backwards with your right leg, keeping your knee directly over your ankle and not extending it farther than your ankle.
- Reach overhead with your left arm and bend your torso toward the right side.
- Bring your right leg back to return to an upright standing position. Lunge backwards with your left leg.
- Repeat five times on each leg.

Arm circuits

- Stand with your feet shoulder-width apart and hold your arms out to the side at shoulder height.
- Circle around your arms slowly, starting with small circles, working up to larger circles. Repeat 20 times.
- Reverse the direction of the circles and perform 20 more.

Spinal rotations

- Stand with your feet shoulder-width apart and bring your arms out to the side at shoulder height.
- Keep your torso still and slowly start to rotate your body back and forth from right to left.
- Repeat 5–10 times.

Jog to quad stretch

- Start by jogging on the spot for 2–3 seconds.
- Reach behind one leg to grab hold of one foot to stretch out the quad. Hold for 2–3 seconds.
- Jog again for 2–3 seconds.
- Repeat stretches with the other leg.
- Repeat 5–10 times.

"A great piece of equipment to stay fit at home, which doesn't take up too much space and is very useful is the Technogym Wellness Ball. The Wellness Ball Active Sitting is a product that adds a stylish touch to every home and office and it can be used for work, rest, comfort and training, all to give you strong muscles for better posture and stability at the same time. By scanning the QR code on the cover of the ball you can use the mywellnss which offers a multitude of ways to train. The destabilizing effect given by the form of this exercise solution will help to improve core stability and at the same time the use of all the muscles of your body, improving balance, posture, strength and muscle elasticity. I have chosen a routine that you can integrate it into your everyday life and just feel amazing afterwards. All these exercises are in the app that you can use to track and save your performance."



Workout 25 minutes (Circuit-style)

50 seconds work 10 seconds move to another exercise - 1 min rest between the rounds (After all 7 are performed).

1. Glute bridge – shoulders on the ball (Glutes, hamstrings lower back)

Place your hands behind your head and the shoulder blades on the ball. Lift the hip up and down using your breathing as a rhythm indicator. Focusing on the quality of the movement and your breathing will support mental relaxation and good quality muscle work.

2. Hand to Feet Ball Pass (Core, anterior muscle chain)

Start on your back with a stability ball held between your hands straight up over chest and legs straight up over hips. Slowly lower your arms behind the head and legs toward the floor until you are in a V-shape. Tighten abs to keep the lower back pressed into the floor. Pull your hands and feet back to start and pass the ball to your feet. Lower to a V again and return to start passing back to hands. To make it easier bend your knees and make sure your lower back is not lifting off the floor during the execution.

3. Push up – on the ball (Chest, shoulders)

You can choose between having the hip on the ball and hands on the ground and/or more challenging would be having the hands on the ball keeping a nice straight line of your body during the execution.

4. Wall squat – with the ball (Glutes, thighs)

With your hands on your hips, gently lean against the ball on the wall. Bend your knees and lower your body until your thighs are parallel to the floor, allowing the ball to roll down slightly then push into your heels to slowly return to the start position.

5. Reverse Fly – Prone on the ball (Infraspinatus, Teres Minor, Deltoid Lateral, Trapezius, Middle, Trapezius, Lower, Rhomboids)

Lie face down with chest supported by a stability ball. Feet should be wider than shoulder-width apart for stability. Optionally you can use Dumbbells in each hand with a neutral grip (palms facing each other) and rest your hands-on floor directly under shoulders. With elbows slightly bent and facing the ceiling, raise your arms to shoulder level and squeeze shoulder blades together at top of the movement. Return to start position Breathing: Inhale on the way up and then exhale at top of the exercise movement.

6. Single leg Squat – Rear leg on the ball (quads, calves and hamstrings)

Rest a foot on the ball (optional stay close to the wall in case you need support for the balance), it needs to be about knee height.
Get into a forward lunge position with torso upright, core braced and hips square to your body, with your back foot elevated on the ball. Your leading leg should be half a meter or so in front of the ball.
Lower until your front thigh is almost horizontal, keeping your knee in line with your foot. Avoid the knee to travel beyond your toes. Drive-up through your front heel back to the starting position, again keeping your movements measured.

7. Superman – on the ball (lower back, glutes, hips, hamstrings, and shoulders)

Start the superman exercise on the exercise ball by lying over the ball with your waistline centred over the top, chest slightly raised. Hands rest lightly on the floor in front of you. Feet rest on the floor behind you about shoulder-width apart. Set your abdominals and tuck your chin in before you move anything.
Raise one arm in front of you to shoulder height. At the same time, raise the opposite leg. Hold for 3 seconds. Lower your hand and foot to the floor. Repeat this on the other side.

Repeat these 7 exercises for 3 rounds varying the speed in case you would like it more intense and you already have experience with using the ball in your workout routines from before.

Stretching

"Passive stretching is a type of stretching in which you stay in one position for a set time. You're able to relax your body while a partner, accessory, or prop intensifies the stretch by putting external pressure on your body. You can also use the floor or a wall."

Nutrition

Eating and exercise go hand in hand.

When and what you eat can be important to how you feel when you exercise. Get up early enough to finish breakfast at least one hour before your workout. Be well fueled going into a workout. Studies suggest that eating or drinking carbohydrates before exercise can improve workout performance and may allow you to work out for a longer time or at a higher intensity. If you don't eat, you might feel sluggish or lightheaded when you exercise.

Good breakfast options include:

Whole-grain cereals with berries and or banana, Low-fat milk (choose almond or Coconut milk in case of intolerance), fresh green juice or smoothie with Yoghurt or empty pancakes are also a great option.

Be careful not to overdo it when it comes to how much you eat before exercise. To help your muscles recover and to replace their glycogen stores, eat a meal that contains both carbohydrates and protein within two hours of your exercise session if possible.

Some great lunch combinations include Seabass with mashed potatoes and spinach, organic chicken salad with mixed greens or vegetable stew with some organic beef. In case you are a vegetarian dish with lentils are good to combine.

Dinner is the time where we usually gather to share food with our friends and family which is amazing, but we need to think about the portion size. If you want to feel full in the evening and at the same time to have a flat stomach in the next morning, light Thai coconut soup or Tomato soup with Vegetables would be a great choice. Tomato soup is very high in several essential nutrients. It gives you a good amount of fibre, potassium and vitamins A, C and K. Copper and selenium are two important nutrients in tomato soup that have a range of tomato health benefits. While copper promotes sperm development, nourishes blood vessels, muscles and the thyroid gland, copper keeps the nervous system healthy and strengthens bones and blood vessels.





When you sweat a lot and do a lot of physical activity in a warm environment, water alone is not enough to rehydrate. It is also necessary to recover the main minerals that are lost through sweat such as sodium, chlorine, potassium and magnesium. The first two are vital during activity.



Balance is key

As you settle into an active lifestyle, you'll probably discover which foods give you the most energy and which have negative effects. The key is learning to listen to your body and balancing what feels right with what's good for you.

Living a healthy lifestyle is something we all want to do. It starts by making small simple choices.
Each moment of the day we're faced with these choices and it's up to us to make them right. In doing so you will be on your way to both looking and feeling better. Start with scheduling a healthy breakfast and exercise first thing for an energy and brain boost!

Technogym provides exercises, tips and videos to follow and stay active and healthy through their TWellness Coaching app and the Technogym YouTube channel.

SUMMER BEAUTY ESSENTIALS

THE LATEST SKINCARE, MAKE-UP AND FRAGRANCE SOLUTIONS THAT WILL BEAT THE HEAT AND BECOME YOUR MUST-HAVE PRODUCTS OVER THE COMING MONTHS

Charlotte Tilbury

The queen of beauty magic Charlotte Tilbury is back with some hot new launches this summer. We all know the hot, dry weather can take its toll on our skin, so dedicate this summer to adding some life back into your face with Charlotte's new skincare launches. The first is the long-awaited Charlotte's Magic Serum Crystal Elixir. This tried and tested product has been years in the making and is a scientific formula designed to create glowing, hydrated and youthful-looking skin. The product contains the Tilbury Magic 8 complex of ingredients along with new breakthrough ingredients and plant adaptogens to tackle clarity, radiance, texture and skin resilience.

Charlotte's Magic Cream Light is also a supercharged light texture miracle moisturises that will encourage youthful skin and offer pollution protection. Finally, Charlotte's Magic Lip Oil Crystal Elixir will add much-needed 24-hour moisture to your pout with its unique serum-oil texture and unique blend of ingredients.







Chanel

After hitting the beach you'll want to enhance your summer glow and Chanel's new Les Beiges Summer of Glow collection will help with just that. Offering the caress of sunlight on your skin with luminous textures and an infusion of beloved summer light. Lightweight, inspired by the aura and free spirit of Mademoiselle Chanel, this new collection has only one goal in mind: a sun-kissed healthy glow that seems revived by the great outdoors. A sheer powder available in two shades will subtly enhance your complexion with a bronzed luminous effect, while a cream bronzer offers a velvety finish for a sun-kissed look. Finally, the liquid highlighter will instantly illuminates skin with a fresh finish, leaving you ready for the after-beach party!







Dolce & Gabbana

Dolce & Gabbana's Light Blue Summer Gels range will provide a new level of summer freshness. A new solution to smelling and feeling great at the beach the gels for men and women offer a fragrance and a soothing after-sun complex in one. The Summer Gels offer an instant cooling solution that will leave you feeling and smelling great thanks to the Dolce & Gabbana Light Blue scene for men and women. The smooth, light texture will also moisturise dry skin for up to six hours, without leaving any oily residue.

And for post-beach dinners, Dolce & Gabbana's new fragrance Shine Eau de Parfum embodies the much-needed positivity of summer. An irresistible, fresh, fruity, floral scent that will become your go-to perfume for the coming months. This fragrance embodies the joy of Italian life. Juicy mango and bright jasmine combine with sun-drenched blond woods for a feel-good, scent that warms the heart.





Lancôme

If your skin starts to feel tired over the coming months, Lancôme's Stop & Glow range will offer an instant pick-me-up for refreshed, hydrated and glowing skin. Perfect after a day at the beach or a busy shift at work, the Stop & Glow range is easy to use and provides instant results. Infused with Lancôme's rose water, renowned for its soothing properties, the Rose Milk Mist and Rose Sorbet Cryo-Mask provide a glow that's always on call.





The Rose Milk Mist can be placed easily in your beach or handbag and a quick spray will work wonders on tired, dehydrated skin. This skin perfecter and glow booster is your new ally to get tighter pores, smoother feel and a unique cooling sensation. While the Rose Sorbet Cryo-Mask can be applied before bed to re-boot and restore your skin to its blank canvas. Removing pollution from the day and applying a unique cooling sensation. The cryo-mask also contains salicylic acid to reduce the appearance of pores and smooth the skin's texture.

Sisley

Sisley's skincare products are known for their natural qualities that are kinder to your skin and provide real results. If you're going to be out in the sun this summer the French beauty House has all your skin needs covered. Its suncare range provides protection and skincare within all one through its Super Soin Solaire range. Choose an SPF that is right for your needs and care for your skin at the same time. It's important to apply suncare products to your face no matter how long you're planning to be outside as the hot summers can be extra damaging to our skin.

Then when things get a little too hot, cool down with the Floral Spray mist that provides a burst of cool beautiful scented mist that will refresh and hydrate the skin at any time throughout the day.





BACK TO BUSINESS

ANTHONY ROSS, CEO OF JA RESORTS & HOTELS DISCUSSES THE WORLD OF HOSPITALITY IN THE UAE AFTER CORONAVIRUS

While all industries have suffered throughout the coronavirus outbreak, the travel industry has surely been one of the worst hit. In the UAE incoming travel is still suspended for tourists which means many hotels are still left deserted with no guests to fill the rooms. As we move out of lockdown, the restrictions on the hotel are gradually starting to ease, allowing many properties to reopen their doors, but following strict guidelines on how to safely operate moving forward. As residents start to venture out over the summer, the process of returning to normality for Dubai's tourism industry is going to be a gradual one.

One hotel group hoping to find a new normal is Dubai-based JA Resorts & Hotels. The Group has a 38-year legacy in the UAE and its resorts in Jebel Ali and Hatta Fort were the first resort properties of the kind in the Emirates. The Group has since expanded internationally to The Maldives and more recently into China.

Australian-born Anthony Ross was appointed as CEO of the Group in 2018. With 30 years experience in the hospitality industry Ross has faced many challenges throughout his career, but this is perhaps the most unexpected and unusual the industry and the world has seen. Here Ross talks us through how the UAE's hotel industry will have to change moving forward and the steps the Group is taking to get back to business.

How have you been spending your time during this period?

I was initially working by myself in the office then the some of the other team members started to come back so we have some of the team here in the JA Resort & Hotels office. I have been communicating a lot with the hotels through digital meetings and we've been having a lot of team calls – I didn't know there were so many types of video conferencing methods!

How have you kept staff motivated during the lockdown and how are you ensuring their safety as things go back to normal?

I must say they have been really supportive and they all realise that it's a difficult time. We have kept all of them on board and we are making sure to provide all the protective equipment that they need. I won't lie it has been difficult because usually in these kinds of situations we would be arranging movie nights and sporting activities to keep everyone motivated, but of course, with the social distancing policies, this hasn't been possible.

One thing that has helped is that in the first quarter of this year we put in place a new e-learning platform called DONE. So we have been putting videos together of all of our training modules and the team members can access these through their own devices.

What is JA Resorts & Hotels doing currently to ensure the safety of guests?

We have put together three safety plans. One for food and beverage, one for the guestrooms and one for the guest journey. The guest room part is related to all the materials that we put inside the room, how we deal with guest amenities, how we sanitise the rooms in the changeover between guests etc. The guest journey part is how we sanitise surfaces when we pick up a guest at the airport, through the check-in desk, handling their luggage, how they get around the resort, all those kinds of things. As well as sanitising any bags that are coming into the properties upon arrival. Then with food and beverage, we're primarily using protocols that have been put in place by Dubai Municipality.

How is the Group focusing on staycations?

We have a number of campaigns. We have a beautiful resort in Jebel Ali that has horse riding, golf, tennis, its own marina and more. But I think when people do start to get away they want to have access to all of this as well as having access to the pool and beach, especially at this time of the year, so hopefully in the coming weeks as the UAE is really on top of everything, we will soon be able to offer all of our activities to our guests and then we are going to push our staycations very heavily.

What do you say to guests who are still worried about going out?

What we have to do as a hotel group is promote all of the protocols that are in place through our website and social media platforms so that we can explain to people what measures we are taking and how we are taking hygiene and safety very seriously. I do think as well that there are two sides to it. Yes some people are a little apprehensive and that's understandable, but I also think people are a little unsure about the economy and the future so they're not willing to spend a lot of money. So we do want to offer, particularly for residents, some really interesting rates to attract them to come to our properties and get some fresh air, some sun and enjoy themselves. So there are two parts for us, the first is about ensuring that the protocols are published, and the second is offering really good rates. I do think it's going to take a while though and people have to dive in and do it and there will be a period where people get used to things again and it will take time. Once we start to see that the cases aren't going up again I think the confidence will gradually come. So the first thing for us is staycations from people in the UAE. But we are also really hopeful that flights will resume at some point.

What is your new normal?

I think immediately there are going to be different protocols to do with the way people interact with one another. And there will be changes in the way we run our business. Travel is going to be a little bit different. For myself, before this happened I had been spending a fair bit of time in China, but what I've learnt during this period is that you can get quite a lot done digitally without the need to necessarily travel as often. So maybe business travel won't be as frequent as what it was.

What can you tell us about the business in China?

We have a hotel that's about to start renovation in China. It's a cool funky brand called Big Bed, focused on Chinese millennials. We have a Chinese partner and we are renovating this hotel together and it will be our first in China. Most hotels have reopened in China now and what I'm hearing is that the budget hotels have come back really strong but the luxury hotels are taking a bit longer. China is such an incredibly huge internal market. I used to work and live in Beijing and the internal tourism to Beijing from other areas of China is around 120 million people and foreign visitors were only, at the time, around six or seven million. So if you put that into context, China has this huge and really unique market which is quite exciting.

Do you think how things have resumed in China will be mirrored by the rest of the world?

I think China is unique. Although the provinces can be quite different linguistically and with the types of food they eat etc. it is essentially one country that has domestic travel of 1.3 billion people – I don't think you can translate that easily to the rest of the world because there isn't a comparison. Here in the Middle East, the first thing we would like to see come back is the domestic staycation business within the UAE.





Will you be branching out to other markets as well as China?

Our partner in China has acquired three or four hotels already that need to be rebranded and the goal is to have 20 or 30 hotels in the next five years. So we will have our hands full with that for a while! We have employed a team in China to manage that part of the business.

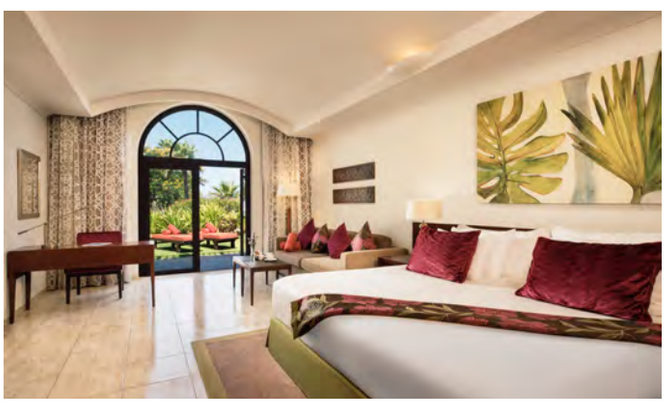
What about the Chinese travellers in the UAE do the resorts see a lot of them visiting?

We don't in the UAE but we do at our resort in the Maldives. At the beginning of this year, we employed a Senior Chinese Executive to help develop our Chinese market here. If you look at the visitor arrivals in the UAE, China is one market that's growing substantially and up until now, we have failed to capture any significant share so as part of our hotel business in China and the Maldives we are hoping to leverage off these to increase our market share of Chinese guests here in the UAE.

Of course, the travel industry has been badly hit how do you think it can recover and what is something positive that can come out of this crisis?

The general consensus among tourism leaders is that we don't know. Everyone has a different view on what might happen and I wouldn't like to speculate too much but in Q4, leading into 2021, hopefully, things will begin to return to normal. What I think we are using this time to do is to look at the ways we are conducting our business. Reviewing all of our processes and technology and closely looking at the experience we are providing for our customers. We are asking ourselves questions like; 'what is it that our customers want?' 'What are we doing just because we've always done it?' We're looking closely at these kinds of things to create better value for our guests. We want to make a heavy investment in technology and update all of our software to become less manual.







Can you tell us about some of the charitable initiatives the company has put in place during this time?

We did put up a family from the UK who were stuck here and we are also supporting the community in Hatta through the Hatta Fort Hotel. We are offering medical staff at Hatta hospital rooms at the resort. We also had an initiative called "1,000 Thank Yous" which was a way to say thank you to the healthcare workers in Dubai for all they are doing to keep us safe. We asked healthcare workers to send in a copy of their medical ID and we are sending them back a voucher to stay at one of our hotels when the situation goes back to normal. We said initially we were going to give 1,000 rooms but we had 1,600 people request so we decided to accommodate them all as there is no way to choose between them. So that was a nice initiative we were able to do.

What is the motto that you're living by during this time of crisis?

We've got to use this time wisely. 2020 is not a good year but we've got to see the positives and this time is precious as we look to re-establish our business and consider the way we are operating. When everything does kick off again we will all be so busy taking care of what we do, that we won't have time to think. So use this time wisely and make time for thinking.

JA Resorts & Hotels are now open for business with special rates and offers for UAE residents. For more information visit www.jaresortshotels.com

SOCIALLY DISTANT STAYCATIONS

MANY OF US HAVE HAD TO CANCEL OUR TRAVEL PLANS THIS SUMMER LEADING TO A MUCH-NEEDED BREAK. LUCKILY FOR THOSE OF US IN THE UAE, THE OPTIONS OF LUXURY TRAVEL ARE A LITTLE CLOSER TO HOME. WE DISCOVER THE SENSIBLE STAYCATIONS TO INDULGE IN THIS SUMMER, FOR PRIVATE, SAFE AND SOCIALLY DISTANT BREAKS.



Al Maha, a Luxury Collection Desert Resort and Spa

Al Maha Desert Resort and Spa offers the ultimate in privacy and luxury in the heart of the desert. This secluded resort features iconic vistas and sweeping plains that will allow you to feel a million miles away from home. The resort's 42 individual Bedouin-style suites allow you to experiences the best of a luxury stay combined with an authentic desert experience. Each room features its own temperature-controlled infinity pool, wooden sundeck and direct access to the rolling desert dunes. Each room is individually designed and accommodations range from a one-bedroom Bedouin Suite to a three-bedroom presidential suite with room for all the family. Order breakfast to your room and indulge on the terrace while enjoying the beauty of nature. You won't have to see another soul during your stay!







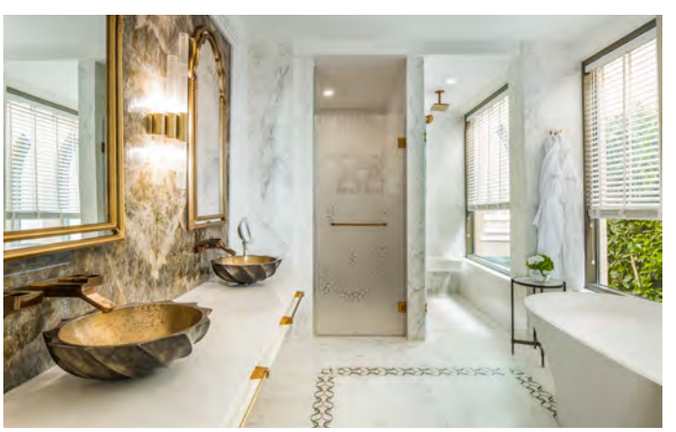


Rixos Premium Saadiyat Island

Rixos Premium Saadiyat Island has reopened its doors and offers a home-away-from-home escape with its luxurious Superior 4 Bedroom Villas. These Arabian style villas feature a cosy garden and private pool, overlooking the pristine white sands of Saadiyat beach. Each villa has a dedicated Butler who will be on hand throughout your stay to meet any requests or needs. The resort has implemented enhanced hygiene protocols and stringent safety measures to protect the health and well-being of guests and employees, in accordance with the local government and the World Health Organization (WHO) guidelines.







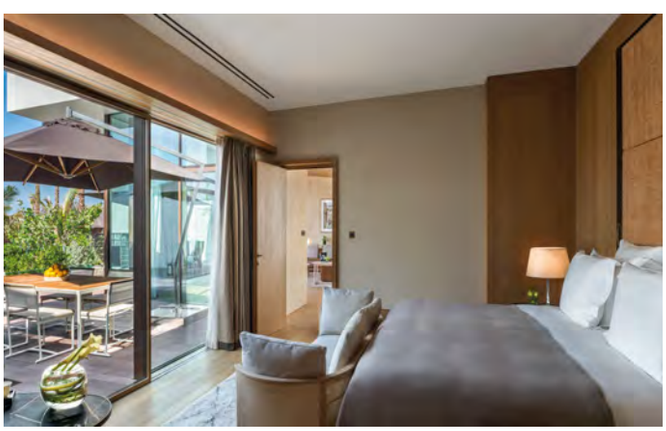


Bvlgari Resort Dubai

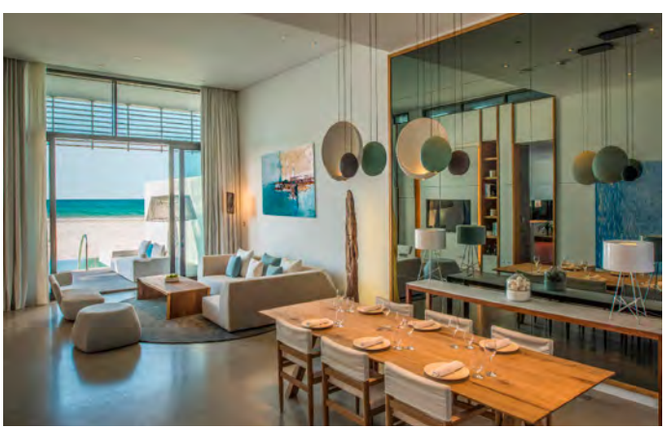
Bvlgari's luxury resort in Dubai combines Italian excellence with UAE life with its 20 stand-alone villas. Each one looks out on to the white sandy beach and comes complete with its own temperature-controlled swimming pool, private sun deck ad personal butler service. Choose from one, two or three-bedroom properties, all of which come complete with state of the art technology and the finest in home furnishings. The largest of all the villas and the ultimate in privacy and luxury is the 540Sqm Bvlgari Villa. This villa boasts its own private beach, private security access, oval pool, ocean views and a huge 500sqm garden. The Bvlgari Villa features three bedrooms and is perfect for large families. More Arabian inspired than the other villas, the main living area, complete with floor to ceiling windows, has touches of the traditional Arabic majlis, including its warmer colour palette and textures. The Bvlgari Villa is the only villa offering guests a private indoor Jacuzzi, a personal gym fitted with Technogym equipment and private hammam.













Nikki Beach Dubai Resort & Spa

Nikki Beach Dubai's luxurious villas offer a Mediterranean experience in the heart of Dubai. All of the resort's villas have access to private terraces and come complete with minimalist modern interiors. The Nikki Beach Pool Villa features its own private pool and access to the beach. The bedroom and living areas feature floor to ceiling windows, offering panoramic views across the ocean. There is a private dining area on the terrace, as well as plenty of room for relaxing in the sun. The Nikki Beach Ultimate Villa has three bedrooms and a large dining area. The Ultimate Villa is strategically located between Nikki Beach resort & Spa Dubai and Nikki Beach Beach Club and comes complete with its own entrance. The villa comes complete with private chef and 24-hour in-house host to meet your every need.



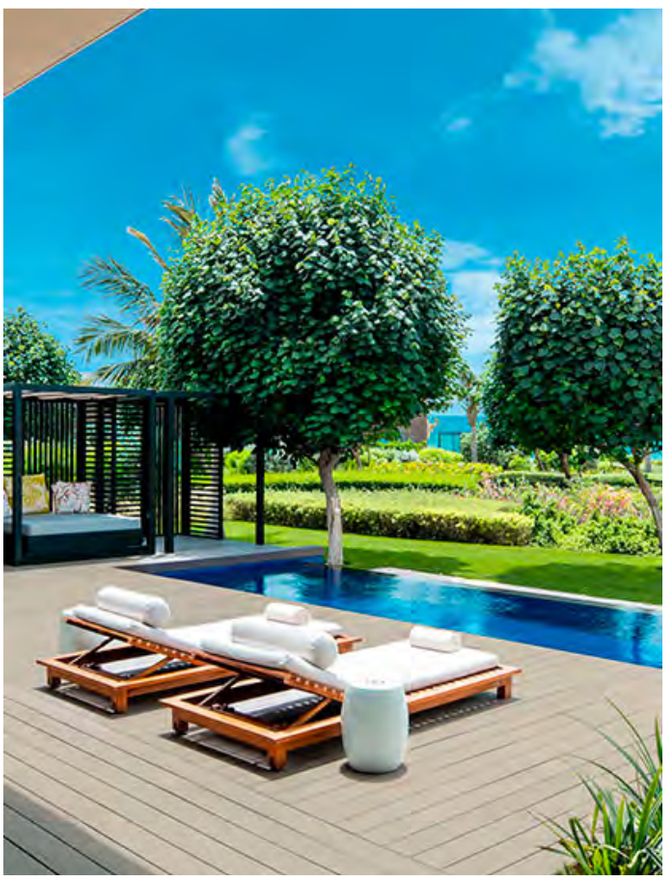




Ritz Carlton Rak Al Wadi Desert

This picturesque resort offers extraordinary views across the Arabian desert in a luxury Bedouin-style setting. The peaceful villages come complete with private pools and decks, lounge area, luxurious bathrooms and floor-to-ceiling windows with desert views. While many of the resort's activities will be limited due to the current situation, you can still experience star-gazing, bird-watching, nature walks and cycles and much more. Choose from a tented pool villa with direct access to the desert, or an enclosed pool villa for maximum privacy. This resort is perfect for all the family, allow the kids to enjoy themselves in the private pool while you relax and take some well-deserved time out.

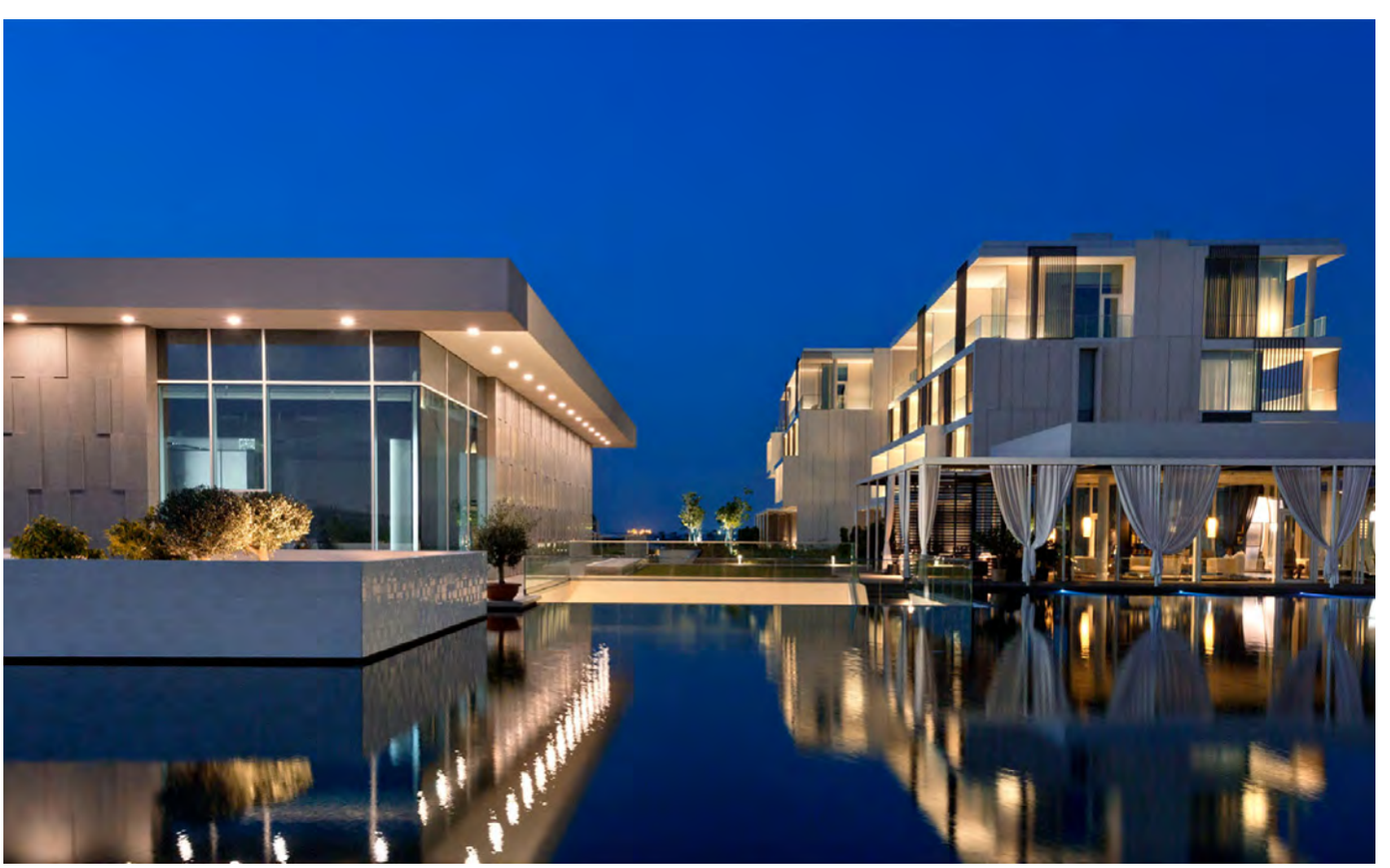






The Oberoi Beach Resort, Al Zorah Villas, Ajman

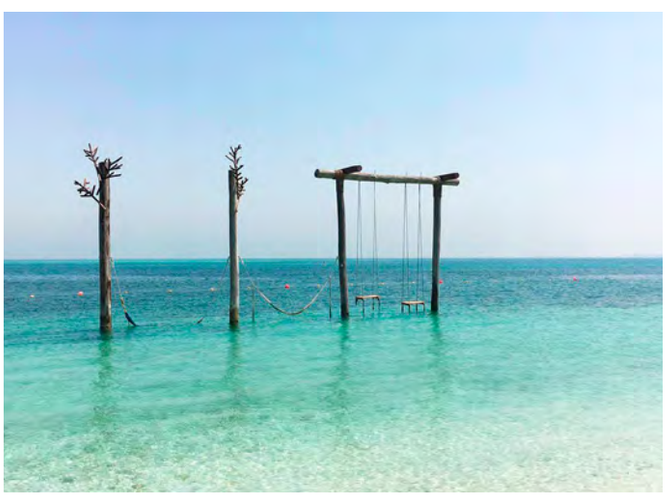
Just a short drive from Dubai The Oberoi Beach Resort, Al Zorah in Ajman offers modern luxury in stunning surroundings of natural mangroves. All rooms at the hotel offer privacy with a private garden in many, while others have a sun terrace. But the most private of all are the villas with private pool. These modern spaces feature a large pool and private garden so you can relax and unwind with your own company. The villas range from a one-bedroom premium villa to a three-bedroom private villa with pool Each comes with green space and a modern living area, so there's plenty of room to relax in this home away from home.comes complete with private chef and 24-hour in-house host to meet your every need.





Zaya Nurai Island

Just off the coast of Abu Dhabi, you'll find a peaceful haven. Zaya Nurai Island is the ultimate getaway for those looking for island life but not wanting to travel too far. All of the resort's accommodation options are private ad secluded so you can choose one that best suits your needs. The beach villas come complete with a private pool and direct access to the white sandy beach. An outdoor shower gives you a taste of authentic island life. The larger beach house is perfect for families and features a spacious living room, two bedrooms and two private infinity pools. The water villas offer views out across the ocean. With four bedrooms these stunning properties are ideal for large families. The villas have a huge infinity pool as well as rooftop dining and BBQ terrace. The perfect escape.







DARK NIGHT



Paneri's Luminor Marina 44mm celebrates the essence of the legendary luminous concept with this new watch created for its particularly high visibility in the dark. Exactly 70 years after the introduction of the tritium-based luminous substance Luminor, Panerai has created a new model with even greater luminosity. This watch disrupts tradition by going beyond the normal features of hour markers and hands, so that when the lights switch off it has full visibility. Its surprisingly light and extremely durable, manufactured with a process of futuristic 3D printing.

Ensuring the model's fundamental mechanical accuracy and performance is the P.9010 calibre, entirely conceived and developed by the Panerai Manufacture in Neuchâtel. This is an automatic movement only 6 mm thick tted with the function for quickly setting the time, which at the same time modi es the date. The movement has a power reserve of three days, provided by its twin spring barrels. Water resistant to a depth of 300 metres, the Luminor Marina 44mm is feature with a strap made of Panerai SportechTM as well as coming with a second rubber strap. This ground-breaking design is limited to 270 pieces.

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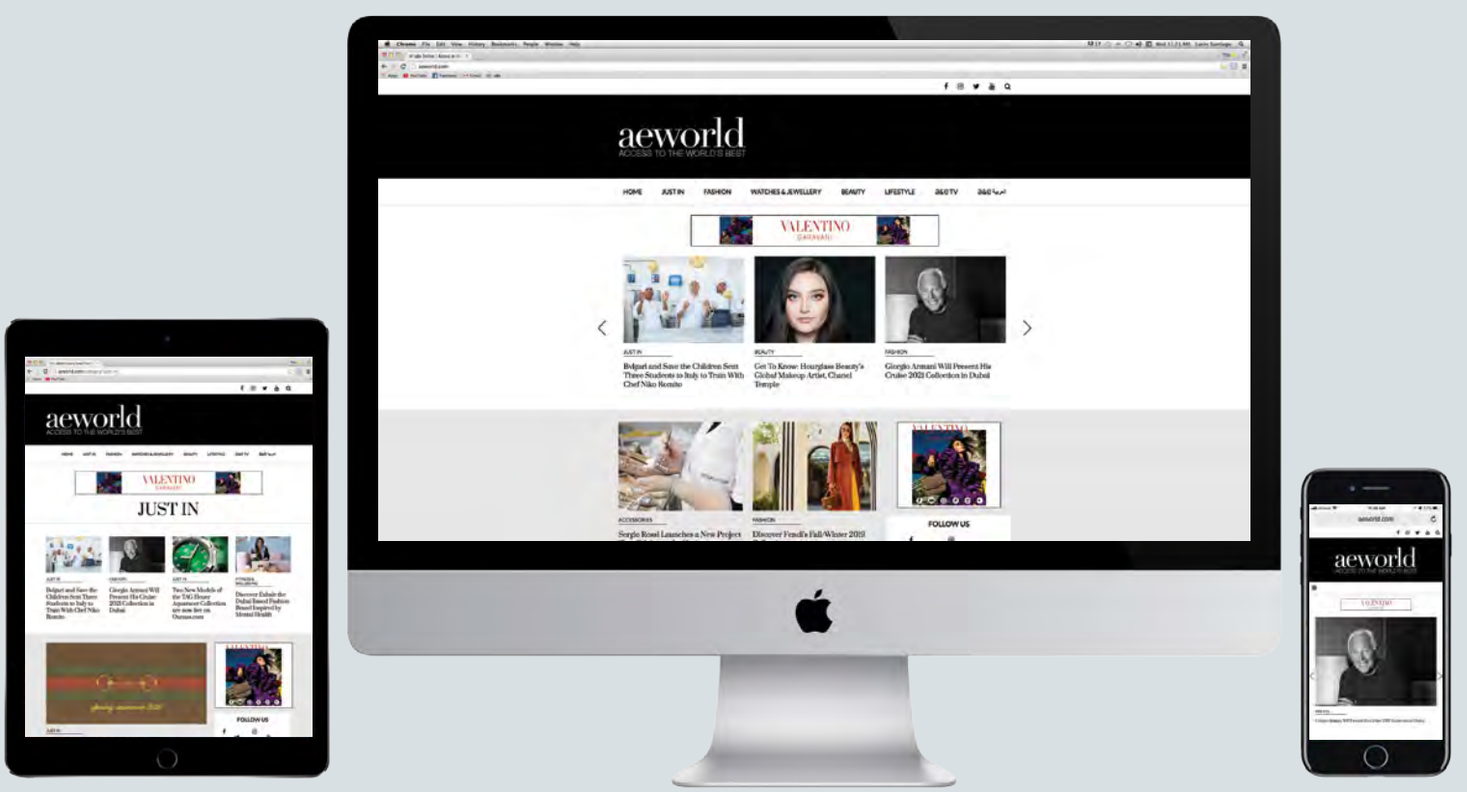

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