

# FORTUNE CHARACTER SPECTACULAR SIHH



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**A**t the Salon International de la Haute Horlogerie (SIHH) in Geneva, Switzerland, some of watchmaking's most well-known names gathered to showcase their greatest watchmaking accomplishments -- triumphs of design, engineering, micromechanisms and precision. This is always one of the two best times of year for watches (the other being BaselWorld, this year at the end of April), as I get to see all the latest and greatest watches.

The SIHH is a show for the Richemont Group and their brands -- Cartier, Officine Panerai, Piaget, Vacheron Constantin, Montblanc, Parmigiani Fleurier, Jaeger-LeCoultre, IWC, Roger Dubuis, Ralph Lauren, Baume & Mercier, Van Cleef & Arpels, Richard Mille, Greubel Forsey, A. Lange & Söhne and Audemars Piguet.

In addition, there is another show in Geneva at the same, the Geneva Time Exhibition (GTE), which is a collection of smaller brands and independents (like Hautlence, Century, Artya, Laurent Ferrier, Vogard, Peter Speake-Marin and others), while some other companies, like Bovet, Christophe Claret, Urwerk, Zenith and others take suites in Geneva's finest hotels to take advantage of global watch lovers coming in for the SIHH to show their latest products.

At the end of the week, I estimate that I saw about 50 companies, and with an average of 10 watches per company, I was introduced to more than 500 watches. It was quite a week!

## 日内瓦国际高档钟表沙龙 ——2013年展览简报

▼ Christophe Claret Soprano



▼ Audemars Piguet Traditional Tourbillon Minute Repeater Chronograph





▲ Rotonde de Cartier Les Heures Mysterieuse



▲ Montblanc Nicolas Rieussec Rising Hours

▼ Greubel Forsey Art Piece - Caseband



# 时

光追溯到 1991 年，一批商人不满足于巴塞尔钟表展的鼎沸嘈杂，遂相约来到瑞士日内瓦组办了一个全新的展览。“既然我们向来在优雅的沙龙里招待客人，那就让我们伴着舒缓的音乐，一边品尝香槟、蛋糕和巧克力，一边轻松地谈生意。”这就是“日内瓦国际高级钟表沙龙”，业界习惯缩写为 SIHH。今年的 SIHH 于当地时间 1 月 21-25 日举行，它与将在四月底进行的巴塞尔国际钟表展齐名，是一年中最受关注的盛会。

与往届 SIHH 一样，历峰集团旗下宠儿云集一堂，向客人展示其设计、机械、细节及精确上的最高水准。品牌包括 Cartier, Officine Panerai, Piaget, Vacheron Constantin, Montblanc, Parmigiani Fleurier, Jaeger-LeCoultre, IWC, Roger Dubuis, Ralph Lauren, Baume & Mercier, Van Cleef & Arpels, Richard Mille, Greubel Forsey, A Lange & Söhne, Audemars Piguet.

值得一提的是，这一时期同在日内瓦举办的还有 Geneva Time Exhibition (GTE)，即“独立钟表师博览会”。这一展会始于 2010 年，当时被业内专家称为“独立制表师努力为濒危工艺注入新鲜的动



▲ Panerai Luminor 1950 Regatta 3 Days Chrono Flyback Titano



▲ A Lange & Söhne Grand Complication

力，联合起来对抗全球金融危机的”一次尝试。参展商均为规模较小的独立品牌，如 Hautlence, Century, Artya, Laurent Ferrier, Vogard, Peter Speake-Marin 等等。这段时间里，有些品牌（如 Bovet, Christophe Claret, Urwerk, Zenith）会入驻日内瓦最奢华的酒店，以便向拜访 SIHH 的客人适时推荐新款。

这一周注定是不平凡的！截至周末，编者共走访了约 50 多家品牌。按平均每家 10 款计算，共到手 500 多款新品资料。

## TRENDS

With so many companies and watches introduced, there is no one single trend overwhelming the watch industry. But, after a week of going to meetings with the best and the brightest companies, there are a few common themes going on.

The first is a continued return to elegance and classical/traditional designs. More and more companies are creating beautifully simple timepieces that echo classical designs, perhaps as a hedge against global economic uncertainty. Cutting edge watches might be cool, but they might be here today gone tomorrow, while classic timepieces are here to stay.

So, several companies are focusing on thinner, slightly smaller timepieces, with classical dial and case designs. At the same time, vintage is back (did it ever go away?) with a vengeance, with revised designs (and sometimes movements) from decades ago coming to the forefront.

Another trend is toward interesting complications. Used to be that the tourbillon was the peak of watchmaking skill, but it's no longer enough to "just" have a tourbillon. It has to be combined with something more - a chronograph, a perpetual calendar, a minute repeater and more. Or something completely different.

A continuing trend is the use of *metier d'art*, artisanal hand craftsmanship, in watches. From Cartier's very cool gold bead watch to Piaget's new collaboration with enamel guru Anita Porchet, the watch dial has become a home for traditional and cutting edge art.

Underlining all of the above is the need for uniqueness in today's timepieces. It sometimes isn't enough to have just technically excellent and beautiful timepieces - people need something unique and different to move them to buy a luxury timepiece. Could be new materials, great designs, interesting displays, bold colors and much more.

Enjoy this collection of the newest timepieces, and watch this space each issue for the latest in watches, direct from Switzerland!

#### 潮流所向，一夫难唱

这么多精品汇集，任何一种潮流都占不了绝对的上风。但经过一周的观察，我们还是可以预测一些主要的趋势。

首先是优雅至上的复古风。现在的厂商越来越关注简洁典雅的古典设计，试图驾驭全球经济不可预测的风险。技术尖端的款式确实很酷，但很可能昙花一现，不如经典设计深入人心。正因如此，一些品牌精心研发出表面较薄、整体略小的设计，并配以古典风格的表盘及表壳。我们可以感觉一股怀旧之风迎面袭来，它卷起数十年前的臆想，将古韵重新推入眼帘。

另一股风潮则是雷人般的巧思。我们对陀



▲ Artya Son of Gears

飞轮这一制表工艺中的最高技术已不再陌生，而现在的腕表也不会仅仅满足于它。计时表、万年历、三问报时，或者更多其他功能，甚至是颠覆性的设计元素加入，使人一上手便沉浸于它的奥妙之中。

当然，“*metier d'art*”是高级腕表永恒不变的主题，这一法语意为“艺术大师”的说法在奢侈品行业内流传已久。无论是卡地亚（Cartier）那酷酷的纯金滚珠腕表，还是伯爵（Piaget）与珐琅大师 Anita Porchet 的最新力作，都能彰显表盘设计在兼顾传统与尖端并重的不遗余力。

总之，虽然款式众多令人目眩，商家之用心始终围绕“独特”二字。对于高端腕表，技术与美学上的出色已成底线，唯有设计上的独具匠心方能摄人心魄。材质新颖、理念独特、外观脱俗、用色大胆，诸般手段不知凡几。

财富品质专栏作家史传伯驻瑞士直接报道  
高端腕表业最新动态。敬请等待下期内容！

► Piaget Atoplano Skeleton

