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Hemispheres

LUXURY WATCH GUIDE

SPECIAL ADVERTISING PROMOTION
NOVEMBER 2012



PURCHASING MEMORIES

YOUR GUIDE TO MAKING A
LUXURY WATCH PURCHASE
WHILE TRAVELING

TRAVEL TIME

HEMISPHERES TAKES A LOOK AT
TIME AROUND THE WORLD AND
THE BEST WAYS TO MANAGE IT

READY FOR THEIR CLOSE-UP

TIMEPIECES ON THE SILVER SCREEN

Editor's Note

TAKE A SECOND to look around you. You may see the well-prepared traveler with computer, iPad, iPod, books and magazines. Or maybe there is the person who is intent on watching every in-flight movie available. Then, there could be the passengers who can't wait to sleep the entire flight, and they even get a head start before the doors close.

Whatever you ultimately decide to do on your flight, I appreciate you taking the time to look at this insert about fine watches. Here you can find information on: managing your time while traveling; the things to know before you purchase watches while on your trip; a look at how watches get into movies (and you might even see a watch placement in one of the in-flight movies); as well as information on the latest trends in watches, like vintage and more.

As the editor of this publication, I absolutely love watches and I hope that after reading this insert, you will too, or at least have your interest piqued. In truth, no one really needs a watch, as time is all around us, but a watch is one of the most personal of things that we wear, resting right against our skin, ticking away and sharing our lives and our travels as a constant companion. And, as we grow and mature, our choice of watch can really delineate our personality.

After all, what we choose to wear matters. So, choose wisely, and I hope this special insert helps. — *Keith W. Strandberg*



ON THE COVER: TAG Heuer Jack Heuer 80th Birthday Carrera



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Wempe in New York City

Making Memories

BUYING FINE WATCHES WHILE TRAVELING

In today's hurley-burley, rushing-here-and-there world, some of the only real quiet "you" time comes when traveling, whether it's for business or pleasure. As a result, the purchase of luxury goods, including watches, is becoming an increasing part of the travel experience.

Think about it...Nowadays, you have to get to the airport so early, so after you go through security, you often have time on your hands. Once you are past security, you'll see Duty Free shops and many luxury boutiques, many that include watches and jewelry.

Also, there are incredible luxury watch boutiques all around the world. So, when you find yourself with extra time during your trip, you can spend it quite enjoyably at your nearest authorized retailer.

THE TREND GROWS – DUTY FREE

Duty Free shops (these stores get around charging import duties, or sales taxes, because the goods are only sold to departing passengers) have been around for quite some time, but lately there has been a concerted effort to add boutiques and luxury stores in airports all around the world.

"Duty free has always been an important part of the luxury business as generally speaking and watches in par-



FROM LEFT: A timeless keepsake, by Raymond Weil; Tourneau in Los Angeles



ticalar -- we are talking about expensive products for which a tax exemption can represent significant savings," says Jean-Christophe Babin, president, TAG Heuer. "Obviously with the boom of tourism, the growth of business travel and the increase of highly professional distribution such as the DFS stores in airports or Starboard in major cruise ships, travel retail is growing stronger than ever nowadays and it's a long-term trend."

One of the benefits to buying in the airport is the duty-free nature of the purchase. Not having to pay local or national taxes or duty is a clear advantage and can result in a fantastic price.

AUTHORIZED RETAILERS

If you are planning to buy from a shop in the airport, however, you have a finite amount of time. After all, your flight is scheduled to depart at a particular time, so you are already facing a deadline. People who know exactly what they want and have done their homework will have no problem with this scenario, but if you are unsure or want to look at a number of pieces, it might be hard to make a decision in the time available.

Don't forget that you can find high-end watch stores at just about any holiday destination. Visit these watch retailers while you are on vacation or your next business trip, and take your time, seeing everything they have to offer, trying on watches and asking all the questions you want to ask.

"People have more time available (while on holiday), and, depending on where they live and where they are traveling, they can often find more choices and better service," explains Jean-Claude Biver, CEO, Hublot. "Also, buying a watch while traveling can result in a fantastic memory."

Make sure the retailer you are visiting is an authorized retailer, meaning that they work directly with the brand to ensure quality goods and reliable after-sales service.

"Peace of mind is a key factor when making a significant purchase from an authorized retailer," says Ruedeiger Albers, president, American Wempe Corp. "Most manufacturers do not honor the warranty if the watch is purchased through an unauthorized source, as the authenticity can no longer be guaranteed."

THE RIGHT QUESTIONS

Before you go to the store, think about what sort of watch you want, how you want to use it, where you want to wear it and, how much you want to spend.

Do you want a dress watch? A sporty watch? A travel watch? A watch for work and play? Something with diamonds? A watch that is different from anything else? The possibilities are endless; the only limits are those on your imagination...and your budget. But knowing just how much you can spend can be quite empowering. Before you even think about buying, however, do a little research. Read this insert and start making a list of the watches that

appeal to you. Go on the websites of the manufacturers you like and read about them, their history, their philosophy, their approach to watchmaking, and then find out where the brand's authorized retailers are located.

Choosing your next timepiece should be really fun. "Shopping for a timepiece should be an exciting experience no matter at what price-point," says James C. Seuss, president and CEO, Tourneau. "We strive to educate our customers and to show them a wide range of watches that could express their personality."

SERVICE AFTER SALE

If you are working with an authorized retailer anywhere in the world, you can buy with confidence, knowing that the warranty offered will be honored by any authorized retailer anywhere in the world. "For TAG Heuer watches, and in general for luxury watches, it's the same global two-year warranty which will be honored at all authorized TAG Heuer dealers worldwide," says TAG Heuer's Babin.

So, now that you are traveling you may want to create a new memory by purchasing your next great watch. And have a great time along the way! ■

FOR MORE INFORMATION:

www.europastar.com
www.watchjournal.com



Travel Time

Since 1884, the world has been divided into 24 main time zones, based on a system of longitudinal meridians (with some half-hour and some quarter-hour zones). Because of this, it has always been a challenge for travelers to figure out precisely what time it is in the time zone you are in, not to mention where you've come from and where you're going.

Of course, time is essential to travel – planes and trains are scheduled to the minute, and on the traveler's side, it's important to know what time it is no matter what part of the world you are in so you don't miss your flight or that important meeting. Also, you need to know what time it is back home so you don't call and wake people up in the middle of the night.

Trying to do all that with an ordinary, single time zone watch is challenging, involving mathematics and mental gymnastics not so easily accomplished, especially when jet lagged.

That's where time zone watches – also known as dual time, world time or GMT/UTC watches – come in. These watches have a way to display at least two time zones to make things easier on travelers; allowing the mechanisms to do the calculations required to figure out time zones for you. So, the hardest decision you have to make is which watch to buy.

A LITTLE HISTORY

In Europe, Greenwich Mean Time (GMT) was established in 1675 to help navigators determine longitude at sea. The first time zone was established in Great Britain, based on GMT, in 1847. Interestingly, GMT wasn't officially adopted as the time zone for Britain until 1880.

When travel became more commonplace, a system of standardizing time was necessary. In 1884, an International Prime Meridian Conference was held in Wash-

ington D.C. to standardize time and select Greenwich, England as zero degrees longitude (the Prime Meridian), and the conference established the 24 time zones based on that Prime Meridian.

Although the time zones had been established, not all countries switched immediately. In China, five time zones were being used as of 1912, though in 1949, the People's Republic of China decided to use only one time zone for the entire country.

By 1929, most countries around the world started keeping time by this system. In 1972, the majority of the world adopted Coordinated Universal Time (UTC), and now official time zones are indicated by +/- UTC. There are, however, some parts of the world that divide time differently than originally conceived.

The IWC Portofino
Dual Time

Alarm Watches

There are two general types of alarm watches, quartz and mechanical. The appeal of quartz is that it can have many more features and functions than a mechanical watch. Also, the alarm function is where having the power of a battery really comes in handy. With a mechanical watch, you not only have to make sure you have set the alarm correctly, you have to ensure that your watch is fully wound. If the watch winds down and stops during the night, the alarm is not going to work.



Tissot T TOUCH Polished Titanium

QUARTZ: Some of the latest quartz watches have up to six alarms, the ability to chime the hours, and often have several different time zones. Also, because of the power of the battery, the alarm can be loud, and some watches allow you to vary the alarm sound as well, or even have the watch vibrate and sound the alarm at the same time. Pretty handy and very reliable.



Vulcain Cricket

MECHANICAL: There are some very good mechanical alarm watches, but it's much harder and more expensive to design and make a mechanical watch that looks good and sounds good and performs reliably.

A reliable alarm watch is a boon to any traveler, as hotel wake-up calls cannot be trusted. It's so easy to travel with a watch that has an alarm and, as long as it is easy to use and reliable, it means one less thing about which to worry.

Now comes the hard part, picking the one you like best out of this spectacular selection.



FROM LEFT: Patek Philippe World Time Ref. 5131; Montblanc Star World-Time; Omega Seamaster Aqua Terra GMT; Franck Muller Master Banker

Newfoundland, Iran, Afghanistan, Venezuela, Burma, the Marquesas, as well as parts of Australia, use half-hour deviations from standard time, and some nations, such as Nepal, and some provinces, like the Chatham Islands, use quarter-hour deviations.

The countries with the most time zones are Russia and the United States (and its territories), with nine standard time zones each.

WHAT TO LOOK FOR IN A TIME ZONE WATCH

There are a number of ways that timepieces accomplish displaying more than one time zone, and the one that suits you best depends on how many time zones you

traverse. Some dual time watches use two time displays, one above the other (though sometimes side by side), while others use a small sub-dial on the main dial, which indicates home time, allowing you to set the bigger display to the time where you are staying. Quartz watches sometimes have an analog display for one time zone, with a digital display for the second time zone.

GMT watches use a separate pointer hand to indicate the second time zone or to GMT/UTC (which you can then use to calculate any time zone in the world if you know the UTC offset, e.g. Switzerland is UTC +1 hours, while New York City is UTC -5).

If you only need to know two time zones at a glance, then a

dual time or GMT watch is for you. These watches are simple, easy to use, easy to read.

Multiple time zone watches make it possible to view more than two time zones, using multiple dials or a combination of a pointer hand and rotating bezels (like the Carl F. Bucherer Traveltec).

THE WATCH FOR GLOBETROTTERS - WORLD TIMERS

For the serious world traveler, consider a world time watch, one that displays the standard 24 hour time zones. There are even a few that display the additional half-hour time zones as well, which is a very complicated feat. Make sure the watch you choose is readable -- with some world time watches, you need a magnifying glass to see all the dif-

ferent time zones, something you don't need when you're jet lagged.

Sometimes the different time zones are displayed on the dial of the watch, on a ring around the dial, on the bezel, or there might be an electronic display that will show the world time zones. In addition, many of these watches have day/night indicators, a very helpful tool so you don't call someone in the middle of the night. The best world time watches have corrector pushers, making it very easy to change the time display when you are globetrotting.

With a world time/dual time/GMT watch, you have a much better chance of mastering the time zones, no matter how many you cross. Unfortunately, your watch can't help you with jet lag. For that, you're on your own. ■



Hamilton watches, inspired by vintage designs, were featured prominently in all the *Men in Black* movies

Ready For Their Close-Ups

WATCHES IN MOVIES

Watches are one of the ways that men and women can showcase their style and taste, so it makes sense that Hollywood uses them on the wrists of stars to flesh out their characters. In the best product placements, watches are key components to the definition of character in movies. After all, characters are defined by the choices they make: words, jobs, friends, clothes, actions, cars and, yes, watches.

There have been some huge success stories in the world of watches and entertainment, and now people are pay-

ing attention to what watches are on the wrists of their favorite stars.

PRODUCT PLACEMENT

Watch placement can happen any number of ways. Many watch companies have representatives who work to place watches with studios and production companies. Sometimes, a production company will approach a watch brand about using its products for a particular project, or an actor will lobby for a watch he/she wants to wear. Some placements

are paid for, others are a joint marketing effort – it all depends on the movie, the brand and the situation.

At times, product placement is about historical accuracy. A perfect example of this is the Omega Speedmaster “Moonwatch,” which played a part in the real Apollo 13 mission; the astronauts used the watch to time the start and stop of the engine on re-entry into the Earth’s atmosphere. Because of this, it was the only correct choice of watch for Ron Howard’s *Apollo 13*.



CLOCKWISE FROM UPPER LEFT: Ball Watch is featured in *The Taking of Pelham 123*; Omega is on James Bond's wrist; Owen Wilson wears Piaget in *Midnight in Paris*

When product placement works, the impact is very strong because the audience is caught up in the plot and the placement seems natural, making the association with the character, and the actor, tighter. Doug Harlocker has been the propmaster on such projects as *Ocean's 12*, the second and third *Spider-Man* movies, all three *Men In Black* films and many others. "Product placement is an integral part of the movie making process," he says. On *Ocean's 12*, Harlocker carried around at least \$250,000 worth of watches with him every day to satisfy all of the actors' characters. Brad Pitt, for instance, wore a Breitling Emergency, a Chronoswiss, a white gold Rolex, a Patek Philippe and a Hermès at different

times throughout the movie. George Clooney wore a classic Hamilton in every scene. "I could not have provided those watches without the help of the manufacturers," Harlocker admits. "Brad Pitt, after being exposed to that Breitling, purchased a half dozen of them for his co-stars on *Ocean's 12*. In a perfect world, the actor will appreciate the product and wear it in the movie and in real life."

One of the most successful and ongoing watch placements is Hamilton's Ventura in the *Men in Black* trilogy. Hamilton's iconic watch was first worn on camera by Elvis Presley in the film *Blue Hawaii* back in 1961, and the same watch adorns the wrist of Will Smith in the *Men*

in Black movies. More than 50 years after its introduction, the Ventura is one of Hamilton's sales leaders still today.

Next time you're watching a movie or a TV show, pay attention to the wrist-watches that the characters wear. If you can barely see the watch, chances are it's not a product placement. But if you can see the brand clearly, and the watch itself has its own tight shot, then it's more than likely a product placement.

As watches continue to increase in popularity and visibility, you can expect to see more placements in the movies and TV. And, if the show is any good, you won't be looking at your watch during it. ■

