

INTERNATIONAL WATCH GUIDE



TIMING

IS EVERYTHING

By Keith W. Strandberg, Watch Editor

WATCHES

IN MOVIES AND TV

In the soon-to-be-released **"Kingsman: The Secret Service"** from director Matthew Vaughn, Bremont, a UK-based watch brand, is featured throughout. Bremont co-founder Nick English even makes a cameo in the movie, in the conference room scene.



PRODUCT PLACEMENT

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, clothes, actions, cars and yes, watches.

"You can tell more about a person by his watch and his shoes," says "Kingsman: The Secret Service" director Matthew Vaughn. "'Kingsman' is all about being a gentleman and Bremont is very much a modern day gentleman's watch as well as being a practical watch for a spy. Wearing the right attire helps define the character and helps the actor get into the role. The clothing is an extension of the character and it's crucial to get it right. I wanted to work with the best British brands and I wanted to celebrate Britishness and great quality. I also loved the fact that Bremont makes watches for the Special Forces; this made them a perfect fit."

One of the watch placements that made the most sense was the use of the iconic Jaeger-LeCoultre Reverso, the watch with two faces, on the wrists of Val Kilmer and Christian Bale's Bruce Wayne in "Batman Forever" and "Batman Begins," respectively. The two-sided watch illustrated Batman and his alter-ego, Wayne.

Watches and clocks have been used as symbols throughout the history of film. Remember Harold Lloyd hanging from the giant clock in the 1923 silent film "Safety Last"? In a way, every watch in every movie is a symbol — if only a symbol of what kind of character the actor is portraying.

Dylan McDermott, currently the star of TV's "Stalker," says, "I choose my characters' watches based on the amount of money they make. A watch absolutely defines my character. If it's a Panerai... I know my character worked hard to buy it. So there is an immediate satisfaction every time I look at it."

Product placement is good for movie producers because it helps defray expenses. "No matter what size the budget of the movie, it is hard for producers to justify spending \$30,000 on a watch or even \$5,000, for that matter, and we always need more than one for safety," says Doug Harlocker, propmaster. "So the exchange of exposure for the use of goods is a very gratifying relationship — the production value of the movie is heightened without costing an arm and a leg."

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.

Watch placement happens 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. At times, product placement is about historical accuracy, as with the Omega Speedmaster "Moonwatch," which played a part in the real Apollo 13 mission — the astronauts used it to time the start and stop of the engine on re-entry into the earth's atmosphere — it was the only correct choice of watch for Ron Howard's "Apollo 13."

"A big part of why we took 'John Wick' was to create a hyper-real world, a little shinier and more interesting, and we wanted to give the character a different look and change things around," says Chad Stahelski, co-director of "John Wick" with David Leitch. "That goes down to the wardrobe, the set decoration and the props. We wanted something to go with the wardrobe that looked classic, clean but had a twist, so we chose the Carl F. Bucherer watches. We wanted something different that people hadn't seen and Keanu Reeves agreed that this was exactly the watch his character would wear."

Some watch brands have relationships with actors who wear their products, and when that actor is in a movie, he or she can help get the watch in front of the camera (John Travolta, a Breitling ambassador, wore his Breitling in "The Taking of Pelham 1 2 3").

Actor Clive Owen always chooses the watch for each character he plays. "The propmaster will come with a tray of watches and I have to pick the ones I want to wear," he says. "It has to be right. The choice of watch says a lot about someone. When you're wearing a great watch, it's like wearing a work of art on your wrist."



For the last several 007 films, James Bond (played by Daniel Craig) has worn Omega.



In the recently released film "John Wick" starring Keanu Reeves, the watch brand Carl F. Bucherer plays a big role on the wrists of Reeves, Willem Dafoe and Daniel Bernhardt.



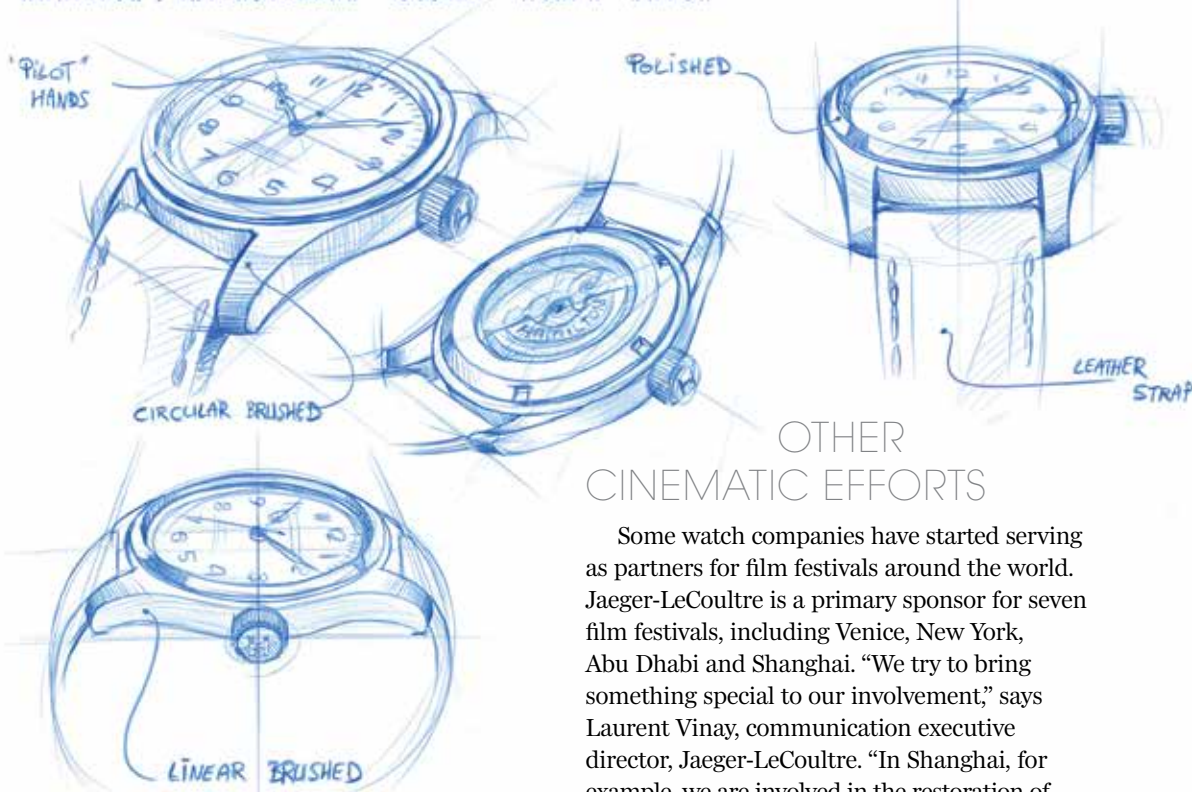
Robert Downey Jr. and his Jaeger-LeCoultre Geophysic 1958 at the opening of the 39th Toronto International Film Festival (and the World Premiere of "The Judge").

Ann Roth, costume designer on “Julie & Julia,” “The Way Way Back,” “The Reader” and many others, is obsessive about getting the watch right for each character on her projects. “I choose the watch based on the character,” she says. “For example, Ralph Fiennes needed a watch for his character in ‘The English Patient.’ He was Hungarian royalty in the 1920s, was involved in the Geographical Society, lived in London and Egypt, so the watch he wore had to be really particular, I wanted the watch that guy would wear. I found it in London, in a second hand shop, but I needed two of them, so I had a watchmaker make me another one. I am very particular about the watches that characters wear, as they say so much about them.”

In “*Interstellar*,” both Matthew McConaughey and Jessica Chastain wear Hamilton watches.



HAMILTON / INTERSTELLAR - CUSTOM "MURPH" WATCH



The watch worn by the character of Murph in “*Interstellar*” was created specifically for the movie by Hamilton. Above are the design sketches from Hamilton.

OTHER CINEMATIC EFFORTS

Some watch companies have started serving as partners for film festivals around the world. Jaeger-LeCoultre is a primary sponsor for seven film festivals, including Venice, New York, Abu Dhabi and Shanghai. “We try to bring something special to our involvement,” says Laurent Vinay, communication executive director, Jaeger-LeCoultre. “In Shanghai, for example, we are involved in the restoration of classic Chinese films. We have restored eight classic films and one was shown at this year’s festival. This brings legitimacy and relevance — we restore watches and films. In New York, we started a new ‘filmmaker in residence’ program, as well.”

Girard-Perregaux recently teamed with the Academy Museum of Motion Pictures, scheduled to open in Los Angeles in 2016, as its exclusive timekeeper and founding supporter. As part of the deal, Girard-Perregaux is able to use iconic images from the Academy’s collection of more than 10 million photos in its marketing efforts.

Chopard is a sponsor of the Cannes Film Festival and its president, Caroline Scheufele, designed the current Palme D’Or IWC sponsors the Tribeca (NYC), Zurich, London, Dubai and Beijing Film Festivals. Not only the Official Time partner of these festivals, IWC presents the “IWC Filmmaker Award,” which includes a grant to allow a filmmaker to concentrate on his/her art.

In addition to its myriad product placements, Hamilton is the sponsor of the annual Behind the Camera Awards. The brand recently expanded the awards show, which honors crew members who don’t get enough recognition, to include China.

Rolex has been working in cinema with its Mentors & Protégés program. Some of the luminaries who have been involved with the program include Martin Scorsese, Zhang Yimou and Stephen Frears.

Fine timepieces have become part of the fabric of life, which explains why they are showing up in film and on TV, on wrists on the red carpet and at film festivals.

Watches are ready for their close ups, and they are now getting them. ⌚

WATCH CREATION FOR MOVIES

Some watches, like the watch in Stanley Kubrik’s “2001: A Space Odyssey,” are designed specifically for films. Hamilton Watch Company was commissioned to make the “2001” watch, a special multi time zone timepiece for the film that at the time was too complicated to manufacture. Just this year, Hamilton created a special watch for “*Interstellar*.” Matthew McConaughey wears a Hamilton Khaki Pilot Day Date in the film, but his daughter Murph (played by Jessica Chastain), wears an exclusive watch developed by Hamilton specifically for her character.

“For Russell Crowe in ‘*Master and Commander*,’ I contacted Breguet to duplicate a watch that they had made in the 1700s to use in the film,” Harlocker remembers. “They took it on as a challenge and delivered a magnificent pocket watch absolutely authentic to the period at no charge to us. What did they get out of it? Well, 100 million people saw that movie and Russell using it.”

Arnold Schwarzenegger has worn Audemars Piguet watches in movies for quite some time, including the “*Terminator*” series. For the 1999 film “*End of Days*,” Audemars Piguet created a special Royal Oak Offshore model. Schwarzenegger even worked with the company on the design of the coveted limited edition.



1

Patek Philippe World Time Moon Ref. 7175

Introduced to celebrate the brand's 175th anniversary, this version of the iconic World Time adds a supremely accurate moon phase display in addition to all 24 time zones at a glance. Limited to 450 watches. **\$60,900.** Patek.com

HOLIDAY WATCH GUIDE

Watches, when chosen carefully, are a great gift for that special someone this holiday season. Timepieces make a strong statement and will remind your loved one of you all throughout the year. Here are this holiday season's hottest timepieces, perfect for gift-wrapping.



2

Christophe Claret Margo

The Margo is the first ladies watch from movement maestro Claret, allowing ladies to play the "He loves me, he loves me not" game mechanically. In white gold, limited to 20 pieces worldwide. **278,000 CHF (about \$290,000).** Christopheclaret.com



1

Vacheron Constantin Métiers d'Art Mécaniques Ajourées

Every year, Vacheron Constantin chooses a traditional decorative art to highlight, and this year that métier is open-working. A fantastic example of openwork at its finest is the Métiers d'Art Mécaniques Ajourées, retailing for **\$75,200.** Vacheron-constantin.com



2

Piaget Altiplano 900P

Piaget has been making movements since it was founded in 1874, but the brand gained recent fame for its jewelry watches. As a result, people forgot about Piaget's movement capability. Piaget is out to change all that, and with the Altiplano 900P, which showcases the movement on the dial side, people will be able to admire Piaget's incredible movement artistry. **\$27,800.** piaget.com



3

Jaeger-LeCoultre Geophysic 1958

This watch is based on a historical model from 1958, though modernized and slightly larger in size. Groundbreaking for its time, the Geophysic combined sports watch durability with elegance, and the Geophysic 1958 continues this legacy. Available in platinum (58 pieces, **\$32,200**), pink gold (300 pieces, **\$20,800**) and steel (800 pieces, **\$9,800**). Jaeger-lecoultre.com

WOMENS



5

Baume & Mercier Promesse

This diamond version of the brand's new Promesse collection is designed specifically for women, but includes a mechanical movement. More and more women are interested in the mechanical side of things, and the Promesses combines beauty with watchmaking flair. **\$6,950.** baume-et-mercier.com



4

Frederique Constant Ladies Automatic World Heart Federation

"Do Good" is the message of this automatic timepiece, proceeds of which support the World Heart Federation, dedicated to the global fight against heart disease and stroke. **\$4,995.** Frederique-constant.com

3

Chopard Happy Sport Automatic

This year, Chopard decided to power its successful Happy Sport collection, featuring jewels spinning and moving under the sapphire crystal, with an automatic movement. This nod to the burgeoning interest by women in more complicated timepieces is welcome from one of the industry's leading manufacturers. Pictured is the jewelry version with blue sapphires and diamonds, **\$86,400.** Chopard.com



MENS



6

Officine Panerai Radiomir 1940 3 Days Automatic Oro Rosso

Panerai used to be a brand only sold to the Italian Navy. Since the brand has been owned by the Richemont Group, Panerai is available to the general public, but it remains exclusive and distinctive. This Radiomir 1940 3 Days Automatic Oro Rosso — 45 mm (PAM00573) has a power reserve of three days and the combination of black dial and red gold looks fantastic. **\$25,800.** Panerai.com



5

Bremont Wright Flyer Limited Edition

Own a piece of aviation history with this watch, which features an actual piece of the muslin wing covering from the original 1903 Wright Flyer in the watch itself. Limited to 300 pieces in stainless steel and 50 pieces each in rose and white gold, part of the proceeds will help restore the Wright family home and museum in Dayton, Ohio. **\$25,950** in Stainless Steel. Bremont.com



4

H. Moser Endeavor Perpetual

A relatively unknown jewel of the watchmaking industry, H. Moser & Cie has perhaps the easiest perpetual calendar to use, the Endeavor Perpetual. Its uncluttered dial looks simple, but all the information you need is there. It comes in rose gold as well as the pictured black DLC-treated titanium. In addition, Moser makes its own regulating organ and balance spring for its in-house movements, something not many companies in the industry can say. **\$52,000.** h-moser.com