

LATIME

A GUIDE TO LUXURY WATCHES



WHAT MAKES CELEBRITIES TICK? | LADIES' LINES | WATCHES & WHEELS



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HARRY WINSTON MIDNIGHT COLLECTION™

Contents

SPECIAL ADVERTISING SECTION



22

Features

8 The Thrill of the Chase
Starting a collection is easier than you think — in fact, you probably already have one.



8

16 Watches & Wheels:
A Time-honored Tradition
Innovation breeds excellence in watchmaking and high-performance automobiles.



16



32

22 What Makes Them Tick?
Celebrities and athletes share their love for fine timepieces and their perspectives on time.

32 Ready for Their Close-ups
Watches in movies and television.



12

Extras

6 Introducing
LA TIME

12 It's Complicated
Watch complications — simplified.

28 Watch Out, Now!
Today's luxury watchmakers are stepping up their ladies' lines.

38 Buying Power
Know how and where to purchase the right timepiece.



28



38



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Welcome to LA TIME — a guide to luxury watches.

Los Angeles is a city in perpetual motion, where everyone is on the move — going somewhere and doing something — at all times. It reminds us that time stops for no one, ever. Which is why owning a utilitarian timepiece is integral to daily life in Southern California. Knowing the time is critical when you're on the go. But a watch is much more than a tool to help us manage our time. Watches are symbols of our personalities, indicative of who we are and what we stand for. They are also the ultimate fashion accessory, complementing any ensemble with a touch of style or a hint of swagger. Today, men and women wear a variety of watches to suit their moods, wardrobes and lifestyles. And with so many great brands vying for our attention, it is essential to know what, where and how to buy effectively, while still enjoying the thrill of adding to your collection.

With LA TIME, we aim to share with you our passion for exquisite timepieces and hope to evoke in you the same level of enthusiasm that inspired us to create this magazine. We hope you find this guide entertaining and informative, so that the next time you're in the market for a quality timepiece you'll be armed with the knowledge of what to look for and where to go to find the perfect one. After all, your new purchase is as much about you as it is about the watch.

L.A. is one of the world's great cities, and it just so happens that it is also home to some of the best watch boutiques in the world. Open these pages and get a glimpse of the possibilities.

— **Keith W. Strandberg**
Editor, LA TIME

Keith W. Strandberg has been covering the watch industry for more than 20 years. An American living in Switzerland, he is currently the international editor for Watch Journal Magazine and Europa Star.



Harry Winston's Opus 11

LATIME

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The Thrill of the Chase

Collecting watches is a highly personal pursuit

Many collectors focus simply on watches they like — regardless of price and brand — while others opt for more significant historical pieces, while still others focus on one particular brand. Certain collectors only want limited-edition or bespoke timepieces, and others don't shy away from popular models.

Some watch aficionados hold on to the watches they buy. Others buy and sell their timepieces, using the proceeds to buy even more watches.

START COLLECTING

Chances are you already have a few watches, so in essence you already have a collection. Some collectors begin by buying watches that they expect will appreciate in value, but like gambling, it's no sure thing. Many retailers advise their customers to buy watches they fall in love with. If they go up in value, great. If not, they still have a watch they can enjoy.

"We try to steer people away from buying watches for the investment," said Sotheby's worldwide head of watches, Tim Bourne. "People should collect what they like and enjoy. Buy watches that are emblematic of your own character and personality. You should buy a watch where you see the appeal and it speaks to you. If you don't connect to a watch, you probably shouldn't buy it."

In general, the more limited and exclusive the timepiece, the more collectible it is. Rolex Daytonas are highly prized, as are any Patek Philippe watches, because of the quality and iconic style, but also because they are produced in extremely limited numbers.

Once you know what you want, go out and find the pieces that fit your collection. Half the fun of acquiring watches is the chase — finding the perfect watch at the perfect price.



1. Buben & Zörweg's Phantom watch display case and winder includes a high-fidelity sound system.
2. Patek Philippe stainless steel minute repeater wristwatch with tourbillon escapement. Sold at the Only Watch Auction on Sept. 22 in Monte Carlo for more than \$1.85 million.
3. The Franck Muller Totally Switzerland for Only Watch. The auction raised close to \$6 million to benefit research for Duchenne Muscular Dystrophy.
4. The Zenith El Primero Pilot for Only Watch.

continued on pg. 10

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1. The Bell & Ross BR01 Casino for Only Watch.
2. Harry Winston Only Watch Midnight GMT Tourbillon.
3. Urwerk Only Watch UR-103 Phoenix.
4. The handcrafted borosilicate 10-Minute Hourglass, filled with stainless steel nanoballs from Ikepod for Only Watch.

BUYING NEW: TO WEAR OR NOT TO WEAR?

Some collectors prefer to buy new, keeping all the documentation and packaging so that the timepiece holds its value and is easier to sell when the time comes. Some of the collectors who buy new never even wear

their timepieces, preferring to keep them in pristine condition in safes or display units. Other collectors, of course, love to wear their watches. There's no right or wrong way to go about it.

AUCTIONS

Auctions are a prime source for hard-to-find, limited edition and historical timepieces. The most expensive watch that has been sold at auction was the 1933 Patek Philippe Henry Graves Supercomplication pocket watch, which went for more than \$11 million in 1999.

You may need one particular model to round out your collection, or perhaps you are looking for pieces with historical significance, like Gandhi's Zenith pocket watch. If so, auctions are for you. The most prominent auction houses with offices in Los Angeles are Christie's (www.christies.com) and Sotheby's (www.sothebys.com). But also be sure to check out the websites of top New York City watch auctioneers Patrizzi & Co. (www.patrizziauctioneers.com) and Antiquorum (www.antiquorum.com).

PRE-OWNED

Many retailers accept pre-owned watches for resale or as partial payment for a new watch — a trade-in program if you will. This means

you can often find older watches, depending on the model, in great condition at your local retailer at a significantly reduced price. Limited editions and certain models can cost more, even pre-owned. If a model has been discontinued, the pre-owned price could exceed the original purchase price.

Retailers who offer trade-ins will refurbish the watches they take in trade, offer their own warranties (typically two years) and provide verification of authenticity, so you can buy with confidence. Check out the retailers in your area to see which have such a trade-in program.

It's not unusual for a collector to take a loss when selling part of his or her collection, but for many, the value is in the experience of having owned a timepiece with sentimental value. For these aficionados, fond memories live on long after the watch is sold.

DISPLAYING COLLECTIONS

One of the great pleasures of watch collecting is displaying the pieces you've so carefully acquired. Buben & Zörweg, a German display-case maker, is a favorite among watch collectors. Known for its high quality, the company offers an astounding array of options for displaying watches — everything from a simple wood watch box for \$1,000 to a complete room built around your collection, which can set you back up to \$2 million. Many of the company's display units offer handy features like watch winders. And for collectors who want a display case that serves more than one purpose, the company incorporates music systems, impenetrable safes, humidors and wine storage into its cases.

Regardless of what kind of timepieces you prize and why, watch collecting can be an exciting and fulfilling hobby. Aside from the possibility that a piece will skyrocket in value, the enjoyment of owning exquisite watches is all the reason an aspiring collector needs to get started. ■

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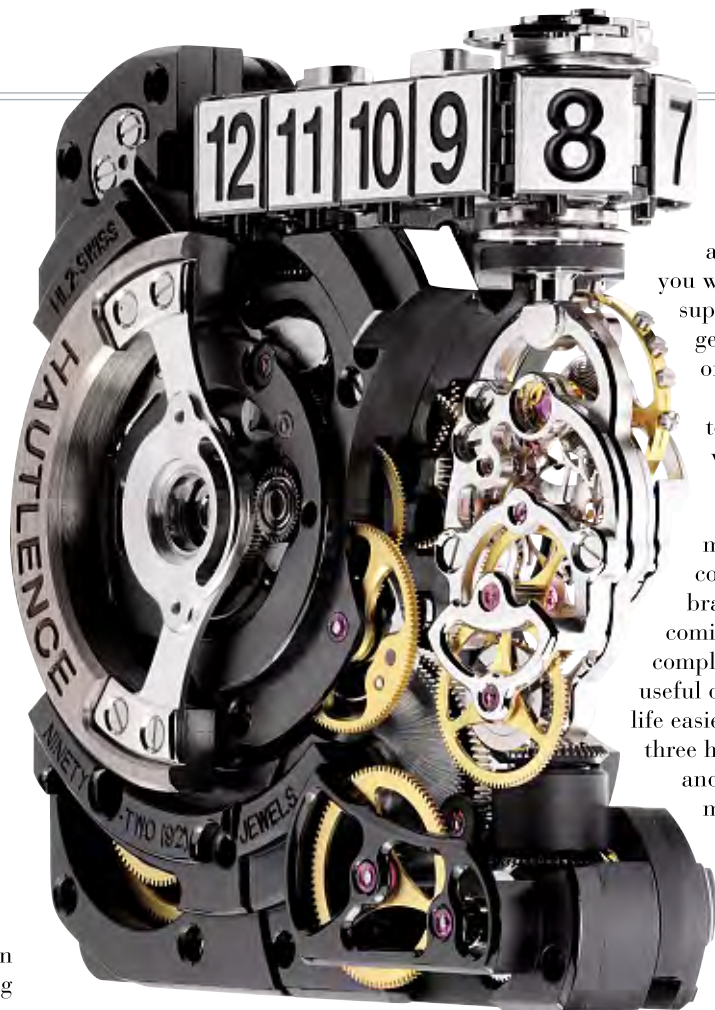
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EVEN A SIMPLE mechanical watch is complicated, with more than a hundred parts working together to accurately keep time. A mechanical watch, if kept wound, will tick 24 hours a day, 365 days a year. Keeping all those parts moving continuously and flawlessly is a feat of microengineering and watchmaking skill.

In the world of fine timepieces, the term “complication” has a very specific meaning. It’s any part of a watch that goes above and beyond telling time. And, as longtime watch aficionados know, understanding the wide range of complications available — and the intricate machinations that make them tick — can be invaluable when seeking



how fast it will go across the floor. In a watch, you wind up a mainspring, supplying power to the gears to turn the hands of the watch.

Given how difficult it is to make a basic mechanical watch, it’s amazing that watchmakers are willing to make things even more difficult by adding complications. Watch brands are constantly coming out with new complications, including very useful ones that can make your life easier. A basic watch has three hands — hour, minute and second. Anything more, even a day or date display, is considered a complication. Here are some of the most popular complications available today:

It's Complicated

WATCHES AND THEIR COMPLICATIONS, SIMPLIFIED



The Credor Spring Drive Minute Repeater from Seiko.

out the perfect timepiece. Every timepiece needs four things: a power source, a way of transmitting the power, a way of regulating that power and a way of translating the power into readable time.

For mechanical watches, the power source is the mainspring. The mainspring’s power is transmitted through a series of gears called the “gear train.” The balance wheel, which turns back and forth at an adjustable rate, is where the power is regulated. The indication is done by the hands.

All these things combine to make the watch what it is and determine how well, or how poorly, it keeps time. In its simplest terms, a watch is very similar to a wind-up car — you turn the key to give it power, it has gears, and the number of teeth in the gears determines

Dual Time/GMT: This timepiece displays two times simultaneously, either through a GMT (Greenwich Mean Time) hand that points to the second time zone or a separate subdial for the second time zone. There are some three-time-zone watches and some brands offer world time watches, which provide a way to read the time in 24 time zones around the world. Some watches give the time in cities that are hubs for big business, such as stock trading or shopping.

Chronograph: Most commonly used to time racing events, a chronograph has two push buttons called “pushers” on the side of the case to activate, stop and return the chronograph hands to their starting position. Most chronographs have subdials that measure the minutes and hours. There are chronographs that have only one pusher, which controls all the chronograph functions, and these are called monopusher chronographs. A chronometer, not to be confused with a chronograph, is a watch officially certified to a high standard of precision.

continued on pg. 14

Pure adrenalin



Chopard

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1. A Lange & Söhne's Zeitwerk Striking Time. Note the hammer on the left, which strikes the gong and produces the chimes. 2. Montblanc's Tourbillon Bi-Cylindrique. 3. The Ball Engineer Master II Diver Worldtime. 4. The innovative Zenith Christophe Colomb utilizes a gyroscopic cage made of 166 components (inside the crystal ball at 6 o'clock), the gyroscope system ensures that the escapement remains in a horizontal position. 5. Baume & Mercier's Capeland Chronograph.

Split-Second Chronograph: This has two chronograph hands instead of one, allowing you to time different things. Let's say you are timing a race. To start the race, you push the chronograph pusher and both hands start together, one on top of the other. When the first runner reaches the first mile marker, for example, you push the button again, stopping the first hand, but the second hand "splits" apart and continues timing. After you record that first time, you push the pusher again, and it catches up to the second hand, allowing you to then stop it again whenever you want another time measurement. You can repeat this operation any number of times. The French term for this complication is *rattrapante*, which means "recovering" or "catching again."

Annual Calendar: This watch will run for a full year (starting on March 1) without having to be reset. It will have to be reset at the end of February, the only month that varies in the number of days from year to year.

Power Reserve: This complication is an indicator that shows the amount of stored power from the last time the watch was wound.

Perpetual Calendar: This is the ultimate calendar because it knows how long each year is, even if it is a leap year. Keep a quality perpetual calendar running and you won't have to reset it until the year 2100.

Retrograde Display: This kind of display shows time in a linear format rather than a circular one. The seconds and minutes (even the date) count upward and then snap back to start.

Minute Repeater: This is a watch that chimes out the minutes, quarter-hours and hours with the press of a button or when a lever is activated. The minute repeater is one of the most complicated watches to manufacture.

Tourbillon: This is a device that is designed to counteract the effect of gravity on the movement's balance, thereby increasing accuracy. A tourbillon features a small cage that holds the balance and the escapement (the mechanism that transfers energy to the balance) and the cage turns independently of the watch, usually at a constant rate of once per minute. The tourbillon, which means "whirlwind" in French, is one of the watchmaking art's most involved and elegant complications.

Grande Complication: This rare watch combines at least three high complications — usually one from each of the following groups: chronograph, calendar/moon phase (annual, perpetual, phases of the moon, equation of time) and striking (minute repeater, alarm, etc.).

Producing a watch with complications takes a great deal of expertise and attention to detail. In general, when a complication is added to a movement, it means that more can potentially go wrong, so it is important to purchase a complicated watch from a quality company.

Also, the more complicated a watch is, the more expensive it will be. Thank goodness wearing a complicated watch is simple — just slip it onto your wrist and enjoy. ■



Milla Jovovich

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A Time-honored Tradition

Innovation breeds excellence in watchmaking and high-performance automobiles

The relationship between supercars and handcrafted luxury watches is nearly as old as auto racing itself. It's an association based on mutual admiration and a shared commitment to excellence, evidenced by the historic partnerships forged between automotive and watchmaking icons like Bentley and Breitling and Aston Martin and Jaeger-LeCoultre. But the relationship is about more than shared corporate affiliations.

Talk to any automobile enthusiast and chances are that he or she is fascinated by watches, too. If you drive an expensive sports car, you are saying something about yourself. Watches make the same statement, only a bit more subtly — and with the added bonus that they don't take up nearly as much space in the garage.



1. Frederique Constant dedicated a collection to Austin Healy owners and fans. Pictured is the Healy Automatic Chronograph.
2. Cartier's Roadster is a "convertible" watch, going from workday to weekend and bracelet to strap with ease.



3



3. Bell & Ross' BRO1 (inset) inspired this custom Harley-Davidson from Shaw Harley-Davidson (UK) — the current world champions in modified Harley-Davidson motorcycles.

continued on pg. 18

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possible to set the watch with one-second accuracy in the first place. Never before has an A. Lange & Söhne watch been endowed with so many complications that simultaneously enhance its rate accuracy, settability, and readability. And so, this remarkable timepiece truly deserves the honorary attribute "Pour le Mérite".

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1. The dial of this Patek Philippe Calatrava was inspired by vintage dashboard instruments.
2. Franck Muller's Conquistador Grand Prix.
3. Richard Mille's timepieces, like this RM011, incorporate design elements and materials from the world of auto racing.
4. The Rolex Oyster Perpetual Cosmograph Daytona II. Rolex is the official timekeeper of Daytona International Raceway.

Whether in a watch or a car, precision performance and elite endurance are the extraordinary results of meticulous and superior mechanical craftsmanship. The more elaborate the assembly, the more valuable the watch or automobile.

"At its most basic, a watch, just like a car, is utilitarian," explained Ron Jackson, president, Franck Muller NA. "These products deliver a function, but they don't deliver an emotion. When you move into performance cars, you have a mechanical product that morphs into an emotional experience, and that's what people who love cars can identify with in watches. Watches and cars share performance, design, style, finishing and more, and when you love and appreciate these details, you want them in other parts of your life."

Peek under the hood — or bezel — and you'll discover that high-performance engines make these machines tick. Though a watch's engine doesn't roar like that of a car, its intricate movements — the back-and-forth motion of the balance wheel, the travel of the gear train and the sweeping, uninterrupted advancement of the second hand across its markers — mimic the synchronized rhythm of a well-oiled, high-powered engine.

But it's not just the exceptional mechanics that watches share with automobiles.

continued on pg. 20



5. Chopard is the official timekeeper of Italy's Mille Miglia.
6. The Pulsar World Rally Chronograph celebrates the Pulsar-sponsored Ford Abu Dhabi World Rally Team.
7. Tissot's limited-edition T-Race Nicky Hayden chronograph.
8. Jacob & Co.'s Limited Edition Epic II chronograph with a carbon fiber dial and Ferrari-red printing.

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1. Chronographs, like this Ball Engineer Master II Diver Worldtime, have been a part of the history of racing since the beginning.
2. Alpina Extreme 12 Hours of Sebring Limited Edition.
3. Panerai's Luminor Composite Marina 1950 incorporates high-tech material, like composite carbon, used in auto racing.
4. Gergé partners with high-end wheel maker Giovanna for this special monopusher chronograph.
5. The Mille Miglia Racing in Pink from Chopard.

Watchmakers have long leveraged motorsports to promote their world-class brands. Rolex, for example, is the official timekeeper of Daytona International Raceway, Chopard for Italy's Mille Miglia and Tissot for MotoGP. Others have relationships directly with auto manufacturers and with the drivers themselves.

"I think GT racing has always possessed something mythical," said Marc A. Hayek, president and CEO, Blancpain, who partners with Lamborghini (and Hayek himself drives in the Blancpain Endurance Series). "You have dream cars competing, so GT racing has always had a link to the luxury field, and to emotions. GT racing is the perfect link for a brand like Blancpain where you have on one side the classic series, and on the other side something very emotional, very mechanical, but with a 'gentlemanly' side."

French watchmaker Richard Mille credits motorsports with inspiring a great many of his designs, while Swiss manufacturer Patek Philippe used a racecar's dashboard instruments as the base for one of its Calatrava dials. Tissot has consulted with NASCAR and IndyCar driver Danica Patrick, as well as MotoGP rider Nicky Hayden, when designing special limited-edition chronographs. Stopwatches (chronographs are stopwatches on the wrist) have been commonly used to calculate lap times in autoracing for years, which is critical to gauging speed, position and performance.

The marriage between luxury timepieces and prestigious cars is a fascinating one. Watchmakers continue to be inspired by progressive engineering and sophisticated design concepts, as do their counterparts in the automotive world. ■

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Rafael Nadal
tennis champion

"I love my Richard Mille RM27 Rafa Nadal that Richard created for me; it is only 18 grams and it is comfortable to wear. I think it is very special. It took two years to develop and it has my name on it, which is why I wear it all the time. I think watches are the jewels for men and in the end you always need one to arrive on time to places.

"I am a very organized person in my work and for me it is important to get to places on time when people are waiting for me. I have to be at matches on time, but also practice, interviews, photos shoots and more."

What Makes Them Tick?

Celebrities and athletes share their love for fine timepieces and their perspectives on time — what it means to them, its value and how quickly it passes us all by.



John Travolta
actor

"I received my first watch as a gift when I was 9 years old and have loved them ever since. It is one of the few jewelry accessories a man can wear. When it comes to Breitling, their timepieces offer much more than accurate time. They give the gift of vital data. The obvious reason is having accurate time in the time zone you are in, and using that as a point of reference for other zones of time. Accurate time is essential to calculate distances, fuel burn and times of arrival ... these are just some of the things I use my watch for. My favorite watch is my Breitling Navitimer, all black."



Bell & Ross

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Danica Patrick
IndyCar and NASCAR driver

"Time is about the only thing that is important on a racetrack. The first thing you do when you get there is to try to see how quickly you can get around the track, so you are looking at the lap time and trying to make that number smaller and smaller."

"I am a girl and I like to have a watch that matches every occasion. I have really enjoyed being a part of the development process of my Tissot limited-edition watch every year."



Emmanuelle Chriqui

actress

"I love watches because, other than the fact they tell time, they are another piece of wonderful jewelry. They are a statement piece. You can wear something big, something little and elegant, and it really puts the outfit together."

"The beauty of acting and make-believe is that time seems to stop. When I am on set and I am just doing what I love to do, even on the longest day, you can't believe that it's gone by so quickly. It really does feel like 'where does the time go?' It really seems to vanish."

"I have a custom Baume & Mercier Linea watch that is so beautiful. It is understated and elegant. I can change it up to complement anything I am wearing. It is on a leather double strap, which I love."

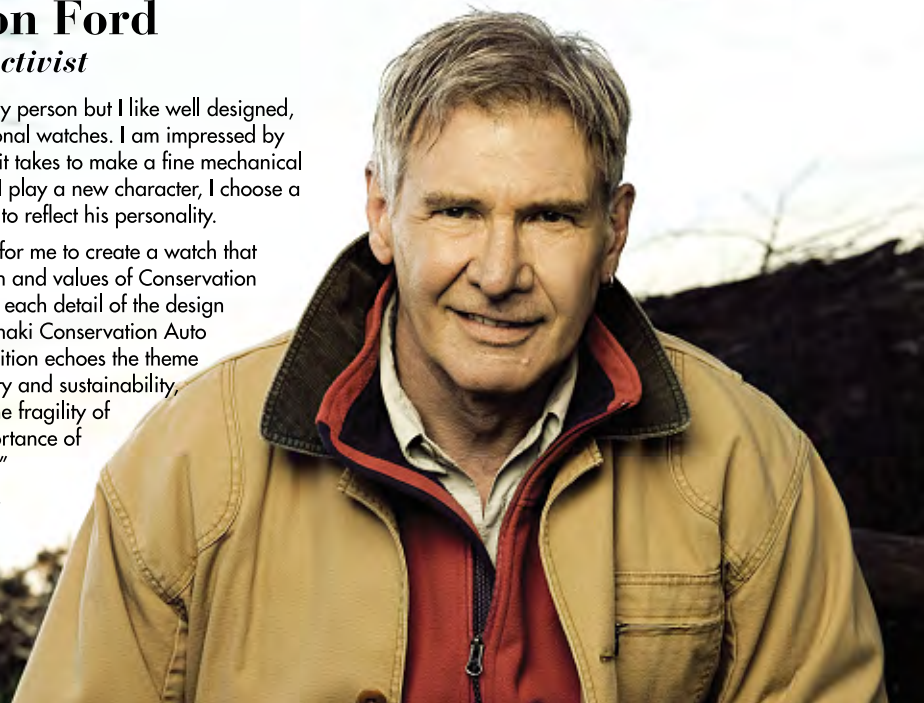
Harrison Ford

actor and activist

"I am not a jewelry person but I like well designed, simple and functional watches. I am impressed by the craft and skill it takes to make a fine mechanical watch. Each time I play a new character, I choose a watch specifically to reflect his personality."

"It was important for me to create a watch that reflects the mission and values of Conservation International, and each detail of the design of the Hamilton Khaki Conservation Auto Chrono limited edition echoes the theme of nature, longevity and sustainability, reminding us of the fragility of time and the importance of immediate action."

Harrison Ford photo by Jeff Lipsky/CPI



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Michelle Yeoh
actress

"I've always been fascinated with watches, particularly by the movements. It's disappointing sometimes when ladies' watches are more about jewelry than about the movements. I am just as interested in the movements. It's like moving art and for me, that's fascinating. What started me off in watches was when my grandfather left me a watch, which taught that me that a watch could be something of great sentimental value, rather than just a timekeeper, something you could pass on. It was a very beautiful, elegantly designed Rolex and it spoke volumes to me. I have always loved big watches. I think it's quite a contrast when a petite woman wears a large man's watch."



Laird Hamilton
surfing legend

"I've had many watches over the years. My wife, Gabby, has given me some really beautiful watches, but I usually don't wear [them]. I am part fish, so I don't like to wear jewelry. I do need a timepiece, however, so I can make sure of how much time I have in the surf. Now that I have a family, I have to be places on time."

"Chanel sent me a couple of J12 Marine watches, and when I found out they were Laird-proof, I believed in them. If something is going to break or get in the way or malfunction, I'll find out just by doing what I normally do. Aesthetically, the J12 Marine is a nice-looking watch. The functional aspects, like the way the band is designed without pins, means that it really fits the wrist well and stays on in the water. They took everything away and got to the simplest aspects — tell time and give me the date — which I really like. The durability is perfect, because it works in my life."

Joe Montegna
actor

"I got my first watch was when I was in a band in the '50s, we were playing a job in downtown Chicago. I was the leader of the band and I never knew when to take a break, so I bought a watch there for \$10. I wore that watch for the next 10 to 15 years."

"It wasn't until much later that I got into watches. I was doing a movie and the product placement guy came to the set with the president of Maurice Lacroix watch company, who gave me a really nice Maurice Lacroix watch, and I really enjoyed wearing that watch and people would comment on it. Then, I started wearing different Maurice Lacroix watches in my films and TV shows. On Criminal Minds, I wear a Carl F. Bucherer, and I have been wearing that watch for four years."



Bode Miller
champion downhill skier

"Time is compressed for me on the slopes. When I am fully immersed in the run and I let myself go and let my mind and body fill up in the moment, then it feels like time is super-compressed. I can't believe that so much happens, the techniques, the decisions and more, in the minute or so I spend coming down the mountain."

"My first watch was a Timex Ironman. I thought it was the coolest thing, with the stopwatch and the alarm and the light. The performance of a watch is important to me, as my life is on a rigorous schedule. With Hublot, it's the first time I've liked the watch as a watch. I love the materials and the size, because I have big wrists. I wear the rose gold ceramic and, of course, my limited-edition Big Bang."



Maria Sharapova
tennis champion

"As a tennis player, being on time is key. Not only on time for matches or interviews, but also on time with my physical and mental preparation for a tournament. Watches are also a great accessory. They can complete an outfit in a fashionable way, dressing it up or dressing it down."

"There is something quite ambiguous about time during a match. It feels suspended somehow in between points, and then, the second the ball is served, it feels completely accelerated until the next point. This mix of suspension and super acceleration is a unique feeling when any control of time is impossible."

Landon Donovan
soccer player

"I've always had a fascination with watches, but I didn't know that much about them. I try to align myself with companies that I like and want to be partners with. I got to speak to the people there at Seiko and they are really great, and I am lucky to be involved with them."

"In games, when we are losing, time goes by really fast. When we are winning, it can't go by fast enough. When we are up by a goal, time really drags. It's just the way our mind plays with time."

"I like the fact that soccer doesn't have a scoreboard clock because we stay in the moment, we aren't watching the clock all the time."



Watch Out, Now!

Today's luxury watchmakers are stepping up their ladies' lines

More and more top watch brands are beginning to implement similar technologies found in men's timepieces into their women's collections — integrating automatic movements and grand complications into their mechanics.

What's more, they are not forgetting what really makes the ladies tick — beautiful gemstone settings, handcrafted dials, flawless finishes, stainless and interchangeable bands, and a kaleidoscope of colors from which to choose.

Some women are looking for that simple, elegant and seductive timepiece, but many desire something out of the ordinary, unpredictable and audacious.

No longer are women's lines limited to slim gold bands and petite dials. Today, women have a wider range of options that make a bolder statement.

continued on pg. 30

Montblanc
The Collection Princesse
Grace de Monaco
www.montblanc.com



Chopard
Haute Joaillerie
www.chopard.com



Zenith
Heritage Ultrathin
Lady Moonphase
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Ready for Their Close-ups

Watches get their 15 minutes

If you've ever noticed James Bond's Omega watch or Bruce Wayne's Jaeger-LeCoultre Reverso in "Batman Begins," it was not by accident. Watchmakers know that one of the best ways to get you to wear their watches is to place one on the wrist of a movie star in a blockbuster film.

Today, as watches are being showcased more and more by celebrities, people are paying more attention to the types of watches that their favorite stars are sporting. And while watch companies become savvier about marketing their brands through product placement, watches continue to find their way on camera.

continued on pg. 34



Since 1995, James Bond has worn Omega (pictured here is the current Bond, Daniel Craig).



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GS Grand Seiko



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GRAND SEIKO. It started as a dream five decades ago. A dedicated team of SEIKO watchmakers set themselves a new challenge; to create a watch that would be more accurate, more reliable and more practical than any other luxury watch in the world. The result was Grand Seiko, a collection that is, simply, one of the best watches in the world. Today, the Grand Seiko tradition is celebrated in a mechanical watch with a 10-beat movement. Thanks to SEIKO's advanced MEMS¹¹ technology and high-durability SPRON¹² alloy, the new high-precision escapement delivers an accuracy of -3 to +5 seconds a day¹³ with a power reserve of 55 hours. What started as a dream has become a legend, proving the value of 130 years of dedication to perfection. grand-seiko.com

¹¹MEMS: Micro Electro-Mechanical System ¹²SPRON is a registered trademark of Seiko Instruments Inc. ¹³Mean daily rate measured in static positions

AVAILABLE AT



Watches in Movies



Left: Steve McQueen wore a Heuer watch in the 1971 film "Le Mans."
 Right: Hamilton created a one-off timepiece for Stanley Kubrick's 1968 film "2001: A Space Odyssey."

CHARACTER DEVELOPMENT

In movies, the best product placements use watches as clues about character. After all, watches are one of the many ways that men and women convey their style and taste, so it makes sense that Hollywood uses them to delineate characters' personas on TV and in film.

"Product placement is an integral part of the movie-making process," said Doug Harlocker, the propmaster on such projects as "War of the Worlds," "Oceans 12," "Spider-Man 2" and 3, and both "Men in Black" movies. "Let's say that I am working on a film where an A-list actor has been cast in a role where his character can afford anything, one of his obvious accessories to express this with is his watch," he said.

Ann Roth, the award-winning costume designer for the 2009 movie "Julie & Julia," is obsessive about getting the watch right for each character. "I can hold up a movie set for hours choosing the right watch," she said. "I am very particular about the watches that characters wear. It says so much about them."

In "Batman Begins," Bruce Wayne wears a Jaeger-LeCoultre Reverso watch — the iconic flip-over watch with two back-to-back dials — to represent his dual personality. And James Bond films have become famous for product placement, especially high-profile cars. Swiss watchmaker Omega has been flaunting its wares in Bond films since 1995 — the Omega models James Bond wears in the films are rugged yet elegant, just like Bond himself.

HISTORICAL REFERENCE

At times, product placement is as much about conveying a sense of history as it is about character. For example, in the 2001 movie "Pearl Harbor," the Touchstone Pictures film included a close-up of a Hamilton Watch worn by Josh Hartnett. Hamilton Watch Co. supplied watches for the U.S. Army, Navy and Marine Corps during World War II, making it a natural for placement in the film.

In the 2003 film "Master and Commander," starring Russell Crowe, Harlocker contacted Breguet to duplicate a watch that the company had made in the 1700s to use in the film. "They took it on as a challenge and delivered a magnificent pocket watch absolutely authentic to the period at no charge to us," he said. "What did they get out of it? Well, 100 million people saw

continued on pg. 36

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"?

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Watches in Movies



1. Angelina Jolie sported a Tissot watch in "Mr. and Mrs. Smith." 2. Owen Wilson wore a Chopard watch in "Midnight in Paris." 3. Sharon Stone wore a Chopard in "Basic Instinct 2." 4. Robert Downey Jr. showed off the Jaeger-LeCoultre AMVOX3 Tourbillon GMT worn in "Iron Man 2." 5. Panerai's Luminor Submersible was worn in "The Expendables."



that movie and saw Russell using it. It is a strong association."

The Omega Speedmaster "Moonwatch" famously (and precisely) timed the start and stop of the Apollo 13 engine on re-entry into the earth's atmosphere, allowing for the crew's safe return home in 1970. Ron Howard featured the same watch in the 1995 movie "Apollo 13."

COLLABORATION AND EXCLUSIVITY

Some watchmakers have direct relationships with actors who wear their brands. John Travolta, for example, is an ambassador for Breitling and wore one in the 2009 film "The Taking of Pelham 1 2 3." Denzel Washington wears a Ball Watch in the same film.

Others, like the watch in Stanley Kubrick's 1968 film "2001: A Space Odyssey," are designed specifically for films. Hamilton Watch Co. was commissioned to make the "2001" watch, a special multi-time-zone piece, for the film. In 2006, Hamilton made a limited-edition reinterpretation of this watch, 30 years after the original film. How limited was this timepiece? You guessed it: only 2001 pieces.

Arnold Schwarzenegger has worn Audemars Piguet watches in movies including "End of Days" and the "Terminator" series. For "End of Days," Audemars Piguet created a new watch called the Royal Oak Offshore and Schwarzenegger worked with the company on its design.

As watches continue to increase in popularity and visibility, you can expect to see more placements in movies and on TV. Award-winning production designer John Meyer ("Nine," 2009) insisted that watches "help with the storytelling process," he said. "It's a major definition of a person's character ... and the right watch should make perfect sense." ■

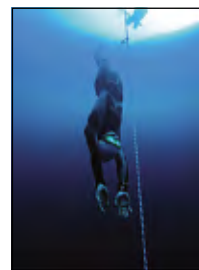


The Hamilton Ventura Chrono made famous in "Men in Black."



"Accuracy is everything when you're diving underneath an icy lake in the Alps."

Guillaume Néry
- Four-time World Recordholder in Free Diving (Constant Weight)



"Going up 2,500 meters in the French Alps, to dive under the frozen surface of Lake Long, represents the ultimate ice dive challenge to me. Ice-diving in such extreme temperatures, I must be able to trust my equipment with my life. Which is why a dependable timepiece like a Ball Watch is so important in an environment that features truly adverse conditions."

The watch that once ran America's railroads now equips world champion diving explorers as they plunge into the depths of extreme coldness. There is no other timepiece that is as rugged and dependable.

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San Diego, CA

Time Spot
Thousand Oaks, CA

Shreve and Co.
Portland, OR

Robert Downey Jr. photo by Getty Images.

Buying Power

Know how and where to find the right timepiece

Buying a watch has never been more convenient. From online retailers to traditional brick-and-mortar outlets, there are more places to buy a watch than ever before. The downside is that all these choices can be a little overwhelming — and some of them pose special risks, too. Quality and authenticity can vary widely in today's marketplace. You don't necessarily want to buy from the person or business that offers the lowest prices.

That's where your friendly authorized retailer comes in.

"When you are buying something expensive, you want to make sure the retailer has a direct relationship with the manufacturer," said Greg Simonian, president of Westtime, an authorized retailer with boutiques at the Westside Pavilion and in Beverly Hills. "If the seller is not an authorized retailer, you could unknowingly be buying a used watch [on which] the warranty has already started or has expired. A watch that seems new could be six years old, and it could include watch parts that aren't even made by the manufacturer. Sometimes the seller doesn't even know it is a used watch."

There's even the danger of unknowingly buying counterfeit or stolen watches. Luckily, that just cannot happen when you work with an authorized retailer.

"The reasons for buying from an authorized dealer include the international warranty and fantastic customer service," said Korosh Soltani, owner and managing director at David Orgell Rodeo Drive in Beverly Hills. "Buying from an authorized

continued on pg. 40



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dealer, the customer has the confidence that the watches have not been tampered with or manipulated. We are not here to sell a watch and forget about them. We engage with our clients continually after the sale. We alert them to new product information, special events, and we even communicate on Facebook and Twitter."

Authorized retailers are experts in the brands they sell. They can help a buyer find the perfect watch for his or her taste and budget. And when they do, the customer isn't the only one who finds the experience highly rewarding.

"It is our job to steer the customer in the right direction and educate them on the differences between each piece, helping them make a sound decision," said Thomas J. Blumenthal, president and CEO, Gearys of Beverly Hills. "I enjoy helping customers celebrate this special moment. I have had a true

passion for watches since a very young age. A watch can be a very personal purchase and it gives me great pleasure to know I was a part of a very special occasion."

A lot of buyers like to research watches before they buy. There is a lot of information out there. A knowledgeable authorized retailer can put all that information into perspective. Stores sometimes hold

invitation-only events showcasing rare pieces and offering a chance for customers and the sales team to meet watchmakers and be among the first to see new watch designs. All that adds up to a level of expertise you're not likely to find at a department store jewelry counter.

KNOW BEFORE YOU GO

Before you shop, 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. A good salesperson can do a lot with that basic information. But some dig much deeper.

"The most important information for me to learn is what the customer appreciates in life, and then we can direct them to the right watch," Simonian said. "For example, if they are a traveler, maybe a GMT watch is important. If they are

running around all day or involved in sports, maybe a chronograph is the best choice."

Soltani starts by asking questions to get to the heart of what a customer wants. "What is the style they are looking for, for example dressy or sporty? Is it their first watch, or is it adding to a collection of a handful or a collection of 20?"

The diligence pays off. For a retailer who goes the extra mile to understand a customer's wants and needs, a sale is more than a transaction. It's an accomplishment.

"I totally enjoy the process of finding the one watch that is perfect," Soltani said, "knowing that wherever in the world the client is, and whatever they are doing with the watch, that I am actually a part of them because I helped them with the purchase."

HAVE FUN

Browsing and learning about exquisite timepieces, experts say, should be enjoyable. Exploring the world of watches means delving into a historic craft while at the same time learning about exciting innovations and technologies.

"I love everything about watches," Blumenthal said. "From the inner working of an automatic movement or a classic manual wind-up to the exterior and the finishing, a quality watch will be treasured and appreciated by its wearer and passed down through generations."

That's why the people who sell watches really love watches, and that shines through when you walk through the door. With that kind of passion and expertise waiting to serve you at an authorized retailer, it doesn't make sense to go anywhere else.

"A watch represents a big decision in someone's life," Simonian said. "After all, a watch is the only item — unlike clothes or accessories — that is socially acceptable to wear day after day, for many years." ■

Some top watch retailers in the Los Angeles area:

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370 N. Rodeo Drive, Beverly Hills

CHONG HING JEWELERS.....213.680.4799
956 N. Hill St., Los Angeles

DAVID ORGELL.....310.273.6660
262 N. Rodeo Drive, Beverly Hills

FELDMAR.....310.274.8016
9000 W. Pico Blvd., Beverly Hills

GEARYS310.273.4741
365 N. Rodeo Drive, Beverly Hills

HARRY WINSTON BOUTIQUE.....310.271.8554
371 N. Rodeo Drive, Beverly Hills

PANERAI.....310.228.1515
9490A Brighton Way
Beverly Hills

MONTBLANC.....310-854-0049
Beverly Center
8500 Beverly Blvd. Suite 605
Los Angeles

TIFFANY & CO......310.273.8880
210 N. Rodeo Drive, Beverly Hills

TOURNEAU.....310.553.8463
Westfield ShoppingTown Century City
10250 Santa Monica Blvd., Space 103,
Century City

TRADITIONAL JEWELERS.....949.721.9010
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Los Angeles (also Beverly Hills)



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