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Keith W. Strandberg,
Fortune Character watch editor

READY FOR THEIR CLOSE-UPS WATCHES IN MOVIES AND TV 镜头中的腕表

by Keith W. Strandberg (史传伯)

Like it or not, we are all very influenced by what we see on movies and TV. It might be the latest catch phrase, a trendy hair style, a hot new motorcycle...or a watch.

A watch? That's right, as watch brands become savvier about marketing and promotion; you can expect to see more watches while you're watching movies or your favorite TV shows.

Placements for products have had an impact since the early days of film. When Clark Gable took off his shirt on screen to reveal a bare chest, T-shirt sales plummeted. Then, a few years later, when Marlon Brando wore that famous T-shirt in "A Streetcar Named Desire," T-shirt sales boomed again.

Watches are one of the ways that men and women can showcase their style and taste, so it makes sense that the entertainment industry uses watches on the wrists of stars to delineate their characters.

When watches and the movies and TV are combined well, it can be a home run for both the entertainment industry and the watch manufacturer. Movies and TV shows benefit from an association with a quality watch and the watches and brands are exposed to groups of people

who may never have seen them before.

Watchmakers know that one of the best ways to get you to picture yourself wearing a special timepiece is to place one on the wrist of the star of a popular movie or TV shows.

▼ Leonardo Di Caprio wears TAG Heuer LINK



无论你是否喜欢，银幕和电视里的那些花样总会让人耳濡目染。时髦语，新潮发型，拉风的摩托，各种噱头令你应接不暇。当然，这里面也少不了腕表的份儿。

在一众品牌精明的策划与推广下，我们不会在电影或电视里看到各式各样的腕表。而在早期的电影年代，插播产品段子就已经是一种成功的商业模式了。当年克拉克·盖博在银幕中脱去衬

衣亮出胸膛，T恤销量立马一落千丈。而若干年后，马龙·白兰度在“欲望号街车”里内衣单穿，T恤再度风靡，销量骤升。

要说如何秀出你的个性与派头，腕表的用场就和服饰一样重要。所以我们也不难理解为何娱乐业会用腕表来包装明星，他们在银幕内外的个性多少与之相连。

只要捆绑得力，双赢不要也难。影视业获得腕表商的赞助，而腕表商有机会结交陌生的人脉。这难道不算是一个出色的本垒打吗？视觉诱惑就是一个不变的规律：当你在热门片子里看到巨星手上那独特的時計，你就会幻想自己戴着它的模样。要展示一款产品，还有什么方法能有这般神效？制造商们对这点了如指掌。



▲ Andy Lau wears Hamilton Khaki X-Copter in What Women Want II

▼ Jackie Chan in the Tuxedo



Product Placement: Why and How it Happens

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. At times, product placement is about historical accuracy, as in the movie "Pearl Harbor," for

example, Touchstone Pictures wanted something authentic and Hamilton Watch was a major supplier to the US military during World War II. The result? A huge close up of a Hamilton watch, worn by Josh Hartnett, in the final cut of the movie.

Another example is 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."

John Meyer, who was the production designer on "Nine", is interested in how a watch "helps with the story telling process," he says. "A watch is a major definition of a person's character. I will meet with the property master and we'll look at all the watches. The choice of watches for movies is very important and the right watch should make perfect sense, like the Hamilton in 'Amelia.' She wore one in real life, so it's genius."

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. (For example, John Travolta, a Breitling ambassador, wore his Breitling in "The Taking of Pelham 1 2 3".)

► Omega Planet Ocean 600M SKYFALL Limited Edition



▲ Daniel Craig as James Bond, wearing the Omega Planet Ocean 600M SKYFALL Limited Edition

There are times when watch placements naturally fit the story. For example, in "Batman Begins" Bruce Wayne wears a Jaeger-LeCoultre Reverso watch, the iconic watch which flips over, displaying a second watch face, put on his wrist to represent his dual personality. The use of this watch fits with the story -- and begs for a close up so the audience can make the link from the watch to his character.

Ann Roth, the costume designer for "Julie & Julia" is obsessive about getting the watch right for each character on her show. "I can hold up a movie set for hours choosing the right watch," she says. "I choose the watch based on the character. For example, Ray Fiennes needed a watch for his character in 'The English Patient.' He was Hungarian royalty in the 1920s, got involved in the

geographical society, lived in London and Egypt, so the watch he wore had to be really particular. 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, it says so much about them."

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▲ Robert Downey Jr. wearing the Jaeger-LeCoultre Amvox 3 at the Iron Man 3 photocall

Doug Harlocker has been the prop master on such projects as "War of the Worlds," "Oceans 12," "Spider Man 2 and 3," both "Men In Black" movies, "The Patriot" and many others. "Product Placement is an integral part of the movie making process," he says. "Think of it in this way – 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. I, as a prop master, must show him a selection of watches that I think tell a little story about him.

"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," he continues. "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 saw Russell using it. It is a strong association."

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 'Oceans 12.' In a perfect world, the actor will appreciate the product, wear it in the movie and in real life."

It's also possible that a watch supplied for a movie or TV show and worn during the shoot will never appear on screen, despite everyone's best efforts. After all, movies aren't edited with watch placement in mind and what was a great shot for the watch might not make it into the final edit.

▼ Jaeger LeCoultre Amvox 3 Tourbillon GMT





▲ Sylvester Stallone wearing Carl F. Bucherer on the Expendables 2 red carpet.

玩味手表的银幕踪影

电影里的腕表片段形式丰富，巧思层出不穷。尽管许多制造商都有专员与制片公司合作，但有时候制片方出于某些特别的考虑，他们会主动寻找合适的腕表品牌。许多精确再现历史时刻的电影片段就能说明这点。就拿“珍珠港”一片来说，试金石影业需要强烈的真实感，而Hamilton（汉米尔顿）正是二战期间美国军方的主要供应商。这么一来，我们在最终版里看到的一幕Hamilton的特写，而它的主人正是影片主角——由Josh Hartnett 饰演的Danny Walker。

另一个例子就是Omega（欧米茄）的登月表（Moonwatch），这可是阿波罗登月任务中的“重要成员”：宇航员用它来定时控制引擎启动与停止，安全重返地球。导演Ron Howard的“阿波罗13号”一片则毫无悬念地选择了这款手表。

电影“Nine”（华丽年代）的美术指导John Meyer对腕表“怎么帮你讲故事”

颇具心得：“要凸显个性，手表可助你一臂之力。我常和道具管理员一起探讨各种手表。‘Amelia’一片讲述著名女飞行员艾米莉亚的故事，Hamilton在片中很有用场，因为这位天才在现实生活中就使用这一品牌的腕表。”

除了剧情需要，腕表也有“客串”一说。明星与品牌关系甚好，拍片时把手表带进镜头是顺理成章的。Breitling（百年灵）形象大使约翰·特拉沃尔塔在“地铁惊魂123”中就戴着这个牌子的手表。

当然，能够推动剧情的段子是最靠谱的。在蝙蝠侠前传系列第一部“侠影之谜”（Batman Begins）中，主角Bruce Wayne手戴一枚积家（Jaeger-LeCoultre）的翻转型腕表（Reverso）。这是经典的表中表设计，移开第一层表面之后，另一个表盘会显露出来。这个细节与人物双重性格极为吻合，特写镜头使观众自然而然联想到主角昼夜判若两人的特点。

喜剧片“Julie & Julia”的服装设计Ann Roth对每个角色该用什么手表非常讲究。

“为了选对手表我会花上几个小时。人物特性是我挑选的依据，就拿影片‘英国病人’来说，主角的背景是1920年代的匈牙利皇室，后来他与地理协会合作而生活在伦敦与埃及两地，他所使用的手表应该非常独特。我在伦敦的一个旧货店找到了合适的手表，但我需要两个版本，因此我让制表师给我又做了一块。手表可以讲述很多故事，这对塑造人物非常重要。”

道具总监Doug Harlocker在许多剧组呆过，如“世界大战”、“十二罗汉”、“蜘蛛侠2&3”、“黑衣人”系列、“爱国者”等。“产品插播是电影制作无法回避的一个环节。比方说某部电影里的主角是个有钱人，他的行头之一就是手表。作为一名道具总监，我必须挑选一系列的手表让他参考。”“在‘怒海争锋：极地征伐’一片中，我联系了Breguet（宝玑），让他们复刻一块18世纪的产品，并由罗素·克劳在影片中使用。Breguet接受了这项挑战，百分百地还原了这枚古董怀表，而且分文不取。他们的回报就是1亿观众在电影中看到了罗素在使用它。这类合作是很有说服力的。”

而在“十二罗汉”里，Harlocker每天都要带着各类手表来满足角色需要，这些手表总值至少在25万美元以上。布拉德·皮特在这一部片子里就分别用过百年灵紧急求救腕表（Breitling Emergency）、瑞宝手表（Chronoswiss）、一款白色的劳力士金表，还有百达翡丽和爱马仕。而乔治·克鲁尼呢？他至始至终都戴着一枚汉米尔顿的经典款。“没有制造商的支持，我就没法选出那么多手表给演员。而布拉德·皮特居然为剧组其他联袂主演购买了十几块百年灵手表，这说明他很欣赏这一品牌，会把它带入自己的生活。”

说了这么多手表在电影里亮相的段子，我们应该会更加了解电影剪辑对手表特写镜头的“眷顾”了。尽管这类镜头不是在所有的电影里都一定会出现，但该有它的时候总归是有它的道理。

Watch Creation for Movies

Some watches, like the watch in Stanley Kubrik's "2001," are designed specifically for films. Hamilton Watch Company was commissioned to make the "2001" watch, a special multi time zone timepiece for the film and the company never even considered selling the watch commercially, as it was too complicated (for the time). In 2006, Hamilton finally made a limited edition reinterpretation of this watch, 30 years after the original film. How limited was this timepiece? You guessed it, 2001 pieces.



▲ This Hamilton was created specifically for 2001: A Space Odyssey



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" ?

钟表在电影发展中功不可没。是否记得 1923 年经典无声爱情喜剧片“安全之下”中 Harold Lloyd 挂在大本钟上那一幕？

Arnold Schwarzenegger has worn Audemars Piguet watches in movies for quite some time, including "End of Days," the "Terminator" series and more. For "End of Days," Audemars Piguet created a new watch called the Royal Oak Offshore. Schwarzenegger worked with the company on the design of the watches and the company has produced several limited series of this watch.

精打细磨，只为电影？

知道大名鼎鼎的“2001 太空漫游”吧？在导演 Stanley Kubrik 神作里现身的那枚独特的多时区時計正是由汉米尔顿为影片度身定制的。就那个年代的制造技术而言，这枚宝贝的工艺过于复杂，所以汉米尔顿压

根就没考虑过量产出售。直到 2006 年，公司终于忍不住过了把“限量”瘾，在影片出炉的三十年后将这枚時計推向市场。限量数字为多少？你猜对了，正是 2001 枚。

阿诺·施瓦辛格多年来一直在戏中戴着 Audemars Piguet (爱彼) 手表，“末日浩劫”、“终结者”系列就都是爱彼家的常客。在“末日浩劫”里，爱彼专为阿诺设计了一款“皇家橡树离岸” (Royal Oak Offshore) 型手表。而阿诺当时也参与了设计，之后公司专为此系列发行过数次限量版本。



▼ Arnold Schwarzenegger wore the Audemars Piguet Royal Oak Offshore T3 Chronograph in Terminator 3: Rise of the Machines.



▲ Hamilton watches appeared prominently in the Men in Black movies

Impact on Sales

Though watch manufacturers are reluctant to say that the appearance of their product boosts sales dramatically, watch retailers do mention that an increase of interest and awareness, if not sales, occurs.

Hamilton Watch has had a host of movie tie-ins, the most successful and visible being their involvement with "Men In Black" -- where they took a classic Hamilton design and put it on the wrists of the two leads, Tommy Lee Jones and Will Smith. The result? The watch became a sales leader.

Retailers report customers coming in and asking for the watches by the name of the movie or the character, not even knowing the brand name.

Next time you're in the theater, or just watching TV at home, pay attention to the wristwatches that the characters wear. If you can barely see the wristwatch, chances are it's not a product placement. 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.

销量也“疯狂”

制造商普遍不愿透露这类产品片段是否能有力推动实际销售，但经销商确实承认顾客的好奇与认知度与此有关。汉米尔顿就是此中高手，在这类模式下我们能从许多电影里嗅出这一品牌的味道。最脍炙人口的影片就是“黑衣人”系列了，汤米·李·琼斯和威尔·史密斯两人各配一枚汉米尔顿经典造型的时计，在双星联手推动效应下，这一款式不被热卖才怪呢！

据经销商表示，顾客们进了店里直接报出电影或角色的名字，询问有没有这类手表，但其实他们甚至连什么牌子都不清楚。感兴趣的朋友今后不妨留意一下，无论是剧院里还是自家电视机前，要是你看

► The Hamilton Venture Chrono was featured in the Men in Black trilogy



不清演员佩戴的腕表，那肯定是没有这类广告了。但如果有清晰的特写，那就一定逃不了产品插播这个环节。

这些年腕表风尚不断走俏，影视业的推波助澜也会相应升级。如果你是个腕表迷，相信银幕将会是一个能让你在第一时间猎奇新款的非官方场所。

▼ Hamilton watches were featured in Men in Black 3. Photo courtesy of Columbia Pictures.





▲ Patrick Dempsey and his Jean Richard Sebring pre race

What Makes Them Tick: Patrick Dempsey, actor and competitive driver

A friend of mine explained to me how watches were put together and why they were so expensive. I started really appreciating the craftsmanship. Everything is about time when you are racing, so watches have a real meaning for me. I love the technology, the style and the aesthetics of watches.

On the set, I am painfully aware of how slow things move. I am locked in a gilded cage. We have a huge ensemble and I'll come in and do one scene then I am in my trailer waiting. When I am actually working in scene, time flies, but when I am idle, it drags like you would not believe.

Time is that precious commodity that I share between my professional life and my personal life, and I never seem to have enough of it. The older you get, especially when you have children, you see how time goes by quickly.

名星的时光感悟

帕特里克·丹普西：美国影星，赛车手。代表作品《实习生格蕾》《魔法奇缘》《变形金刚3：月黑之时》

“有个朋友曾给我科普过手表是怎么装配起来的，为什么它会卖那么贵，于是我也着了迷。那些制作技术和设计美学对我极具诱惑。我爱赛车，而速度就是时间，手表对我意义不凡。”

“闲在片场的时候，时间实在是慢得残忍，感觉自己就像被关在笼子里。一身装束准备完毕，我的戏来了，演完后又得等待。每每在戏中，时光飞一样地流逝；而在戏外，你无法相信时间有多难熬。”

“时间就像是一份珍贵的商品，由我的职业与生活共享，但总是无法让我满足。而当你有了孩子，年纪越来越老，你更会觉得它飞逝如电。”

WATCH OF THE MONTH 本月腕表之星

De Bethune DB28 Imperial Fountain

As a follow up to the successful (and sold out) DB28 Ninth Mayan Underworld project, De Bethune this year introduced the DB28 Imperial Fountain, inspired by the bronze Zodiac Animal Heads which adorned an ornate fountain in the famous Yuanming Yuan outside of Beijing, these beautiful watches feature elaborately engraved animal heads for the 12 Chinese zodiac symbols on Grand Feu enamel.

Due to looting and the ravages of time, the Yuanming Yuan is in ruins now, and only seven of the original 12 Zodiac heads have been found. The Zodiac heads are a powerful symbol and the subject of much discussion, both inside and outside of China. Recently, Chinese artist/provocateur Ai Wei Wei created his Circle of Animals (in bronze and in gold), inspired by the fountain's Animal Heads, to great international acclaim.

The repatriation of the heads to China is an important issue, and has been the reason for recent headlines -- François-Henri Pinault, the head of the French luxury group Kering, who purchased two heads from the collection of Yves Saint Laurent, returned two Zodiac sculptures of animal heads to the Chinese people in April of 2013. Today, five of the Zodiac Animal heads remain unaccounted

for, perhaps in a private collection or, heaven forbid, destroyed.

When the Imperial Fountain project began, De Bethune wanted to create something that had real meaning -- from the aspects of time, Chinese and Western culture, history and horology. The Yuan Ming Yuan fountain was the perfect choice because it combines so many things into one set of timepieces.

A completely new movement, Calibre DB 2145, was created to free the center of the dial for the engraving and the enamel work. The resulting movement uses peripheral hour and minute hands, circling the engraved zodiac head as if by magic. New techniques, such as the use of micro ball bearings and a new transmission system capable of driving the revolving disks, were developed specifically for this movement. This new movement



▲ De Bethune DB25 Imperial Fountain set

uses the De Bethune trademark Silicon/white gold balance wheel and balance-spring with flat terminal curve, as well as the company's patented triple pare-chute shock-absorbing system. The movement has 287 parts and a power reserve of six days.

"To me, the DB28 Imperial Fountain is a fascinating project that reflects the Chinese and European cultures, with many levels of meaning, all open to interpretation," says David Zanetta, co-owner, De Bethune.

瑞士DB 帝王之泉 (De Bethune DB28 Imperial Fountain)

在介绍这一系列之前，笔者略带遗憾但又必须诚实地告诉大家，“DB28 帝王之泉”目前可能只是一套让你望梅止渴的收藏级腕表。据今年巴塞尔钟表展期间DB的信息，这一限量款以每套十二枚的方式推出，目前仅仅生产了几套。

继成功的“DB28 玛雅第九层地狱”之后，瑞士DB再次挖掘古老的文化，这次把设计灵感投向中国圆明园海晏堂喷泉的十二生肖人身兽头像。在这十二枚手表中，每一枚的表盘中央都有一个生肖头像，它就镶在大明火珐琅饰板上。周围是一圈刻着中国数目字的小时刻度环，再外围则是刻有十二个窗格的圆环，每个窗格中再刻有一个生肖头像，余下窗格则以充满中国古典美的花形图案代替。

一场大火曾烧毁了堪称奇迹的圆明园，喷水池里的这十二个兽头像目前仅找回七

个，这一历史故事给予“帝王系列”无限遐想空间，使之与先前的“玛雅第九层地狱”颇为神似。“帝王之泉”项目刚开始时，DB就已确定了设计主旨：这一系列将体现中西合璧的奥妙，并通过文化、历史和钟表学多个层面来诠释它的设计精髓。

“帝王之泉”每块時計表盘中央的兽首雕刻不参与走时工作，全新的DB2145机芯专用于配合特殊的周边式分时指标设计，使小时与分钟魔法般地围绕中心兽首运转。

新机芯装配了DB标志性的矽/白金摆轮、带平面末端曲线的游丝及DB专利的三重降落伞避震系统，并由287个零件构成，提供6日动力贮存。其他新技术还包括微型滚珠轴承和一个能推动转盘的新型传动系统。

“我认为‘DB28 帝王之泉’是一件展示中国与欧洲文化的精巧之作。内涵丰富，且层层刻画得细致饱满，极具玩味，”DB股东之一David Zanetta为这一限量系列作出简明而客观的评价。

▼ De Bethune DB25 Imperial Fountain

