

# PROJECT

HARRY WINSTON TIMEPIECES EXPLORE CREATIVE EXTREMES WITH AUDACITY

# DRIVEN

CELEBRATED JEWELER TO THE STARS HARRY WINSTON IS FAMOUSLY ASSOCIATED WITH RED CARPETS, DIAMONDS AND MORE DIAMONDS, BUT IF NEW PRESIDENT AND CEO FRÉDÉRIC DE NARP GETS HIS WAY, HARRY WINSTON WILL BE KNOWN JUST AS WELL FOR ITS WATCHES.

Although a quintessentially American company based in New York City since 1932, Harry Winston also has a Swiss component, a state-of-the-art facility opened in November 2007 in Geneva, adjacent to the likes of Piaget and Vacheron Constantin and just down the road from Patek Philippe. "The Geneva facility is fantastic," says de Narp. "It embodies the modernity of the brand and is set to develop the brand in watchmaking. It sets the tone and says that Harry Winston is positioned to be stronger in the watch world. This manufacture only produces a few thousand watches right now, but we can produce many more. We will keep the most exclusive distribution, and we will expand the brand into more countries."

Is exclusivity compatible with expansion? De Narp thinks so. "We have one of the most exclusive distribution networks in the watch world," he continues. "And we want to keep it very exclusive—our rare pieces will only be in the most exclusive spaces—but there is an enormous potential for growth."



**FRÉDÉRIC DE NARP**  
Harry Winston President and CEO

BY KEITH W. STRANDBERG

HARRY WINSTON SALON, NEW YORK CITY



**“WE SEE PEOPLE COMING TO THE BRAND FOR AUTHENTICITY, LEGITIMACY AND AUDACITY IN DESIGN AND MOVEMENTS.”**

Frédéric de Narp

including François-Paul Journe, Felix Baumgartner, Christophe Claret, Antoine Preziuso, Vianney Halter, Robert Greubel and Stephen Forsey, and, for 2010, the Opus X was designed in collaboration with watchmaker Jean-François Mojon.

“The Opus project embodies innovation and audacity,” says de Narp. “This is the 10th year of Opus, and, each year, we get the chance to work with the best watchmakers in the industry, partner with the best people, reconcile different points of view and work together, which is a concept unique to Harry Winston.”

“The Opus stimulates creativity throughout the entire company,” de Narp continues. “Every employee follows the project, and it fuels everyone’s passion. The Opus program is demanding, but it helps the company tremendously. We are proud to say we are working with the world’s finest watchmakers.”

Designed partly in the US and partly in Switzerland, and then manufactured in Harry Winston’s facility, drawing on an array of Swiss specialist suppliers, the company’s timepieces offer a distinct aesthetic, unlike that of any other company. Embodying a clearly American spirit but realized by the Swiss, the designs are matchless, and the production quality and finishing is impeccable.

In addition, Harry Winston, for the past 10 years, has been dedicated to challenging the boundaries of watchmaking. From exquisite diamond jewels that tell time to the Project Z series, crafted from an aeronautical alloy, design and imagination are the hallmarks of Harry Winston timepieces. Nowhere is this more apparent than in the Opus project.

Each year, Harry Winston collaborates with a cutting-edge watchmaker to design a groundbreaking limited edition watch in its Opus series. Since 2001, the jeweler has collaborated with a who’s who of revered independent watchmakers,



Mojon, who has headed his own company, Chronode SA, since 2005, values the experience of working on Opus X very highly. No stranger to Harry Winston, he previously worked on the creation of the Harry Winston Lady Z watch. He brought the idea for the watch that would become the Opus X to Harry Winston in 2008. “I really enjoy working with the people at Harry Winston, because they know the watch industry, and they have confidence in our work. We work together on the project concept, and the rest is our responsibility, and this is a very good way to do it,” Mojon explains. His creation displays time via a system of rotating indicators mounted on a revolving frame.

Will the Opus project continue? “Definitely,” says de Narp. In addition, the timepiece division of this world-famous jeweler will continue to design and manufacture distinctive watches. At the same time, it will continue to master key parts of the watch production process and bring them in house. The goal is not to bring every function, from A to Z, into the factory; instead, it is to bring the most important and critical aspects of watchmaking under the Harry Winston umbrella.

“We see people coming to the brand for authenticity, legitimacy and audacity in design and movements,” says de Narp. “They are coming here for the innovation as well. Our watches have a specific identity that is Harry Winston, and people like the designs and the character.”

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**JEAN-FRANÇOIS MOJON**  
watchmaker