

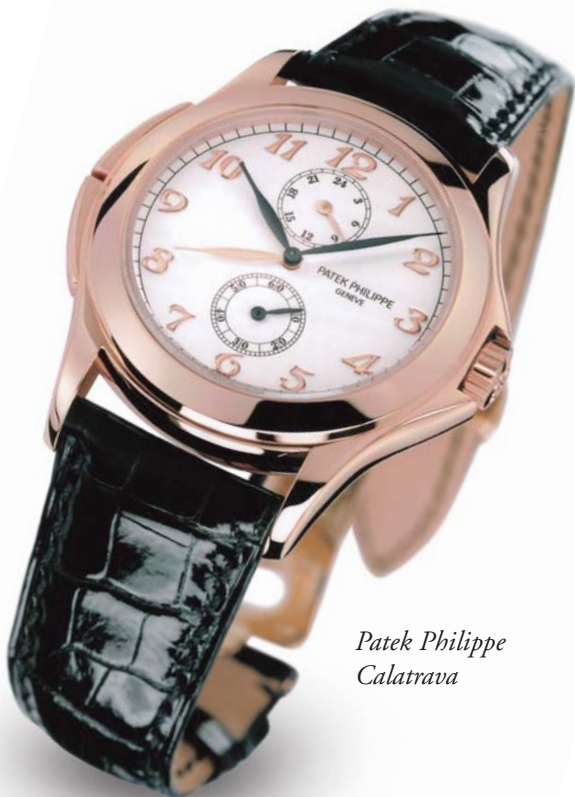
THE WHY AND WHEREFORE OF WATCHES

There is no one correct answer as to why we love watches. Some love the style, some the materials, others the complexity; still others adore the versatility of today's timepieces. Here are just a few of the reasons we love our favorite timepieces.

.....*"All that really belongs to us is time; even he who has nothing else has that."* —Baltasar Gracian

Design

Because the area of a watch is so small, designing one is extremely challenging. Creating a treasured timepiece is an amazing accomplishment and should be celebrated at every turn.



*Patek Philippe
Calatrava*



Audemars Piguet Lady Royal Oak

Beauty

Watches are beautiful. Design, attention to detail, materials, the finishing, movements, hands, case, bracelet...watches are captivating, mysterious, awe-inspiring and a pleasure to look at.

Precious Time

Owning and wearing a fine timepiece helps us remember that time is precious. We can't make more time, but we can value the time that we have and try not to waste it.

.....*"Time is the most valuable thing a man can spend."* —Theophrastus

Elegance

There's nothing quite as elegant as a dedicated dress watch. Usually understated, thin and attractive, it exudes refinement and sophistication.

Complication

If a watch can do anything more than tell the time, we are in awe and want to see how it is accomplished. Some of the most complicated watches have an amazing number of parts, and we love to be able to see them in action; even the simplest mechanical movement has more than 100 parts.



TAG Heuer Monaco V4

*"He that will not apply new remedies must expect
: new evils, for time is the greatest innovator."*

—Francis Bacon

..... Innovation

In addition to innovation in design, there is plenty of innovation in watchmaking itself. The high level of craftsmanship, incredible power reserves, beautiful sound quality of gongs, new movement technology—we are amazed by it all.



The "Men in Black" watches: the Hamilton Digital, left, and the Ventura Chrono.

*"Half our life is spent trying to find something
to do with the time we have rushed through
life trying to save."*

—Will Rogers

Control

We love chronographs. Timing events and activities or trying to beat the clock makes us feel as if we are a bit more in control of time—a grand illusion.

Cutting Edge Materials

Watch companies are always on the look out for the next great material. High-tech ceramic, meteorite, colored diamonds, titanium, Superluminova, carbon fiber, stingray straps, palladium—top makers have used all of these and more.



TAG Heuer Calibre 360 Concept Chronograph



Rado's V10K

Displays

Watch lovers know there are many different ways to read the time. Regulators, jumping hours, retrograde displays and crazy hours intrigue us.



from top—Zenith Grande Class Traveller;
Zenith Grand Class Open; Rolex Daytona.



Testing

Makers go to extremes to test their products. Temperature fluctuation, humidity, dust and dirt are just the beginning. Divers are put through water pressure tests, while sports watches are subjected to shock, vibration and impact tests. Few other products are subjected to as many tests as watches.

"Do not squander time, for that is the stuff life is made of."

—Benjamin Franklin

"Think with awe on the slow and quiet power of time."

—Friedrich von Schiller

Accuracy

Precision is what it's all about. Quartz watches keep incredibly accurate time. Radio-controlled watches, however, automatically synchronize with the atomic clock on a daily basis and are the most accurate watches available today.

Reliability

A good watch, whether mechanical or quartz, is reliable. The watch is truly a marvel of engineering, and we expect it to operate without a problem—and generally it does.

"Time is the only critic without ambition."

—John Steinbeck



.....“That was a defining moment. And when you have a defining moment, either you define the moment or the moment defines you.”

—Kevin Costner as Roy McAvoy in *Tin Cup*

Commemoration

Watches are also great ways to commemorate significant events in our lives. Having a watch that celebrates an occasion becomes a constant and lifelong reminder.

Personality

Watches are an extension of our personalities; we enjoy what our watches say about us, even if no one else gets it. We get it, and that's enough.

“Now is the watchword of the wise.”

—proverb, author unknown



clockwise from top—Patek Philippe Annual Calendar Chronograph, Ref. 5960P; Corum Baron Samedi Bubble; Jean Dunand Grande Complication.

One of a Kind

Hand-assembled watches, by their very nature, are each one of a kind. No two watches are exactly the same. Add to that the nicks and scratches that are incidental over years of wearing, and the watch becomes truly unique.

“We must not allow the clock and the calendar to blind us to the fact that each moment of life is a miracle and mystery.”

—H. G. Wells

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