

B A S E L W O R L D

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Baselworld celebrates beauty and excellence

Federal Councillor Alain Berset officially opens Baselworld 2017

Spring was in the air yesterday as Baselworld opened its doors to the world in the presence of Swiss Federal Councillor Alain Berset. René Kamm, CEO of MCH Group, said he was honoured by the Councillor's presence at the opening of "a premier global show that contributes to MCH Group's global standing." Baselworld's Managing Director Sylvie Ritter confirmed that achieving this coveted premier position is the result of "permanently reflecting a constantly changing market." She summed-up with a strong statement that perfectly

underlines the Baselworld philosophy: "The very essence of a show is to reflect the market, to meet the expectations of its various players (be they exhibitors, buyers or the media), and therefore be constantly changing. Baselworld has never been static and never will be!" Christoph Brutschin, member of the governing council of the Canton of Basel-Stadt said he was looking forward to being able to once again experience the magic of the watch and jewellery industry here in Basel. He is encouraged by the fact that the passion for the tradition of handmade, high-quality timepieces and pieces of jewellery

has occupied a permanent place in people's hearts. "It is precisely this passion that we all share here at Baselworld", added Brutschin. Councillor Alain Berset succinctly summarized the quintessential quality of the show: "At Baselworld, beauty, perfection and dedication are celebrated." Referring to the fact that few other industries are as strongly associated with Switzerland as the watchmaking industry, he said, "this watch and jewellery show represents a work ethic "without which there could be no excellence; an ethos that exemplifies our country, and not just the watch industry." Commenting on

this milestone anniversary, Councillor Berset added: "We measure thousandths of a second, but we nonetheless have a lengthy time horizon."

The cutting of the blue ribbon by Member of the Swiss Federal Council Alain Berset (4th from left) together with René Kamm, CEO MCH Group (middle), Sylvie Ritter, Managing Director Baselworld (3rd from left), Eric Bertrand, President of the Baselworld Exhibitors Committee (2nd from left), François Thiébaud, President of the Baselworld Swiss Exhibitors Committee (4th from right), Elisabeth Ackermann, Basel-Stadt Cantonal Council President (left), Joël Thüring, President of the Great Council of the Canton of Basel-Stadt (right), Christoph Brutschin, Basel-Stadt Cantonal Council Member (3rd from right), Thomas Weber, Basel-Landschaft Cantonal Council Member (2nd from right)



EDITORIAL

As President of the Exhibitors' Committee, I take great pleasure in welcoming you to Baselworld 2017. From our perspective, Baselworld resonates around the world and is of major importance for the industry as well as for Switzerland and the city of Basel.

As watch and jewellery brands and traders in precious stones and pearls, this is the show that we most eagerly anticipate all year. Only at Baselworld do we get the opportunity to showcase the fruits of our innovative and creative spirit to the most influential and eminent global retailers and media. We know from experience that our new collections and creations will be all the talk for the coming 12 months, and that the trends that are set here will reverberate around the planet. Year in and year out, Baselworld focuses on anticipating market developments, thereby supporting the watch and jewellery industry to stay one step ahead.

Eric Bertrand
President of the Baselworld Exhibitors Committee



François Thiébaud, President of Tissot

"Gold value at silver price"

Tissot's 2017 debuts reflect the innovative, sporty and accessible nature of the brand

By William George Shuster

François Thiébaud, CEO of Tissot, tells BWDN about the brand's ongoing commitment to precision and cutting-edge technologies.

BWDN: The new Tissot Ballade features a silicon balance spring, a first for Tissot. Can you share details?

François Thiébaud: Belonging to the Swatch Group, we benefit from

the expertise of industrial production companies within the Group. So we have years of experience in producing high-precision and ultra-reliable mechanical watches, which has earned us many prizes in the International Chronometry Competition. This has led us to produce the silicon balance spring, allowing for a greater precision and guaranteeing longevity.

How is that important?

It is a revolution for our price segment, using a technology only seen in high-end watches up until now. We continue to offer "gold value at silver price" so that many may afford a Tissot watch.

What are the most important debuts in terms of technique, design, and sport?

We also launch the Swissmatic movement for new models of Tissot Everytime and V8, and the new sporty 44 millimeter Tissot Gentleman line.

In design, we are proud of the Tissot T-Race Cycling for our cycling partnerships (road, track, mountain bike, BMX and Tour de France). Our new T-Touch Expert Solar has new military green and navy blue versions. Besides 20 tactile functions, they offer scratch-resistant ceramic bezels with a luminescent compass and extra-light hypoallergenic titanium cases.

> 1.0, D31

Defiantly bold

U-Boats new Chimera 46 limited edition is tough and lightweight

By William George Shuster

U-Boat's new Chimera 46 is a limited edition chronograph (888 pieces), crafted in titanium and carbon, two of the world's toughest, extremely lightweight materials. The iconic case is made of titanium grade 5. The bezel of the 46 mm watch is composed of forged carbon fibre, which is less dense than titanium but stronger. Aesthetically, it offers a marbled effect, and is satiny and soft to the touch.

Under the curved sapphire glass, the dial consists of three super-imposed discs. The bottom one is made of laser-cut fine wire

mesh in stainless steel. That allows the U-77 top Soigné chronograph movement, with black screws and rhodium plated, to be partially seen. The automatic calibre is customized to U-Boat specifications.

Between the watch's distinctive left-hand crown and crown guard, is a patented sculpted pusher. It ejects the inner-crown from its recessed position, allowing easy adjustment of date and time.

The chronograph has an additional fourth counter, in addition to the usual three, for 24 hours, marked by a little red hand.

Also new from U-Boat in 2017 is its Classico in 47 mm. "Designed for men and women with a strong personality," says the watchmaker, the stainless steel watch case has a satin hand-finish. A serial number is engraved on a small plate on the side. On its dial, in black or beige, a 'U' replaces '12'. The watch uses a U-28 automatic movement, and has a hand-finished leather strap, plus a water-repellent strap.



U-Boat Chimera 46

U-Boat Classico 47

> 1.1, B63

Six-string timepiece

Expanding its partnership with the Gibson brand, Raymond Weil launches a limited freelancer chronograph

By Carol Besler

The Swiss brand has partnered with the Gibson Guitar company to co-brand a timepiece in the freelancer collection of sports watches. The Gibson Les Paul freelancer is named for the Gibson Les Paul line of electric guitars, which honours the American country, jazz and blues guitarist. It is a limited edition of 200 pieces worldwide, with

100 of those pieces reserved for the North American market. The new watch features various elements recalling the high-end collection of the fastest growing company of the music industry and contains the automatic ETA calibre 7753, with chronograph function and date window at the 4:30 position. The power reserve amasses to 46 hours. A tachymeter

scale is featured on the bezel top ring. The Gibson logo appears at 12 o'clock where a marker would be, and just below that is the Les Paul signature as well as the Raymond Weil logo. The minute track is designed like the six strings on a guitar, with hour markers resembling frets. A motif resembling a guitar pick is featured just under the date window.

The 43.5 mm case is made from stainless steel and has a black PVD treatment. The sapphire crystal is anti-glare treated. Raymond Weil as a brand has long been dedicated to music, naming many of its collections with musical terms, such as the Tango, Maestro, or Nabucco – the title of a Verdi opera.

> 1.0, C35



Gibson
Les Paul
freelancer,
Raymond
Weil

A family tradition

Albert Riele launches a new tonneau watch

By Sabine Zwettler

A nod to the year in which the Albert Riele brand was founded, the Family 1881 collection welcomes a new member. Its classic yet fancy tonneau case is crowned by a domed sapphire crystal that has been glare-proofed on both sides. The traditional guilloché decoration on the silver-toned dial

exudes classic elegance that's further accentuated by elongated Roman numerals. Blue accents on the hands lend a touch of colour. A window at 6 o'clock displays the date. The watch is driven by an automatic movement, Sellita Calibre SW200, with an oscillating weight adorned with refined Côtes de Genève decoration. A brown leather

strap fitted with a steel folding clasp adds the final touch to this elegant timepiece, which embodies qualities that have distinguished Albert Riele watches for nearly a century and a half.

> 1.2, A87 & A83



Family 1881, Albert Riele