

CHRONOS

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A Canadian Treasure

Ralph Lauren
The Elegant Sportsman

Movado
Helps Men Help Others

U-BOAT
Chimera B&B

U-BOAT

Handcrafted,
Limited Edition Timepieces
Designs Built on Past Inspiration

by Pamela Bailey



U-Boat's 7177 Carbonio watch features a bezel ring in forged carbon for superior strength and lighter weight, is water resistant and forms one of only 199 such limited edition timepieces.

Within the rarified atmosphere of the world's truly luxurious brands, many claim to bestow prestige, personality and a unique sense of belonging. And then there are those rare creatures—brands which ooze sophistication, craftsmanship

and innovation. Whose bold, timeless designs and striking good looks act like a siren call, seizing our attention and drawing us in for a closer look.

Italy's stunning U-Boat Chimera timepieces are a perfect example of this caliber

of prestigious brand with their effortless creativity and individuality. Often a mere 300 pieces of each hand-crafted, retro-inspired design are created, such that U-Boat's Classico, Flightdeck and Thousands of Feet collections have found favor



The 7541 combines U-Boat's myriad high performance features with style and practicality to produce a stunning design that is water resistant to 1001 metres, 100 ATM.

with international celebrities including rapper R Kelly, global style-setters David and Victoria Beckham, supermodel Bar Refaeli and legendary soul musician Brian McKnight. Hollywood A-listers Tom Cruise, Nicholas Cage, Lynsey Lohan, Sylvester Stallone

and Arnold Schwarzenegger are also firm fans.

U-Boat's deeply-rooted culture of superior design, optimum quality and consistent innovation is the result of 14 years of painstaking development by the company's founder and designer

Italo Fontana, building on the large 65mm diameter watch designs commissioned in 1942 from his grandfather Ilvo for Italian Navy pilots, though never brought to fruition. On discovering the blueprints in 2000, his grandson Italo decided to inject his own

U-BOAT



U-Boat has created only 88 of its spectacular 7229 Chimera 43 design, which sparkles with 282 black diamonds hand-set on the bezel of the case, case tube screws and lugs.



The limited edition 7534 Chimera Day Date is elegance and style personified, from its two superimposed black dials and laser-cut bâton hands to its curved funé sapphire glass, patented steel crown release system and hypoallergenic, handmade alligator strap with tungsten steel buckle.

seemingly boundless creativity to move forward those original designs to create a limited edition range of the world's finest large watches. Of that initial range of 29 pieces, Arnold Schwarzenegger quickly recognized their cachet and now owns six U-Boats. Sylvester Stallone, whose collection includes four timepieces, flew to meet Italo in his private jet before commissioning a one-off, bespoke

design.

Italo Fontana grew up in the medieval town of Lucca, steeped in its proud craft traditions and generations of talented artisans. Inspired by vintage style and quality, he pays no heed to fashion or material constraints and instead consistently pushes materials to realize his creative vision.

His many innovations include black sapphire crystals, patented

crown release system, and carefully drilling small crevices in sterling silver watch cases before inserting black and brown diamonds to dramatic effect. These beautiful watches are so distinctive that they're impossible to miss, even from a significant distance.

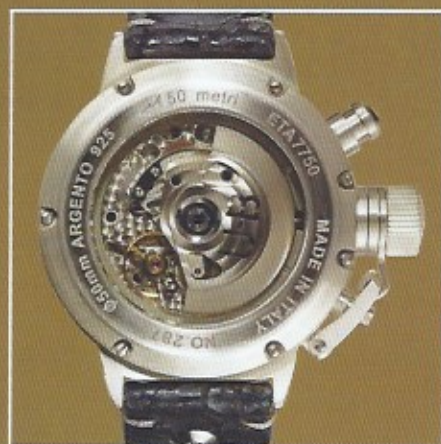
Italo Fontana is also a talented and fiercely-competitive yachtsman, pilot, race car driver and deep sea diver whose motto



U-Boat's founder and lead designer Italo Fontano is a talented yachtsman, pilot, race car driver and deep sea diver.

is "A New Dimension in Time", and his energy, innovation and commitment to excellence pervade every aspect of the U-Boat culture. He even designs each new timepiece using custom-made U-Boat pens in titanium and bronze, and there is now a mouthwateringly sleek and chic black U-Boat motorcycle.

Once experienced, a U-Boat design is never forgotten. Trademark features include the company's iconic left-hand crown and crown guard, and a patented, sculpted pusher to eject the inner crown for easy adjustment of date and time. Components including interior Swiss ETA movements and Valjoux 7750 chronographs come as standard. Respected New York-based luxury brand specialists Kenro Industries are



The Flightdeck 925 Elementium has been inspired by the altimeters used by aviators in the 1920s, and more specifically by U-Boat's founder Italo Fontana's visit to an aircraft carrier where he noticed the similarity between instrumentation used on the ship's control deck with those installed on fighter aircraft.

U-Boat's 8088 U-42 Unicum showcases beautifully the superb design, quality and artisan craftsmanship that permeates the company's very core.



U-Boat's 7433 Classico Tungsteno timepiece comes in a choice of beige or black dial with matching beige or black hands, large Arabic numbers and markers treated with superluminova.



closely involved in heightening awareness of this premium Italian brand among discerning US audiences.

The Chimera U-51 "B & B" (Black and Bronze) featured on our cover pairs custom-aged bronze with black IPB stainless steel. Bronze elements are treated with carefully-selected acids, retaining a natural patina for maximum vintage appeal. Hands have been

first painted, then discolored and finally scratched by hand, while Chimera U-51's hand-stitched Tuscan leather watchstraps have been gently distressed for similar aged appeal. Each minute detail combines to raise U-Boat timepieces into a style and quality class of their own.

And word is quickly spreading beyond the glitterati, with discerning buyers enthusiastically

descending upon U-Boat's 19 retail locations worldwide, which include the company's flagship store on Florence's famed Ponte Vecchio as well as fashionable boulevards in Moscow, Hong Kong, Singapore, Beijing, Beirut and Cannes.

U-BOAT