

# BASELWORLD DAILY NEWS

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## EDITORIAL



As the new President of the Exhibitors' Committee, I take great pride and pleasure in extending a very warm welcome to Baselworld 2016 to all of you.

Over the coming days, this friendly city will host the most important marketplace for the entire watch and jewellery industry. Just once a year, and only at Baselworld, all the key players of this industry gather to showcase innovation and creativity in new collections that will captivate the world and, no doubt, set the trends for the coming year. Baselworld resonates around the world, and is of major importance for the industry, as well as for Switzerland and the city of Basel. It is an essential date in my calendar as it represents the ideal opportunity to pay tribute to this jewel for the Swiss economy and also because it brings together the key players from around the world.

Year in and year out, Baselworld focuses on anticipating market developments, thereby helping the watch and jewellery industry to stay one step ahead. By carefully observing the market and actively listening to the brands, this show accurately reflects the current mood and needs of the industry as a whole. This is the recipe behind Baselworld's unique success as the essential meeting point for the world's watch and jewellery industry.

I invite you to enjoy all the wonders that this edition has in store for you and wish you a most successful Baselworld 2016!

ERIC BERTRAND  
PRESIDENT OF THE BASELWORLD  
EXHIBITORS' COMMITTEE

## HEARD IN BASEL

*"Baselworld is the perfect place for us to celebrate two important anniversaries: 40 years of Happy Diamonds and 20 years of Chopard Manufacture."*

KARL-FRIEDRICH SCHEUFELE,  
CO-PRESIDENT CHOPARD

## EIGHT DAYS OF BRILLIANCE BEGIN

SWISS FEDERAL COUNCILLOR SIMONETTA SOMMARUGA  
INAUGURATES THE 2016 EDITION OF THE SHOW



Traditional ribbon cutting for this year's edition of Baselworld: Federal Councillor Simonetta Sommaruga (middle) together with René Kamm, CEO MCH Group (3rd from right), Sylvie Ritter, Managing Director Baselworld (3rd from left), François Thiébaud, President of the Swiss Exhibitors' Committee (2nd from right), Eric Bertrand, President of the Baselworld Exhibitors' Committee (2nd from left), Christoph Brutschin, Member of the Government of the Canton of Basel-Stadt (right), and Thomas Weber, Member of the Government of the Canton of Basel-Landschaft (left).

Yesterday, amid bright sunshine, Swiss Federal Councillor Simonetta Sommaruga inaugurated Baselworld 2016. During the opening ceremony, Sommaruga said: "Baselworld is the world's most important watch and jewellery show and the largest display window. The Swiss watch has economic significance as well as being an ambassador for the Swiss identity, as a symbol of quality, reliability and accuracy."

René Kamm, CEO of the MCH Group, noted that: "Baselworld continues to consolidate and strengthen its leadership position year after year – this is a rare quality that needs to be highlighted." He also touched on the difficult economic situation facing the world and the industry, but emphasised his confidence in the sector, commenting:

"Where passion presides, the will to overcome challenges will always succeed. And the watch and jewellery industry has both the passion and the resilience to deal with these challenges."

Sylvie Ritter, Managing Director of Baselworld, added: "For eight days a year, Baselworld is the nerve centre for an entire industry that unites here in Basel to take the pulse of the business." She went on to demonstrate what makes Baselworld so significant with some impressive facts and figures. "No other event in the world brings together so many famous and prestigious brands; no other watch or jewellery presentation attracts 150,000 visitors from over 100 countries."

Sylvie Ritter thanked the exhibitors whose commitment is the most impor-

tant factor in the appeal of Baselworld. She added: "Thanks for your loyalty to the show and not least for continuing to deliver state-of-the-art innovations and creations that will determine the trends of tomorrow."

Basel-Stadt Cantonal Council Member, Christoph Brutschin, addressed the current challenges: "As a result of digitalisation, we currently find ourselves at the threshold of a new industrial era. This development is driving the watch industry to new innovations and new creations." Finally, Brutschin acknowledged how proud both he and the people of Basel are that Baselworld has become such an essential meeting place for the entire industry in its capacity as an unmissable forward-thinking and trend-oriented event.

FRIDAY, MARCH

# 18.

## HIGHLIGHTS

- 02 EXCEEDING EXPECTATIONS**  
Carl F. Bucherer looks back on a strong performance in 2015 and introduces a new manufacture movement, as CEO Sascha Moeri explains.
- 04 SOARING TO NEW HEIGHTS**  
Graff Diamonds, a grand name in haute joaillerie, surprises once more with grand complications. CEO François Graff gives exclusive insights.
- 10 160 YEARS OF TOP-LEVEL EXPERTISE**  
Eterna reflects on its rich history and gets ready for the future with a strong collection. CEO Robert Dreyfuss has details.
- 20 A UNIQUE BRAND DNA**  
Mido watches enjoy worldwide growth thanks to a strong collection inspired by timeless architecture. President Franz Linder has the latest.
- 24 THE POWER OF LIGHT**  
Citizen celebrates 40 years of innovative Eco-Drive technology. Toshio Tokura, President, presents the major debuts, which include an ultra-thin timepiece.

## FROM CLASSIC TO CUTTING EDGE

TISSOT DEBUTS TRADITIONAL AND SPORTY PIECES AS WELL AS A SMARTWATCH  
INTERVIEW BY WILLIAM GEORGE SHUSTER

François Thiébaud, CEO of Tissot, tells the Baselworld Daily News how "quality and precision" guide the company's past, present and future.

**BWDN: Is there a smartwatch in Tissot's future?**

François Thiébaud: Yes, and in its past. We created the first connected watch in 2005, in partnership with Microsoft, the Tissot High-T. It was for U.S. cities and provided weather, stocks, even sports results. This year, we are presenting the Tissot Smart-Touch, a new T-Touch Solar with multiple applications. It is a smartwatch that remains a watch, powered by solar energy.

**What are the other Baselworld debuts?**

In classics, we have the Le Locle Régulateur, a tribute to tradition, and the Heritage 1936, a return to the 1930s. For ladies, there is the Bella Ora, a fashionable, feminine collection, and the Bella Ora Piccola, which has more of a jewellery feel. Also new is the Le Locle Lady Automatic, a bold collection for women. In sports, as new partner of America's National Basketball Association, we have the Tissot NBA Collection, the T-Touch Expert Solar NBA Special Edition and the Tissot Quickster NBA Team Collection. There's also the T-Race MotoGP Automatic Limited edition 2016, for our partnership with MotoGP. In gold watch-

es, we have the Tissot Vintage Chronograph and Tissot Prestigious, a ladies' watch inspired by the 1920s.

**Tissot has won four prizes, including two firsts, at the International Timing Competition. Why is that important?**

The quality and precision of Tissot's watches have been recognised in competitions since the founding of the brand. These enable us to push the limits of quality and prove ourselves in a competitive market. It also shows that our motto of luxury watches at affordable prices isn't just a claim. We're very proud to win the first ever Chronograph Category with the Tissot Chemin des Tourelles. **I.O. D3I**



François Thiébaud, CEO Tissot.

FRIDAY, MARCH 18, 2016

## FOLLOW THE MOON

THE ACADEMIE HORLOGERE DES CREATEURS INDEPENDENTS PRESENTS UNIQUE HOROLOGICAL DELIGHTS

BY ELIZABETH DOERR

If you are looking for a place to see unique, imaginative, and unusual horology look no further than the Académie Horlogère des Créateurs Indépendents stand in Hall 2.0. You are certain to see things in watches here that you have never seen before.

Twelve members of the current 34 members of the grouping of independent creators lovingly known in the industry as “the Academy” are exhibiting at the common stand at Baselworld this year: Svend Andersen, Hajime Asaoka, Robert Bray, Vincent Calabrese, Konstantin Chaykin, Miki Eleta, Beat Haldimann, Frank Jutzi, Sebastian Naeschke, Rainer Nienaber, Antoine Prezioso, and Andreas Strehler as well as candidates Kim Djapri and Xu Jiabao.

Many of the new inventions revolve around moon phases – like Rainer Nienaber’s latest a watch simply called “Moon Phase.” Though he is a specialist for retrograde, this timepiece features a large moon phase indication added to base a ETA 2836-2 movement. The unusual pattern on the dial is also something that Nienaber creates himself using a milling machine to underscore the exciting interplay of light and shadow.

Andreas Strehler is the world record holder for the

most precise moon phase display in a mechanical timepiece: the Sauterelle à Lune Perpétuelle was entered into the Guinness Book of World Records in January 2015. It deviates by only one full day in 2,060,757 years. Here at Baselworld, he presents the Lune Exacte, a new wristwatch that allows the wearer to read and set this incredible complication accurately. No matter how precise this moon may mechanically be, it cannot be read off nearly as precisely.

Co-Founder Svend Andersen celebrates 20 years of the Secular Perpetual Calendar model he created in 1996 with a limited edition of 20 platinum watches with a hand-guilloché dial in platinum and his signature blue gold. Day and date are displayed on the front of the watch along with a “special” day indication; the back displays the secular calendar. Years exist within our calendar system that should by all rights be leap years, but are not because they are simply not required. These are called secular years and occur every time the first year of a century is not divisible by 400. Andersen’s Perpetual Secular Calendar takes these into account.

A clock specialist from the Black Forest, Sebastian Naeschke presents a new table clock called NT 9 whose dial is the highlight, though the 14-day power reserve of Calibre 9 beating at

one hertz (14,400 vph) is no slouch, either. Its matte-blasted and gilt base dial surrounded by a polished and screwed frame is entirely handmade, including engravings in the form of a traditional diamond pattern with flowers engraved in the crossed points. Even the numerals are finely hand-engraved. Both dials’ matte, silvery sheen is created by using the very old method of silver grainage. It is housed in a black-stained cherry wood case with gilt metal inlays.

Co-Founder Vincent Calabrese has something special up his sleeve this year: a gem-set wristwatch called Ora that delights the eye with its jumping dial. This timepiece is fully customizable. The customer can choose to use 12 identical stones or 12 different gems of varying colour, size, and quality – all of which are used to mark the hour in a decorative way underneath the dial. When the dial containing conventional hands jumps, the next gem is revealed. The customer has the choice of manual wind, automatic, or quartz movement and even the frequency at which it beats.



*Secular Perpetual Calendar, Svend Andersen.*



*Lune Exacte, Andreas Strehler.*

HALL 2.0, C15

## NEWS



**CALVIN KLEIN WATCHES + JEWELRY** – Three new timepieces join the ranks of the Calvin Klein infinite automatic. The watch, which is driven by Swiss automatic movement ETA 2824-2, is available with a stainless steel case and a metal bracelet or a leather strap. The third variant has stainless steel rose gold PVD case which boasts a chocolate brown dial and leather strap. The case has a diameter of 42 mm and features a mineral glass to reveal the movement ticking within. **I.O, D25C**

## CLASSIC STYLE WITH CONTEMPORARY DESIGN

HOUSE OF FLORRIE TIMEPIECES HAVE A GRAND ENTRANCE

BY CAROL BESLER

Debuting at the Inter City Group stand at Baselworld 2016, the House of Florrie is renowned for its beautifully designed timepieces, with each one featuring detailed hand drawn elements, complemented by a colour palette of soft feminine tones and contemporary hues and shades. The latest new model, the Isla, is an elegant 36-mm timepiece from House of Florrie’s spring/summer 2016 collection. This attractive design boasts a smooth, round-edged stainless steel case with a satin finish and gold colour plating. A clean matt white dial is detailed with intricate beaded markers and sharp, leaf-shaped polished gold colour plated hands, complete with a soft luxury tan leather strap and satin finish buckle fastening. The Isla is also available in rose gold satin finish with a white soft luxury leather strap, as well as rose gold colour and gold colour plated stainless steel mesh strap models. **I.2, B09**



*Isla, House of Florrie.*

## DOUBLY BEAUTIFUL

RADO INTRODUCES THE TRUE THINLINE SKELETON

BY SABINE ZWETTLER

As its name explicitly declares, the new True Thinline Skeleton unites two time-honoured virtues of classical watchmaking. First, this model is uncommonly slim: its black high-tech ceramic case is only 7.8 mm tall. As usual for Rado’s cases, this one too is lightweight and scratch resistant.

Second, its meticulously skeletonised and black-coated movement offers unobstructed views of the microcosm embodied by automatic Calibre ETA 2892-S2, which is, of course, likewise extraordinarily slim. The True Thinline Skeleton is produced in a limited edition of 99 models. **I.O, D25B**



*True Thinline Skeleton, Rado.*