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Westime to Open in La Jolla

Located in north San Diego, La Jolla will be home to the newest Westime store when it opens this spring. The La Jolla destination will be Westime's third boutique and will include 2,500 square feet of men's and women's watches.

"As Westime continues to grow, adding a third location in an affluent community is the natural next step," said Greg Simonian, president of Westime. Westime's other two retail stores are located in Los Angeles and Beverly Hills.



RICHARD MILLE'S FIRST AMERICAN BOUTIQUE

Richard Mille in January opened its first American boutique, located on Rodeo Drive in Beverly Hills. The 1,400-square-foot boutique is located at the apex of Via Rodeo, a cobblestone walk known for its elegant shops and blissful boutiques. The contemporary shop will incorporate natural woods, stones and leather as a backdrop for the featured timepieces including the RM 010 Automatic, RM 021 Aerodyne Tourbillon and RM 016 Flat Automatic. Additional timepieces will also be on display, including the RM027 Tourbillon, the model worn by Rafael Nadal, and the RM 011 Black Ti Flyback Chronograph.

STEPHEN GEORGE JOINS TIMEX GROUP

Timex has hired Stephen George as its new senior vice president/chief marketing officer. With experience in the fields of global marketing and product innovation, George's new position with Timex will include global marketing direction for the iconic watch brand and overseeing all marketing activity and digital media. He was previously director of global marketing operations for Samsung Electronics and held a marketing leadership position at Philips Electronics.



The Wynton Marsalis Quintet Performing at 'Night of Discovery'

Movado Group Honors 2010 Future Legend Award Recipients

The Movado Group and Derek Jeter's Turn 2 Foundation presented a "Night of Discovery," an event dedicated to raising awareness and promoting artistic expression for young adults. The event provided students from the Jeter's Leaders Program with an opportunity to see into the world of music, art and fashion.

"The Turn 2 Foundation creates and supports signature programs and activities that motivate young people

to turn away from drugs and alcohol and turn to healthy lifestyles though outlets that promote positive behavior," said Jeter. "Teaming up with Movado is a tremendous opportunity for us and we are excited that we can partner with such a world-class organization that supports our passion and commitment to excellence and the development of the future leaders of tomorrow".

The event honored its 2010 Future Legends award recipients at the School of Visual Arts with special guest including Jeter and Wynton Marsalis as well its 2010 honorees Jungyeon Roh, Will Varner and Kelley Hensing, all three of whom were outstanding students at the School of Visual Arts. Sergi Q and Katie Cole received the Future Legends awards for their accomplishments in the world of music and songwriting.