

# WATCH & JEWELRY

review

Volume 78, Number 4



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**ZODIAC**

SWISS MADE 1882



Left to right, Gerhard Loitz, technical director of Breitling, with his father, Jurgen Loitz, and brother, Michael Loitz.

## BASEL 2011

by Bertram Kalisher



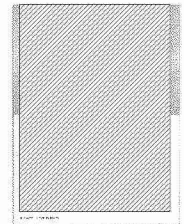
Left, René Kamm of BaselWorld and Bertram Kalisher, *Chronos* and *Watch & Jewelry Review*.

**W**hen I take photographs at the Basel Fair I always try to include prominent retailers such as Ed Bridge of Ben Bridge Jewelers and Harvey Rovinsky of Bernie Robbins Fine Jewelers.

I must admit, this year, with over 100,000 visitors spread out through seven different buildings, it was not easy and I missed a lot of important retailers.

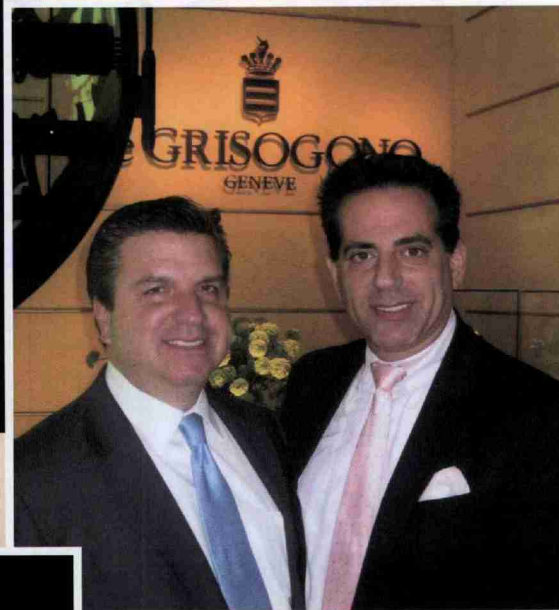
I was amazed to see many new watch companies entering the world market. One example is Christophe Claret who launched his own watch under his own name. The Christophe Claret 21 Blackjack Watch allows you to play three different casino games on the watch: blackjack, roulette and dice. The resourcefulness of such inventive watchmakers is amazing.

At this time I urge retailers to take advantage of their store windows by creating interesting themes to attract customers. You should purchase or borrow model boats, model cars, etc. and use them to create action scenarios with the matching watch category.

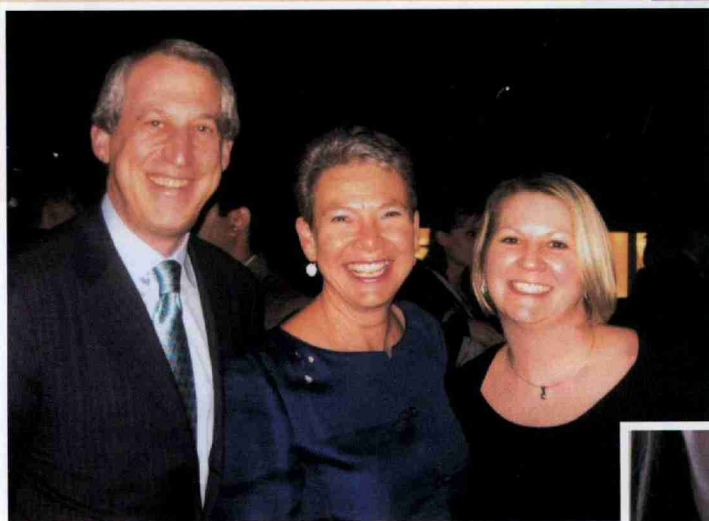




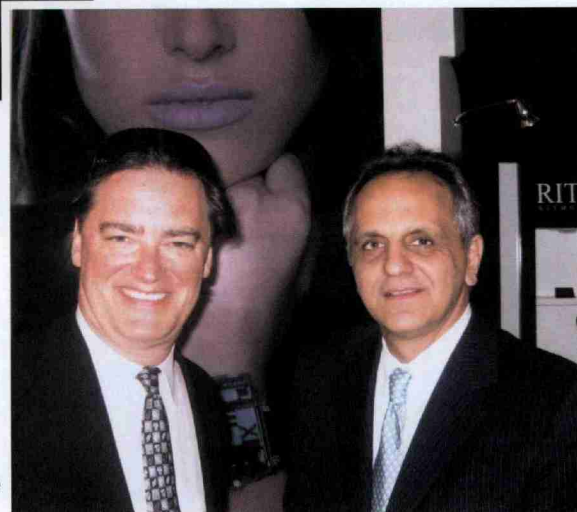
Left, Nick Linca, managing partner, and Rob Samuels, president of Provident Jewelry. The store has four Florida locations: Jupiter, West Palm Beach, Naples and Fort Meyers.



Left, Daniel Daskoicil and Giovanni Mattera, both with de Grisogono.

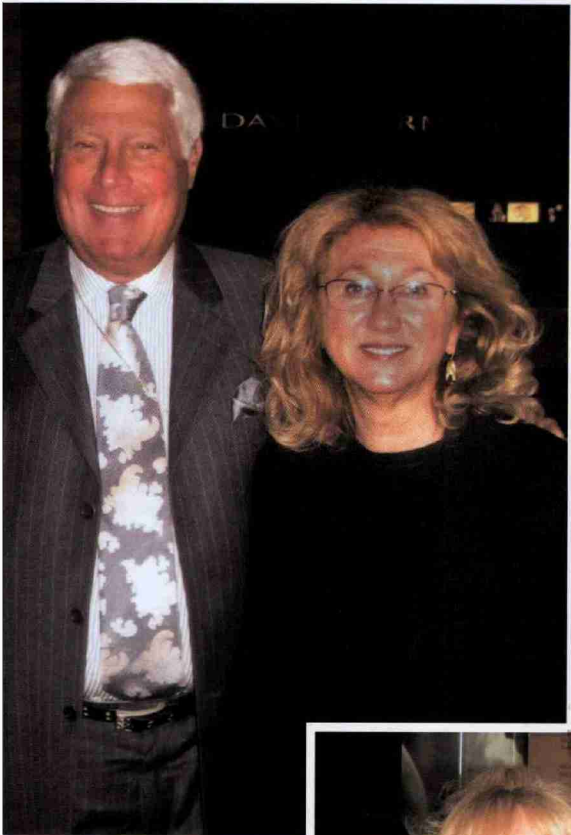


Left, to right, Ed Bridge, Pam Bridge and watch buyer Katie Jorde, all with Ben Bridge Jeweler.

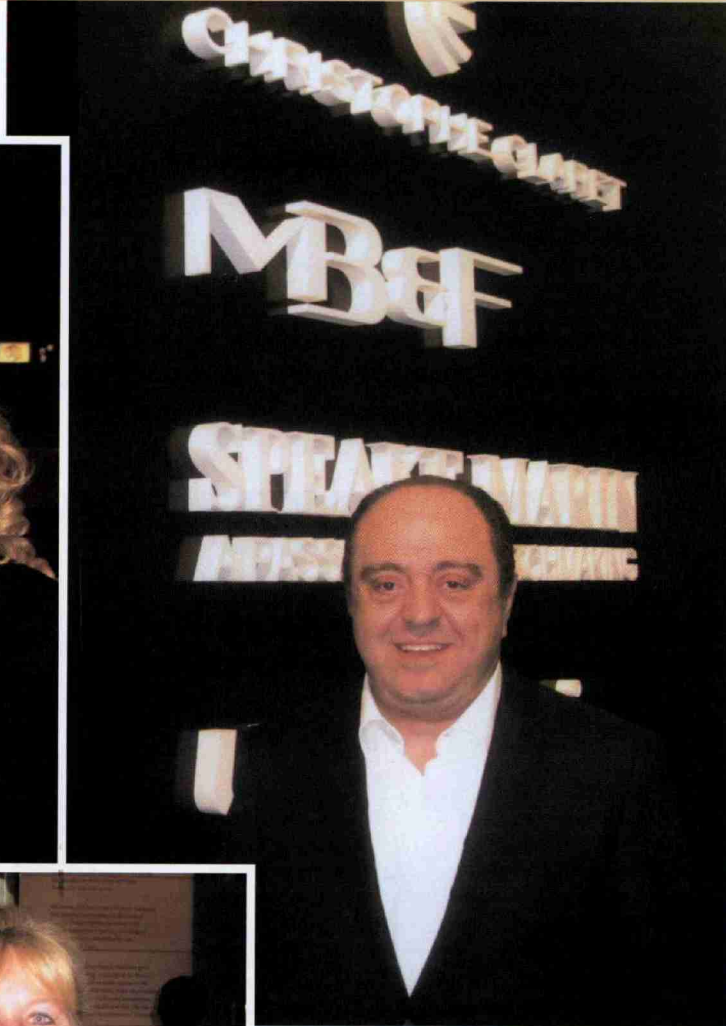


Left, Patrick Mehin of G91, Gainerie 91, creative packaging, and Ali Soltani of Ritmo Mundo.

## BASEL 2011



Left, Harvey Rovinsky of Bernie Robbins Fine Jewelers and president of the American Watch Guild with Sybil Yurman photographed at the David Yurman booth.



John Simonian of Westime Jewelers and American Watch Guild retail member.



Journalist Roberta Naas.