

WATCH

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THE WATCH MAGAZINE REDEFINED

technology Compact microstep motors drive the watch's fiber-reinforced belts with efficiency, power and accuracy.

design Rock'n'roll meets high style, and exposed mechanisms take center stage in the Devon aesthetic.

rebellion Aiming to redefine its category, the Tread 1 is a declaration of independence from watchmaking's status quo.



DEVON TREAD 1

- A. LANGE & SÖHNE
- ANTONIO PREZIUSO
- ARMAND NICOLET
- AUDEMARS PIGUET
- BALL
- BEDAT & CO.
- BELL & ROSS
- BOVET
- BREGUET
- BUBEN & ZÖRWEG
- CABESTAN
- CARL F. BUCHERER
- CHANEL
- CORUM
- DAVID ORGELL
- DEVON
- DIMIER
- EDOX
- EQUIPE
- ETERNA
- FERRARI
- FORTIS
- FP JOURNE
- GEVRL
- GREUBEL FORSEY
- GUCCI
- HAMILTON
- IWC
- JAEGER-LECOULTRE
- KRIEGER
- LEVINSON JEWELERS
- LINDE WERDELIN
- LUMINOX
- MAURICE LACROIX
- MONTBLANC
- PANERAI
- PATEK PHILIPPE
- PIAGET
- RICHARD MILLE
- RITMO
- ROMAIN JEROME
- ROGER DUBUIS
- ROLEX
- TAG HEUER
- TISSOT
- TUTIMA
- TW STEEL
- ULYSSE NARDIN
- URWERK
- VACHERON CONSTANTIN
- WEMPE
- ZENITH

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EVENT WATCH

EVENT REPORT | WHO'S DOING WHAT, WHERE AND WHY IN THE WATCH INDUSTRY



The *Plastiki* just before launching from San Francisco in March

IWC PLASTIKI

Sixty-five days after launching its Pacific voyage in March, the *Plastiki*—a 60-foot catamaran built from 12,500 recyclable plastic bottles—was en route to its final destination of Sydney, Australia, in May, having sailed 1,560 hours and 5,425 nautical miles under its own power. The project is the brainchild of Adventure Ecology founder and environmentalist David de Rothschild, who is using it to issue a global call to action and demonstrate how waste can be a resource. And de Rothschild is supported in this endeavor by IWC Schaffhausen, a watch manufacture that has been certified as a CO2-neutral company. “As a company which holds the environment dear, IWC is proud of David de Rothschild and of the fact that, with our support, he is using his adventurous voyage to provide impetus for innovative suggestions of how to solve the ecological problems of our age,” states Georges Kern, CEO of IWC. 800.432.9330, iwc.ch, theplastiki.com



IWC Ingenieur Automatic Mission Earth Edition Adventure Ecology



Limited edition Zenith El Primero Striking 10th chronograph

POLAR EXPRESS

Eighty-four years after Roald Amundsen reached the North Pole wearing a Zenith watch, Zenith was part of an expedition that revisited the planet's most northerly point when French physician and polar explorer Dr. Jean-Louis Etienne became the first person to fly solo across the North Pole alone in a balloon, and, on this venture, aimed at collecting environmental data, Etienne wore No. 001 in the limited edition Zenith El Primero Striking 10th chronograph. Climate researchers today lack scientific data from the North Pole, one of the areas most sensitive to climate change. The sea ice will not support a permanent scientific station at the North Pole, but Etienne's environmentally clean form of transport provides sufficient flight time for gathering reliable data on the amount of CO2 entering the Arctic and on Earth's magnetic field. The mission was a success in spite of encountering blizzard conditions and violent turbulence. Both Etienne and the El Primero Striking 10th landed safely in Siberia five days after taking off from Norway. 866.260.0460, zenith-watches.com



Dr. Jean-Louis Etienne

JEWEL OF A FUNDRAISER

Levinson Jewelers of Plantation, Fla., helped to raise nearly \$50,000 at the 2010 Reid and Fiorentino Call of the Game Dinner and Celebrity Golf Classic in March by donating a selection of diamond necklaces, TW Steel watches and a diamond ring, the featured prize in a mystery diamond champagne promotion. Proceeds benefited local South Florida charities Lauren's Kids and the Dade Schools Athletic Foundation. Lauren's Kids is a nonprofit organization that works to prevent the sexual abuse of minors; the Dade Schools Athletic Foundation generates private-sector support of the athletic programs of the Miami-Dade County Public School system. Honorees at the dinner included NBA champion Dwyane Wade, legendary coach Dr. Jack Ramsay and sportscaster Tony Segreto, all South Florida luminaries. The Celebrity Golf Classic took place the following day at the Fairmont Turnberry Isle Resort and Club. 954.462.8880, levinsonjewelers.com



Bill Fauerbach, Lauren Book, Dwyane Wade, Mark Levinson and Ron Book

TIME TRAVEL

Vacheron Constantin and Los Angeles retailer Westime presented an exclusive exhibition in Beverly Hills on March 11. Titled “A Journey Through Time,” this unique watchmaking display marked the first time the Swiss watchmaker has shown historical timepieces from its museum in Geneva alongside counterparts from its current collection. Hugues de Pins, president of Vacheron Constantin North America, and Greg Simonian, COO of Westime, welcomed VIP clients and friends of the brand to the showcase. Vitrites housed watches from various eras since the turn of the 19th century. Among the historical timepieces, Vacheron Constantin displayed its 1913 Chronometre Royal pocket watch alongside the Chronometre Royal reissued in 2007. Also on display was a thin 1961 wristwatch, showcased with this year's Historiques Ultra-fine 1955 and Ultra-fine 1968. The evening culminated with a raffle that awarded one guest an exclusive trip to Vacheron Constantin's manufacture in Geneva. 877.862.7555, vacheron-constantin.com, westime.com



Westime COO Greg Simonian [left] and Vacheron Constantin NA president Hugues de Pins [right] with raffle winner David Sommers and guest



Robert Downey Jr.

MARVEL-OUS WATCHES

This summer's highly anticipated sequel to the blockbuster 2008 film based on Marvel Comics' armored superhero Iron Man reunites director Jon Favreau and Oscar nominee Robert Downey Jr. Playing billionaire inventor Tony Stark, who lives and breathes innovation and technology, Downey wears three different Jaeger-LeCoultre watches in “Iron Man 2”: the Jaeger-LeCoultre AMVOX 3 Tourbillon, the Master Grand Tourbillon 1833 and the Reverso Grande 985. With Pepper Potts (Gwyneth Paltrow) and James “Rhodey” Rhodes (Don Cheadle) by his side, Stark forges alliances and confronts powerful new forces. “Jaeger-LeCoultre is thrilled to have its timepieces showcased on this wonderful character,” said Jaeger-LeCoultre CEO Jérôme Lambert in

April. “We have no doubt the film will be a fantastic success.” Lambert's prediction was on target. The film

debuted at No. 1 in box-office sales in May.

800.552.8463, jaeger-lecoultre.com



Jaeger-LeCoultre AMVOX 3 Tourbillon Platinum

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Admiral's Cup Grand Prix Corum chronograph

CHALLENGE JULIUS BAER

The Corum flag flew on Lake Geneva at the Challenge Julius Baer season opening race in early May when team Okalys-Corum competed in the Grand Prix Beau-Rivage Palace. The Swiss watch brand has long been associated with competitive sailing. Corum CEO Antonio Calce comments, "Participating in internationally renowned Swiss regattas allows us to solidify the identity of the brand. These events let us share with our markets and our customers our passion for watches and sailing." Naturally, the maker has introduced a watch in honor of the 2010 season opening. The Admiral's Cup Grand Prix Corum chronograph is a 25-piece limited edition in a 48-mm titanium case with the Grand Prix medallion on the caseback and orange details on the dial. The Okalys-Corum Decision 35 multihull catamaran was ranked second going into the opening event. The Challenge Julius Baer concludes in September with the Grand Prix Corum. 949.788.6200, corum.ch



Watch photo by Marc Ninghetto

RETURN TO RACING

Five decades after taking to the pits and paddocks of the Twelve Hours of Sebring Race as timekeeper, where he was inspired to create the Carrera collection, TAG Heuer honorary chairman Jack Heuer returned to his racing roots on April 18 at the Shanghai Grand Prix, where he watched TAG Heuer ambassadors Jenson Button and Lewis Hamilton take first and second place, respectively. Heuer spent the day inside the McLaren pit, wearing a headset linked to engineers and technicians. "My best race ever," says Heuer, commenting on the experience. "It sent me back decades, and I could feel my beginner's spirit during the whole weekend." The 78-year-old adds, "I was like a kid in a chocolate factory! I have lived Formula 1 backstage for several years, but this world has evolved so fast. This was like a totally new experience." 866.260.0460, tagheuer.com



Jack Heuer with TAG Heuer ambassadors Lewis Hamilton and Jenson Button



Jamison at the awards ceremony

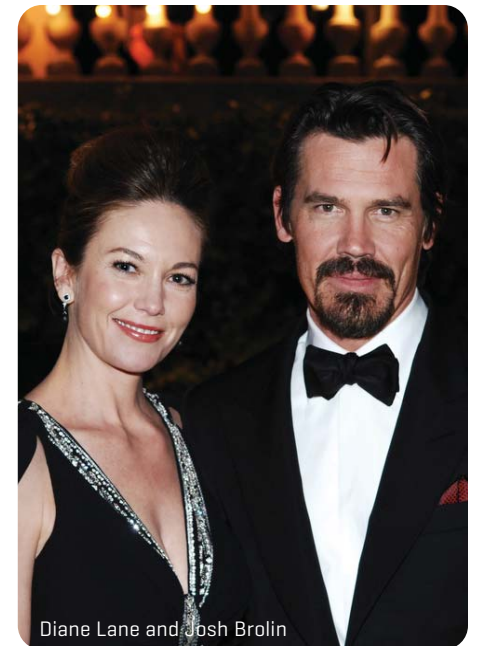
REWARDING PATRONAGE

Judith Jamison, artistic director of the Alvin Ailey American Dance Theater, was named the 2010 recipient of the Montblanc de la Culture Arts Patronage Award in a March 22 ceremony at the Joan Weill Center for Dance in New York. The celebrated dancer and choreographer was recognized for her role in asserting the primacy of the arts and using dance to educate, inspire and unite. She has brought dance to a wider audience with unprecedented global performances and innovative programs. She is also one of only a handful of women in the world to direct a major dance company. Jamison receives \$20,000 toward the project of her choice as well as a limited edition Patron of the Arts writing instrument dedicated to Queen Elizabeth I, one of history's greatest patrons. 800.995.4810, montblanc.com



LUXE ROAD TRIP

Based upon the famed Italian race from Brescia to Rome and back, the California Mille is a 1,000-mile, four-day excursion through the picturesque back roads and historical highways of Northern California. After celebrating its 20th anniversary of partnership with the Mille Miglia race in Italy in 2008, Chopard this year became the presenting sponsor of the 20th Annual California Mille. The April event featured more than 70 vintage racecars, which were exhibited in the largest free car show of its kind before the drivers embarked on their journey, starting from Nob Hill in San Francisco and concluding in Sausalito, in the San Francisco Bay. Throughout the race, drivers enjoyed lavish pit stops that included dining at world-renowned restaurants and overnighting at luxury hotels. Chopard developed the Mille Miglia chronograph collection, representing the elegance and high performance inherent in both watches and classic cars. To commemorate the California Mille 2010 event, Chopard stamped the back of the Mille Miglia Chrono Classic, available exclusively to participants in the California Mille, with the logo of the 2010 race. In addition, five watches were presented to five extraordinary entrants selected by the Mille's mechanics and crew. 800.CHOPARD, chopard.com



Diane Lane and Josh Brolin

WALL STREET MEETS CANNES

Vacheron Constantin partnered with Twentieth Century Fox to sponsor the exclusive after-party for the premiere of "Wall Street: Money Never Sleeps" at the 63rd annual Cannes Film Festival. Joining the luxury brand were the film's stars, Michael Douglas, Josh Brolin, Shia LaBeouf, Carey Mulligan and Frank Langella, as well as director Oliver Stone. Vacheron Constantin's Historique American 1921 watch appears in the film, worn by Brolin's character, Bretton James. The event, which took place immediately following the screening, was held at Chateau des Fayeres in the rolling hills outside of Cannes. Guests, including Google CEO Eric Schmidt, Ellen Barkin, Diane Lane, Bryan Lourd, Richard Lovett, supermodel Karolina Kurkova and



Mansour Ojeh, enjoyed a gorgeous evening. 877.862.7555, vacheron-constantin.com

Vacheron Constantin Historique American 1921

CELEBRATING SCORSESE

Gucci's creative director Frida Giannini and *Vanity Fair* editor Graydon Carter co-hosted the *Vanity Fair*/Gucci party in Cannes. The celebration of Martin Scorsese and the 20th anniversary of the Film Foundation followed an intimate dinner at the Hotel du Cap. Jennifer Lopez wore one-of-a-kind white gold, diamond and cognac topaz Gucci Chiodo earrings to complement her one-of-a-kind, gray Moroccan-silk Gucci dress with a dramatic pleated organza and georgette ruffle on the shoulder. 201.867.8800, gucci.com



Jennifer Lopez wearing Gucci