

A PHOSPHORESCENT PRINCE

By Eugene Trivizas

Illustration: Lambros Katsantonis

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MYTH PAVES THE WAY, science follows. Mermaids and Centaurs have always roamed the seas and woods of Mythology. Now, with the aid of biotechnology (transgenics) imaginary creatures materialize one after the other. The French Institute of Agrarian Research creates Alba, the luminous bunny that shines like a firefly, researchers at the Zoology Department of Taiwan University produce three bright, green piglets with genetic material taken from fluorescent medusas, researchers in Quebec use spider DNA to create the spider-goat hybrid, the milk of which is used for the manufacture of extra-strong fibers for bullet-proof jackets, while other inventive scientists create butterflies with different colours on each wing and puppies that will never grow to adult size.

THE FACT THAT the imagination of fairy tales precedes the findings and applications of scientific research is proven, once again, by the news that a team of scientists, who dedicated many years to decoding

the genetic material of the 'xenopus tropicalis' frog, ascertained that its DNA is 80% identical to that of human beings. I am assuming that the comparison of the 'xenopus tropicalis' frog's genetic material was made with the genes of ordinary mortals. If the comparison had been drawn with the genes of handsome princes, perhaps they would have found an even higher degree of correspondence.

NATURALLY, this does not in the least come as a surprise. All little girls know that you have but to kiss a frog, to see it transform itself into a prince, something that would not have been feasible had the genes of the two species been entirely different.

THE NEXT STEP is anticipated when the pioneers of biotechnology, by combining the genetic material of the frog, glow worm and spider, create an invincible prince who will jump hither and thither, splash and dash in lily ponds and, what is more, glow in the dark.

THE WONDERFUL

WORLD OF

ANIMALS

*The entire animal kingdom parades before us on the dials,
cases and straps of the most magical watches...*

.....

MONKEYS, BEARS, SNAKES, felines, birds, fish, even insects, embellish some of the most wonderful watches in the world. We could state that the depiction of the animals on the watches represents, for companies' women's collections, what erotic watches represent for men: that which is the most precious, the most unique, the most desired!

IF THE WATCH – in all its versions – is a game and a symbol of life, animals combine precisely these two characteristics, in the optimum manner. In all people's minds, any contact with animals is associated with a return to one's inner child, while at the same time the activities of animals give us

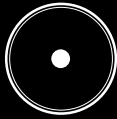
the clearest and most beautiful image of life.

EMOTIONS are always present in the animal world. Tenderness, love, but also power, fear, aggression, slyness, mystery, are expressed within fractions of a second, through the movement of a bear or the look in the eyes of a monkey!

WATCHMAKING companies have for many years been active in presenting models themed on the animal kingdom since, after all, animals have always been among the favourite subjects of jewellery, even from as early as antiquity.

EVEN IF, historically, the contribution and

intense creativity of Cartier in this domain is without precedent and the company is immeasurably ahead of the others, I will nevertheless commence with Chopard, which had given me the instigation to begin writing this article in 2010, with the presentation of its anniversary collection of jewellery and watches themed on animals. I will continue with a presentation of many other watches by various companies, culminating in a few (it would be impossible to present them all, even many hundreds of pages would not suffice for that) of the masterpieces by Cartier, while we will close the article with a selection drawn from the vast collection of everyday watches of this type.



CHOPARD

Chopard celebrated its 150th anniversary in 2010 and, to mark the occasion, its owner Caroline Scheufele had the idea of presenting the 'Animal World' collection, comprising 150 pieces in total, 15 of which are watches. Their main feature is sprightliness of movement. All representations are exceptionally realistic, a fact that means that all 15 models have already established themselves as highly significant historic timepieces. I have chosen to present four of them.

— RIGHT —

On the first watch we see a mobile monkey. It is studded with diamonds, has already stolen a mango and is trying to steal more fruit, which are symbolized by the well-known mobile diamonds of the House. The monkey is hanging from a branch, while the dial, which is made of mother-of-pearl, depicts a jungle scene. The case is made of 18K rose gold, the bezel and crown are fitted with superb-quality diamonds and the strap is made of brass-coloured satin.

— A —

The next two watches, with 18K grey gold cases, are in a completely different spirit. We have now departed from the sizzling-hot jungle and moved to frozen landscapes, habitats of the polar bear and penguin. The first is playing, moving in front of a polar landscape dominated by the frozen-over ground, which has been designed on the mother-of-pearl dial, while around it sparkle 3 mobile brillants, in the same way the sun glistens on the ice. The bezel and crown, as well as the polar bear, are adorned with diamonds and the strap is made of light-grey coloured satin.

— B —

On the model with the penguin, which is also mobile and diamond set, the mother-of-pearl dial depicts a group of penguins, in their characteristic manner of huddling together, while the bezel and crown are once again diamond-studded. The strap is made of satin, this time in black.





CHOPARD

As we already saw on the previous page, for Chopard, the collection of watches depicting the animal kingdom was of such significance, that it was selected as the main theme for its anniversary year, 2010.

The 'Owl Watch' model which, as its name suggests, represents an owl, was so important to the House that Chopard opted to nominate it in the competition for the 'Grand Prix d'Horlogerie de Genève', under the Jewellery watch category. Of course, the outcome justified Chopard's choice, since the 'Owl Watch' won the prize!

Although the watch is primarily addressed to a female audience, its dimensions are especially large (47.8x45.1x21.1mm), while its case is made of 18K white gold. Of course, it is adorned with beautiful diamonds and emeralds, which make up the highly impressive head of the bird. The timepiece will be made in only 15 numbered pieces and it disposes of two separate dials, which are in the place of the owl's eyes and offer two different time readings.

Its significantly large lugs are set with diamonds and support an elegant evening-wear satin strap. It is a timepiece that will certainly not go unnoticed.





MB & F

After the Horological Machines, to the short-lived, but equally impressive trajectory of the exceedingly creative Max Büsser in his Maison, MB&F, there arrived the ...
JWLRYMACHINE!...

The unique timepiece that you can admire in the photo, is based on the unexpected HM3 model. It enjoys the quality of the precious metals and stones, as well as of the savoir faire of Boucheron, this historical Maison de Joaillerie, because its inception, as well as its highly distinctive design, led the historical Maison to construct a veritable 'sculpture' made up of precious stones!...

The first meetings between the two creators resulted in 63 designs and, of course, the one selected was that of the owl, offering a timepiece worthy of being included in the 'Cabinet des Curiosités' of the French Maison de Joaillerie. The precious stones were used for creating the translucent feathers of the bird, through which we can see the 'heart' of the Time mechanism 'beating', since the highly distinctive rotor of the timepiece is located precisely on the part corresponding to the bird's thorax, which has been reproduced to astonishing effect! Diamonds, amethyst and sapphires in blue and purple colours in the 18K white gold edition, or diamonds, pink quartz, sapphires and tourmaline in the 18K rose gold edition, create an incredibly 'life-like' effect of the sparkle of the winged animal at night!

The overall intervention of the Boucheron House on the impressive and innovative pre-existing MB&F watch is performed on 5 plaques, which are delivered to the MB&F workshop, whereupon they are screwed onto the timepiece, at places where the thickness of the watch's materials is sufficient in order to support the screws. This solution was selected so that the diamond 'embellishment' could be easily removable in the event that the mechanical part of the timepiece needed servicing in future. The 'thorax' is covered by a monobloc amethyst or pink quartz piece.

The two dials are covered by two large cabochon-cut gems. On the lower section of the case, we find the characteristic crown, while the watch is made-to-order, thus allowing us to select the colours and precious stones. The encounter between Max Büsser of MB&F (which was founded 5 years ago) and Jean-Christophe Bédos of Boucheron (with a History spanning more than 150 years), has led to the creation of a mythical timepiece, which already constitutes a historically significant item of great collectible value.



VACHERON
CONSTANTIN

— RIGHT + A —

In 2009, Vacheron Constantin presented a unique collection, comprising 3 different models in grey, yellow or rose gold, each of which was only produced in 9 pieces. The collection of the 27 watches was designed to mark the occasion of the opening of the 3rd Vacheron Constantin Boutique in Hong Kong and, specifically, within the ultra-luxurious 1881 Heritage shopping centre. It is exclusively sold at 4 specific Vacheron Constantin Boutiques, namely the one in 1881 Heritage, in Geneva, Shanghai and Moscow.

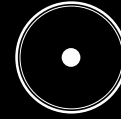
The classical case of the company is dominated by a splendidly drawn dragon, a symbol of power and positive energy for the Chinese. The dragon has been designed using a completely new and innovative technique that is an evolution and refinement of the 'Guillochage' technique. According to tradition, 'Guillochage' is used for creating a geometrical motif, based on a design of straight lines or circular shapes. In order to achieve a specific result, the technical solution of combining two pieces of machinery was necessitated. One that would draw straight lines and one that would create circular shapes! Thus, an engraving that is not geometric was achieved for the first time.

The watches are moved by the automatic Calibre 2460 SC, which we can admire through the sapphire crystal, after first opening the lid protecting the back of the case, since the watch is of a 'hunter case back' type.

— B —

An animal (and, indeed, an eponymous one) is also found in the Vacheron Constantin collector's edition themed on Alexander the Great, which has been created for the Greek market! The watch forms part of the 'Métiers d'Art' collection and its name is Alexandre Le Grand. It is a masterpiece, produced in 20 numbered pieces, of great collectible value, which gives us all indications in an array of apertures: the hour at 11 o'clock, the minutes at 1 o'clock, the day of the week (indeed, in Greek) at 7 o'clock and the date at 5 o'clock! On its incredible dial we can admire the map of the countries conquered by Alexander the Great, etched in enamel, Alexander the Great himself, made of gold, and his favourite horse, Bucephalus, also made of solid gold.





VACHERON CONSTANTIN

Faithful to François Constantin's restless spirit, roughly two centuries after the time that he brought great acclaim and success to the House, Vacheron Constantin continues to trace an uncharted path, creating timepieces that embody high aesthetic values and which we could characterise as true works of Art.

Of all the models belonging to the 'Les Métiers d'Art' collection, certainly the limited editions, which are of very high collectible value, under the name 'La symbolique des Laques', are the most prestigious. The collection was first launched in 2010 and, over the ensuing years up to 2012, the House presented one new set of three watches, in a limited edition of 20 timepieces, per year. For creating its respective 2011 limited edition, Vacheron Constantin, which is the longest-established Swiss Haute Horlogerie House, with a history dating back to 1755, chose an even older House – this time, one specialising in the Art of maki-e lacquering – namely the Japanese lacquer firm Zohiko, established in Kyoto since 1661!...

The maki-e technique constitutes the most sophisticated lacquering technique. In Japanese it means 'sprinkled picture'. It consists of creating a design by sprinkling gold or silver dust over lacquer – usually black – while it is still wet. The lacquer is derived from the sap of the lacquer tree, *Rhus verniciflua*, which originated on the high plateaus of central Asia and Tibet, but today can only be found in southern China, Vietnam and Japan.

This limited edition is named 'Kame Kaeru Koi' and it is themed on the aquatic realm, showcasing animals that symbolise longevity, luck and strength in Far Eastern cultures. The three timepieces making up the 2011 set are 'Carp and Waterfall' [photo A], 'Frog and Hydrangea' [photo B] and 'Turtle and Lotus' [photo C]. All of them are powered by an ultra-thin (1.64mm) mechanical hand-wound movement, which is an open-worked, 18K gold, ruthenium-coated, skeletonized Calibre 1003, developed and manufactured by Vacheron Constantin and stamped with the Geneva Seal. The 40mm-diameter case is available in 18K white or rose 4N gold.

In Japanese culture, the turtle is a symbol of longevity, while the way it moves is aptly seen as representing patience and authority. Moreover, the pattern on its shell is considered a sign of good luck.

The frog is a symbol of returning. Its name, kaeru, means 'return' in Japanese. It is also widely recognised for its faithfulness. It is associated with prosperity and, in the event it decides to dwell in your garden, it is believed to safeguard you against danger and bad luck. The carp is a symbol of perseverance and it is also well known for its courage and determination, thus standing for success and good fortune.

VACHERON CONSTANTIN

The three timepieces featured on this page also form part of the 'Métiers d'Art' collection and, under the name 'Les Univers Infinis', bring to life wonderful artistic crafts from another time: engraving, enamelling, gemsetting and guilloché work. All three watches of the collection are inspired by the work of Dutch artist Maurits Cornelis Escher and are powered by the Calibre 2460 mechanical self-winding movement, entirely developed and crafted by Vacheron Constantin, stamped with the famous Geneva Seal. The dials of the timepieces in the collection are characterised by a sense of geometry, while the designs have been masterfully set, thus establishing both a harmonious result in terms of colour tones, as well as achieving an overall balance between both elements, with none of the two overshadowing the other. All three models in the collection are housed in a 40mm-diameter, round case made of 18K white gold and are produced in a limited edition of 20 each. The hollowed hands are also distinctive, allowing a better view of the masterfully rendered dials.

- RIGHT -

Dove Watch: engraving, champlevé enamelling, guilloché work and gemsetting inspired by a drawing by Maurits Cornelis Escher; the dial of the Dove watch features a depiction of doves in flight, while one of the doves is adorned with 38 diamonds. The consecutive labour of four highly specialised and experienced artisans is necessitated for the creation of the dial and the life-like exceptional result. It is especially exceedingly difficult and rare for an enamelled piece to be guilloché-worked in its final phase.

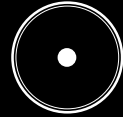
- A -

The guilloché work and cloisonné enamelling in the fish watch are also inspired by a work by Maurits Cornelis Escher. Most of the guilloché-worked forms are a tenth of a millimetre in size, while at the same time special emphasis is also placed on artistic rendering.

- B -

Before writing this piece of information, I have verified its accuracy: starfish are indeed animals, namely echinoderms, belonging to the class of Asteroidea, so the presentation of the third watch of the 'Les Univers Infinis' collection is rightfully included in this article. The Shell and Starfish timepiece is the beautiful result of the engraving and champlevé enamelling artistic crafts and it also owes its existence to the work of Maurits Cornelis Escher.





HARRY WINSTON

An Haute Joaillerie House unquestionably uses the most timeless and interesting luxury materials in its creations.

A top Haute Joaillerie House, however, transforms all materials touched by its magic wand into precious ones.

At the 2012 BaselWorld, Harry Winston brought back to the foreground the old art of feather-making, which was very popular in the past, as kings, knights, and the nobility wore clothing and crowns decorated with feathers. This very difficult work was undertaken by Nelly Saunier, one of the very rare artists of this art and the material was ethically sourced. The feathers were carefully collected from birds raised for this purpose.

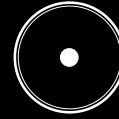
Every dial is different and is a reference to works of art from the 16th century, while the creator chose the feathers very carefully, fit them into the design by altering their size and shape, and finally placed and secured them on the dial, taking care to have given them the most impressive appearance possible.

The silvered dial symbolises refinement and delicacy, the black and white is absolute elegance, the deep blue represents mystery, while the designs with the peacock feathers express femininity and sophistication...

The Premier Feathers collection also pays homage to Cluster, which is one of the most original manners to set diamonds in the company's jewels.

This is surely a watch that comprises many of the important elements that constitute the DNA of the great, historic House of Harry Winston: exceptional aesthetics, passion for the métiers d'art and, of course, an insistence on conserving and disseminating the traditional techniques of great value.

And all the above is contained in a wonderful case, that of the Premier collection, which has truly developed its most important characteristics for this occasion, offering a watch that is superb in all its details.



BOUCHERON

— LEFT —

The watch shown in the photograph constitutes an evolution of the Boucheron watches we came across in previous pages. However, this watch is equipped with one of the most important watch-movements in the world, while its hawk 'embracing' the entire watch is embellished with a large number of precious stones.

Constant Girard-Perregaux caused a stir at the Paris Exhibition ('Exposition Universelle') of 1889, with one of the most significant watches of all times, the heavenly Tourbillon Sous Trois Ponts d'Or, thanks to which it won the gold medal. In the same year and at the same Exhibition, the great French Haute Joaillerie company of Place Vendôme, Boucheron, also won the gold medal in the jewellery category. In our time, the two companies began their collaboration in 2007, presenting unique watches that fuse their knowledge and quality. The model in the photo is the Ladyhawk (named after Richard Donner's cinematographic film by the same name, which is set in a Medieval atmosphere and was shown in 1985, based on the romantic tale titled 'The Wolf and the Hawk').

Around its case that hosts the exquisite movement, Boucheron has crafted an exceptional hawk made of white gold and adorned with white, yellow and pink diamonds, as well as rubies, of a total weight of 25.3ct.

VAN CLEEF & ARPELS

— BOTTOM —

Van Cleef & Arpels, the historical Haute Joaillerie and Haute Horlogerie House, also of Place Vendôme, finds an outlet for expressing its sensitivity and discretion through creatively tapping into the animal world. A small, discreet butterfly at the lower right section of the dial, forms part of the Lady Arpels collection and is produced to suit all tastes, in all three classical case shapes, namely round, parallelogram and cushion-shaped (tonneau). The bezel is available in editions both with or without diamonds. The model is titled 'Butterfly'.



VAN CLEEF & ARPELS

The historical Haute Joaillerie House of Van Cleef & Arpels ranks among the most prestigious Houses of the sector, which are counted on the fingers of one hand. This fact, of course, endows it with the most important assets characterising such a renowned House, namely its boundless technical expertise and know-how in a plethora of rare areas of specialisation. It possesses remarkable creativity, as well as mastery in the use of very precious and rare gems and metals.

Moreover, in recent years the Haute Joaillerie and Haute Horlogerie collections of the luxury brand of Place Vendôme are characterised by their, unique to the sector, poetic quality.

One of the most important new collections of the House is the Palais de la Chance, which comprises exquisite Haute Joaillerie and Haute Horlogerie pieces. The Van Cleef & Arpels House lifts its gaze up to the sky and, in the framework of this collection, uses in its creations symbols of good fortune: the peacock, the male deer (stag), the beetle, the magpie, the ladybird, the shooting star, the unicorn and the four-leaf clover.

- A -

The Lady Arpels Coccinelle timepiece bears the automatic 830P movement and is housed in a daintier, 38mm-diameter case made of white gold. It is set with 54 diamonds (2.5ct in total), while its dial has been rendered using the gold engraving and *champlevé* enamel techniques.

- B -

The Lady Arpels Libellule model, also housed in a 38mm-diameter white gold case set with 54 round diamonds (2.5ct in total) and has a dial rendered using the gold engraving and *champlevé* and *paillonné* enamel techniques set with 29 diamonds (0.3ct in total). It is also powered by the 830P automatic movement.

- C -

The Lady Arpels Martin Pêcheur model is also housed in a 38mm-diameter white gold case set with 54 round diamonds (2.5ct in total), while its dial has been rendered using the gold engraving, sculpting and translucent *champlevé* enamel techniques and is set with 44 diamonds (0.2ct in total). It is powered by the 830P automatic movement.





A



B



C



D

VAN CLEEF & ARPELS

- A -

The Midnight Tourbillon Paon model is also housed in a 42mm-diameter case, which is however made of white gold. The techniques of gold engraving and translucent champlevé enamel have been used on its dial, while it is also set with a selection of gems.

- B -

The Midnight Paon model also bears the automatic 800P movement and is housed in a 42mm-diameter case, but this time in rose gold. Its dial depicts an impressive peacock, in shimmering colours, rendered using the gold engraving and champlevé enamel techniques.

- C -

The Midnight Cerf model, bears the automatic 800P movement, while it is housed in a 42mm-diameter rose gold case. The techniques of gold engraving, gold sculpting, onyx engraving and paillonné enamel have been used in its creation. In the centre of its ornately decorated dial, it depicts a stag carved from black onyx.

- D -

The Midnight Pies model also bears the automatic 800P movement and is housed in a 42mm-diameter case, but this time made of white gold. Its dial depicts two magpies on the branches of a tree and has been engraved with the techniques of mother-of-pearl marquetry, gold engraving and translucent and champlevé enamel.





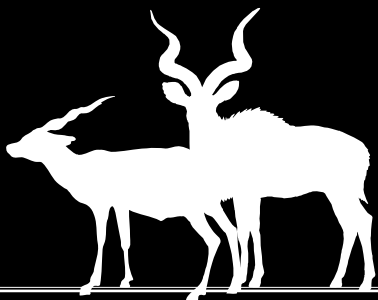
ULYSSE NARDIN

— RIGHT —

The Safari Jaquemarts Minute Repeater model by Ulysse Nardin belongs to the company's extensive family of watches endowed with Minute Repeater mechanisms with Jaquemarts. It constitutes an evolution of the impressive Jungle model, with a unique innovation: its dial consists of two separate enamel parts, of the 'cloisonné' type, a fact which endows the watch with an incredible three-dimensional aspect, allowing us to glimpse a little fish inside the mouth of a crocodile! By activating the mechanism that rings the hours, quarters and minutes, the lion begins moving towards the monkey, while the latter starts swaying to and fro hanging from its branch! The watch forms part of a collector's edition of 50 pieces in rose gold and 50 pieces in platinum and most certainly represents a unique acquisition.

— BOTTOM —

On the Ulysse Nardin Jaquemarts Minute Repeater Circus Aventurine, incredible things can be seen happening: when we activate the mechanism that gives an audio announcement of the time, the monkey starts attempting to steal the balls from the clown, while at the same time we hear the ringing of the hours. When the watch starts ringing the quarters of the hour, the animal tamer starts approaching the tiger, brandishing his whip. Immediately afterwards, the tiger stretches out its limb while we simultaneously hear the watch ringing out the minutes of the hour. The procedure culminates with the movement of the bear. All this in 30 unique pieces made of white gold, with the miniature figures in gold moving on an Aventurine dial, the impressive semi-translucent crystal with the characteristic faint sparkle.





ZADORA

There are not many people who know of Zadora company and yet, nevertheless, as you can see, it deserves its very own place in our article on watches related to animals. Andreas von Zadora Gerlof is an important artist in the sphere of jewellery making, whom some have baptized the 'American Fabergé'!

During recent years, he has been presenting collections of very impressive watches themed on animals. All the watches in his collection belong to the category known as 'tact watches'. This designation has existed for a very long time and it was favoured by Abraham-Louis Breguet, who created quite a few watches in this category. As for our age, these exceptional watches are only to be found in the collections of Svend Andersen and of Alain Silberstein. This specific watch category was named after the fact that we do not read the time directly from the dial with its conventional watch hands, but on the lower part of the case, where there is an aperture specifically-designed for this purpose. Thus, one can check the time during a dinner gathering or at a meeting, without appearing rude.

All the watches of the collection have some standard features in common, such as Roman numerals, time indication with a triangular yellow diamond, open cover on the back of the case, in order to allow us to marvel at its movement and, of course, the very impressive straps made of stingray skin!

— LEFT —

The watch in the photo is named Dragonfly Timepiece and it is made of white gold. The eyes of the flying dragon are made of pink rubelite, while the ensemble is adorned with diamonds and pink sapphires.



ZADORA

— A —

Yellow gold for the impressive Coral Snakes Timepiece model. One snake is decorated with white and pink diamonds, while its eyes are made of green tsavorite. The other one is adorned with blue sapphires, white diamonds and green tsavorites, while its eyes are purple sapphires.

— B —

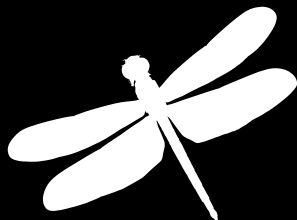
A tropical fish, which surely for all of us is reminiscent of Nemo, the hero of the children's film, is the overarching feature of this spectacular model, the Tropical Fish Timepiece. It is made of yellow gold, while the fish and the background of the sea have been rendered in vivid colours through the technique of enamel. The details have been created using white, yellow and pink diamonds. Six rose-cut diamonds represent the bubbles coming out of the fish's mouth!

— C —

Black and white diamonds for the leopard made of white gold, which has emeralds for eyes and is lying on a piece of wood made of yellow gold. The name of the model is Leopard Timepiece.

— D —

Among the most unique and impressive watches of the Zadora collection is the Minute Bees Timepiece model. It is adorned with three bees made of yellow gold, which are decorated with white and yellow diamonds. Their eyes are made of sapphires. The representation of the honeycomb, in mother-of-pearl, is also of great beauty.



A



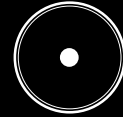
B



C



D



BOUCHERON

- TOP LEFT -

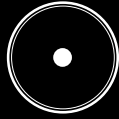
The first frog of this editorial is a bit... loony!
It forms part of the Boucheron collection, which was also unveiled on the occasion of the commemoration of its 150-year History, in celebration of which it presented numerous distinctive watches. The model belongs to the Ronde collection (a name it was given due to the round shape of the cases of its watches), while its name is Crazy Jungle Frog.

On its dial adorned with sapphires, diamonds, rubies and tsavorites, we can admire an impressive and playful frog which, in this edition, also extends onto the case, which is made of white gold. There are also editions of this watch with fewer precious stones. Its strap is made of stingray skin in bright pink.

- BOTTOM LEFT -

Another, even more precious timepiece of the Boucheron collection dedicated to animals and, specifically, to the frog. The Tourbillon Grenouille, as its name also attests to, bears a tourbillon movement, while its distinguishing feature is its depiction of a frog. The frog, as well as the flower, are adorned with a plethora of gems, specifically diamonds, sapphires, rubies and tsavorites. Its case is made of white gold, while its strap is made of stingray skin which, as you know, has a high degree of water resistance.





MB & F

Maximilian Büsser is one of the people who have changed the field of Haute Horlogerie in recent years. From the very outset, at the time that he began creating the Opus collection for Harry Winston, in collaboration with some of the biggest watchmakers in the world, one could discern a 'playful' mood. A childish innocence (in the good sense of the word, of course). This mood became more apparent when he established his company, MB&F, whereupon he placed photographs of its entire team as children on the company site, wishing to emphasize that the child's spirit will be the guiding principle in the creation of this collection. Namely, it would be permeated by curiosity, experimentation and humour.

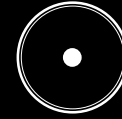
The watch shown in the photo corroborates the above in the best possible manner. His company periodically presents some of its watches in themed collector's editions, which were first released in the summer of 2009 with the HM2, in collaboration with the artist Sage Vaughn. This was a unique piece that will be presented later in this article, since it has a butterfly. This was followed up by the exquisite HM2 Black Box, in collaboration with Alain Silberstein, while unveiling the highly impressive HM3 Frog in 2010. The HM3 model is a car watch, since it offers a peculiar manner of reading the time that can easily be achieved with one's hands on the wheel. Its two round dials, which are in the bottom section of the watch and on which we can read, on the one the hour and on the other the minutes, have been transformed into frog eyes, while the two conventional sapphire crystals have been replaced by two hemispheric sapphire crystals, which are reminiscent of the amphibian's eyes. In Nature, the frog's eyes facilitate it in looking in all directions without having to turn its head. In the MB&F watch, we can just as easily ascertain the hour and the minutes, since they are encased in an aluminium cone.

The implementation of the idea necessitated a lot of effort, since the hour indication on the standard model is on a 24-hour basis, whereas in the HM3 Frog it is on a 12-hour basis. For this reason, the entire mechanism regulating the hours, as well as the date, had to be modified, since the latter is connected to the hour indication. Moreover, the construction of the two sapphire crystals also presented difficulties, since even the minutest discrepancy in the thickness of the crystal would have transformed it into a magnifying lens! The watch is available in a case made of 5-degree titanium, with a blue rotor, whereas it is also available in a collector's edition of 12 numbered watches, with a black titanium case and green rotor.

— A —

In 2012, MB&F presented the HM3 Poison Dart Frog limited edition of 10 pieces available exclusively at The Hour Glass and featuring a black PVD-coated zirconium case, 22K gold rotor and 18K yellow gold screws. The bright colours of this species of frog constitute a warning as to how venomous it is.





MB & F

— LEFT —

We admired the second masterpiece of Max Büsser, the Horological Machine 2 he created for MB&F company in the summer of 2009 in one unique piece, which was specially made for the charitable auction of Patrizzi & Co, Only Watch! and designed by Sage Vaughn, visual artist from Los Angeles. His intervention also includes a gorgeous butterfly in the lower section of the watch, which rests on the bridge of the movement and is made of 21K blue gold. It symbolizes innocence and hope.

VULCAIN

— A —

In 2008 on the occasion of its 150th anniversary, and in the framework of its Vulcanova collection, Vulcain presented a parallelogram-shaped watch, on the mother-of-pearl dial of which there are two very beautiful butterflies playing with one another, which is a reference to the respective Chinese tale. The name of the model is Butterfly Lovers and it has been produced in a limited edition of 150 numbered pieces.

LINDE WERDELIN

— B + C —

Linde Werdelin company included a totally innovative edition of its Octopus model into its 2010 collection. On the watch case we see etched, using the tattoo method, an octopus! The design of the octopus was made by the top Danish tattoo artist, Henning Jensen.

The creation of the design was made with the use of a complicated etching apparatus that has 5 axes and it was exceptionally difficult, since the design extends on all 18 parts of the metal that constitutes the case, while it also spreads onto the case back. This watch represents the first encounter between the two historic art forms, namely the 500-year Art of Haute Horlogerie and the 5,000-year Art of the Tattoo.

The watch is water-resistant up to depths of 1,111 metres and its watch hands bear a design in the shape of the imprint of an octopus tentacle, in a very bright and shockingly-tinted colour, while the same material is also used in the Arabic numerals and indexes. A respective Reef model for providing the necessary indications during scuba-diving has also been embellished using the tattoo method and bears the design of a shark.





CHOPARD

Perhaps most people consider Chopard a great House of Haute Joaillerie which has also begun presenting a wide-ranging watch collection in recent years. And yet! The truth is quite the opposite. Louis-Ulysse Chopard founded his House in Sonvilier, Switzerland, in 1860 which, for nearly a century, distinguished himself in the high-precision timepiece manufacturing sector.

In 1963, the House was acquired by a successful jewellery maker, Karl Scheufele, who gave it a new lease of life. His two children, Caroline and Karl-Friedrich, made a decisive contribution to the success of the House. They proved to be exceedingly creative and managed, together with their parents, to raise Chopard to the very pinnacle of success in both sectors, that of Haute Joaillerie as well as that of Haute Horlogerie.

Thus, Chopard's first piece of jewellery was designed in 1976 by Caroline, when she first began working for the family business. This creation was the famous clown. The highly successful mobile diamonds that were initially introduced through the Happy Diamonds collection and which later also characterised the Happy Sport collection, were also her idea.

The Happy Fish models were first launched about 10 years ago and have undergone a plethora of impressive versions. Two new models were unveiled in 2012, housing three mobile little clown fish crafted in 18K rose or white gold and set with yellow sapphires, tsavorites, rubies and onyxes in their dial, which is painted in blue ocean tones, depicting the bustle of a lively coral reef. The crown is set with a blue sapphire.

The 36mm-diameter case is available in steel or 18K rose gold with a bezel set with diamonds, while the watch is powered by a quartz movement and is rounded by a strap in blue satin.



ROLEX

- RIGHT -

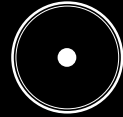
Rolex is accustomed to causing a stir, even with its consistency and timelessness, and it does not need to resort to watches that no one would expect from the No 1 of the Horlogerie sector. Nevertheless, there was a rare exception to this in 2004, when Rolex presented a watch, an impressive edition of the very important and successful model Perpetual Cosmograph Daytona, which was intensely talked about and became yet another collector's and highly sought-after Rolex. The dominant element of the watch was an imprint reminiscent of leopard skin! The watch has the classical 40mm diameter of the model, which has, for years, constituted a frame of reference, a yellow gold case studded with 48 diamonds, a bezel adorned with 36 baguette-cut sapphires in a cognac-colour, as well as 8 large diamonds on the hour indexes. The imprint, which is the reason that I have included this watch in this article, extends from the dial all the way to the strap.

BVLGARI

- BOTTOM -

The Serpenti by Bvlgari is constantly being renewed with the addition of new models. The watch-bracelet that resembles a snake, which coils itself once or twice around a lady's wrist, has a twofold value for the great Joaillier of Italy: on the one hand, the symbolism associated with the snake, which was a favourite theme of the Greek, by origin, jewellery-maker, from his very first steps in the sector and a symbol of eternal youth and immortality and, on the other, its manufacture attests to the high degree of technical expertise of the company, since, in essence, the base of the watch is a Tubogas bracelet. The creation of the Tubogas bracelets commenced in the 50s and necessitates up to 5 metres of metal wire (of steel or rose gold, according to the edition). There are many optional features, even on the steel model, while the rose-gold model is also available in a specially customized made-to-order edition, offering the option of selecting from countless combinations of materials and precious stones.





HUBLOT

Offering a different image amidst the other models of the Hublot collection, the Léopard model was unveiled at the 2011 BaselWorld and literally 'stole the show', since for the first time the House opted to reproduce a classical – but equally modern – motif, which is always, to a greater or lesser degree, in fashion.

In the fabulous colour hues of the leopard's skin, the timepiece in the photo is addressed to Hublot's feminine audience and is available in two editions.

The first one retains the classical 'warm' tones of the animal print, while the second one 'plays' with the contrast between white and black.

The timepiece's movement activates the automatic chronograph, while the beauty of the timepiece and striking design 'rivets' the eyes of everyone around us, on us...

Its bezel is adorned with exquisite baguette-cut precious stones.





HUBLOT

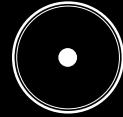
The watchmaking House which created a plethora of trends these last years, is committed to fashion for women and to conquering the most refined public in the world...

After the success of the Leopard Bang in 2011, Hublot remains in... the jungle and refers to another frightening wild animal, but one very much loved by women particularly this year, the boa.

The snake is the favourite printed design for products in 2012 shoes, bags, clothing, underwear, sunglasses, they all want it and it makes sense. It is glamorous, sexy, as well as very feminine. Hublot also adopts it and offers two versions, both equally refined, in a different case material (steel and 18K red gold, respectively), one brown and the other one green.

Decorated with semi-precious stones (andalusites and tsavorites) together with 8 small diamonds crimped on the dial, the Boa Bang is already a sexy and glamorous fashion accessory that is not to be missed.





BOVET

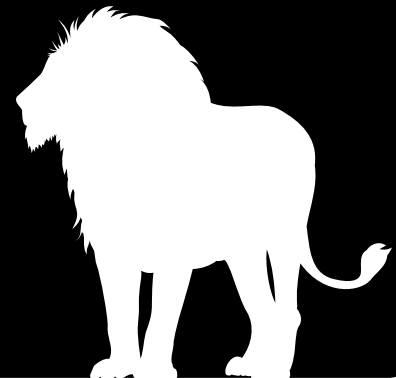
The Bovet Fleurier House also has an important history in the creation of very impressive dials adorned with miniature paintings in mother-of-pearl. Its collection includes three unique pieces themed on animals. All three have a case in a shape which, like in all watches of the brand, constitutes an allusion to pocket watches. Moreover, all three watches have serpentine-shaped watch hands.

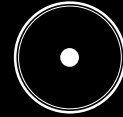
— LEFT —

The first watch of the collection has a 39mm-diameter case, partially set with diamonds, while it is equipped with a quartz movement. In the centre of the dial we admire a peacock, the bird which, in ancient Greece, was the symbol of eternity and the favourite animal of the Goddess Hera.

— BOTTOM —

The other two watches have a Minute Repeater mechanism, which means that upon activation of the lever on the left side of the case, we can hear the hours, quarters of the hour and minutes, via two hammers striking against a piece of metal. The diameter of their case is 44mm. Their dials in black mother-of-pearl are dominated by a black tiger, on the one, and by a leopard, on the other. The detail and life-like quality of the paintings are exemplary.





HERMÈS

Although most people only know of the understated watches by Hermès, this top luxury-goods French House has a long history in the field of Swiss Haute Horlogerie, as well as having created many special watches. In its laboratories, specially-trained artisans implement numerous techniques for adorning watches, while faithfully adhering to traditional practices: 'émail grand feu', painted miniatures on enamel, painting on mother-of-pearl, etching, engraving, 'cloisonné', 'champlevé', 'paillonné'. All watches are unique and equipped with the company's automatic mechanism, the H 1928.

- LEFT -

The Arceau émail petits chevaux model has a very beautiful dial adorned with a multitude of horse heads, which has been inspired by the design on one of the company's ties created by Philippe Mouquet. The 'émail' and 'champlevé' techniques were used in its creation.

- A -

The very beautiful dial of the Cape Cod émail Quatriges model has been created using the 'cloisonné' technique and was inspired by a scarf designed by Pierre Péron.

- B -

The result of the 'paillonné' technique, the Arceau émail Cheval de Légende watch has been inspired by a scarf designed by Benoît Pierre Emery.

- C -

The dial of the Hermès pocket watch, the Arceau poche, has been engraved using a specialized technique for engraving on mother-of-pearl that has previously been glued onto fossilized wood. Any mistake is fatal. The design is by Alfred de Dreux.



HERMÈS

Once again, another model housed in the exquisite and characteristic case of the Arceau collection which, we must not forget, is indelibly associated with the equestrian world. In the case of the Arceau Pocket Amazones timepiece, the ultimate masculine look of pocket watches, which is highlighted through the use of the hand-sewn alligator strap replacing the chain (generally used in this type of watch), is ingeniously complemented by the dainty image of the two mounted elegant female figures.

Their clothing is reminiscent of the equestrian ambiance of the 19th century, while even the minutest details of the coat of the horses and that of the horsewomen are in perfect harmony with the impeccable image of the Maison Hermès, renowned for its masterful creations.

The watch's dial, inspired by a tie pattern designed by Henri d'Origny, has been rendered using the hand-crafted grand feu enamelling technique (that can only be worked by a master-enameller, by firing the enamelled miniature paintings at temperatures of around 800°C, where even the smallest mistake is fatal), along with the paillonné (spangled) technique.

The 43mm-diameter 18K rose gold case houses the mechanical self-winding Calibre H1928 movement, which bears an exclusive Hermès decorative motif (H symbols) and is powered by a gold oscillating weight. The movement is engraved with the 'Pièce unique' indication.

In a very special, beautiful red background, a prancing horse creates an outstanding dial, made using the enamel 'Grand Feu' and 'cloisonné' techniques. The design is inspired by the Hermès 'Puzzle' silk square, created by Joachim Metz.





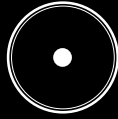
URWERK

On this highly impressive URWERK timepiece, we encounter 10 prototype technical solutions, but also a completely innovative association with the animal kingdom, since the relationship of the timepiece with the frightening, but equally awe-inspiring world of serpents has been carried to the... philosophical plane. Therefore, if you need to resort to your imagination in order to discover the timepiece's connection with its theme, since there is no inclusion of a painted cobra, or even of a clear visual reference to the wild serpent, it is because Félix Baumgartner has associated this distinctive model with the black cobra through the large quantities of energy that both – watch and serpent – have need of... devouring!...

This need is derived from – in the case of the watch – the fact that it forms part of the CC-1 collection, which is characterised by its innovative, linear time indications which, in conjunction with the jumping hour indication for the hours, but also the – world first – simultaneous linear and digital indication of the seconds, translate into huge energy requirements for the timepiece. The gold used in the construction of the parallelogram case on the other models of the CC-1 collection has been replaced by Grey gold treated with AlTiN (Aluminium Titane Nitride), which offers a hardness of 3,800 Vickers (instead of the 380 Vickers of the piece in gold) and which, in conjunction with the PE-CVD treated titanium, creates a totally black and hard-core result!...

The retrograde, jumping and linear hour indications dominate the lower section of the dial, while precisely above it is the, also retrograde and linear, but not jumping, minutes indication. On the upper section of the dial we encounter the retrograde power reserve indication, while on its right section we find a truly innovative, continuous, linear and simultaneously digital second indication, offering a flow of the minutes we haven't met in any other watch!... The CC-1 Black Cobra certainly 'sticks its tongue out' at many of the conventional Haute Horlogerie Houses, which – at least in theory – are hailed as temples in the evolution of the sector...

It is available in a limited edition numbering 25 pieces.



URWERK

Urwerk was founded in 1995 by the brothers Félix and Thomas Baumgartner, who were very young at the time, but also highly competent watchmakers representing the third generation of watchmakers in their family, but also the designer Martin Frei, who will play an important role in the success of the company, since Urwerk timepieces present – apart from the technical – also great aesthetic interest, by presenting something truly new and unique in the sector.

Félix's collaboration with the Harry Winston House in the framework of the Opus 5 collection in 2005 will endow the History of Haute Horlogerie with a unique timepiece and, of course, will spread the fame of Urwerk timepieces to a broader audience. To many, the Opus 5 represents the most important timepiece in the collection. In ensuing years, Urwerk will focus on developing its very distinctive dials, which have been derived by tapping into innovative ideas regarding alternative methods for reading the time.

The UR-103 is the main model in the collection, the distinctive case of which houses a unique dial with completely innovative time indications. The hours are indicated through the orbital movement of four discs.

Each disc bears an imprint of three different hours, from 1 to 12. Each disc, upon completing its rotation from the 0 that is located on the lower-right section of the watch to 60 that is located on the lower-left section of the watch and indicates the minutes of the hour, gives its place to the next disc, for the reading of the next hour, while the former rotates about its axis by 120°, for its turn to once again arrive to indicate the time after the passage of 3 hours.

On the rear aspect of the timepiece, we find the winding charge indication, the chronograph indications, and also the – as classical for the House as they are innovative for Haute Horlogerie – option for regulating the accuracy of the timepiece, through its fine tuning screw and two-position winding crown. Especially for the well-established Only Watch! charity auction held every two years in Monaco under the patronage HSH Prince Albert II, in order to raise funds to contribute to the fight against Duchenne Muscular Dystrophy, URWERK presented a unique piece named UR-103 Phoenix in 2011, the upper section of which is dominated by an imposing Phoenix carved on the white gold by the famous Jean-Vincent Huguenin.

The choice of the Phoenix bird, which was sacred to the Ancient Greeks and a legendary hero to the Japanese and Chinese and which is reborn from its ashes, symbolises hope in the face of illness.



ALAIN SILBERSTEIN

— RIGHT —

The architect Alain Silberstein represents a timeless value in the field of watch design and has definitely left his indelible mark, with his innovative aesthetics and the 'freshness' exuded by his collection. Among the other watches of his collection, his models with 'cloisonné' enamel dials occupy a preeminent position. One of his soft spots is for changing the spelling of his watches' names. I once asked him why he spells Chrono with a 'K' (Krono) and he replied: "But isn't it really ugly with a 'Ch'? The 'K' suits it better..." The model depicted in our photograph is named Klub Médio Green Elephant and it is adorned with a happy elephant on its dial, crafted using the 'cloisonné' technique. It is a unique piece, in the same way that Alain is unique!

VULCAIN

— BOTTOM —

Vulcain company is known for its now popular wristwatch with alarm function, the well-known Cricket, which is worn by all Presidents of the United States. Imbued with a love for and having a long tradition in the creation of dials made of 'cloisonné' enamel, it presents a collector's line every year themed on the animal kingdom. Thus, one year it was the rooster (which makes sense, after all, since it is associated with waking up) another year an angered black panther, while in 2010 was the white tiger. A special piece of the collection is also the Aviator GMT, with two small pandas depicted on its dial.

All these collector's watches allude to China. The small pandas, which are considered in China to be a cross between a bear and a cat, in accordance with Tibetan traditions, were initially pure-white. One day, however, a leopard attacked a panda, which was saved by a shepherdess. To honour this lady, the pandas attended her funeral holding ash in the palm of their hands, as stipulated by the tradition in those countries. When the pandas started embracing one another, they created the black spots on their bodies!

All models are available in collector's editions, comprising 30 watches in rose gold and 30 watches in grey gold. The watches include an alarm function, as well as a time-indication in all 24 time zones of the Earth.



ARTYA

It is manifest that imagination always exerts significant influence on the historical value of a watch, of a collection of watches, of a watchmaker, but even of a great historical watchmaking House.

Certainly, the biggest names in the sector, such as Abraham-Louis Breguet, as well as the most sought-after watches, such as most erotic watches, have always been characterised by imagination, but the 'champion' in all watchmaking categories in terms of imagination is undoubtedly (and this is recognised both by his friends as well as his enemies) Yvan Arpa.

When it comes to discussing his groundbreaking and frequently provocative ideas, it is difficult to know where to start. Of course such unique creativity, boldness and imagination could not but have also found expression in the animal kingdom, and indeed in just as highly imaginative a manner. The first time that Yvan Arpa's imagination linked the wonderful world of animals with watchmaking, his mind travelled very far... into the past. The result was the creation of the unique timepiece you see in the photo, which is named Coprolithe. Two equally provocative and... disgusting reasons have led us to include this watch in our article. The first one is the material of the dial – and you will excuse me, because I cannot know at what moment I am finding you, for example if you are reading this article while eating, it would be best to put off reading any further until after your meal – namely fossilised dinosaur excrement, which is estimated to be 200 million years old! Of course, the watch is in perfect harmony with the obsession of the sublime Yvan, that each of his timepieces be unique, since its material, at least that of the dial, decisively differs from one timepiece to another!...

The watch case has a 50mm diameter, while it is made of a steel-bronze alloy, which has been 'treated' by Manuel Zanetti at his lab in the Tessin-based Guer Man House. The latter gives each timepiece its unique shape, since he hammers it and generally subjects it to various forms of 'torture'! To make it even more disgusting, the material chosen for the leather strap comes from an animal you certainly would not wish to touch, namely from the giant American cane toads! Now, what can I say? That, in the Press Release, it mentions that "this unique material has acquired unique, warm colour hues with the passage of time?" Or, perhaps, that their slogan is: "This dial is shit, isn't it? Yes, indeed, it is!"? However, I would like to take this opportunity to point out that Arpa's case proves the rule which says that, in order to make a good joke, you must be more philosophical and serious than those who talk 'seriously'.





ARTYA

To mark Halloween, Yvan Arpa creates another 'provocative' timepiece that sets in motion an interplay between life and death, between horror and a pertinent commentary on Swiss watchmaking, but also on life in general.

The Halloween Spider model contains, in its dial, the corpse of a stuffed spider belonging to the horrific 'tarantula' family, which has even undergone special treatment so that it is phosphorescent at night!

The watch case is 'classical' and customary, at least to those who are familiar with Yvan Arpa's work: it is made of metal that has been subjected to an 'electric shock', by undergoing an electric charge of an intensity of – a mere – 100,000 Volts!

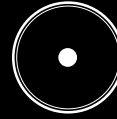
The tarantula, despite the fact that it is lifeless and stuffed, as well as hermetically sealed inside the watch behind the unbreakable sapphire crystal, sparks terror into everyone.

One thing is certain: Yvan Arpa and his company, ArtyA, seem to have the most clear-cut marketing policy in the sector: their creator aspires that all its watches constitute unique, inimitable works of art!

Of course, he has once again guaranteed the successful attainment of his goal, since it is highly unlikely that one can find two identical venomous spiders!... In an acerbic tone, the Press Release of the timepiece (as is always the case with Arpa) concludes:

'No animals were harmed in the creation of these watches', is that the Quadri-rotor squelettes have all been hand-crafted in their entirety.





I have left the reference to two watches associated with the sport of polo for last since, in this case, we are not talking about an animal, but about the ideal co-existence and collaboration between an animal and a human. And, indeed, every photo and every painting depicting a mounted polo player in action represents a rare image of perfect collaboration between human and animal.

JAEGER-LECOULTRE

Of course, among all Haute Horlogerie Houses, the company – and especially the model – that is most closely identified with the sport of polo, is the Reverso of Jaeger-LeCoultre. The iconic Reverso which first appeared in 1931, to solve the problem that had arisen during polo matches held in India, also offers the option of engraving on its flip side.

If the motifs that we can conceive of for adorning the flip side of the watch are unlimited, a polo player riding a powerful horse is perhaps one of the most befitting.

CARTIER

Cartier, of course, is endowed with incredible creativity in the field of timepieces themed on animals, as we shall see in the ensuing 14 pages dedicated exclusively to its creations. However, it also has a strong association with the sport of polo, especially as regards the sponsorship of matches. Cartier Polo St Moritz Pasha is a limited edition of 25 pieces, presented on the occasion of the celebration of 25 years of the annual St Moritz Polo World Cup, held on the frozen lake of the Swiss town by the same name, in 2010.

A small diamond at 7 o'clock doubles as a little polo ball which the player is about to strike.





THE WONDERFUL (ANIMAL)

WORLD OF

CARTIER



There is an old, highly laudatory, yet also accurate statement by King Edward VII of Wales about Cartier, who termed the Maison “Joailleur des Rois, Roi des Joailliers” (“Jeweller of Kings, King of Jewellers”).

.....

BY CASTING A GLANCE INTO the historical trajectory of Cartier’s creations, which is brimming with allusions to the animal kingdom, we can easily state, paraphrasing our initial statement “If the King of the animals is the lion, the King of watches (and jewellery) depicting animals, is definitely Cartier!”

HISTORICALLY, Cartier is the first House of the sector to have worked on the subject, while throughout its impressive history its collections exhibit a great love of animals, which is accompanied by an exceptional creativity, fantasy and quality, which are key elements of the success of the great French House, spanning all areas of its creations.

CARTIER’S animal stories are truly immeasurable. I will try to recount the most significant among them for you. The soul of the great relationship of Cartier with the animal kingdom, was the catalytic presence of Jeanne Toussaint (whose nickname was ‘La Panthère’), besides Louis Cartier. Her love of felines frequently led her to the ‘Bois de Vincennes’ (Vincennes Forest), where the Paris

Zoo is still located today and where, together with designer Peter Lemarchand, they would observe the movements of the felines, drawing inspiration from their positions and images they saw. It transmitted this love to the greatest clients of the time, such as the Duchess of Windsor and Barbara Hutton. Exquisite items of jewellery and objects depicting animals, so life-like one can mistake them for real ones, are designed at the time for the company’s select clientele.

FELINES, panthers and tigers dominate, whether they are visible in their entirety or implied through an imprint. Thus, the first diamond-paved panther motif appeared in 1914. In this first animal depiction, the contrast of the black colour of the onyx with the white of the diamonds symbolized the animal’s skin.

CARTIER’S creativity in relation to animals is without bounds. It makes use of the most unusual animals, such as the pig, the mouse, the owl, the bull-dog (the latter much to the delight of the Duke of Windsor), turtles, dolphins, it alludes to mythical creatures or Asian

myths with dragons, while it frequently exhibits a playful attitude, passing from realism to surrealism such as, for example, by depicting a crocodile eating the Moon!

JEWELLERY adorned with animals became a craze. Mexican singer Maria Félix turned up at the Boutique Cartier one day with her favourite crocodile, and requested that they make her a necklace bearing an exact representation of her preferred animal! French actress Jacqueline Delubac appeared at the Proust party of the Rothschild family, with an apple painted on her face (an allusion to the famous work by Magritte) and with a lizard made of diamonds on her shoulder!

ONE OF THE MOST SPECIAL moments of Cartier and Jeanne Toussaint, with respect to animals, is the placing of a golden cage enclosing a bird in the shop-window of the Boutique of the Rue de la Paix in Paris, during World War II. Jeanne Toussaint is arrested and questioned by the Gestapo. She subsequently returns to the Cartier Boutique and takes the bird out of the cage, thus symbolizing liberation...

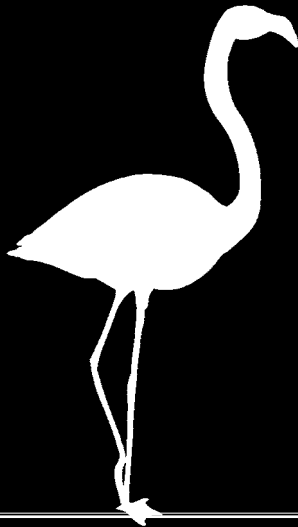
CARTIER

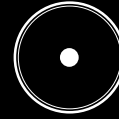
— PREVIOUS PAGE —

The first watch of the Panthère collection was presented in 1914 and exuded the aura that we have associated with these mysterious felines to the full. The use of the intense contrast between the white of the rose-cut diamonds and of the most precious of all metals, platinum, on the one hand, with the deep and imposing black of the onyx, connotes the ageless charm of the panther. The watch's dial has retained all the features of Cartier dials, such as the specific Roman numerals, the minute inner track (mimuterie 'chemin de fer') and the blued steel watch hands in a Breguet (apple) shape. The Panthère collection was launched in 1983 and forms part of the Santos collection.

— RIGHT —

One of the most impressive and innovative watches of recent years in the Cartier collection is the large Santos 100 of our photo, which was unveiled in 2008. It offers the unique feature of an alternating dial, allowing us to choose from among three different designs, that correspond to the three aspects of the French House. Classicism, Luxury and Artistic Creativity, the latter of which is immaculately symbolized by the engraved head of an exquisite white tiger.





CARTIER

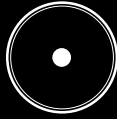
— LEFT —

Dedicated to the mythical Phoenix bird, the watch depicted in our photo forms part of the 'Merveilles du Nil' collection and falls under the 'à secret' category of watches. This is how we call all watches that have a secret dial, which is usually covered over by an embellished cover, thus allowing us to check the time whenever we so wish, while keeping it hidden at all other times. An exquisite Phoenix, therefore, made of grey gold with rhodium plating, adorned with a diamond in the special portrait-cut shape (3.53ct) and 3,010 brillants weighing 80.13ct. It has a quartz movement and required approximately 2,500 man-hours of hand-craftsmanship in order to complete.

— BOTTOM —

An exquisite watch-bracelet, which owes its existence to the well-known calibre 101 movement by Jaeger-LeCoultre, which is the smallest mechanism in the world, weighing approximately 1 gram and with dimensions of 1.4x0.48x0.34cm. The subject it depicts are two small snakes, while adorning them and fitted onto the grey gold with rhodium plating are many optimum quality gems: four princess-cut diamonds (1.6ct), 3 poire-cut diamonds (2.37ct) that are on the snakes' bodies, two oval-cut diamonds (0.92ct), two princess-cut diamonds on the snakes' backs (6.81ct) and 961 round diamonds on their bodies (8.2ct). The four eyes have been made from cabochon emeralds (0.14ct). The name of the model is Montre Baguette Bébés Serpents.





CARTIER

— RIGHT —

A watch in the 'à secret' category, with the theme 'The Salamander and the Orchid'. It belongs in the 'Merveilles du Nil' collection. The material used in its production is once again grey gold, while it is adorned with a plethora of precious stones: four poire-cut diamonds (5.91 ct), 2,541 brillants (31.47 ct) and two emeralds for the eyes. It is a very important and unique watch, the construction of which necessitated more than 1,500 hours!

— A —

A watch in the 'à secret' category, themed on the snake and made of grey gold with rhodium plating. A 26.82ct cabochon opal dominates its arrangement of precious stones, while 1,284 brillants weighing 33.98ct cover the amphibian's body. The eyes are made of poire-cut 'jonquille' diamonds. It has a quartz movement. This watch is unique in the world and it necessitated approximately 2,500 man-hours of hand-craftsmanship.

— B —

A watch with two panthers sitting with their backs to one another. The watch is made of grey gold with rhodium plating and is adorned with two rose-cut diamonds weighing 5.63ct, two emeralds (1.53ct), 2,743 brillants (54.18ct), two emeralds for eyes, as well as body parts made of onyx.

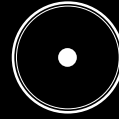
— C —

Watch-bracelet themed on a panther and a turtle. It is made of grey gold with rhodium plating. The watch is also fitted with a cabochon-cut 2.22ct emerald, 69 sapphires weighing 3.42ct, 2,028 brillants weighing 24.58ct, emeralds for eyes, as well as some body parts made of onyx.

— D —

One more watch in the Montres Baguettes collection bearing the minute calibre 101 movement, this time depicting a scene of two baby panthers and titled Bébés Panthères. The watch is made of grey gold with rhodium plating, while it is adorned by a multitude of diamonds: four princesse-cut diamonds on the case (1.53ct), 1,531 round diamonds (15.52ct), four baguette-cut diamonds (1.53ct), four poire-cut 'eyes' (0.11ct) and 176 sapphires (6.77ct).





CARTIER

— LEFT —

A watch exclusively made for the United States of America, in a collector's edition limited up to 20 pieces. On the dial of the characteristic Ballon Bleu case we can see the drawing of a very imposing eagle.

— A —

The Santos 100 was presented in 2004, on the occasion of the 100-year anniversary of the day that Louis Cartier created the first wristwatch of the company, and among the first ones in the History of watchmaking, for his friend, the Brazilian pilot Alberto Santos Dumont. The success of the model among women, despite its large size, led Cartier, a few years later, to present some very beautiful watches of high collectible value, adorned with precious stones, but also with painted scenes. The model in our photo has a very imposing hawk painted on its dial.

— B + C —

Cartier's Pasha model has two aspects, which are very aptly symbolized by these two models.

Its tender and feminine side is very nicely 'evoked' through the pandas playing on the black-and-white enamel dial in the 32mm edition shown in photo B. In photo C, the 42mm, dynamic Pasha depicts a snake (also in enamel), both on its dial, as well as on its case.

— D —

The 'La doña' ladies' watch collection constitutes an allusion to the historical necklace commissioned by the Mexican singer Maria Félix, which was fitted with two crocodiles. It was presented in 2006 and the shape of its case is reminiscent of the shape of the head of the large reptile, while its bracelet has been inspired by its scales.



CARTIER

— RIGHT —

Forming part of the Le Cirque Animalier collection, this very impressive model with the tender face of the panda is made of grey gold with rhodium plating, while it is also adorned with diamonds and sapphires and has emeralds for eyes. Its dial is made of black enamel. The precious stones adorning the watch weigh approximately 8ct in total.

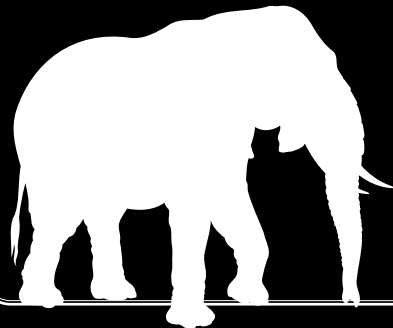
— A —

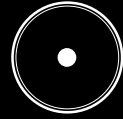
The model of the Le Cirque Animalier collection, depicting an elephant, has a case made of rose gold, while the elephant is made of grey gold. Once again, an emerald has been used for the eye of the large animal, while exquisite diamonds weighing 7.2ct adorn the entire watch.

— B —

The model with the tiger also forms part of the same collection, but it is made of yellow gold. It includes yellow diamonds, 2 emeralds for eyes and parts in black enamel. The dial is also in yellow gold and bears special engraving ('guilloché'). The total weight of the precious stones that have been used is approximately 7ct.

All three models have a quartz movement.





CARTIER

— LEFT —

The Tank collection has endowed Cartier's History with many models, in variations on the parallelogram shape of the case that Louis Cartier had drawn inspiration for from the armored vehicles on Parisian streets in 1917.

One of the most interesting cases to have arisen from these variations is that of the Tank Basculante model. Here we see it in a very special version that is reminiscent of panthers.

Naturally, the case is fitted with a special mechanism that can flip over to reveal the time indication dial.

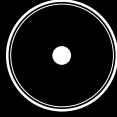
— A —

Cartier has created an entire collection in the cushion (tonneau) shape, to which it has given the name of the turtle ("Tortue"). The model shown in the photo has been imprinted with a zebra, the image of which is created through an ingenious interplay of the black enamel with the brilliant-paved surfaces.

— B —

Yet another variation on the extensive Tank family was the Divan model, which essentially originated from the classical model of the collection, if we rotate the vertical parallelogram case into a horizontal position. In this specific piece shown in our photo, an impressive dragon extends from the dial all the way to the case.





CARTIER

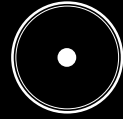
— RIGHT —

A truly astounding Cartier watch, which encapsulates the prowess of this renowned House. All the potency of the simple and understated, yet special Pasha model, with the characteristic protection of the crown, in conjunction with its black enamel surfaces, which have been designed to form the imprint of a tiger. The design extends from the dial onto the case, rendering a unique sensation, while its watch hands coloured in the same hue as the metal of the case and the dial, serve to accentuate the overall effect. Cartier, chapeau!...

— BOTTOM —

The Tortue case we have previously encountered, this time themed on the turtle and, consequently, the dial is adorned with a patchwork of small surfaces each in differently coloured enamel, representing a turtle shell. On the case we also encounter, through the use of the same technique, the legs, tail and head of the animal.





CARTIER

If animals have played a decisive role in Cartier's long-established and impressive history, in its current collection the great House presents a truly richly diverse and comprehensive 'palette' of all the techniques that are both rare as well as difficult in their execution. The collection forms part of what we call in French 'Métiers d'Art' [Artistic Crafts] and, of course, the term refers to an area of artistic expression that only a few companies can lay claim to, especially to such an extent and depth, as Cartier.

— LEFT —

In the framework of the classical – famous for its all round, unadorned case shapes – collection 'Rotonde de Cartier', various new models, as well as diverse and revealing artistic crafts, are introduced.

The first model, the *Rotonde de Cartier Turtle* motif, with its 42mm diamond-set case in 18K rose gold, has almost a rose gold dial, depicting a superb turtle motif in a mosaic of stones.

The 68 round diamonds set on the watch bezel (1.39ct) are accompanied by yet another diamond set in its circular-grained crown in 18K rose gold.

The semi-matte black alligator skin strap completes the luxury and elegant image of the watch, which is produced in a very limited edition of 10 timepieces.

The watch bears the Calibre 9601 MC manufacture mechanical movement with manual winding.

— A —

The next model in the *Rotonde de Cartier* collection we are presenting also has a 42mm case, which is however made of 18K white gold and depicts, in its 18K white gold dial, a tiger motif in grisaille enamel. The beaded crown, made of 18K white gold, is also adorned with a cabochon sapphire and the semi-matte alligator skin is also black.

The watch, in a limited series of 100, houses a manually winding movement, the Calibre 9601 MC.



CARTIER

- RIGHT -

Cartier, by creating the next two timepieces that form part of the *Ronde de Cartier* collection themed on animals, has 'played' a very good game. By taking advantage of the two-fold essence of the bear, it has created two different models, which vary in their colour tones and in the techniques used in their manufacture.

Both watches on this page feature the classical, round, rhodium-plated 18K white gold, 42mm case of the collection. However, the white polar bear has been selected for the one model and the brown bear that we are all familiar with has been selected for the other.

In order to achieve the ideal rendering of the white, frigid image of the polar bear, the technique opted for was the *plique-à-jour paillonné* enamel, while the warm, brown hues of the common bear have been rendered to perfection using the wood marquetry technique.

In both cases, the circular-grained crown in 18K white gold, is set with a sapphire cabochon and the semi-matte black or brown (respectively) alligator skin harmonises perfectly on both timepieces. The mechanical mechanism with manual winding movement has been selected in both cases, but in the former it is the classical Calibre 9601 MC, while for the latter Cartier opted for the Calibre 9905 MC, since this timepiece also offers the complication of the jumping hour indication.

The polar-bear model is produced in a limited edition of 40 pieces, while the model with the marquetry wooden bear is produced in a limited edition of 50.

- B -

In the small 35mm size of the *Ronde de Cartier* case, Cartier offers you a cute opportunity to acquire something for even the most slender of wrists, or – why not? – for your daughter!

What could be lovelier than an innocent, playful straw marquetry koala motif, in an 18K yellow gold dial, housed in a rhodium-plated 18K white gold, set with 43 brilliant-cut diamonds, case?

The beaded rhodium-plated 18K white gold crown is set with a beautiful diamond. If the semi-matte black alligator skin strap is perfect for a lady, you can perhaps request a more colourful strap if the watch is intended for your daughter!...

You will give her the opportunity to love mechanical watches, since the watch is powered by the mechanical, manually winding manufacture movement, Calibre 9601 MC.

Very limited edition of 20 timepieces.





CARTIER

It is now the turn of two timepieces in the Tortue collection (which merit inclusion in our topic, if only thanks to the shape of their cases, since 'Tortue' means Turtle in French) also themed on the animal kingdom, while they are simultaneously the embodiment of unique techniques that the prestigious House is still in the process of improving and keeping alive to this day.

— LEFT —

The XL-sized, Tortue watch of the animal collection by Cartier, has a rhodium-plated 18K white gold case set with 133 brilliant-cut diamonds. On its 18K white gold dial is depicted a beautiful cockatoo motif in hand-engraved mother-of-pearl. The beak, eye and crest of the bird are in champlevé enamel.

The faceted, rhodium-plated 18K white gold crown is adorned with a diamond.

For this very romantic timepiece, Cartier chose an iridescent pink alligator skin strap, while the manufacture manual-winding movement of the watch is the Calibre 430 MC.

The Tortue cockatoo watch is produced in a limited edition of 80.

— BOTTOM —

The next, XL-sized case of one of the models is made of 18K yellow gold, while on the other model, also made of 18K yellow gold, we admire a very beautiful jaguar motif, which is hand-engraved in high relief and champlevé grand feu enamel. The octagonal 18K yellow gold crown is set with a sapphire.

The case houses the Calibre 9601 MC manufacture mechanical manual winding movement, while the watch is produced in a limited edition of 80 individually numbered timepieces.



CARTIER

— RIGHT —

The Santos model, although it was the first mass-produced wristwatch in 1911 and one of the first personal wristwatches – that had been specially made-to-order since 1904 – has a square shape, something that constituted a huge innovation, at a time when even the concept of a wristwatch was unknown to everyone! The Santos 100 was presented in 2004, on the occasion of the celebration of 100 years from the creation of the Alberto-Santos Dumont personal wristwatch and the great success – initially – of its large model, swiftly led to the creation of a case in a medium – feminine – size. Its rhodium-plated 18K white gold case is set with 216 round diamonds and adorned with a motif made of champlevé grand feu enamel. Its dial, also made of rhodium-plated 18K white gold, depicts a hummingbird motif in champlevé grand feu enamel and mother-of-pearl marquetry, while it is adorned with 20 pink sapphires. The heptagonal, 18K white gold crown is set with a diamond and the strap is made of alligator skin in an iridescent white colour. The watch is equipped with the Calibre 076 self-winding movement and is part of a limited edition of 50.

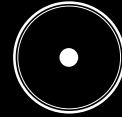
— A —

In 2004, the same year that the Santos 100 was presented, also marked the unveiling of the Santos-Dumont model in a more refined design. Its very chic, 18K white gold case houses the next Cartier model, which has an 18K white gold dial featuring a hand-engraved high-relief horse motif, gemstone mosaic and paintwork. Its faceted, 18K white gold crown is adorned with a faceted sapphire. Its strap in semi-matte alligator skin is in a brown colour. The classical look of the timepiece is emphasised through the use of the manufacture mechanical manual-winding movement, Calibre 430 MC. Limited edition of 40.

— B —

On the contrary, the Ballon Bleu de Cartier collection is among the most recent ones of the renowned historical House. The timepiece in the photo is housed in the oversized – in the past, we would have termed it masculine – characteristic case of the collection, made in rhodium-plated 18K white gold and set with 126 round diamonds. In its 18K yellow gold dial, we admire a monkey motif rendered in champlevé grand feu enamel, set with 225 cognac diamonds. The 18K white gold fluted crown is set with a sapphire cabochon. The impressive alligator skin strap is of a glossy green colour. The watch is powered by the self-winding manufacture movement, Calibre 049. Limited edition of 50.





CARTIER

One of Cartier's contemporary masterpieces, the Promenade d'une Panthere watch exudes all the love of this great House for the ultimate feline.

A thin rhodium-plated 18K white gold 42mm diameter case, set with diamonds, surrounds an inner ring in the same materials, which contains the sublime figure of a beautiful panther, which rotates around the hand's axis of the watch, against the backdrop of a beautiful, understated deep purple mother-of-pearl dial.

The beaded, white gold crown is set with a diamond, while the black semi-matte alligator skin strap has an ardillon buckle in rhodium-plated 18K white gold, set with brilliant-cut diamonds.

The transparent case-back reveals the beautiful manufacture mechanical self-winding movement, Calibre 9603 MC.

The total number of jewels is 629, for 6.9ct. The panther in rhodiumised white gold, set with brilliants and black lacquer spots, which we see rotating around the watch dial with the hands-axis as its pivot, also serves as the oscillating weight of the self-winding movement.



CARTIER

All the magic of Cartier, in one timepiece!

What should one admire first?

The oversized, perfectly round, rhodium-plated 18K white gold, 44.5mm-diameter case, bearing a beaded rhodium-plated 18K white gold crown, set with a diamond? The exquisite movement and sculptural rendering of the diamond-adorned crocodile, creating a unique contrast against the black mother-of-pearl dial? The large, impressive flying tourbillon, endowing the timepiece with unique liveliness through its motion? The Calibre 9458 MC manufacture, mechanical, manual-winding movement, bearing the highly sought-after Geneva Seal, which is a unique label of Geneva quality in finishing?

The watch strap is made of 'toile brossée' fabric in black colour.

The jewels number 585 in total, for a total weight of 8.20ct.

What is certain is that, with all that we have seen in recent years, as regards the unrestrained production of timepieces with tourbillon movement, without always remaining faithful to the respective principles and without always exhibiting the care due to such a sophisticated complication, it was necessary that someone places a crocodile as a 'guard' for the tourbillon!

I hope that this impressive reptile will take a bite at anyone who desecrates this small 'box', that drives all us mechanical watch enthusiasts around the world wild!...





EVERYDAY ZOO

Animals also constitute a favourite subject for affordable, everyday watches...

.....

WE'VE SAID IT BEFORE, we live in a jungle. One feels it every day. We have said (in the past) that the dog is man's best friend. Now, however, that there is the possibility that the dog is also his only friend, what do we do?

I HAD ONCE READ the phrase "Buy a dog. It is the only love that money can buy!" So, to paraphrase this, one can purchase an everyday watch showing his favourite animal. If the masterpieces of the previous pages often cost a fortune, the watches of this section are very affordable.

I HAVE CHOSEN TO present a selection of these watches, since the field of everyday watches is exceedingly vast and one can seek for what one is really looking for on one's own. After all, many of these watches disappear before you even get the chance to catch a glimpse of them.

SMALL CATS, dogs and fish, usually in bright colours and in an amazing variety, exude sensitivity and are mainly addressed to the young.



SWATCH

— PREVIOUS PAGE —

The Swatch & Art collection houses the most collectible and impressive artistic creations of the brand. All three watches shown on the previous page (from top to bottom New Gent Draconem (A), New Gent Fired Snake (B) and New Gent Waved Koi (C)) have been created in collaboration with the famous tattoo artist Tin-Tin. Based in Paris, Tin-Tin – as you can see – draws his inspiration from Japanese culture and aesthetics.

— RIGHT —

On 14 February 2010 the Chinese celebrated their New Year. In China, the Year 2010 is dedicated to the white tiger and, on this occasion, Swatch presented a collector's watch commemorating the event. The impressive watch and its appropriate packaging were accompanied by a plush tiger and, naturally, by the wishes of all the Chinese, since the year of the tiger is not considered especially auspicious!

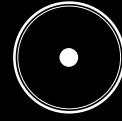
MOSCHINO

— BOTTOM —

The 'I love dogs' model of the Moschino Cheap & Chic collection is a watch reminiscent of well-known charms. It is essentially a gold-plated chain made of steel, from which hang various small dog-charms forming a circle, while a round dial notifies us of the time.

炫虎
迎福





G - SHOCK

G-Shock presents many limited editions every year, which sell like hot cakes. The Panda Limited Edition DW-6900 LRG 'Time Is Money' model has the drawing of a panda on its strap and packaging.

FLIK-FLAK

Flik-Flak fresh watches are – we could say – the children's editions of Swatch watches. It is also very natural, that the huge, colourful collection of the brand – which is one of the very few addressed to very young customers – comprises many models themed on animals.

If we begin this article on the premise that adults choose to wear a watch adorned with an animal depiction, due to their eternal need to keep playing throughout their life and to remain a child, we end up with an image – or maybe 6 images – of different tiny, children's watches, exuding a childish, sweet ambiance that is reminiscent of children's book illustrations or dreamy wallpapers for children's rooms.

We have said it from the outset: we are all in a continuous quest for innocence...

