

FORM TO FUNCTION

THE FASHION IS TRANSPARENT. YES, IT IS ALSO AN ATTITUDE, AND EVERY NOW AND THEN, IT IS BOLD, BELLIGERENT AND BRIGHT—A REPRESENTATION OF THE CHANGING TIMES.

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fashionable watches



Burberry The Britain Limited Edition Trench Ceramic

WITH THE stylish trench coat as its inspiration, The Britain can do no wrong. From the colour palette to the clock pattern, every detail is reminiscent of the coat's iconic details.



Fendi Crazy Carats Spring-Summer 2014 Special Edition

FENDI UNVEILS a dramatic interpretation of the Crazy Carats watch in two new skins. By drawing upon the resources of Fendi's jewellery division, the new Crazy Carats reveals a rainbow steel bracelet lined with fur.



Gc Rainbow Python

GC OFFERS a fresh, exciting take on the ubiquitous animal print motif. The colours of the snakes—green, blue, purple and pink—are underlined by the waves of the rose gold metal and the elegance of the mother-of-pearl dial.



Gucci Sync

DESIGNED TO appeal to a multi-generational audience, Gucci Sync presents itself in a new avatar. The black green leather is offset with hints of silver via the signature Gucci oval at the top of the strap and the crown.



Calvin Klein Distinctive

THE CURVES of the watch marry beautifully with the delivery of the bracelet to create a refined statement. The rose promise great contrast, while the design transcends this watch into a true accessory.



Davidoff Velocity Diver Night Dive Edition

A TRIBUTE to Elio Davidoff's love for the ocean, the latest addition to the Velocity watch collection is the perfect epitome of rugged watch masculinity.



Versace V-Signature

INSPIRED BY the latest line of Versace accessories and bearing the design motif of the iconic V-Signature pattern, a strong personality. Two big reveal the Versace Greek key, an iconic pattern that is etched on the bezel.



ERIC LOTH
FOUNDER AND MEMBER OF THE WATCH JOURNALISTS

WE ARE A YOUNG BRAND THAT IS VERY OLD

WHAT IS THE ONE THING YOU WOULD WANT CUSTOMERS TO KNOW ABOUT GRAMMÉ?

The most important thing about Gramme is that we are a young brand that is very old. The brand was created by George Gramme in 1866 and then was revived over for about 100 years. After 100 years, the brand name or few disappeared, only collectors were aware of the name. The watch made by George Gramme was always valued by customers and collectors. Then in 1995, 300 years later, a few partners decided to revive the name because it was, for us, perhaps the best option to combine heritage with the technology we have in Switzerland. Since then, it's been a fantastic adventure. We take a lot of inspiration from the 16th and 17th centuries, but we are not making replicas from the past.

WHY DID YOU CHOOSE NOT TO DO REPLICAS OF YOUR OLD WATCHES?

We consider ourselves a company that is continuing the work of George Gramme. Our branding is Gramme watchmakers since 1866 and it appears on all our advertising. But if we tried to make it a historical brand with watches from the past, it wouldn't fit the image of George Gramme himself. He was interested in art, theatre, astronomy and so on. He was always ahead of his time, so why should we try to go back in time? Every year, we learn new things about George Gramme and our own ideas, and surprisingly, there's always a match.



GRAMME'S TRADITION BLEND WITH MODERNITY

EXTRAORDINARY PERFORMANCE

Handmade in England by a single craftsman using only the finest materials, including a bezel of ethically sourced gold, Vertu watches are a true work of art. Available in a variety of finishes and colours, Vertu watches are a true work of art. Available in a variety of finishes and colours, Vertu watches are a true work of art.

The new Vertu Signature Touch

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VERTU
HANDMADE IN ENGLAND

WE WORK ON TRANSLATING HIGH-END TRENDS DOWN TO AFFORDABLE PRICE POINTS

CHRY LIVINGSTON
MEMBER OF THE WATCH JOURNALISTS

THE Gc RAINBOW PYTHON WATCH IS VERY TRENDY AND TYPICAL OF Gc.

THIS YEAR, WE'VE SEEN A MIX OF STYLES IN TERMS OF COLOUR, CLASSICISM AND PRINTS. WHAT'S YOUR DESIGN STRATEGY FOR Gc?

We want to offer a product to young people who are growing out of the fashion watch industry, but before they can afford to buy high-end luxury products. So, we know that they want quality, low-to-mid-range, wear-from-work-to-evening watches. There was no such animal [print] on the runway among high-end luxury products, we decided that we would take just a hint of it. So we took our number one collection [in Gc], which is the Diver Chic collection and we did the bezel in black ceramic and rose gold cases. It was just a hint, so it's still a fashion statement, but it's not a bold fashion statement, it's understated. That's what we think Gc should be—there should be an understated element of fashion in it.

HOW DO YOU IDENTIFY THE TRENDS FOR THE SEASONS?

We have a team of designers and product brand managers for each brand. We take trends from all over the world—in young fashion, architecture, cars, colours, etc. The Gc team works on translating high-end trends in the Swiss watch industry down to affordable price points. So, if the ceramic trend is just in the high-end segment, we want to give the young girl a ceramic watch that she could wear before she can afford to buy the other watch.

WHEN IT COMES TO INSPIRATIONS, I OFTEN FALL BACK ON COUTURE AND FASHION

TELL US ABOUT THE LATEST TRENDS IN WATCHES FOR WOMEN.

Women's watches are getting larger with every passing year and men's watches are getting smaller. This new phenomenon is eventually going to level at a similar size. Other visible trends like the colour and materials are quite transitional; they keep changing. Women usually look for legitimacy; they love colour. Modern concepts are, however, taking a back seat because 'conservative' is 'in'. We are soon going to witness the comeback of yellow gold; it is already making noise, internationally.

WHAT INSPIRED YOU TO DESIGN NEW STYLES FOR THE INDIAN MARKET?

When it comes to inspirations, I often fall back on couture and fashion. We follow trends rigorously and staying in Milan gives us the advantage of knowing trends a year in advance, so we always work a year in advance. For instance, we are soon going to launch our 'Weekender' collection in India. It is quite a remarkable assortment with replaceable straps, beautiful colours and extraordinary technology. This collection perfectly blends simplicity with a professional twist.

WHAT DOES 'LUXURY' STAND FOR IN WATCHMAKING?

Watches are essentially fashion accessories. It defines a person's identity. As much as a woman loves her timepiece, a watch holds much more substance in a man's life, since it is the only dominant accessory he can flaunt. However, when it comes to luxury, it's a personal idea and I feel watches express this notion in one's mind.



GIORGIO GALATI
ART DIRECTOR, DESIGNER AND SECRETARY (MILANO)



LUXURY WATCHES ARE A STATEMENT OF ONE'S IDENTITY