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THE BASELWORLD DAILY NEWS

BASELWORLD | THE WATCH AND JEWELLERY SHOW | WHERE BUSINESS BEGINS AND TRENDS ARE CREATED | MARCH 26 - APRIL 2, 2009



Valentino products embody beauty and elegance, glamour and luxury. Valentino Timeless presents new style trends.
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Frills and flowers, bows and bears - the aim to make childhood last forever has become a new trend, Kidult.
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Bernd Munsteiner is known for his outstanding art of stone cutting. He has brought the largest aquamarine ever to be cut.
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EDITORIAL

We gather this year in Basel under a dark economic cloud. But I do not choose to dwell on the immediate effects of the financial crisis, even though they almost certainly will be felt. Instead, I would like to consider the significance of the situation over the long term, because we clearly are not simply looking at a cyclical downturn, but rather at something more profound.

The world that emerges from the current crisis will be changed one. The rampant consumerism that characterised the past several years will be less pronounced, and individuals will be considerably more selective about what they spend.



At face value this does not sound like good news for a luxury product industry, but the news may not be bad. With that said, we will have to give very careful thought as to how we market our products.

Consumers are unlikely to abandon luxury and beauty in a post-crisis world, but in contrast to recent years they will be more inclined to look for items that have real value and are not transient. Fine jewellery will remain a viable product category, precisely because of its unique ability to express meaning and emotion in a way that transcends time.

But more so than ever before, we will have to do our utmost to defend consumer confidence. This will mean that we must practice and be seen to be practicing the very strictest principles of Corporate Social Responsibility.

Gaetano Cavalieri,
President of CIBJO, the World Jewellery
Confederation

The mood improves Basel stabilises the gemstone market

There is no real sense of crisis among the gemstone dealers in Basel. The high reputation of the visitors means that the demand for diamonds and coloured gemstones remains high. "Basel is a great place to find big diamonds," says analyst Martin Rapaport. "This is why people come here," he adds. Raj Mehta of Rosy Blue confirms this. Coloured and white diamonds of more than 20 carats have sold well at his stand. A similar situation is evident in the case of coloured gemstones. "There is great interest in the very high-quality stones," says gemstone dealer Constantin Wild, adding: "The quality of the stones must be just right and the offer must be very individual." Gemstone buyers see spinel, tourmaline, diamonds and tanzanite as real investments. In the case of diamonds, this trend has been in evidence since November for one good reason: "People are getting a Rolls Royce for the price of a Cadillac," says Rapaport. This became clear at the first De Beers Sight of the year as well as being reflected at BASELWORLD. Diamond packages and coloured gem-



The interest in diamonds and coloured gemstones has been stabilising lately

stone sets in particular are now traded with great prudence. "The dealers were very nervous before but now have price security," says Rapaport. Small and flat diamonds in particular have benefited from the situation. BASELWORLD has certainly helped calm prices. Jewellery designers are increasingly focusing on cut stones of 0.07

carats and below. Necklaces such as that by Gerhard Schreiner are also setting a trend at the show. At the same time, demand for one carat stones remains high. This partly boils down to the success of solitaire pieces at the show. "The rhombus-mount one-carat solitaire is a trade show innovation and has been well received," says

Bella Luce Sales Manager Michael Thiel. In general, one carat stones are deemed to be interesting investments for private buyers. This has helped stabilise the middle price category in particular as well as the coloured gemstone sector. This trend for stabilisation is likely to be reflected in business after the trade show. (ppl/pw) ■

Breguet au Louvre

The famous watch brand supports the remodelling of parts of the Parisian museum

Breguet brand watches are small artistic masterpieces. They have consequently often played a key historic role in the past. Both the French Queen Marie Antoinette and Empress Joséphine, wife of Napoleon, owned such a magnificent specimen. Thanks to the support of Breguet and an unusual international collaboration, the world will be able to admire an exquisite collection of 50 prestige objects in the Parisian Louvre starting June 23rd 2009. Both the Queen of England and the Kremlin Museum in Moscow have supplied exhibits. Henri Loyrette, President and Director of the Etablissement public du Musée

du Louvre, expressed his joy at a BASELWORLD press conference: "I would like to thank Mr Hayek for his spontaneous decision during the planning of the exhibition

to support a further project at the Louvre." Breguet's patronage is to support the remodelling of the conseil d'état rooms and Salon Beauvais, known as the Louis XIV

Wing at the Louvre Museum, with several million euros. "It is not the money that is important here, it is the great commitment to art," explains Nicolas G. Hayek. His son, Nick Hayek, emphasises: "We do this for the future generations - as proof of where we came from." "All those of us sitting here have different roots. But ultimately, we are all citizens of the world. I am therefore delighted that Mr Hayek is showing faith and hope in his patronage. I share this faith and hope," announced Joëlle Bourgois the French Ambassador in Switzerland, praising the involvement of Breguet. (joe) ■



Art oblige: S. Exc. Mme Joëlle Bourgois, Nicolas G. Hayek, Henri Loyrette and Arlette-Elisa Emch

NEWS.TRENDS

The new My Generation collection by Betty Barklay is characterised by its clear lines, reduced forms and striking colours. As is typical of this lifestyle watch brand, the ticking accessories come with trendy wide leather straps in a gold-brown metallic look and luxury structural features. The model charmingly ties in with the current look for the season with hints of safari and ethnic design and matching colour tones in sandy beige, vanilla, caramel and olive. (sh) I.1, D75



My Generation

With its new EOOS Lion, Bruno Banani presents a watch which incorporates the current fashion trends. A motif is engraved on the reverse of the watch glass using the new laser vapourisation technique developed in-house by the company. In the case of the model on display, this motif is a lion. The case of the watches in the EOOS collection is unconventionally screwed onto the leather strap and incorporates the unusual screw details into the case as part of the design. (sh) I.1, D75



EOOS Lion

The watch brand Elysee is known for its retro-design automatic watches. At BASELWORLD, Elysee is displaying new products that are set to develop a new price segment for the company. The Executive Edition, for example, which is characterised by particularly thorough workmanship, boasts an automatic chronograph with the Swiss calibre 7250. The current edition is rounded off by an automatic watch, Graf Berghé von Trips, with Large date, month and week/day display, as well as the two limited models of the Jochen Mass Edition. (j) 5.1, D37



Graf Berghé von Trips

Binda, just grows and grows

The Italian group celebrates 70th birthday of the Breil brand

The Binda family began its venture in the world of watches back in 1906, when Innocente Binda opened his shop on Lake Maggiore. Since then, the road has been marked with a steady chain of success that places Binda Spa today at number eight in the world's timepiece-jewellery sector. One winning decision, in the 1930s, was to distribute Wyler Vetta watches in Italy, allowing Binda to build up resources and expertise. In 1939, the first Breil label watch was launched and became a trendsetter. In 1994, Breil launched Manta, the first oversize unisex timepiece that Italian women voted an outright cult object. The rest is contemporary history: captivating ad campaigns featuring the faces of Monica Bellucci, Carré Otis and Eva Green; the debut of the steel jewellery line in 2001, consolidated in 2004 with the record-breaking million-plus sales of the Snake necklace-bracelet. In 2006, the creation of Breil Milano launched the Binda group's flagship lifestyle line of scents, eyewear and small leather goods. In 2008, Breil Milano geared up to the luxury sector and wagered on gold jewellery and Swiss-made watches. The watch that Binda is presenting at BASELWORLD 2009, is a homage to the first model, created by the founder. The top of the line fea-



tures a Concepto movement and every detail is perfection: yellow gold case, crocodile strap, transparent case floor, gold clasp, personalized winder. We asked Marcello Binda, the group's CEO, how the market reacted to Breil Milano's new market positioning. "The collections were well-received despite the current situation not being favourable for great feats," he said. "We're focusing on exploiting past work on this line and making the most

of Breil Milano's technical and aesthetic strong suits. That's why the collection we are showing at Basel is inspired by the brand's debut model, recovering its vintage charm but enhanced with 70 years of experience and development." Let's not forget that Breil is just the tip of an iceberg, because this group manages 16 sector brands, half of which are owned and half are under licence. Names like D&G Time and Jewels, Wyler Genève, Geneva Watch ... Nor is it a coincidence that 2008 closed with a turnover of 320 million euros, confirming a historic growth trend. (rc) ■ 1.1/D31

Baccito white gold and champagne diamond pendant



Breil Milano turn celebrates 70 years of existence



Edward Norton wears a Manta watch

Modern mechanics

At this year's BASELWORLD, a new model – the Masterpiece Chronographe Squelette – will be featured in the flagship Masterpiece range from Maurice Lacroix. The 45 mm steel case, which is water-tight down to 100 m, comprises an ML 106 in-house movement with a special lever system, train and balance wheel spring. It was completely developed by the company and offers a power reserve of 42 hours. The hour and minute functions are featured on the central display with a small seconds display at the 9 o'clock position, chronograph counter on the central display and 60 minute counter at the 3 o'clock position. The watch features skeleton working throughout and is hand-decorated and fitted with black gold-coated bridges. The beauty of the watch-making craftsmanship is perfectly highlighted thanks to the sapphire glass floor and view of the inner workings of



The Masterpiece Chronographe Squelette emphasises the beauty of the mechanics of the movement

the watch through the sapphire glass and watch face. To enhance the legibility of the chronograph function, the front sapphire glass is coated with a slate grey metal layer. The modern appearance is enhanced with the combination of polished surfaces with sunshine, circular and vertical brushed patterns on the stately case. (sz) ■ 1.0, D25

Masculine elegance and functionality

With the new Timex T Series Tonneau, the brand is tapping into the success it had two years ago when the series was first presented at BASELWORLD.

Inspired by the historical timepieces of the fifties, two quartz chronographs in a charming tonneau case of stainless steel are being presented. A pinstripe pattern covers the three-dimensional watch. Despite the slender case design, there is plenty of room for the totalisers at the 2 and 10 o'clock positions. The red T-tipped second hand, a compulsory feature of the T Series, stands out clearly against the light background. The Indiglo face illumination makes it easier to read the time, date and time measurements in the dark. High quality crocodile-print leather straps complete the look with the chronographs available in two different face designs. (sz) ■ 1.1, D47



The new T Series Tonneau offers the functionality of a chronograph