

THE WATCHES

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Interviews Jérôme Lambert - Aurélie Picaud - Guest Servane Gaxotte



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Patek Philippe

In the wake of the Nautilus

Arnold & Son - Baume & Mercier - Blancpain - Bovet - Chanel - Chopard - Eterna
Frédérique Constant - Glashütte Original - H. Moser & Cie - Hermès - Hysek - Louis Vuitton - MB&F
Montblanc - Poiray - Rebellion - Richard Mille - TAG Heuer - Tissot - Urwerk - Vacheron Constantin - Zenith

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What does fine watchmaking have to do with fashion watches?

By Eléonor Picciotto

What's in a name? Is it a watch, diamond watch or wristwatch? Couldn't we just call it a fashion accessory that tells the time on the side? International success, an outer sign of being fashionable or at least an ability to stay on trend: three brands are worthy winners.

#3 Heure H by Hermès

All things considered, it's far more stylish to wear your leather Kelly with the matching Heure H twin-strap watch. The H owner sees it as a symbol of brand loyalty and pays little heed to her watch's mechanical complexity. She knows the "natural" leather on her caramel-coloured interchangeable strap is the brand's signature and that it will come in a pretty

orange box wrapped in a chocolate ribbon. Whatever the piece, a Hermès watch is a sure bet; as sure as its quartz movement in a steel case that will tell her the time for her next beautician's appointment with unrivalled precision!

#2 Interchangeable by Poiray

She may have been seen as the little girl from Place Vendôme since 1975 but our 40 year old hasn't aged a bit. The countless strap combos bring us a variety of colours, textures and styles to enthrall young wannabe boho Parisians. Lusted after by some, worn by others, the Interchangeable passes down through the generations. Its iconic decorated design showcasing a mother-of-pearl dial with Arabic numerals sometimes paved with diamonds (careful, let's not take any



THE EYE OF JEWELRY



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risks) got an update early this year: the round case has softened the edges of the youthful old dame.

#1 J12 by Chanel

The J12 has always been an international success for the haute couture brand but it was originally intended for men. However, it's more popular with ladies who buy anything with a double C ranging from the iconic bag, two-tone ballerina pumps and Rouge Noir (N°18) nail varnish. Chanel is all about bestsellers, infatuations or just fads: that said, the advantage of ceramic is that you avoid scratches and monochrome is a no-brainer. The J12 goes with anything, can be worn anytime and the launch of the XS model on a leather glove or polished strap will certainly go down well.

Bestsellers from the fashion scene... We may laugh but these pieces wouldn't sell like hotcakes if they weren't well designed!

