

# The Time Place

#95

INDONESIA



## CHOPARD

Ice Cube Adorns  
Bella Hadid

## CHANEL

Coco for  
the Holidays

## EXCLUSIVE INTERVIEW

Zenith CEO,  
Benoit de Clerck

## UP CLOSE AND PERSONAL

Rizki Juniansyah,  
Olympic Gold  
Medalist

## HUBLLOT

Honours The  
Time Place's 25<sup>th</sup>  
Anniversary

## AUDEMARS PIGUET

Supports Natasha  
Tontey's art

## VALENTINO

Enters a  
Magical Era



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Enters a  
Magical Era





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# THE TIME PLACE

The finest timepiece boutique celebrating the human spirit since 1999



Consistently striving to be Indonesia's ultimate curator and cultivator of watch brands, The Time Place celebrates its 25th anniversary this year. To mark this wonderful occasion, we present the Hublot Spirit of Big Bang Tourbillon 5-Day Power Reserve The Time Place 25th Anniversary on our cover. As part of our silver jubilee, we invite you to revisit key moments in our journey thus far as we introduce other timepieces created especially for this momentous occasion in the article entitled "Dedicated to Time."

In Industry News, we put the spotlight on Bella Hadid, the new global ambassador of Chopard, as she headlines the "Ice Cube: Sculpted by Light" campaign. In addition, we speak with Zenith CEO, Benoit de Clerck, on his plans and strategies for the illustrious brand in our Interview section.

We are also privileged to feature Rizki Juniansyah, an accomplished athlete and Olympic Gold Medalist in Weightlifting, who is the epitome of dedication and sportsmanship. Discover Rizki's unique narrative in "The Quest for Gold."

With the year coming to a close, we round-up the latest offerings from the world's foremost luxury brands, including CHANEL's 2024/2025 Cruise collection and Celine's Summer 2025 line.

Lastly, we explore Natasha Tontey's art and her latest installation entitled "Primate Visions: Macaque Macabre" in Luxury Pursuits. The work, which will be showcased at Museum MACAN until April 6, 2025, is commissioned by Audemars Piguet Contemporary, the brand's dedicated art programme.

We wish you all a blessed holiday season and best wishes for the New Year!

A handwritten signature in black ink that reads "Irwan D Mussry".

**Irwan Danny Mussry**  
Editor-in-Chief and Publisher  
@irwanmussry





# CARRERA

TIME IS A GIFT



**TAG HEUER BOUTIQUES**  
**JAKARTA:** PLAZA SENAYAN - PLAZA INDONESIA  
SENAYAN CITY - PACIFIC PLACE - CENTRAL PARK  
**BANDUNG:** 23 PASKAL

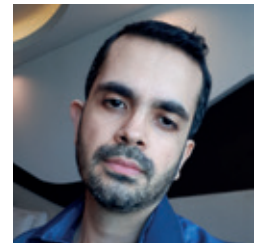




**ANASTASIA WINAYANTI**  
Writer

Coming from a background far from media, Anastasia has spent a greater part of her diverse career journey as a part-time writer and translator. After a couple of years in an editorial role at one of Indonesia's high society magazines, she honed her writing skills during a one-year freelance stint at two local luxury online publications while working full-time in the financial services sector.

Born and raised in Jakarta, Umesh spent the last decade writing and editing for one of Indonesia's prestigious luxury magazines. Now, he freelances for Asia's most-coveted publications purveying lifestyle and entertainment stories to a worldwide audience. If he is not writing, he can be found watching Indie films or reading the latest mystery thriller.



**UMESH BHAGCHANDANI**  
Writer



**KARINA SAPHIERA WITJAKSONO**  
Writer

During her years in the media industry, Karina has taken on a variety of roles ranging from editorial to business-oriented duties. Together with other country representatives, she was also appointed co-editor of a regional publication for Southeast Asia. As an aesthete, Karina's appreciation for craftsmanship can easily be seen in her writings, especially when it comes to intricate timepieces.



**RIZKI ARDIANSYAH**  
Makeup Artist

A self-taught makeup artist since 2013, Rizki Ardiansyah has built an impressive career creating timeless looks that highlight his clients' natural beauty. From working on high-profile projects like Miss Universe Singapore 2019, Miss Indonesia 2024 to photo shoots for Indonesian actors and singers, Rizki's work emphasises elegance and charm. His philosophy as a makeup artist focuses on enhancing individual features to create the best version of each person.



**DEBORAH ISKANDAR**  
Art Consultant

Deborah Iskandar qualifies as an expert on Indonesian and international art, with over 20 years of experience in Southeast Asia. Her company, now branded ISA Art and Design, provides advisory services for clients interested in buying and selling art, as well as building collections.

Jakarta-based photographer, Prabowo Prajogio, started his career with internships at esteemed production houses and photographer's assistant stints at prestigious lifestyle and fashion publications. Prabowo's photographs often bear playful elements as a manifestation of his deep-seated fascination with pop culture.



**PRABOWO PRAJOGIO**  
Photographer





LONGINES  
LEGEND DIVER

*Elegance is an attitude*

**LONGINES**  


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**The Time Place Magazine, Edition 95**

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# PANERAI



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## Deep Waters

As a way to promote its partnership with Luna Rossa and raise awareness about the innovative features of the Navy SEALs collection, esteemed watchmaker Panerai hosted a Watches & Wonders 2024 Novelties event at the penthouse of Contra last September. A special four-course dinner was especially prepared for the brand's loyal clients by the chefs of the Italian-American restaurant located in South Jakarta. As the wonderful meal concluded with sumptuous dessert and coffee, the VIP guests in attendance were also given the unique opportunity to view specific Panerai watches up-close and try them on their wrists.

[Click to discover](#)



1. Panerai Submersible Quarantaquattro Luna Rossa Ti-Ceramitech 2. Dasril 3. Mohan Mulchandani 4. Michael Putera Tandra 5. Marcella Sutiono & Ade Nurseno 6. Wiwin Kurniawan & Yuliati Chandra





# Berluti

Paris



AUDEMARS PIGUET  
*Le Brassus*

MUSEUM  
MACAN

THE TIME PLACE



1

## Creative Presentation

It was an artistic evening as guests arrived at Museum MACAN in Jakarta to attend the private preview of Natasha Tontey's immersive art exhibition "Primate Visions: Macaque Macabre". Commissioned by Audemars Piguet Contemporary, the installation explores the relationship between the Celebes crested macaque, locally called yaki, and its environment. The opening night was graced by VIP guests and art enthusiasts who were seen admiring the installation and artwork while enjoying the canapés and beverages served at the event.

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THE TIME PLACE



2

THE TIME PLACE



3

THE TIME PLACE



4

THE TIME PLACE



5

THE TIME PLACE



6

THE TIME PLACE



7

1. Natasha Tontey 2. Amalia Wirjono 3. Margaretha Untoro & Cindy Tan 4. Rich Holyanto 5. Naufal Abshar 6. Kevin Rahardjo & Listia Prajoga 7. Michael Tandra



## New in Town

Roger Dubuis recently celebrated the grand opening of Pirelli Indonesia's first flagship boutique in Jakarta. Held at Holy Ban (Pirelli) in Distrik Otomotif of PIK 2, the event was attended by the brand's VIP guests, as well as a number of media friends, who had a rare chance to view the stunning Excalibur Spider Tourbillon Sottozero Pirelli (Ref. DBEX0753), which was showcased especially for the occasion. Guests were also invited to go on a tour of the boutique and take part in a car racing simulator game before enjoying the dinner and live music.

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1. Mei Nie & Henny 2. Adhi Halim 3. Heng 4. Raphael Ortolani 5. Herry Hambali 6. Yopie Karuci 7. Holy Lee 8. Noly Lee 9. Fariz





## Tantalising Timepieces

Jaeger-LeCoultre recently hosted an exclusive event to highlight a few of its High Watchmaking pieces, including the Rendez-Vous Celestial, Reverso Tribute Duoface Tourbillon, as well as the Master Grande Tradition Tourbillon Cylindrique à Quantième Perpétuel. The first part of the event was held at the Jaeger-LeCoultre boutique in Plaza Senayan, during which those in attendance were warmly welcomed to the premises by the Maison's Patrimony Director, Stéphane Belmont. The special gathering then culminated with a sumptuous VIP dinner at the View Steak Bar of the Fairmont Jakarta.

[Click to discover](#)



1. Jaeger-LeCoultre Duometre Quantième Lunaire Duometre 2. Alexis Vuattrin 3. Stéphane Belmont 4. Winston Muljadi 5. Adrianus Eka Putra & Sherlinda Caecilia 6. Imam Liyanto & Venny Liyanto





1

## Delectable Delights

What's a better way to spend an evening than to join IWC for an exclusive dinner at The Langham Jakarta? Held in mid-October, a select number of VIPs were especially invited to an intimate four-course dinner hosted by the distinguished haute horologist at The Langham Jakarta's Knightsbridge room, an elegant event space suitable for business conferences or private social events. As the highlight of the event, guests were treated to a preview of IWC's latest collection, which they were able to try on and see up-close, as well as a live acoustic performance from Sarah Mukti.

[Click to discover](#)



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1. Andi Taufan Garuda Putra & Pinta Garuda Putra 2. Aryo Hidayat Adiseno & Nugroho Setyo Utomo 3. Hendra Sutandinata & Paula Roque  
4. Nala & Karl Laksmna 5. Rusdiawan & Fira Dwi Putri 6. Louis Pangestu 7. Samantha Theoh & Teguh Riswanto





## Dive In

As part of its private viewing roadshow, esteemed watch brand Zenith recently showcased one of its latest timepieces, the DEFY Extreme Diver, in Jakarta, Indonesia. The intimate gathering was held at three different venues—The Time Place at Plaza Senayan and Plaza Indonesia, as well as INTime Senayan City—where distinguished guests had the chance to see the innovative watch up-close and explore its distinct features firsthand. To sweeten the experience, those in attendance were also treated to delicious Venchi gelato which was served at the event.

[Click to discover](#)



1. Andrew Kevin Sirait 2. Soewardi Setiawan 3. Sugianto Halim & Shelley Swetlana 4. Sugianto 5. Harsa Arizki 6. Maridin & Raymond 7. Gooswyn





## Summer Soiree

To highlight the launch of the new Aquaracer, TAG Heuer invited its VIP clients as well as some of the country's top influencers to the Aquaracer Pop-up event at Senayan City in Jakarta. Held for a duration of two weeks, the dynamic and interactive pop-up highlighted a vibrant beach theme that allowed guests to explore the new model's features in a more personal and hands-on manner. The premises exuded a calm and relaxed atmosphere just like what one would experience at the seaside. To complement the tropical ambience, visitors were treated to refreshing drinks suited to the occasion.

[Click to discover](#)



1. Guests previewed the TAG Heuer Aquaracer Professional 300 Date at the event 2. Anastasia Siantar 3. Hans Danial 4. Kyra Nayda 5. Andi Susanto 6. Elxi Elvina 7. Fajar Arifan





## Diamonds & Delicacies

October was an eventful month for Chopard as it hosted an exclusive dinner for esteemed VIPs at The St. Regis Jakarta. A special evening to commemorate the L'Heure du Diamant collection, the brand's distinguished clients were treated to a delectable dinner especially prepared by the chefs of the hotel. As the dinner concluded, a one-of-a-kind trunk show ensued, highlighting the beautiful pieces of the line and providing those in attendance with an up-close preview of the selections. Present to ensure the smooth execution of the event were members of the Time International team as well as regional representatives from Chopard.

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1. Pierre Millereau 2. Shanty & Iskandar Holidi 3. Pankaj S. Harjani & Harry Sudarma 4. Maria Pratiwi 5. Cisca Becker 6. Yosep Chandra





## Extraleganza Experience

Piaget recently hosted a lovely afternoon soirée at its boutique in Plaza Senayan for a select number of distinguished guests. Hosted by Patricia Stephanie, the intimate get-together was a wonderful opportunity for Patricia's friends to try on the alluring products from the Piaget Polo timepiece collection and the Possession jewellery line. To further enliven the occasion, those in attendance were treated to a fun aura reading activity to identify the ideal watch and jewellery colours for them. Based on the readings, each individual was given personalised recommendations suitable for their aura.

[Click to discover](#)



1. Piaget Possession Jewellery 2. Patricia Stephanie 2. Ian Philo & Mimi Morysa 4. Enrica Valencia 5. Debbie





## Beautiful Journey

IMMERSION by Lexus invited their valued customer to a special event showcasing Lexus' commitment to personalised luxury. The two-day event drew together a slew of beautiful ladies who embarked on a holistic beauty journey through a series of workshops divided into three parts: Revive, Refine, and Radiate. During these workshops, the esteemed guests were nourished and pampered in indulgence and elegance, resulting in exquisite experiences. On top of the workshops, attendees were also treated to delectable canapés and drinks.

[Click to discover](#)



1. The stunning ladies with the Lexus LBX 2. Lexus Indonesia Team 3. Fitria Solivanus Vongerita 4. Berthanya Isabella 5. Sherlina Taniro Salim 6. Meiliana 7. Apriliza Neosevituri, Anglia Ayudina, Catharina Aulia, and Noor Anugrahandina 8. Helmi Sutiana & Patricia Novia 9. Michelle Setio





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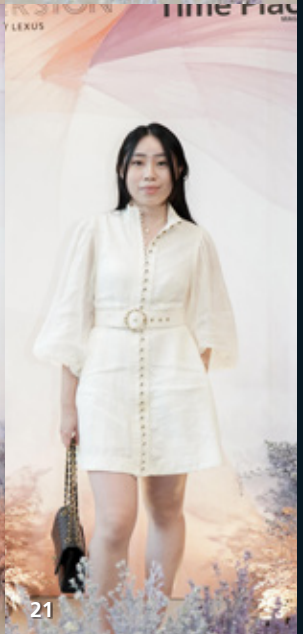
18



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10. The next group, ready and radiant for their session 11. Aisyah Ardhian 12. Lensis Thiofiando 13. Dollie Lie 14. Yuli and Natalia 15. Jessy Kusno 16. Vivi Verlisya 17. Retno Esti Pujlestari 18. Andi Anna and Berna Della 19. Grace Wirawan 20. Angela Djaliman 21. Kelly Verlisya





1

## A Noir Evening

The fall season is upon us. To commemorate the changing of the season, Valentino invited its valued clients to a private viewing of the Pre-Fall 2024 collection at its well-appointed boutique in Plaza Indonesia. Serving as hosts were Deborah Caroline, Yanti Araya, and Natalie, who looked resplendent for the occasion. As guests mingled in the premises, they were also invited to explore and peruse the collection on site. In addition, they were treated to an interactive styling session led by expert stylist Bung Bung Mangaraja.

[Click to discover](#)



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1. Valentino V Logo Signature Calfskin Slingback Pump 2. Natalie Lie 3. Mr. and Mrs. Neha Harry D. 4. Dinda 5. Cindy Karmoko 6. Michelle Hendra





## Friendly Affair

A wonderful afternoon was had by the invitees of FENDI, together with UOB Privilege Banking, which jointly hosted a private in-store viewing event for its prime clients at the elegant FENDI boutique in Plaza Indonesia. Those in attendance were given a chance to preview the Maison's latest collections and choose specific pieces to try on or take home for themselves. The lovely guests also happily participated in a delightful Sand Bottle Making Workshop led by Ruang Kreasi while enjoying a selection of delectable canapés and beverages.

[Click to discover](#)



1. FENDI Sunshine Small Brown FF jacquard fabric bag 2. Richard Dharmamulya & Vanessa Dharmamulya 3. Herlina Ulyartha & Dhelya 4. Meline Tenardi 5. Kelly Zhang 6. Diella Nabilla





1

## Amorous Autumn

Tory Burch recently celebrated the launch of its Fall/Winter 2024 collection with an in-store cocktail event held at its boutique in Plaza Senayan. The intimate affair was attended by distinguished guests who eagerly previewed the brand's latest line. While mingling, they were able to witness Tory Burch's exploration of volumes and silhouettes, presented in new ways, with sharp edges, unusual textures, and technical sport details. This was wonderfully showcased in the distinct pieces and well-appointed accessories worn by several lovely ladies namely Beby Tsabina, Natasha Wilona and Tantri Namirah, who were all seen in ensembles from the featured collection.

[Click to discover](#)



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1. Natasha Wilona 2. Laras Sardi, Brigitta Chyntia, Lutesha & Rahmania Astrini 3. Beby Tsabina 4. Tantri Namirah 5. Gaby Hartanto 6. Negin Rahmatian 7. DJ C.N.M.



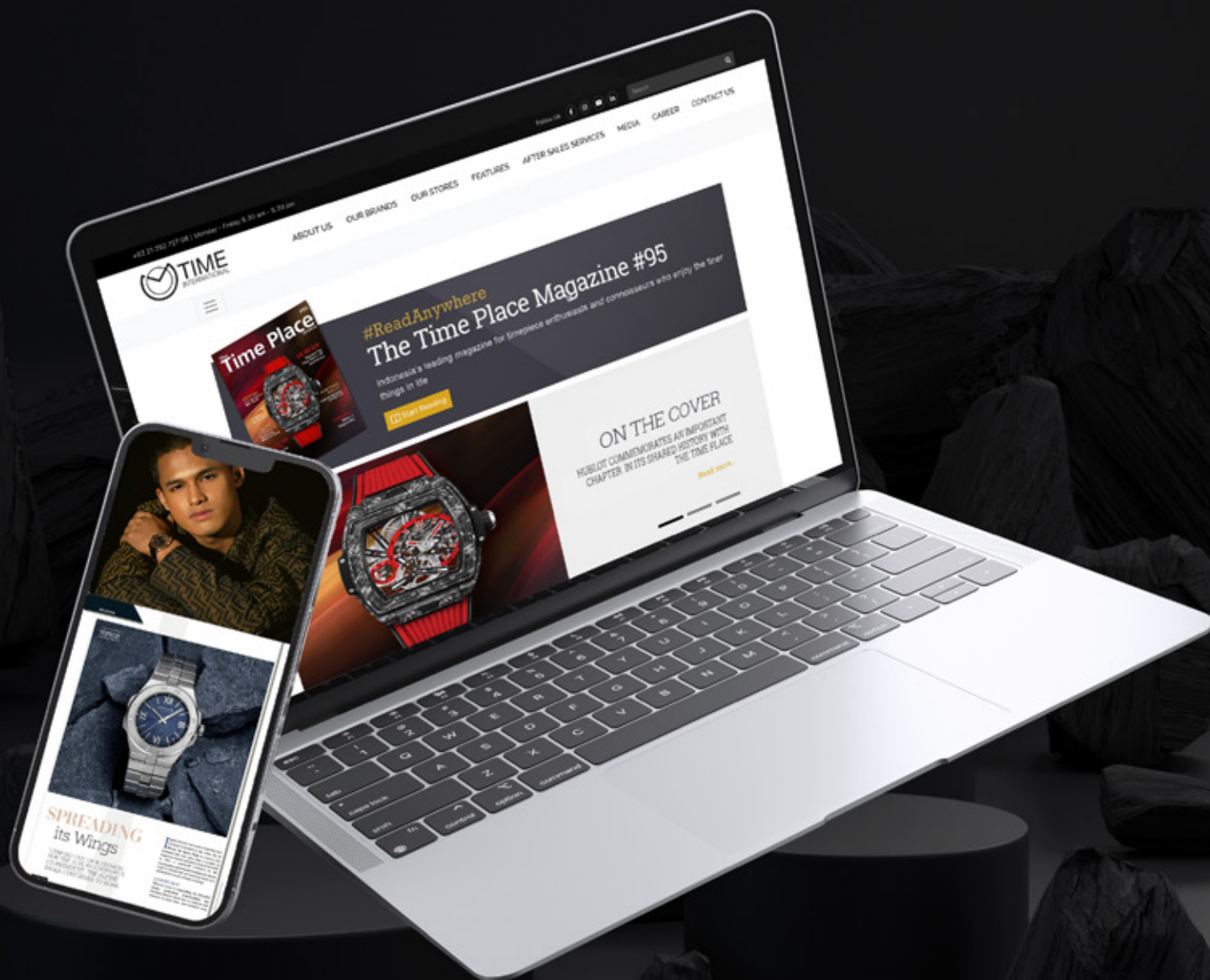
# The Time Place

INDONESIA

INDONESIA'S LEADING MAGAZINE FOR TIMEPIECE  
CONNOISSEURS AND ENTHUSIASTS

Digital release of the latest issue of The Time Place Magazine

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National Geographic Explorer Steve Boyes and the Great Spine of Africa expedition team explore the Cassai River in Angola. The team are studying untouched aquatic environments along the Congo's tributary whilst surrounded by equatorial rainforest. Their aim is to assess potential threats to water security downstream

# CHANGING Lives

ROLEX EXTENDS SUPPORT FOR THE GREAT SPINE OF AFRICA EXPEDITIONS THROUGH THE PERPETUAL PLANET INITIATIVE

**D**edicated to protecting the planet, Rolex extends long-term support to individuals and organisations using science to understand and devise solutions to today's environmental challenges. This commitment was reinforced with the launch of the Perpetual Planet initiative in 2019. Originally focused on the Rolex Awards for Enterprise, as well as long-standing partnerships with Mission Blue and National Geographic Society, the initiative now has more than 30 other partnerships in an expanding

portfolio. They include, for example, Cristina Mittermeier and Paul Nicklen, Rewilding Argentina and Rewilding Chile, offspring organisations of Tompkins Conservation, the Under The Pole expeditions, the Monaco Blue Initiative, Coral Gardeners, as well as the Great Spine of Africa Expeditions, led by Rolex Perpetual Planet initiative partner and National Geographic Explorer, Steve Boyes.

Over the last decade, Boyes has explored 12,000 kilometres of Africa's wild rivers, and



National Geographic Explorer Steve Boyes collecting environmental DNA from the Cassai River, which enables the team to determine which species of fish are present when the sample is taken

Photos: ©The Wilderness Project/Jesse Manuel

By Maria Zarah Gregorio Viado





During the Cassai River expedition Steve Boyes led his team to uncover new information about the Cassai and its connecting rivers. They discovered that the Munhango River, seen here, might be the main source for the Cassai River, making the Angolan Highlands the primary source for one of the major tributaries of the Congo



National Geographic Explorer Steve Boyes admires the size of the scales from a large tiger fish. Throughout multiple expeditions, the team has discovered 154 species that are new to science.

his travels and discoveries have made him cautiously optimistic about the continent's future. Together with the members of the Great Spine of Africa Expeditions, Boyes is revolutionising our understanding of the continent's water supply. Water security in Africa has become a major concern, but the expeditions are showing that many of Africa's great rivers originate in massive but little-known water towers like the Angolan

Highlands. Boyes is committed to shedding light on this and calling on the protection of the area that can provide water security for nearly 500 million people.

The peat in the Angolan Highlands Water Tower acts like a giant sponge, holding 25 times its dry weight in water, ensuring a constant supply for rivers, even in the dry season. This makes peatlands incredibly effective water towers; areas that store and provide fresh water that sustains life downstream during the dry season. These structures are usually in the form of high-altitude glaciers. Boyes estimates that, despite the absence of snow cover, 423 cubic kilometres of water, equivalent to ten times the water usage of the entire State of California, comes from this water tower, where the Cassai River finds its source, every year.

In his latest expedition, Boyes led his team of 12 on an epic five-week, 627-kilometre odyssey along the Cassai River, a major tributary to the vast Congo River. The findings have been extraordinary. An early and startling discovery was that the source of the Cassai may have been misidentified. The team found that the Munhango River, which originates in the Angolan Highlands, contributes almost twice as much water as the currently credited source. This means that the Cassai's source is just 20 kilometres from the true source of the Zambezi, which is also in the Angolan Highlands Water Tower.

This remarkable discovery is key to the mission of the Great Spine of Africa Expeditions. However, it also delves in the finer details. Boyes and his team document everything, using aerial photography, measurements of water flow and quality, and environmental DNA samples to establish meticulous ecological and hydrological baselines for the river. "We record everything we see: birds, animals, people, settlements," says Boyes. "These are the most detailed river baselines ever undertaken, so in 50 years' time, scientists will be able to make comparisons."

Beset with hardships and numerous challenges—including passing through country littered with landmines, a legacy of decades of civil war in Angola—the difficulty of exploring such a remote and inhospitable river also brought indescribable rewards. The team was given a uniquely intimate view of the local wildlife, as the animals have not learned to be fearful of humans. This led to the discovery of 143 species that are new to science in the Angolan Highlands. "The hippos and monkeys have never seen any people; the birds aren't scared of you. It's like being in Madagascar or New Zealand, where animals are not programmed to be scared of people. It was extraordinary."

Additionally, peatlands are not just important as water towers, but as carbon sinks, storing huge amounts of densely compacted carbon for thousands of years. According to Boyes, the Angolan peatlands are so rich in biodiversity and so effective at storing carbon and water that protecting them is of global importance. Understanding this key source of the Congo and Zambezi rivers is imperative to protecting it. "Our work is important for helping governments make informed decisions around water use, urban developments and infrastructure projects," said the Rolex Perpetual Planet Initiative partner.

According to Boyes, this is where his partnership with Rolex has been so fruitful—in getting the message across to key decision makers. The National Geographic explorer maintains that Rolex has provided him with the global reach to pass on his discoveries, and the support has been unwavering. "It's really inspiring, interacting with an organisation where you talk about big ideas, and they seem to want you to think even bigger than that idea. The support from Rolex has changed my life."



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Time International kicked off the 25th anniversary of The Time Place with the re-opening of the newly renovated Plaza Senayan boutique earlier this year

# DEDICATED to Time

FOR ITS 25 YEARS OF EXCELLENCE, THE TIME PLACE UNVEILS ITS REFURBISHED BOUTIQUE AND MARKS THE OCCASION WITH COMMEMORATIVE WATCHES

**H**aving been a key entity in the world of haute horlogerie in Indonesia for 25 years, The Time Place has become the go-to watch authority in the country. Fostering rich and fruitful relationships with the world's foremost watchmaking brands, The Time Place has become a very important bridge between these top manufactures and their loyal clients within the archipelago and beyond.

What began as a somewhat risky business endeavour in 1999 following the Asian financial crisis, The Time Place has evolved greatly through the years. From one boutique, to now four stores in Indonesia—Plaza Senayan, Plaza Indonesia, Pacific Place, and Tunjungan Plaza IV in Surabaya—The Time Place continues to be focused on providing clients not only with the best timepieces available, but

also with the highest quality of service and ample information about the products that enables their clients to make the perfect choice each time. This human factor has been integral to the company's success and longevity, "Each time I get feedback directly from customers that they are pleased with our team, our services, and our offerings, it's always memorable for me, and throughout the years, we've been so blessed to be able to hear this quite often," imparts Irwan Danny Mussry, President and CEO of Time International, the parent company of The Time Place.

By actively interacting with customers, The Time Place has developed wonderful bonds with clients that have lasted years and even transcend the realm of retail, "I remember when one of our valued customers celebrated his birthday with the team in





The Time Place Boutique Plaza Senayan

the boutique. I happened to be in the store at that time and I found it truly fascinating that the relationship between him and the sales team was that close. Another was when we celebrated our 20th anniversary five years ago. The turnout to the event was above and beyond what we expected; we had partners and brand principals fly in, we even had customers who rearranged their entire week's schedule just to be able to attend, and just the sheer fact that people were happy to attend and celebrate the milestone with us, to me, meant that they really valued our relationship, and this is what I love about what we do. We're not just in retail, but I feel we're in the business of building relationships and building brands," conveys Shannon Hartono, Time International Executive Vice President.

The passage of time has brought along with it many changes that have taken place in haute horlogerie, in the business of distributing watches, as well as the way Indonesians go about purchasing luxury items. Nowadays, customers do not just rely on what the sales agents say. Instead, they do their own research and find more information about the pieces they like, "The luxury watch market has

definitely matured a lot since the start of our journey. Customers today are so savvy, so well-informed, and they know exactly what they want. It's always fascinating to meet and chat with them, they know the history, the movements, the evolution of the technology, the material—everything.

Their interest in the world of horology is so deep and they're very passionate. It's wonderful," quips Irwan.

Aware of these changes, The Time Place has striven to adapt and address them accordingly, while also enriching their



The well-appointed Rolex corner inside The Time Place Plaza Senayan





Hublot Spirit of Big Bang Tourbillon 5-Day Power Reserve The Time Place 25th Anniversary watch

offerings with pieces that are more suitable for the Indonesian market, “In our 25-year journey with The Time Place, we didn’t achieve what we have today overnight. Over the years, we have made many improvements, such as adding brands that truly fit the Indonesian market in terms of design and price. We have also equipped our sales advisors with extensive training in service excellence and product knowledge, enabling them to provide the best service and explanations to our customers.

Additionally, we continuously strive to keep our collections updated with the latest models from each brand, ensuring we’re always on par with other countries,” shares Adhidarma Herman, Time International Vice President of Luxury Watches and Jewellery, “Our growth can also be seen through our continuous upgrades to store designs, ensuring that customers experience a shopping journey on par with stores located abroad.”

After 25 years, it is apparent that The Time Place remains committed to its mission of providing customers with the widest variety of timepieces, accompanied by excellent service and in-depth information. Furthermore, it aims to improve in every way possible, “As a brand, The Time Place tries to not only maintain values that loyal



Zenith DEFY Skyline Tourbillon The Time Place 25th Anniversary

customers love, but at the same time, we try to show flexibility to evolve with new ideas like how we started offering more ease and convenience with Shop from Home options or started introducing Indonesia exclusive

collections only available in our market. We’re always striving to be better and I think our customers see our efforts and appreciate them,” adds Shannon.

#### WHAT’S IN STORE?

As part of its quarter-century anniversary festivities, The Time Place completed the renovation of its original boutique in Plaza Senayan and held a cocktail there last May 2024 to mark the occasion. Dubbed ‘Celebrating the Art of Time with Amalia Wirjono,’ The Time Place collaborated with the art connoisseur to bring together a wonderful group of VIPs to partake in the celebration. Those in attendance were given the distinct opportunity to tour the newly refurbished boutique and peruse the latest collections from leading watch brands, including Rolex, Chopard, Hublot, and Cartier, just to name a few.

Exuding an atmosphere of elegance and unparalleled luxury, the boutique features an overhead light sculpture that illuminates the premises and lends artful allure to the modern interiors. The store has different corners to represent the various brands, with design variances evident in the lighting and furnishing. In addition, colourful glass displays provide a playful touch and allow for the optimal showcasing of watches.





Chopard L.U.C XPS 1860 Officer - The Time Place 25th Anniversary with Garuda Pancasila on the case back cover of the Chopard L.U.C XPS 1860 Officer The Time Place 25th Anniversary

Apart from this, The Time Place has also come together with four distinguished watch brands to bring forth commemorative timepieces especially created for the special occasion. First up is the Hublot Spirit of Big Bang Tourbillon 5-Day Power Reserve The Time Place 25th Anniversary. A limited edition of 10 pieces, the model has a microblasted white frosted carbon case as well as a black and red lined rubber strap. Showcased prominently on its sapphire crystal case back is a distinguished golden imprint that reads The Time Place 25 Years of Excellence, a beautiful tribute for the auspicious silver jubilee.

In a similar fashion, Zenith presents the DEFY Skyline Tourbillon The Time Place 25th Anniversary Edition. Available in a 41 mm black ceramic case, the 20-piece limited edition watch boasts an Ice Blue dial adorned with stars all over its surface. Powered by the El Primero 3630 manufacture movement, the exceptional timepiece comes with a black ceramic bracelet, which can easily be replaced with a black rubber strap, thanks to the Interchangeable strap system. As you flip it over, you will see The Time Place and 25 Years of Excellence distinctly featured on the oscillating weight.

Meanwhile, heritage and modernity are highlighted in the Chopard L.U.C XPS 1860



Breitling The Time Place 25th Anniversary Navitimer B01 Chronograph 43

Officer. Made exclusively for The Time Place's 25th anniversary, the variant is offered in rose gold with an exceptionally refined hand-guilloché dial. On the other side is a back cover engraved with the

Garuda Pancasila, the national emblem of Indonesia. Upon opening this cover, you will see a glimpse of the movement, with an engraving of the watch name on top, as well as The Time Place 25th Anniversary Edition on the bottom. The 20-piece limited edition model is presented in a special wooden box.

The last of the commemorative timepieces is the 25-piece Breitling The Time Place 25th Anniversary Navitimer B01 Chronograph 43. Measuring 43 in diameter, the variant is driven by the Calibre Breitling 01 self-winding mechanical movement with a 70-hour power reserve. Rendered in stunning 18-carat red gold, it has a screwed-in case back, the sides of which feature the words: The Time Place 25 Years of Excellence.

These four timepieces are not only wonderful symbols of a milestone in the history of The Time Place, they are also testaments to the strong affiliations it has fostered with these distinguished brands. As The Time Place gears up for what's ahead, its focus remains on relationships: with brands, with suppliers, and especially with its clients, "I hope we can continue to provide the very best to our customers and continue to have their trust for many years to come. More than just selling watches, what we want to build are long lasting relationships with our valued clientele," concludes Irwan.



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Supermodel Bella Hadid is the new Global Ambassador of Chopard

# BEACON Of Light

CHOPARD'S NEW GLOBAL AMBASSADOR, BELLA HADID, ENCHANTS WITH THE "ICE CUBE: SCULPTED BY LIGHT" COLLECTION

This year marks a historic one for Chopard as it celebrates the announcement of new Global Ambassador, supermodel Bella Hadid. The new chapter will mark the beginning of an exciting partnership between the renowned Maison and the cherished model, and it is already off to a great start with the unveiling of the new Ice Cube collection's campaign.

After making her runway debut in 2015, Bella Hadid's career has skyrocketed, and she has since become the muse for designers and creatives across the globe. Before her current role, the longtime friend of Chopard has been a patron of the Maison's designs for years. During the Cannes Film Festival, for example, Bella stepped into the spotlight wearing some of the Maison's finest pieces.



Cuff bracelet in ethical 18-carat rose gold set with brilliant-cut diamonds (4.43 carats)





Earrings in ethical gold ©Fédéral-Studio

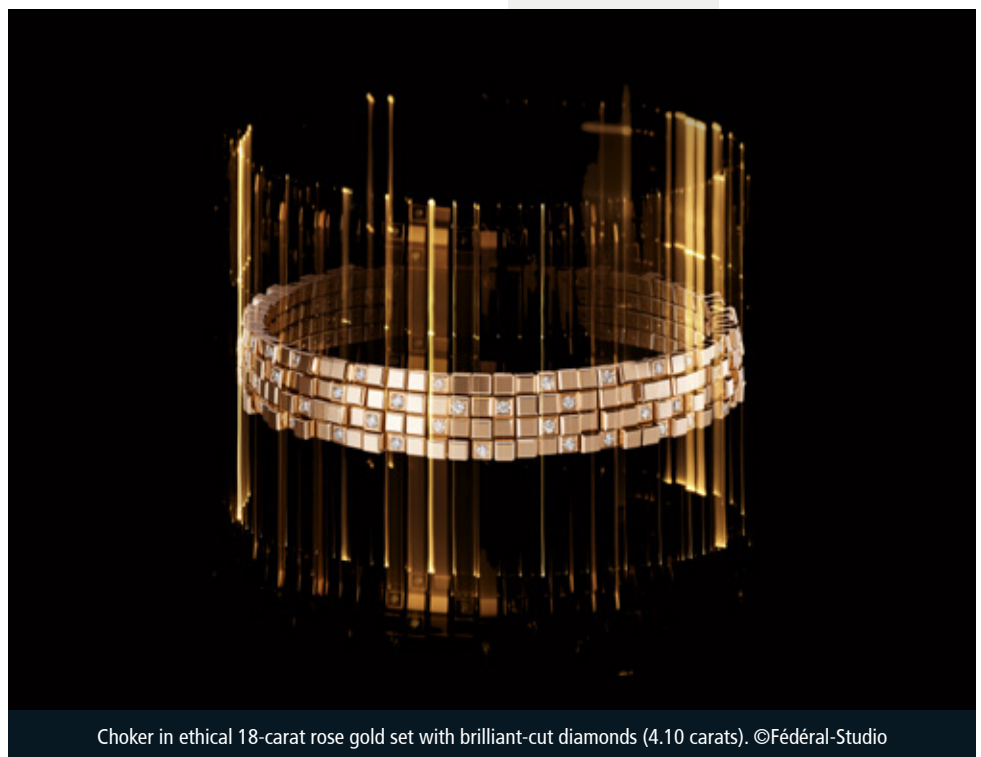
As the new global ambassador, Bella Hadid is set to embark on many adventures with the luxury brand, starting with its latest Ice Cube: ‘Sculpted by Light’ campaign. Chopard’s latest campaign explores new angles of modern beauty whilst still upholding the values and longstanding heritage it holds dear. In it, the ethereal supermodel flits across the screen as she effortlessly showcases the brand’s magnetic creations. Even against the cityscape, both the collection and the model’s eyes radiate brightly against the backdrop.

The new Ice Cube collection features elements that have shaped the Maison’s historical designs, yet each new piece is presented in a silhouette that exudes contemporary sophistication. Just as it had emanated light in the video campaign, the collection leverages on its geometric motif that was first unveiled in 1999 to achieve this glamorous look. In both the video campaign and her photoshoot, Bella Hadid models some of the Ice Cube collection’s pieces ranging from a diamond

studded gold choker necklace to a number of exquisite rings.

Following its launch in 1999, the Bauhaus-inspired motif conceptualised by the Maison’s Co-President and Artistic Director, Caroline Scheufele, has yet again paved the way for a collection of stunning luxury jewellery, only this time offered with a twist. As symbolised in the video campaign, the new collection more accurately captures modern times and the multidimensionality of city life using an unprecedented crafting technique. With unparalleled mastery, Chopard’s craftsmen have managed to mould the ethical 18-carat gold into cubes of different heights and arrange them in a way that would resemble gleaming skyscrapers viewed from the top. The brilliance of the jewellery is thanks to highly technical machining, the result of six years of R&D, which enables perfect milling that creates taut lines on minute surfaces, producing a pre-polished surface of exceptional quality.

The new twist to the Ice Cube collection adds further depth to the opulent design and its magnetism has become even more pronounced with Bella Hadid as the face of the campaign. For the model, partnering with Chopard has proven to be an empowering journey especially alongside similarly inspirational figure, Caroline Scheufele. When asked about her experience wearing Chopard’s Haute Joaillerie, she says, “It’s a dream. Caroline has an eye for choosing the most extraordinary gems and she is so creative in her designs. They are more than beautiful;



Choker in ethical 18-carat rose gold set with brilliant-cut diamonds (4.10 carats). ©Fédéral-Studio



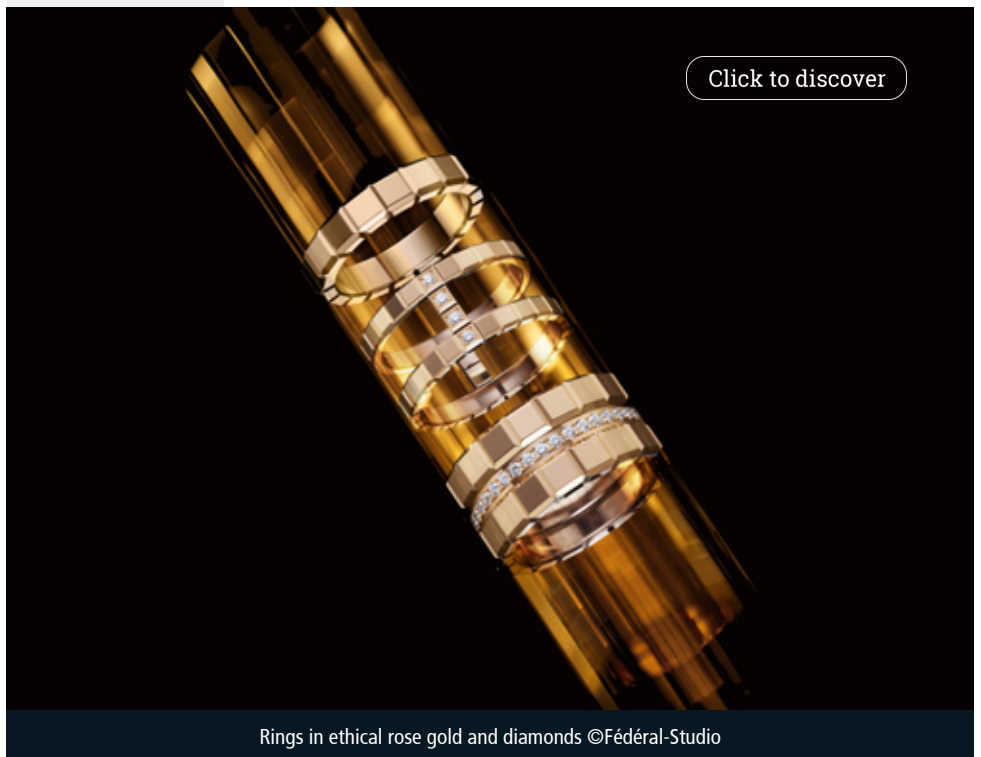


Behind the scenes of the Ice Cube: Sculpted by Light campaign

they have a soul, and she manages to bring it out thanks to her keen eye and vision.”

In addition to the latest collection, Bella is also just as excited to model Chopard’s iconic designs. With a fervent smile, she recalls her first encounter with the Happy Diamonds, “The first time I saw a Chopard watch with diamonds floating on the surface, when I was a little girl, I was mesmerised. It was like watching a magician perform a trick. The Happy Diamonds collection reminds me that happiness is composed of fleeting moments. Wearing Happy Diamonds is a beautiful reminder to cherish each moment of our lives with grace and wonder.”

Outside of her duties, Bella Hadid is also known for her entrepreneurial spirit. Over the past few years, she has launched a fragrance brand, Orebella, as well as a non-alcoholic alternative drink company, Kin Euphorics. While her work may keep her on her toes, in her downtime, she continues to stay grounded , enjoying life with



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Rings in ethical rose gold and diamonds ©Fédéral-Studio



her family and friends. To top it off, the woman who once dreamed of becoming a professional equestrian is in her true element on the saddle and surrounded by nature.

Parallel to the values of Chopard's own *Joie de Vivre*, Bella strongly believes in embracing the joys in life, be it big or small, and in spreading acts of kindness. Strong morals, however, do not only run deep in the one *Joie de Vivre* collection, but it is at Chopard's core and conveyed in all of the Maison's creations. The Chopard brand is synonymous to high luxury, as proven by its rich heritage and astounding portfolio. In pursuit of new innovations and creative endeavours, Chopard has produced some of the world's most luxurious jewellery. Its vast collection ranges from opulent day-to-day wear such as the Ice Cube and Happy Diamonds collections to the effervescent High Joaillerie collections such as Precious Lace, the Queen of Kalahari, and Caroline's Dreams.



Rings in ethical white gold ©Fédéral-Studio



Bella Hadid wearing rings and bangles from the Ice Cube collection. Photo by Alasdair McLellan

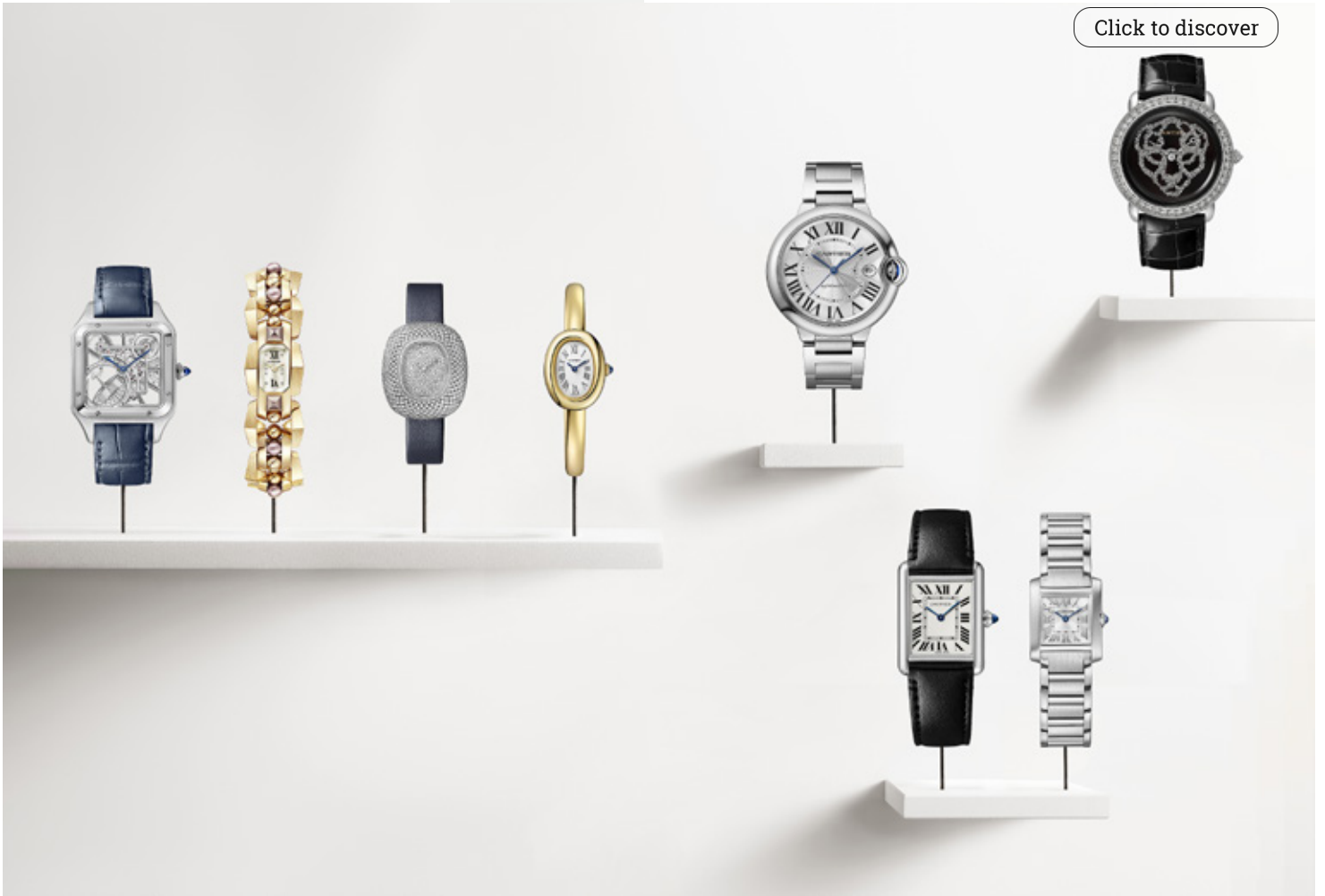


Pendant in ethical rose gold and diamonds  
©Fédéral-Studio

In addition to its glistening jewellery, the Chopard name is also famous for its state-of-the-art Haute Horlogerie. Today, the Maison's famed repertoire include the Alpine Eagle, Happy Sport, Mille Miglia, and L.U.C, among others. Founded by Louis-Ulysse Chopard in 1860, the now diversified brand actually started out as a watch manufacturer. In the decades that followed, the brand gained fame amongst royals and high clientele. It was only in 1985 that the brand unveiled its first jewellery collection, with the influence of Caroline Scheufele.



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Cartier watchmaking collections: Santos de Cartier, Clash [Un]limited, Coussin de Cartier, Baignoise, Ballon Bleu de Cartier, Tank, Révélation d'une Panthère

# QUEST FOR Excellence

CARTIER TAKES US ON A  
TOUR OF ITS STATE-OF-THE-ART  
WATCHMAKING MANUFACTURE  
IN THE HEART OF SWITZERLAND

Firmly anchored at the heart of a true watchmaking ecosystem, Cartier manufactures cultivate the unique relationship between craftsmanship and industry. Cartier's watchmaking prowess stems from a seamless blend of artistry, technology, and tradition. Comprising 1,250 employees from more than 20 nationalities working across 120 specialised professions, the Cartier Watchmaking Manufacture operates across five sites in Switzerland—La Chaux-de-Fonds,

Couvet, Glovelier, Villars-sur-Glâne, and the Maison des Métiers d'Art—each embodying the Maison's dedication to craftsmanship, innovation, and sustainability.

## LA CHAUX-DE-FONDS: THE HEART OF CARTIER WATCHMAKING

Founded in 2001, the manufacture at La Chaux-de-Fonds serves as the primary



Cartier manufacture at La Chaux-de-Fonds  
©Alfredo Piola





Mounting of the blue hands ©Alfredo Piola



Crystal setting, Santos de Cartier watch ©Paolo Pellegrin

hub for Cartier's watchmaking activities. Encompassing design, production, administrative, and customer service departments, the facility boasts a 33,000 m<sup>2</sup> space and employs 850 people. It is home to iconic creations, including non-circular, high-jewellery, and skeleton watches. Sustainability is central to its operations, with the site earning LEED Gold certification, reflecting Cartier's environmental stewardship.

The manufacturing process is exhaustive and precise. From initial sketches to final assembly, every stage is carefully monitored to meet Cartier's high standards. Advanced techniques like 3D printing, allow for the rapid prototyping of designs, reducing development times significantly.

Innovation is at the forefront, as seen in groundbreaking features like the SmartLink system, which simplifies strap adjustments for users, and the QuickSwitch system, ensuring optimal usability. These advances underscore Cartier's commitment to marrying aesthetics with functionality, while also putting forward the highest level of comfort.



The SmartLink system is one of Cartier's recent innovations

At the laboratory, the watches are tested against many factors such as cold, water-resistance, sound, acidity from sweating, and magnetism. The biggest integrated manufacture is La-Chaux-de-Fonds,, where Cartier works with machines developed to mimic daily wear.

Cartier's restoration workshop in La Chaux-de-Fonds undertakes the meticulous repair of historical timepieces. These efforts ensure that even century-old watches remain functional, honouring Cartier's promise of lifelong reparability.

The restoration workshop is particularly aimed for watches that cannot be repaired elsewhere. The premise that the Maison gives to the clients is that all Cartier's creations are repairable. When unavailable, the Maison will source similar materials in order for elements to be reproduced.

Restoration projects, such as rebuilding a delicate rock crystal case or reproducing components for a minute repeater, can take up to two years depending on the complexity, as each restoration project involves extraordinary precision and dedication



**THE MAISON DES MÉTIERS D'ART: PRESERVING TRADITION**

Adjacent to La Chaux-de-Fonds is the Maison des Métiers d'Art, a space dedicated to preserving and innovating rare artisanal crafts. Established in 2014 within a renovated 17th-century farmhouse, it represents Cartier's vision of merging heritage with modernity. Enamelling, granulation, and marquetry are among the crafts practiced here, alongside the development of fine watchmaking movements.

Here, Cartier facilitates the fusion of its two founding crafts, watchmaking and jewellery. Its missions are to preserve the craftsmanship that can only be transmitted from generation to generation; innovation on new technology; sharing between the experts as they are working on a piece. All of this can be shortened into Preserve, Innovate and Share. The artistic crafts can be divided into three main families: the art of fire, the art of metal and the art of composition.

The art of fire covers enamelling. This encompasses all the techniques involved in working with enamel. There are several types of enamel: painted, cloisonné, champlevé, grisaille, grisaille gold paste or plique-à-jour enamel. Samples of this can be seen on the Crash Tigrée Watch (2022) and the Crocodile Jewellery Watch (2024).



Crafting the dial of the Révélation D'une Panthère Watch - 2018 ©Paolo Pellegrin



Granulation and Filigree on the Ronde Louis Cartier Filigree Panthères Watch - 2015 ©Paolo Pellegrin

The art of metal includes granulation and filigree. The latter is a goldsmithing technique that fuses gold or silver wires to produce an openwork grid bearing the desired motif. This technique is beautifully applied on the Ronde Louis Cartier Filigree Panthères Watch (2015), which is enhanced by the use of precious materials such as gold, platinum and diamonds.

Another example of enamel granulation can be seen on the Ronde Louis Cartier Filigree Panthères Watch (2015) and Giraffe Watch (2022). It combines the art of Etruscan granulation with enamelling. For this watch, artisans ingeniously played with six gold alloys to render the giraffe through the striking spot pattern.

At the Maison, the art of composition encompasses the art of assembling different materials inside a watch dial. One of the latest examples of this is in the Ronde Louis Cartier Éclats de Panthère Watch (2022), where the marquetry artisan assembled 124 pieces of straw, as well as wood, crystal, sapphire, gold and mother-of-pearl on a metal plate. This resulted in a wonderfully striking image of the panther. Innovation at Cartier is the result of exchanges between

tradition and modernity, and is born from a constant synergy between artisans, engineers and technicians. These artistic crafts—many of which have never been documented in written form and are passed down orally—run the risk of dying out over time. That is why sharing is a priority for the Maison. As such, Cartier has established links with nearby schools in France and Switzerland, focusing on gem-setting, jewellery and watchmaking to ensure that these skills don't disappear into oblivion.



Maison des Métiers d'Art ©Alfredo Piola





Santos-Dumont Squelette  
Skeleton Watch with micro-rotor



The Couvet manufacture houses the Cartier Manufacturing Lab and  
Watchmaking Institute ©Marie Rouge

## THE COUVET MANUFACTURE: A HUB FOR INNOVATION

Opened just last year, the Couvet Manufacture houses Cartier's Manufacturing Lab and Watchmaking Institute. This state-of-the-art facility focuses on digital technologies, skill development, and process optimisation. By automating repetitive tasks, artisans are free to concentrate on the creative aspects of their respective crafts. Innovations from Couvet include advancements in microfluidics and magnetism, which enhance both the functionality and aesthetics of Cartier timepieces.

## RESPONSIBLE PRODUCTION AND SUSTAINABILITY

Cartier's commitment to sustainability is evident in its use of renewable energy and adherence to ethical sourcing standards. Since 2021, all Cartier buildings operate on renewable energy and the company actively tracks the traceability of its raw materials. The Maison also fosters a collaborative and equitable environment for its workforce with equal pay certifications and initiatives to improve working conditions



The state-of-the-art facility focuses on digital technologies, skill development,  
and process optimisation ©Marie Rouge



A celebration of the fruitful relationship between Hublot, one of the world's renowned watchmakers, and The Time Place, Indonesia's leading watch retailer, the Spirit of Big Bang Tourbillon 5-Day Power Reserve The Time Place 25th Anniversary commemorates a wonderful chapter in the history of The Time Place

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# CELEBRATING

## Milestones

HUBLOT COMMEMORATES AN IMPORTANT CHAPTER  
IN ITS SHARED HISTORY WITH THE TIME PLACE





The transparent case back of the watch features an imprint of The Time Place 25 Years of Excellence

One of the benchmarks of modern haute horology, Hublot is the proponent of “the Art of Fusion,” which blends tradition, innovation, craftsmanship, worlds and talents. Serving as the brand’s aesthetic and technical signature, it guides Hublot’s innovative journey and allows it to keep an open mind not only in developing materials but also in forging fruitful and lasting ties with other members of the watchmaking community, one of which is The Time Place. Through the years, Hublot and The Time Place have worked together in expanding the brand’s presence and influence in Indonesia. To commemorate this partnership and mark the 25th anniversary of The Time Place, Hublot presents the Spirit of Big Bang Tourbillon 5-Day Power Reserve The Time Place 25th Anniversary watch.

Imbued with Hublot’s material innovation, the celebratory timepiece is encased in microblasted white frosted carbon with an impressionistic pattern that lends it a novel appeal. The openworked dial prominently showcases the time and power reserve in red counters, along with rhodium-plated satin-

finished hands, while the skeleton tourbillon can be seen at 6 o’clock. Powering the model is the manual winding HUB6020 manufacture movement, which powers the watch up to 115 hours or the equivalent of five days. Comprised of 183 components, the movement has a thickness of only 4 mm and 25 jewels.

A special edition of only 10 pieces, the sapphire crystal covering the dial is secured with H-shaped polished and microblasted titanium screws, while a polished and microblasted titanium crown with black overmoulded rubber allows the wearer to control its functions. When turned over, the timepiece features a lovely golden imprint of The Time Place 25 Years of Excellence on the case back. In addition, the exclusivity of the model is reinforced with the words Special Edition inscribed on the left side of the case back in red, as well as its individual number within the 10-piece edition. On the opposite side, the collection’s name is similarly highlighted.

Truly a delightful token of the camaraderie, history and shared passions between Hublot and The Time Place, the Spirit of Big Bang

Tourbillon 5-Day Power Reserve The Time Place 25th Anniversary is equipped with a black and red lined rubber strap that comes complete with a black ceramic and black titane deployant buckle.

#### HUBLOT IN INDONESIA

For a quarter of a century, The Time Place has striven to become Indonesia’s ultimate cultivator and curator of leading brands. Renowned as Indonesia’s leading retailer of luxury timepieces, The Time Place first opened its doors in Plaza Senayan in 1999. At present, it has three stores in Jakarta, and one in Surabaya. With a novel multi-brand concept, the company has been instrumental in representing and distributing the top watch manufacturers in the country.

The journey of Hublot in Indonesia began in 2011, just a few years after the brand was acquired by the LVMH Group. At that time, large, sporty watches were very popular, and Hublot capitalised on this trend with bold, oversized designs. With an active and open mindset when it comes to collaborations, Hublot entered partnerships with key



figures within the worlds of sport and music, helping it to resonate with different groups of consumers, including those within the Indonesian market. This openness was integral to growing its presence in Indonesia, which has borne fruit thanks to its productive collaboration with Time International, the parent company of The Time Place, “The Time International brand purpose has always been to curate and cultivate world-class brands in Indonesia. We have evolved from simply being retailers to brand builders and so everything we do revolves around how we can build the brands further and to try to represent them the way the brands would do themselves,” shared Shannon Hartono, Executive Vice President of Time International.

Over time, Hublot and The Time Place have consolidated their efforts towards expanding the watch manufacturer’s reach within the world’s largest archipelago. Now with four boutiques—Plaza Senayan, Pacific Place, Plaza Indonesia, Tunjungan Plaza IV in Surabaya—The Time Place has developed well-appointed Hublot corners in its stores, allowing the brand to create a tangible place to interact with clients and develop lasting



Actress, model and singer, Tatjana Saphira represents the Hublot Loves Art campaign



Model and triathlete Kelly Tandiono sports the Hublot Classic Fusion Orlinksi Blue Ceramic

relationships with them. “Hublot’s presence within The Time Place further helped solidify its position in the market by providing a high-end retail environment where the brand could connect with luxury watch buyers,” relayed

Adhidarma Herman, Time International Vice President of Luxury Watches and Jewellery.

Upholding the value of connection, The Time Place has partnered with a number of key



Athlete Marc Klok is the face of the Hublot Loves Football campaign in Indonesia





The “Hublot Loves Football” pop-up at Plaza Senayan featured a vibrant visual display and interactive games



The Big Bang e Gen3 UEFA EURO 2024™ was launched last July

personalities to represent different Hublot campaigns. These notable figures include actor, model, triathlete, and entrepreneur, Kelly Tandiono; actress, model and singer, Tatjana Saphira, for Hublot Loves Art; as well as athlete Marc Klok, for the Hublot Loves Football campaign.

In addition, The Time Place has also spearheaded a variety of events specifically catered to Hublot VIP customers as well as watch enthusiasts in general. For 2024, it hosted the “Hublot Loves Football” pop-up at Plaza Senayan to celebrate the brand’s role as the Official Watch for UEFA EURO 2024

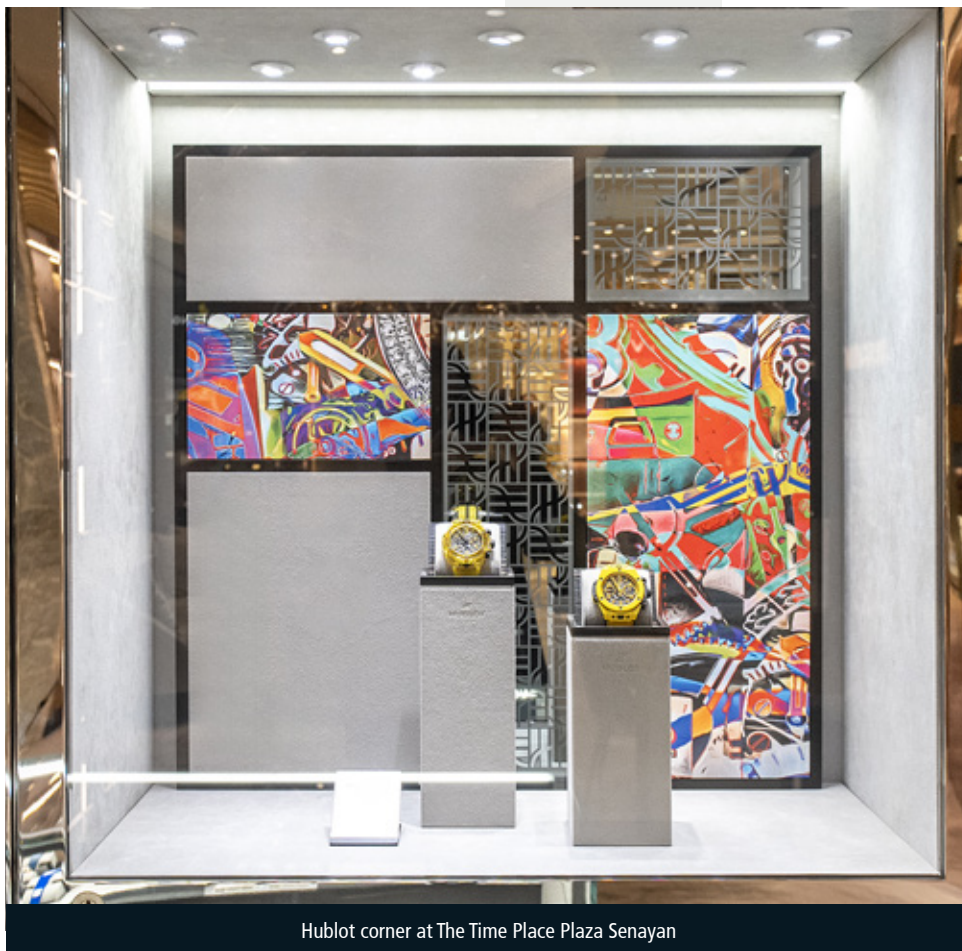
and the launch of the groundbreaking Big Bang e Gen3 UEFA EURO 2024™. Held in the main atrium of Plaza Senayan, Jakarta, the event featured a visually arresting pop-up installation and allowed visitors to engage in a variety of interactive activities. “Football is an extremely popular sport in Indonesia, if not the most popular, so it’s most definitely one of the most relevant collaborations to have for our market. We’ve been fortunate enough to be able to work with the brand to ensure availability of the Hublot Big Bang e Gen3 UEFA EURO 2024™ watch in Indonesia, as well as partner with them on various activations such as pop-ups, events, special windows, and digital activations surrounding the games,” added Shannon Hartono.

This year, Hublot and The Time Place cement their relationship by unveiling the Spirit of Big Bang Tourbillon 5-Day Power Reserve The Time Place 25th Anniversary. A tribute to the quarter century founding of The Time Place, the watch serves as a wonderful and timely symbol of the bilateral alliance between the two established companies.





Hublot corner at The Time Place Plaza Indonesia



Hublot corner at The Time Place Plaza Senayan

### NEW CHIEF

Already an important presence in the world of haute horology, Julien Tornare joined Hublot as its new CEO last September 2024, following a short transition period at TAG Heuer. Someone who is known for his expertise and visionary approach, Tornare will undoubtedly lead Hublot to a fresh direction and inject bold innovation to the company.

With a positive track record of leading and inspiring teams, the consummate CEO values dynamism and possesses a human-centric style of management. Credited for boosting the brand image and sales of Zenith, which he helmed from 2017 to the second half of 2024, he now brings his wealth of experience to further bolster the growth of Hublot. "Hublot is not just marking time but making it. Our goal is to keep pushing forward with a fresh perspective that honours our past while embracing the future. We're building on the strength of our iconic products, innovative materials and, most importantly, our greatest asset: the human talent and expertise that drives everything we do. From the bold pairing of a rubber strap with a gold case in the 1980s to the industry-shaking Big Bang in 2005, Hublot has always been driven by innovation and the courage to do things differently," said



the affable CEO, who visited Indonesia for the first time earlier this year.

Now on his seventh year with LVMH, Tornare is looking forward to witnessing and being part of a significant milestone in Hublot's rich history, "As we approach our 45th anniversary in 2025, Hublot remains a young brand with an impressive track record and untapped potential. With the 20th anniversary of the Big Bang launch next year, we have an incredible opportunity to harness this momentum and unlock even more of Hublot's potential. We're entering an exciting new chapter, with legacy, drive, and a unique opportunity to amplify everything that defines Hublot—mastering innovation from materials to movements—and extraordinary partnerships."

Equipped with a Bachelor's degree in Economics from the University of Geneva and a Master's in International Business from London Metropolitan University, Tornare is looking forward to affecting change and overseeing the innovations that will propel the Swiss watch manufacturer into the future, "I'm truly honoured to be entrusted with leading Hublot into its next chapter. This brand has never been about following the rules—it's about rewriting them. Being part of Hublot's journey, with its legacy of bold innovation and fearless creativity, is both humbling and incredibly exciting. We're not just continuing the story—we're taking it to the next level."

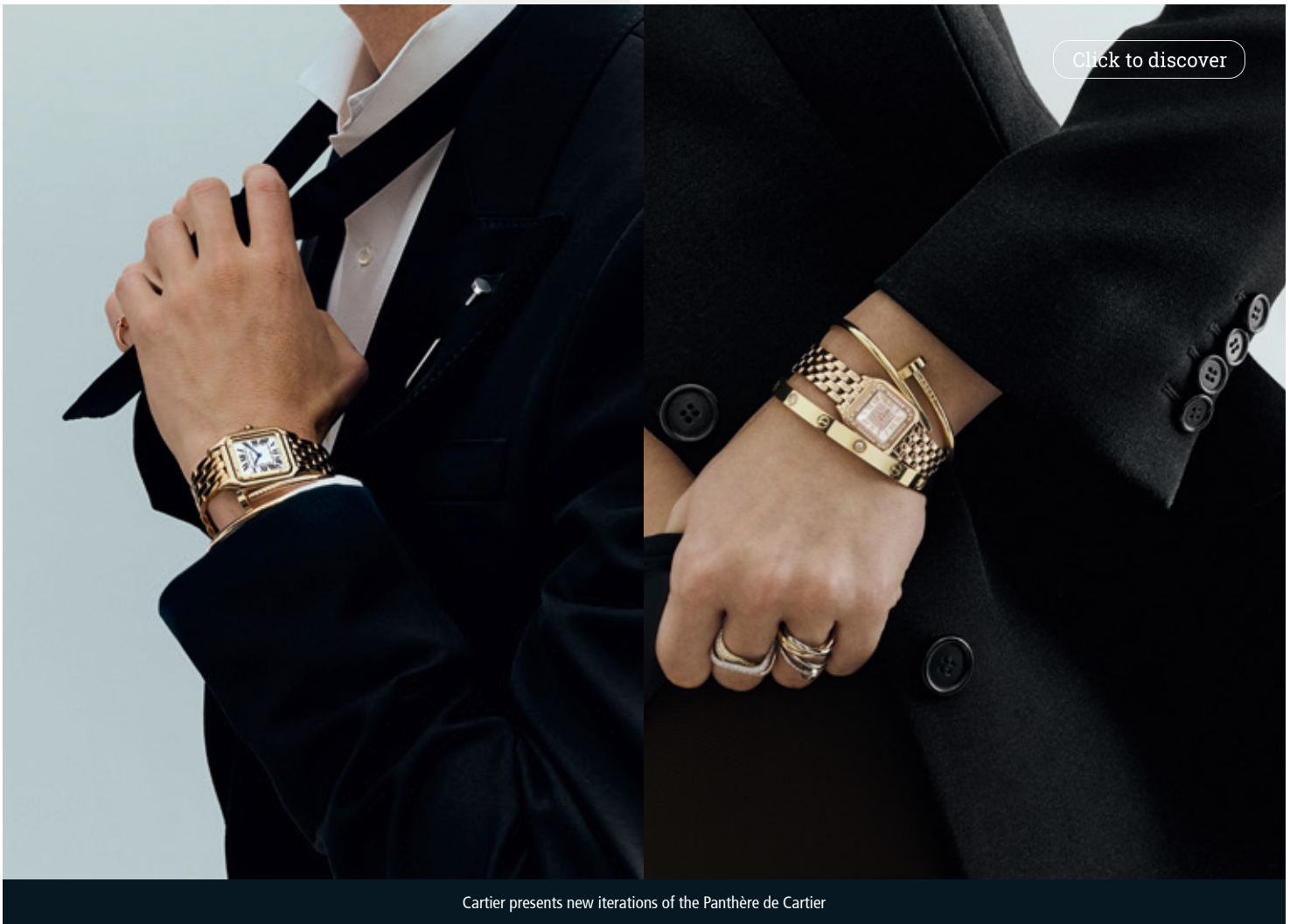


Hublot CEO Julien Tornare at the brand's manufacture in Nyon



Hublot timepieces showcased at the brand's corner in The Time Place Plaza Senayan





Cartier presents new iterations of the Panthère de Cartier

# TIMELY Upgrades

CARTIER BEAUTIFULLY CAPTURES THE PANTHÈRE DE CARTIER'S ENIGMATIC PERSONALITY IN NEW ADDITIONS TO THE LINE

Since its inception in the 1980s, the Panthère de Cartier timepiece has had remarkable reiterations. Under the wings of the Maison's current and former Creative Directors, the timepiece has soared to become one of the most sought-after designs to add to one's ever-growing watch collection. After its reissue back in 2017, the Maison has

launched the Panthère de Cartier in more precious variations in new sizes this year.

Cartier's enduring dedication to quality and innovation is exemplified in this latest release. With a longstanding repertoire for haute horology and haute joaillerie, the Maison introduces bejewelled models of the timepiece



Panthère de Cartier, Large model, steel





Panthère de Cartier, Classic model, gold, diamond-set

and tweaks the classic silhouette into the epitome of modern sophistication. With the introduction of bejewelled models, the Maison has proven that refreshing classic designs is central to crafting timeless masterpieces.

Enhanced with more luxurious options, the rose gold and yellow gold variants are available in both classic and large models. They come in a variety of refined designs—grained, sunray-brushed, satin-finished, or diamond-set. One such noteworthy model to mention is the new yellow gold Panthère de Cartier with diamond-set dial. Set against the inviting warm gold, each diamond that circles the dial and gracefully clusters at its centre refracts a magnificent amount of light. The stellar timepiece is further elevated by the Maison's iconic Roman numerals as hour indicators.

For those who gravitate towards a minimalistic look, they can explore the small models in rose gold or yellow gold, set with a blank dial and diamond-set bezel. Akin to tabula rasa, the dial only displays Cartier's name and carries no

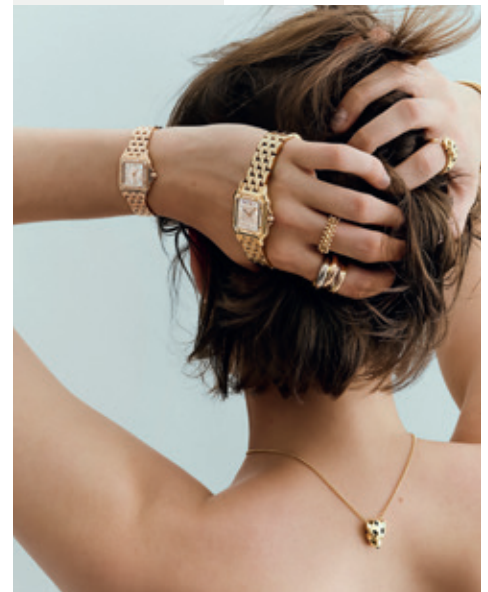
hour indexes at all. This model, much like the other ones, were meant to glisten in their own ways like the gems used in the timepiece. The watch's elegant design allows it to seamlessly complement other Cartier jewellery such as the Juste en Clou, Love, or Clash de Cartier.

In addition to the different palettes, Cartier also presents the new offerings in two juxtaposing sizes. While the first size stays true to the classic Panthère de Cartier silhouette, the larger model has also been made to easily elevate one's look. The classic and large models which come in the trademark yellow gold, gold and steel, or all-steel, can be worn with either the standard or double loop as well.

The unveiling of these latest additions to the much-celebrated collection has proven fruitful in Cartier's pursuit to diversify its creations. With variety in its sizes, palettes, and dials, the Maison invites clients to personalise their own pieces. Not only has the Maison impeccably experimented with the new designs, but it has also captured the enigmatic personalities of



Panthère de Cartier, Large model, gold and steel



The new Panthère de Cartier watches are available in two sizes

the timepiece and perhaps of its discerning clientele as well.

The Panthère de Cartier is just one of Cartier's brilliant creations. Centuries of historical collections, such as the Love and Tank collections, can be traced back to the Maison's early beginnings, when Louis-François Cartier founded the Maison in the mid 19th century. In the succeeding years, the Maison was quick to gain the attention of high society including members of royalty, with its spirit of experimentation and avant-garde styles. Equipped with a keen ability to mesh modernity and class both in watchmaking and jewellery making, Cartier has undoubtedly become a leading and enduring figure in the exclusive realm of luxury.





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The TAG Heuer Carrera Chronograph Tourbillon x Porsche Panamericana is a limited edition of 255 pieces

# RACING Inspired

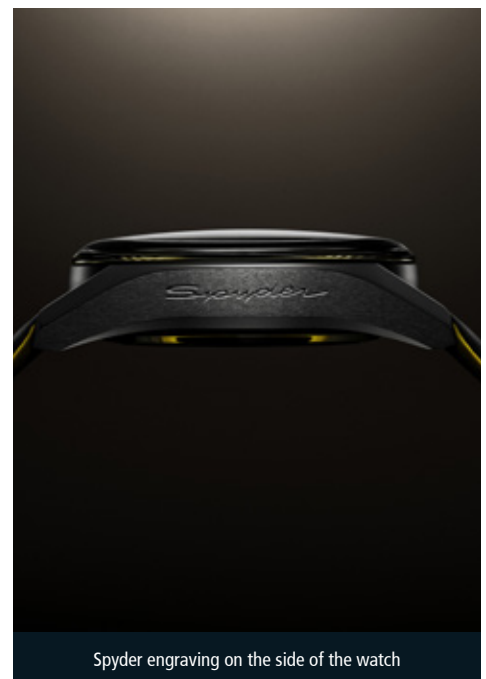
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TAG HEUER AND PORSCHE  
PRESENT AN ALL-NEW WATCH  
THAT CELEBRATES THEIR LONG  
AND FRUITFUL PARTNERSHIP

Speed, heritage, precision—these three are characteristics that are synonymous with leading watchmaker TAG Heuer and car manufacturer Porsche. Their latest collaboration is a tribute to not just the history of the two brands but also an ode to the legendary Carrera Panamericana race that inspired both watch and car collections. This extraordinary watch reflects the shared heritage of the collaborative houses, rooted

in the legendary Carrera Panamericana, and celebrating the 70th anniversary of the marque's victories there.

The TAG Heuer Carrera Chronograph Tourbillon x Porsche Panamericana captures the rich histories of TAG Heuer and Porsche. On the dial, the word Panamericana stands out as a reference to the 3,000 km cross-country race held in Mexico. This exclusive timepiece



Spyder engraving on the side of the watch





A domed sapphire Glassbox crystal enhances legibility

is presented in a TAG Heuer Carrera case with a vintage-inspired Glassbox crystal over the contemporary skeleton dial as a nod to the brands' past, present and future.

The Carrera Panamericana race, which first took place in 1950, holds a legendary status in the world of motorsports. Known for its perilous 3,000-kilometre route through the harsh terrains of Mexico, it pushed drivers and their machines to the edge, with Porsche achieving historic victories in 1954. In particular, the Porsche 550 Spyder, driven by Hans Herrmann, claimed victory in its class, marking the beginning of Porsche's lasting reputation in endurance racing.

Crafted from stainless steel, the 42 mm case features a fine-brushed and polished finish, with an engraving of the "Spyder" logo on the side. This duality enhances the watch's sporty yet elegant character. The design draws direct inspiration from the Porsche 550 Spyder, an automotive icon. Its skeleton dial is reminiscent of the Spyder's wheels, while the colour palette of silver, yellow, and black, mimics the original vehicle's livery. The grained effect on the dial adds a touch of racing authenticity, symbolising the coarse texture of asphalt.

Despite its complex design, the dial is clean, with minimal logos and inscriptions, maintaining a clear focus on functionality, which is emblematic of TAG Heuer's racing heritage. In essence, the dial seamlessly merges nostalgia with the distinguished brand's contemporary watchmaking prowess.



The dial bears elements inspired by the Porsche 550 Spyder



The watch is powered by Calibre TH20-09

The bezel-free design, combined with a domed sapphire Glassbox crystal, enhances readability at high speeds, reflecting the practical elegance TAG Heuer is known for. A black perforated calfskin leather strap, with yellow stitching and lining, adds a sporty touch, embodying the spirit of vintage racing.

Limited to just 255 pieces, this edition is a nod to the number "55", which decorated the Porsche 550 Spyder during its victorious run in the 1954 Carrera Panamericana. The model is individually numbered and comes with special engraving, marking its exclusivity as a collector's item. Water-resistant up to 100 metres, the timepiece comes packaged in a lacquered wooden box, personalised in the same yellow Pantone that defines its aesthetic.

Powering the watch is the exceptional Calibre TH20-09. This in-house movement features a tourbillon, providing a unique take on timekeeping. The movement runs at a frequency of 28,800 vibrations per hour (4 Hz) and offers an impressive power reserve of 65 hours. Notably, the rotor takes the shape of a Porsche steering wheel mass which is wonderfully visible through the case back.

Similar to last year, Porsche and TAG Heuer will once again present a unique one-off Porsche car, to celebrate their mutual relationship with the Carrera Panamericana, which will be revealed during a stint in Mexico City. This collaboration is a testament to the timeless passion for speed, precision, and innovation that have equally defined TAG Heuer and Porsche throughout their legendary histories.



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Longines presents three new additions to the Flagship Heritage collection, including one with a green dial

# STRIKING Trinity

LONGINES EXTENDS ITS  
FLAGSHIP HERITAGE  
COLLECTION WITH THREE  
ALLURING NEW COLOURS

Since its founding in Saint-Imier, Switzerland, in 1832, Longines has had a longstanding reputation for excellence in the watchmaking industry. Known for its role as a timekeeper for global sports championships, Longines combines technical precision with an appreciation for refined aesthetics. As a member of the Swatch Group,

the brand has expanded its reach worldwide to over 150 countries.

The Longines Flagship Heritage collection is an homage to timeless watchmaking, designed to balance classic aesthetics with modern innovation. Introduced as a tribute to the original 1957 Flagship models, this



The colourful trio includes a model with an anthracite dial



collection captures the essence of Longines' historical design while integrating advanced watchmaking technology.

Known for its elegant, minimalist style, the Flagship Heritage collection extends its legacy with three new models featuring sunray dials in Havana beige, anthracite, and green. These models include a moonphase complication and are powered by the brand's exclusive and high-precision movement.

The Flagship line has been a staple of Longines' offerings since the late 1950s. The term "flagship" itself refers to the lead ship in a fleet, symbolising strength, elegance, and distinction—values central to the Longines brand. The new Flagship Heritage models proudly carry this legacy, with a refined stainless steel case, a diameter of 38.5 mm, and a distinguished satin-brushed finish. The back of each watch is adorned with an 18-carat gold medallion, a hallmark of the Flagship series. This emblem, depicting a caravel (a traditional sailing ship) in full sail on a vibrant blue sea, is crafted using meticulous Grand Feu enamelling techniques, showcasing Longines' commitment to artisanal detail.

At the heart of the Flagship Heritage collection is the Longines Calibre L899.5 movement, which incorporates the latest advancements in watchmaking technology. This self-winding mechanical movement, with a silicon balance spring, achieves resistance to magnetic fields



Completing the latest additions is an iteration with a Havana beige dial



At the back of each watch is an 18-carat gold medallion, a hallmark of the Flagship series

that exceed the ISO 764 standard by tenfold. This innovation ensures the watch's precision and durability over time, contributing to a generous 72-hour power reserve. Silicon's lightweight, corrosion-resistant properties make it an ideal component, enhancing the movement's accuracy.

The new Flagship Heritage watches also feature distinctive domed dials inspired by the original 1957 model. The new sunray dials are enhanced by eleven applied hour markers, plated in rhodium or rose gold and elongated at 3, 9 and 12 o'clock. Coated with Super-LumiNova® to ensure optimal legibility, the hour and minute hands are plated in rhodium or rose gold. Their colour matches the moon and stars on the moonphase indicator.

Each watch is paired with a leather strap offered in either brown, anthracite, or black that matches perfectly with the dial's colour. These straps, crafted from alligator leather and fastened with a Heritage tongue buckle in stainless steel, offer both comfort and

durability. The watch's lugs are shortened and chamfered, ensuring a comfortable fit for any wrist size, a thoughtful detail that enhances the user's wearing experience.

The Flagship Heritage line remains water-resistant up to 30 metres, a modest feature that is nonetheless practical for daily use. The sapphire crystal, treated with an anti-reflective coating on both sides, ensures durability and legibility, while the screw-down case back with the 18-carat gold medallion provides both an aesthetic and protective function.

The Flagship Heritage collection is a testament to Longines' expertise and dedication to preserving the art of watchmaking. By reimagining iconic models with modern innovations, Longines has created a line that honours its past while looking forward to the future. The latest updates to the Flagship Heritage collection capture this spirit of timelessness, making each one not only a beautiful accessory but also a lasting piece of Longines history.



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Luminor Perpetual Calendar Goldtech™ (PAM00742)

# REFINED ARTISTRY

PANERAI PRESENTS THREE NEW EXQUISITE WATCHES THAT ARE EQUIPPED WITH A PERPETUAL CALENDAR

Italian haute horologist Panerai has unveiled three High Complication timepieces featuring an avant-garde perpetual calendar that would ease its clients' journeys. The boutique-exclusive Radiomir Perpetual Calendar GMT Goldtech™ (PAM01453), the limited edition Luminor Perpetual Calendar Goldtech™ (PAM00742) and the Luminor Perpetual Calendar Platinumtech™ (PAM00715) are fuelled by the novel P.4100 calibre, a robust automatic mechanical movement equipped with a 3-day power reserve.

During the making of the watches, the Panerai Laboratio di Idee joined hands with the Neuchâtel manufacture. The timepieces have precise perpetual calendars that can instantly identify months with fewer than 31 days as well as leap years. The 15½ lignes calibre is comprised of 55 jewels, and comes with a Glucydur™ balance, and other parts that all contribute to the 4 Hz frequency.

First to feature the P.4100 calibre is the Radiomir Perpetual Calendar Goldtech™ (PAM01453). An extension of the Radiomir



Radiomir Perpetual Calendar GMT Goldtech™ (PAM01453)

collection, the 45 mm timepiece gleams in polished Panerai Goldtech™ and is enriched by a GMT complication. With a 24-hour



display—especially suited for those who track multiple time zones—this signifies a return to the Maison’s heritage as the element echoes some of the brand’s earliest models. A three-day power reserve drives the model, which comes with a white shaded sun-brushed sandwich dial distinctly designed to display all the needed information including the minutes, hours, day, date, 24H GMT hand and 24H sub-dial at 9 o’clock, with small seconds and a day-night indicator, as well as the words ‘Calendario Perpetuo,’ an ode to Panerai’s Italian roots. The watch comes with a brown alligator strap with T/T stitching.

Next up is the Luminor Perpetual Calendar Goldtech™ (PAM00742), a 44 mm model with an enigmatic demeanour. The warmth of the Panerai Goldtech™ case and bezel juxtapose the deep blue tones used for the dial and strap, hence adding to the timepiece’s opulence. At the heart of the Luminor Perpetual Calendar Goldtech™ (PAM00742) is a stunning blue sun-brushed dial that features Arabic numerals and indices as hour indicators. In addition to the delicate day and date window on the 3 o’clock mark, the watch also has a 24-hour subdial at 9 o’clock. Panerai completes the Luminor Perpetual Calendar Goldtech™ (PAM00742) with an alligator patina dark blue strap, complete with a trapezoidal clasp.



At the heart of both watches is the P.4100 calibre. Here is the case back of the Luminor Perpetual Calendar Goldtech™ (PAM00742)



The Luminor Perpetual Calendar Platinumtech™ (PAM00715) is a limited edition of 100 pieces

Although the third model possesses the same movement as its golden counterpart, one could also say that the Luminor Perpetual Calendar Platinumtech™ (PAM00715) foils the Luminor Perpetual Calendar Goldtech™ (PAM00742). Housed in a similar 44 mm rounded square case, this limited edition model is entirely

crafted out of Platinumtech™ as opposed to the warmer material of the former. Cast within the polished case is a captivating green sun-brushed dial that features the same functions, day and date window, and 24-hour subdial. This time, however, Panerai contrasts the cool tone of the case with golden hour, minute,

and seconds hands that are coated with luminous material. The vintage earthy tone of the timepiece is further complemented by a beautiful strap in alligator patina dark brown, complete with intricate ecru stitching.

With unique attributes all their own, the three High Complication watches offer a time-telling experience unlike no other. The Radiomir Perpetual Calendar GMT Goldtech™ (PAM01453) is available exclusively at Panerai boutiques, while the Luminor Perpetual Calendar Goldtech™ (PAM00742) is limited to 300 pieces, whereas the Luminor Perpetual Calendar Platinumtech™ (PAM00715) is limited to 100 pieces, making them rare additions to any Paneristi’s collection.

Hailed as a master of High Complications, Panerai’s approach towards luxury watchmaking is just as distinct as it is refined. The now world-renowned haute horologist, whose history dates back to the 1800s, started as a watchmaking shop in Florence, Italy. Under the vision of founder Giovanni Panerai and his successors, the watchmaking company has flourished into a leading figure in the sector, often creating much-awaited timepieces and collections, including the notable Panerai Luminor collection.



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The BR-X5 Iridescent incorporates light and colour on its dial

# FROM DUSK 'til Dawn

BELL & ROSS EMBRACES  
THE WONDERS OF LIGHT  
THROUGH THE BR-X5  
IRIDESCENT AND BR-X5 LUM

**I**nfusing scientific innovations into its creations, esteemed haute horologist Bell & Ross proudly unveils two timepieces that capture light in entirely new ways. These exciting additions to the brand's offerings, the BR-X5 Iridescent and the BR-X5 Blue Lum, were specifically made to accompany watch enthusiasts from dusk until dawn.

First in the selections is the BR-X5 Iridescent, a distinct timepiece whose charm lies in its palette. Much like its predecessors, the watch's satin-finished and polished steel case bears trademark Bell & Ross traits. The 41 mm rounded square case is embedded with four iconic screws and its overall silhouette gives off a sporty yet chic look.



The multi-hued watch is a boutique limited edition





The sporty watch also comes with a white rubber strap

Beneath the protective sapphire crystal glass sits an iridescent green to purple dial with a gleam that would easily captivate anyone's attention. Though one could only see the final product, the process behind the making of this timepiece is a noteworthy journey. The iridescent dial achieves its look thanks to the multiple layering of differently hued PVD, which enables the brilliant reflection of light when viewed at different angles. Not only that, but the haute horologist also finishes the dial with a striking sunray effect to further add to the sheen.

Bell & Ross lets the dial's aesthetics take centre stage and juxtaposes its nearly fluorescent look with mostly white details. The minimalist Roman numeral hour indicators as well as the rounded hands all complement the dial. While the indicators and hour and minute hands are made of polished rhodium plates, the delicate sweep seconds hand is coated in semi-matt lacquer. In addition to these features, the centre of the watch is also completed with the haute horologist's logo as well as automatic, chronometer, and water resistance details.

Aside from the standard hour, minute, and seconds functions, a date window can be seen nestled between the two and four o'clock marks. Just across it at the nine o'clock mark, one can check the remaining power reserve through a small indicator. Though most of the engravings and appliques may be white, several such as the numerals and hands are

filled with white Super-LumiNova X1 to allow visibility even in low-light settings. Overall, the timepiece's functions can be managed using the screw-down crown on the right side of the case, which is shielded by the same steel guard on either side.

Behind the striking persona of the BR-X5 Iridescent is the haute horologist's renowned BR-CAL.323 calibre. Able to withstand up to 70 hours of use, the automatic mechanical movement possesses extraordinary precision and durability. Similar to the frontside of the watch, the movement is also protected by a sapphire case back with oscillating weight for added security. The outward silhouette of the 41 mm BR-X5 Iridescent seamlessly connects with the complementary bracelet. For a classic look, the haute horologist offers a single-link chain bracelet made of satin-finished and polished steel. A second similarly refined option is a wide white rubber strap whose tone matches that of the appliques. With the balance between luminosity and minimalism achieved, the BR-X5 Iridescent becomes a staple piece within the haute horologist's X5 line.



The dial's palette is the result of layering multi-coloured PVD





The BR-X5 Blue Lum boasts exceptional luminescence in a unique blue hue

With the addition of the BR-X5 Iridescent and other similarly luminous creations, Bell & Ross has mastered the art of incorporating light into fine watchmaking. Akin to the iridescent timepiece, the BR-X5 Blue Lum is a watch that dabbles in such an art only this time in one stellar hue. Under dimly lit environments, the entirety of the timepiece glows a bright blue tone. Not only does it allow one to tell the time, its outline and functions can still be vividly seen even in the dark.

The BR-X5 Blue Lum watch owes its brightness to the brilliance of Bell & Ross' engineers, specifically in the development of the game changing LM3D material. The revolutionary material has allowed the haute horologist to experiment with past designs, such as the BR-X5 Green Lum. This time, Bell & Ross chose to merge a cooler shade of the material with its light yet robust mechanics. Not only does the silhouette and personality of the watch match the haute horologist's profile, but it also speaks volumes of its roots. Mimicking the brightness of bioluminescence, the unparalleled visibility of the BR-X5 Blue Lum would surely be embraced by aviators embarking on a long-haul journey under the blanketed night sky.



Perfect for day or night, the BR-X5 Blue Lum is a limited edition of 500 pieces



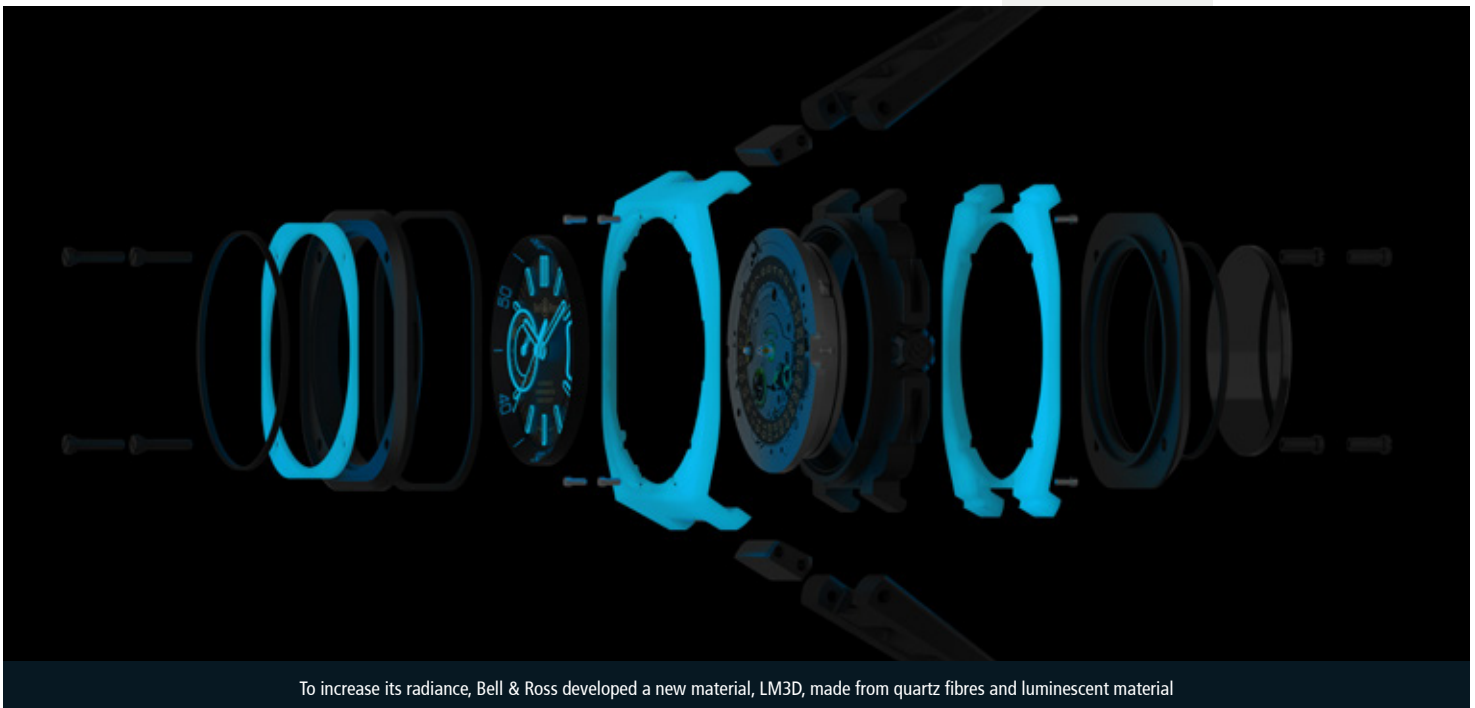
The timepiece is powered by the robust BR-CAL.323 that offers a 70-hour power reserve and is water-resistant up to 100 metres. Within the frame of its 41 mm case, the cool toned BR-X5 Blue Lum has similar functions and features as the BR-X5 Iridescent. Analogous to the remaining X5 models, the BR-X5 Blue Lum's case possesses iconic traits such as the four screws. The matt black dial displays luminous block indices and hands, and just outside the hour indices' perimeter lies the 60-minute scale. To the right of the watch, one can identify the minimalist date window whereas to its left is the power reserve indicator. Unlike the previous watch, however, this one's appliques and details are coated in blue Super-Luminova.

Against the matt black dial as well as the rubber strap with a similar hue, the haute horologist has paired the timepiece with a unique 41 mm case made of Grade 2 microblasted titanium DLC (diamond-like carbon) finish. Under the sunlight, the details of both the case and the dial morph into a somewhat teal blue hue unlike the vibrant deeper blue one would see under the night sky, making it yet another perfect piece for long-term wear.

Established in 1994, Bell & Ross has had a long journey and achieved many feats in the world of haute horlogerie. Under the guidance of founders Rosillo and Belamich, the French-born company incorporates its modern vision with the highest of Swiss watchmaking technology. In addition to the BR-X5 Iridescent and the BR-X5 Blue Lum, Bell & Ross has made ripples of change with other lines such as the classic BR 01 and the sleek BR 03.



The watch comes with a black rubber strap



To increase its radiance, Bell & Ross developed a new material, LM3D, made from quartz fibres and luminescent material





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Big Pilot's Watch Perpetual Calendar TOP GUN Lake Tahoe (Ref. IW503008)

# ENDURING Legacy

IWC SCHAFFHAUSEN HONOURS THE LEGACY AND PERPETUAL CALENDAR MASTERY OF KURT KLAUS WITH ITS NEW MODELS

In the world of haute horlogerie, few names command as much respect as Kurt Klaus, the legendary watchmaker of IWC Schaffhausen. As IWC celebrates Klaus's 90th birthday, the brand reflects on his groundbreaking work on the perpetual calendar—a complication that remains central to IWC's collections today. Klaus' perpetual calendar, introduced at the Basel Watch Show in 1985 with the Da Vinci Perpetual Calendar Chronograph, revolutionised the field and set a new standard in watchmaking for functionality and user-friendliness.

## THE PERPETUAL CALENDAR

Klaus's invention continues to influence IWC's

main collections, including the Portugieser, Portofino and Pilot's Watch lines, which proudly showcase perpetual calendar models that honour his legacy.

First up is the Big Pilot's Watch Perpetual Calendar TOP GUN Lake Tahoe (Ref. IW503008). This model stands as a modern embodiment of Klaus's genius within IWC's iconic Pilot's Watches. Sturdy yet elegant, the TOP GUN Lake Tahoe edition features a robust 46.5 mm white ceramic case, a black dial, and black hands with white Super-LumiNova®. Inside beats the IWC-manufactured 52615 calibre movement, which, with its seven-day power reserve and precise moon phase



Portugieser Perpetual Calendar 44 (Ref. IW503703)

accuracy, showcases Klaus's prowess and timeless approach to engineering.

Second is the Portugieser Perpetual Calendar 44 (Ref. IW503703). The Portugieser line holds a special place in IWC's repertoire of high complications. The completely re-engineered



Perpetual Calendar 44, launched this year at Watches & Wonders, is available in four versions, two come in 18-carat white gold with Horizon Blue and Dune dials, while two models are presented in 18-carat Armor Gold®, with either an Obsidian black or a Silver Moon dial. Powered by the IWC-manufactured 52616 calibre movement with a seven-day power reserve, it integrates IWC's Double Moon™ display, capturing the lunar phases visible from both hemispheres.

This is followed by the Portofino Perpetual Calendar (Ref. IW344602). In the Portofino collection, IWC introduces the perpetual calendar in a more compact 40 mm case, available in 18-carat 5N gold or stainless steel. Driven by the IWC-manufactured 82650 calibre movement, featuring automatic Pellaton winding with ceramic components and a power reserve of 60 hours, it maintains the functionality and elegance of Klaus's original design with a moon phase display that requires adjustment only after 577.5 years.

### THE PORTUGIESE

At Watches & Wonders 2024, IWC showcased its latest achievement in the realm of high



Portugieser Hand-Wound Tourbillon Day & Night (Ref. IW545901)

leap-year exception rules of the Gregorian calendar. With its extremely precise Double Moon™ phase display, accurate to within one day every 45 million years, this model encapsulates Klaus's forward-thinking vision, as it has also been officially recognised by Guinness World Records as the “most precise lunar phase wristwatch”. The 44.4 mm



Kurt Klaus's contributions to modern watchmaking continue to influence IWC



Portofino Perpetual Calendar (Ref. IW344602)



Portugieser Eternal Calendar (Ref. IW505701)

complications: the Portugieser Eternal Calendar (Ref. IW505701), which won the Aiguille d'Or at the Grand Prix d'Horlogerie de Genève 2024. Building on Klaus's modular perpetual calendar design, this watch adds a “secular perpetual calendar,” incorporating a 400-year gear that accounts for the complex

platinum case houses the newly developed IWC-manufactured 52640 calibre movement. Lastly, the Portugieser Hand-Wound Tourbillon Day & Night (Ref. IW545901), also introduced at Watches & Wonders 2024, underscores the brand's commitment to pushing engineering and aesthetic

boundaries. Encased in a 42.4 mm, 18-carat Armor Gold® case with an Obsidian lacquered dial, this timepiece features a captivating globe-shaped day-and-night indicator alongside the tourbillon—a first for IWC. It features the hand-wound IWC-manufactured 81925 calibre movement, which has an 84-hour power reserve.

As we honour Kurt Klaus's contributions, it is clear his vision continues to guide IWC. From the rugged Pilot's Watches to the distinguished Portugieser and elegant Portofino lines, each timepiece in IWC's collections embodies Klaus's philosophy: a harmony between simplicity, precision, and elegance. As IWC looks forward, the brand remains committed to Klaus's ethos of engineering timepieces that balance high complications with user-friendly design.



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Breguet presents the Type XX Chronographe 2067 and the Type 20 Chronographe 2057

# VIVID Recollections

CONTINUING THE HISTORY OF THE MILITARY-INSPIRED TYPE XX, BREGUET UNVEILS TWO MODERN WATCHES WITHIN THE COLLECTION

Just last year, haute horologist Breguet welcomed a new generation of Type XX in the form of two models. Exuding a distinct semblance of class, the latest Type XX timepieces were crafted to fit modern aesthetics without letting go of its rich heritage.

The original 20th century watch, which catered to pilots from the French Air Force,

was lightyears ahead of its time. With a dapper black dial and leather strap, the original XX boasted a flyback function that quickly won the hearts of its clients. This instigated the development of later models, including a black-bezelled beauty that was unveiled almost 20 years later, followed by the stunning Transatlantique in 1995, the Type XXI in 2004, and the Type XXII in 2010.



Type 20 Chronographe 2057 with a grey NATO fabric strap



With origins that date back all the way to the vibrant 50's, the Type 20 Chronographe 2057 and Type XX Chronographe 2067 were built off the legacy left by its predecessors. Even from its name, one can tell that Breguet paid homage to its longtime aviation partner in the Type 20 Chronographe 2057. The first of the Type XX that accompanied French Air Force Pilots were labelled "Type 20" as opposed to "Type XX" made for civilians. Additionally, the new Type 20 Chronographe 2057 also retained Breguet's refined elegance that has made the former Type 20 a cherished timepiece to many aviators alike.

Framed by a riveting fluted steel bezel—whose ribs and pushers bear remarkable allure—the 42 mm Type 20 Chronographe 2057 features a chronograph with flyback function. The generous sized 30-minute and 60-second totalizers are featured side by side in the centre of the watch. Tucked beneath the larger 30-minute totalizer is a small date window. Much like its hands, the hour markers evoke a luminous mint green shade to shine vividly against the dark background. Allowing its materials and prestige to speak for itself, the haute horologist pairs the minimalist watch with two interchangeable straps, one in calfskin leather and another in NATO fabric.

Parallel to the Air Force-inspired Type 20 Chronographe 2057 is yet another addition to the Type XX collection. Much like it had



The Type XX Chronographe 2067 with a beige NATO fabric strap



Type XX Chronographe 2067 is powered by Calibre 728



Thanks to the rapid interchange system, the wearer can easily change watch straps

done before, Breguet pairs the military Type 20 with a corresponding Type XX model especially made for civilians. At first glance, one could already tell the target audience of this elegant watch just from its lithe details and brighter palette. Also measuring 42 mm in diameter, the timepiece features a distinct bidirectional bezel with softer ridges. Set against a black dial, Breguet pairs the new Type XX with luminescent ivory lacquer that can be seen on the hour numerals, hands, and other markers. An ode to the 50s model, the haute horologist adds to the sophistication of the timepiece with the rapid interchange system (RIS), that allows the wearer to easily convert from a

light brown calfskin leather strap or a NATO fabric strap.

In lieu of this unveiling, Breguet has not only revamped the XX collection with a new persona but also a robust calibre to boot. Whilst the Type 20 Chronographe 2057 is fuelled by Calibre 7281, the Type XX Chronographe 2067 has Calibre 728 to power its engine. The intricate and robust movements come complete with a functional flyback, 5 Hz frequency, and precision unlike any other. These testaments to the watchmaking mastery of Manufacture Breguet provide a 60-hour power reserve to the timepieces, further making them reliable assets to treasure and cherish.



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Navitimer B01 Chronograph 43

# SEASON'S Greetings

BREITLING CURATES SIX TIMEPIECES THAT WOULD MAKE THE PERFECT GIFTS FOR YOUR LOVED-ONES

With the holidays fast approaching, the season for gift hunting has begun and the bar for luxury gifts may have been raised by one renowned haute horologist. Just in time for the end-of-year festivities, Breitling has selected a handful of its legendary timepieces that would make the perfect gift for your loved-ones.

The first of Breitling's holiday exclusives were especially curated for globetrotters. Exclusively designed to fit pilots' needs, the Navitimer Automatic 36 has made history following its release in the 50s. The variant is encased in a 36 mm body and features an elegant mother-of-pearl dial. The intricacy of the steel and gold chain link bracelet matches that of the ridged



Navitimer Automatic 36



rose gold bezel. Whilst the border of its dial features the brand's trademark circular slide rule, this model also utilises gems as its hour indicators as opposed to the lithe hour indices, making it a one-of-a-kind addition to anyone's watch collection.

Also another contender in "The Iconic Jetsetter" duo, the Navitimer B01 Chronograph 43 may just be the exact opposite of the Navitimer Automatic 36. The original timepiece has many functionalities that quickly grew on pilots and celebrities throughout the decades. Taking a page out of history books, this reiteration features a flattened slide rule on the black and white dial. As for its chronograph, the watch is complete with 1/4th second, 30 minutes, and 12 hour functions. At its 12 o'clock mark, instead of the modern Breitling logo, the Aircraft Owners and Pilots Association wings emblem has made a much-awaited comeback.

For those seeking a sportier timepiece, the Super Chronomat Automatic 38 is one tasteful option. The combination of sterling silver, red gold, and green on a luxury watch is as rare as it is opulent. Though the dial is somewhat minimalist, its cool green tone is striking enough to leave a lasting impression, especially when paired with the red gold décor and precious gems. In addition, the red gold bezel is also embellished with refined diamonds that dazzle from afar.

Matching the green theme of Breitling's "Sporty but Elegant" creations, the Chronomat B01 42 is a watch whose original model can be traced

back to 1983. Sheathed in its 18-carat red gold case is the deep green dial that displays the Chronomat's three distinct functions. Powered by the Manufacture Calibre 01, this luscious green variant is paired with a rubber version of Breitling's legendary Rouleaux bracelet. It is also clad with unique details such as a tachymeter that further adds to its functionality and the red gold hand featuring the brand's initial.

The last two pieces of Breitling's holiday collection are thalassic-inspired pieces curated especially for "The Water Enthusiast". At 42 mm in diameter, the Superocean Heritage B20 is a modern reiteration of the haute horologist's 50's dive watch, only this time powered by Breitling's robust manufacture B20 calibre. The stunning combination of stainless steel and red gold in the case is accentuated by deep blue hues, as seen on its captivating dial, ceramic bezel and blue mesh rubber bracelet.

Akin to the sea foam that inches closer to the shores, the Superocean Automatic 36 is a sleek all-white timepiece made to accompany wearers on their adventures. Aside from the serene aesthetics, some of its most enticing qualities include its unparalleled visibility underwater and overall durability. In addition to its water resistance (300 m), the Superocean Automatic 36 is also made to withstand shock, sand, and saltwater.



Superocean Automatic 36



Chronomat B01 42



Super Chronomat Automatic 38



Superocean Heritage B20



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Roger Dubuis presents the Excalibur Double Tourbillon Cobalt Chrome and the Orbis in Machina Central Monotourbillon

# MASTER of Horology

ROGER DUBUIS UNVEILS TWO  
NEW EXCITING TOURBILLON  
NOVELTIES AT WATCHES &  
WONDERS SHANGHAI 2024

**R**oger Dubuis, the Swiss watchmaker renowned for its limited editions and audacious designs, has consistently pushed boundaries in watchmaking. At Watches & Wonders Shanghai 2024, the brand introduced two new watches showcasing the Maison's commitment to Hyper Horology™.

## THE EXCALIBUR DOUBLE TOURBILLON COBALT CHROME

The Roger Dubuis Excalibur Double Tourbillon Cobalt Chrome (ref. RDDBEX1109) is proof that two is better than one. As its name suggests, it features two flying tourbillons

which are linked with a differential. Featuring eye-catching blue accents, the 45 mm case is made entirely of Cobalt Chrome, a signature material that has been employed by the innovative Maison since 2017.

This limited edition timepiece, offered at just 28 pieces, showcases the brand's mastery of skeletonised design and advanced technical materials. At its heart lies the manually wound RD108SQ calibre, featuring twin flying tourbillons linked by a differential, a mechanism designed to counteract the effects of gravity. The intricate design of this movement

is visible through the openwork skeleton dial, giving wearers a mesmerising view of its 319 meticulously finished components. Water-resistant up to 100 metres, the watch features a blue calfskin leather strap and blue CVD-coated dial accents.

## THE ORBIS IN MACHINA CENTRAL MONOTOURBILLON

The Roger Dubuis Orbis in Machina (meaning "World in the Machine" in Latin) Central Monotourbillon (ref. RDDBEX1122) is a captivating blend of modern innovation and traditional watchmaking. Limited to just eight pieces, the two-faced watch—contemporary in the front, traditional in the back—is supported by a rare complication called the Central Monotourbillon, mastered by only a few watchmakers.

The watch's design is distinguished by concentric circles that radiate from the central tourbillon, creating a hypnotic visual effect. Crafted in 18-carat pink gold, this 45 mm masterpiece is adorned with an array of baguette-cut rubies and diamonds; it comes with a deep red calfskin leather strap complete with the Quick Release System. At the heart of the timepiece is the intricate Calibre RD115, which provides it with a substantial 72-hour power reserve.



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The Piaget Polo Skeleton Ceramic brings together material innovation and fine craftsmanship

# REFINED Elegance

PIAGET MAKES WONDERFUL USE OF HIGHLY RESISTANT CERAMIC IN ITS LATEST TIMEPIECE, THE PIAGET POLO SKELETON CERAMIC

**A**udacious and daring, the new Piaget Polo Skeleton Ceramic marks a new chapter for the Maison. Rooted in the original codes of the Piaget Polo's disruptive design—with its refined proportions and joyful mix of everyday sophistication—the timepiece is a testament to Piaget's watchmaking savoir-faire and pioneering spirit.

For the first time ever, the Maison welcomes ceramic into its watchmaking repertoire. Combining contemporary materials with Piaget's mastery of skeletonisation, this watch is a sophisticated fusion of impeccable artistry and technology.

With its sleek, ultra-thin design and refined elegance, the watch's jet-black ceramic finish is paired with Piaget's signature openwork artistry, allowing the wearer to appreciate the mechanical intricacies within.

The biggest challenge was the watch's development, where ceramic is seamlessly fused with Piaget's ultra-thin DNA and aesthetic. It took Piaget three years to perfect the combination of this material with the watch's ultra-thin construction, creating a unique timepiece that is lightweight, robust, and modern.

Ceramic presents a durable and visually compelling alternative to traditional metals, offering a smooth, matt finish that contrasts beautifully with the skeletonised dial. To offset the black tones, Super-LumiNova® accents on the hands and indices were added, enhancing legibility and giving the design a dynamic edge. For the first time, the Piaget logo appears on the oscillating weight, adding another layer of distinctive elegance.

Powered by the highly precise Manufacture 1200S1 ultra-thin self-winding calibre, with a 44-hour power reserve, the new Piaget Polo Skeleton Ceramic offers a striking yet comfortable presence on the wrist with a diameter of 42 mm and a thickness of just 7.5 mm. Versatility is provided by Piaget's SingleTouch interchangeable strap system which allows the wearer to easily switch between the provided black or blue rubber straps whenever they feel like it.

The watch also features a special titanium container treated with black DLC (diamond-like carbon), which houses the ceramic case components consisting of two-part case, crown and bezel. Combining cutting-edge materials, design ingenuity, and Piaget's signature skeletonisation, this timepiece is a perfect balance of modernity and timeless elegance.



A man in a dark blue shirt and a woman in a white dress standing in a room with blue and yellow vertical stripes. The man is looking towards the right, and the woman is seen from the back, wearing a necklace with a tassel. The background consists of vertical stripes in blue and yellow.

# *Spirit of Freedom*

INSPIRED BY PIAGET'S "SUNNY SIDE OF LIFE" PHILOSOPHY, THE POSSESSION COLLECTION BRINGS LIGHT, COLOUR, AND A SENSE OF PLAYFULNESS TO EVERYDAY ELEGANCE. FROM RINGS WITH A SINGLE DIAMOND THAT DANCES AROUND THE BAND TO VIBRANT COLOURED CABOCHONS ON OPEN BANGLES, THE COLLECTION CELEBRATES INDIVIDUALITY AND MOVEMENT. COMPLEMENTING THE JEWELLERY, THE POSSESSION WATCH FEATURES A ROTATING BEZEL AND A BOLD DIAL WITH DIAMOND HOUR MARKERS, PERFECTLY CAPTURING THE SPIRIT OF FREEDOM AND OPTIMISM OF THOSE WHO LIVE BY THEIR OWN RULES.



*Dance of  
Elegance*

PIAGET  
Possession Jewellery

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*Infinite  
Allure*

PIAGET  
Rose Gold Mother-Of-Pearl  
Diamond Bangle Bracelet,  
Rose Gold Diamond Open  
Bangle Bracelet,  
Rose Gold Malachite Diamond  
Open Bangle Bracelet

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*Playful  
Motion*

PIAGET  
Rose Gold Diamond Ring,  
Rose Gold Diamond Ring,  
Rose Gold Diamond Open  
Bangle Bracelet, Possession  
Rose Gold Watch

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Yoon Young Bae and Mona Tougaard grace the CHANEL end-of-year campaign

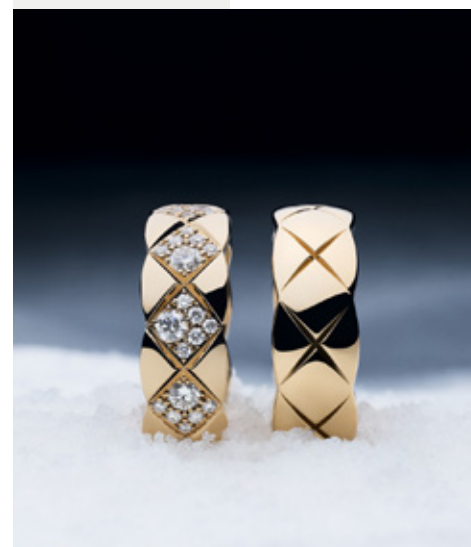
# COCO FOR the Holidays

CHANEL'S COCO CRUSH  
COLLECTION CELEBRATES  
THE ART OF FINE JEWELLERY  
FOR ITS YEAR-END CAMPAIGN

In the realm of Fine Jewellery, a refined and exclusive piece speaks volumes without uttering a word. CHANEL's Coco Crush Fine Jewellery Collection embodies this philosophy, weaving timeless elegance inspired by the House's iconic signature quilted pattern—a design deeply rooted in the Maison's heritage since 1955. Each piece

seamlessly blends sophistication with a modern twist, establishing Coco Crush as the quintessence of class and exclusivity in our modern times.

The exquisite array includes rings, bracelets, earrings, and necklaces, thoughtfully crafted to embody timeless elegance while celebrating



Coco Crush rings showcase the iconic quilted pattern of the line

the House's signature motif. This collection invites wearers to explore the balance between classic refinement and contemporary flair, making it a versatile choice for any occasion. With a commitment to quality and craftsmanship, the Coco Crush Collection redefines luxury by offering pieces as unique as the individuals who wear them.



For 2024, the Coco Crush line introduces the Coco Crush Ring, adorned with 60 brilliant-cut diamonds totalling 0.85 carats, offered in white, beige, and yellow gold. There's also a larger version featuring 53 brilliant-cut diamonds totalling 0.46 carats. Additionally, the charming Coco Crush Toi et Moi ring—lovingly referred to as the “you and me” ring—showcases a unique serpentine design that celebrates connection and togetherness, all embellished with the iconic quilted motif.

Meanwhile, the Coco Crush bracelets embody the same stunning attributes, available in an array of yellow, white, or beige gold, with optional diamond accents. Each bracelet is a masterpiece, exquisitely crafted to reflect the signature quilted motif, ensuring a sophisticated and versatile addition to any jewellery collection. Much like their ring counterparts, these bracelets can be worn elegantly alone or artfully stacked for a striking layered look. Among them is a breathtaking piece adorned with 341 brilliant-cut diamonds, totalling 4.06 carats, set in luxurious 18-carat white gold.

In a world where elegance intertwines with artistry, the Coco Crush earrings collection



Coco Crush bracelets that spell out Coco

emerges as a hallmark of refined beauty. Among its newest additions is a striking Single Earring that reflects the same exquisite craftsmanship found in the rings and bracelets, showcasing the iconic quilted motif. Available in yellow, white, or beige gold, this piece exudes sophistication and versatility. The collection also includes chic Hoop earrings, designed with clip-on mechanisms and removable posts for versatile wear. Additionally, the Coco



Coco Crush bracelets with and without diamonds

Crush Earrings come in four stunning designs, allowing for unique styling on the lobes or the tops of the ears.

Last, but not least, the Coco Crush collection includes two exquisite necklaces. The Coco Crush Necklace features CHANEL's iconic quilted motif, available in beige, yellow, and white gold, embodying timeless sophistication. Meanwhile, the Coco Necklace offers a more delicate touch, adorned with two brilliant-cut diamonds totalling 0.16 carats, also crafted in beige, yellow, or white gold. Both designs seamlessly blend elegance and versatility, making them perfect additions to any discerning woman's jewellery collection.

#### END OF THE YEAR CAMPAIGN

Amid a dreamy holiday backdrop adorned with elegantly wrapped gifts, CHANEL's end-of-year campaign exudes festive sophistication. The setting captures the essence of seasonal luxury, inviting spectators into a world where celebration meets world-class luxury. Bathed in soft light and sprinkled with the radiance of snow, the backdrop complements the effortless elegance of models Anna Ewers, Mona Tougaard, and Yoon Young Bae, each embodying CHANEL's vision of fine jewellery: an avant-garde spirit, balancing timeless sophistication with contemporary edge.

Mona graces the campaign wearing Camellia earrings, necklace, and ring as well as Coco Crush bracelets in 18-carat beige gold, while Yoon dazzles in an ensemble of Coco Crush magnificent pieces: earrings, rings, necklace, and bracelets rendered in beige, yellow, and white gold, some delicately adorned with diamonds. Lastly, Anna Ewers wears a Coco Crush ring in 18-carat white gold with diamonds, and a Les Infinis De N°5 transformable long necklace.



Anna Ewers completes the trio for CHANEL's end-of-year campaign



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Happy Hearts Pendant in ethical 18-carat rose gold featuring a blue aventurine heart and a small heart with a dancing diamond ©Fédéral-Studio

# GOOD Fortune

## CHOPARD WELCOMES FINE NEW ADDITIONS TO THE HAPPY HEARTS AND HAPPY DIAMONDS COLLECTIONS

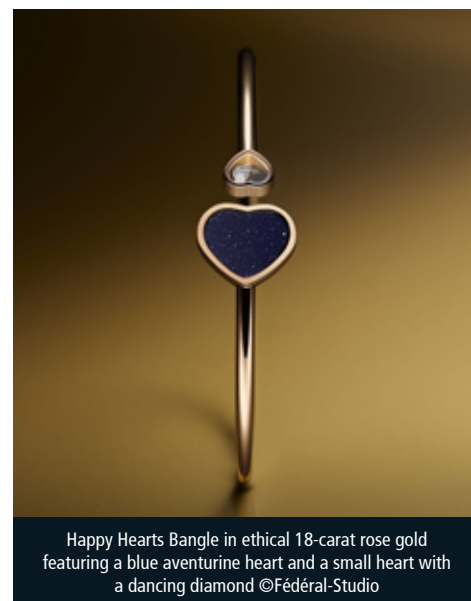
Chopard, renowned for its emblematic collections, Happy Hearts and Happy Diamonds, is a brand committed to elegance, creativity, and ethical craftsmanship. Launched in 2009, the Happy Hearts collection is a perfect match of two Chopard signatures: the iconic heart motif and the signature “dancing diamonds”. These mobile diamonds float and twirl freely within the heart design, bringing a sense of joy and movement to each alluring piece.

Meanwhile, the Happy Diamonds line has grown substantially, since the sketch drawn

by Caroline Scheufele in 1985. From the humble beginnings of a mischievous clown, the updated collection now includes a range of lucky-charm animal pendants: a teddy bear, a ladybird, an elephant, and a turtle.

### HAPPY HEARTS

The essence of the Happy Hearts collection lies in its versatile and whimsical character. By day or night, these pieces pair effortlessly with both casual and formal attires, offering timeless elegance with a playful touch. Crafted in a range of vibrant materials—such as malachite, turquoise, and aventurine—the

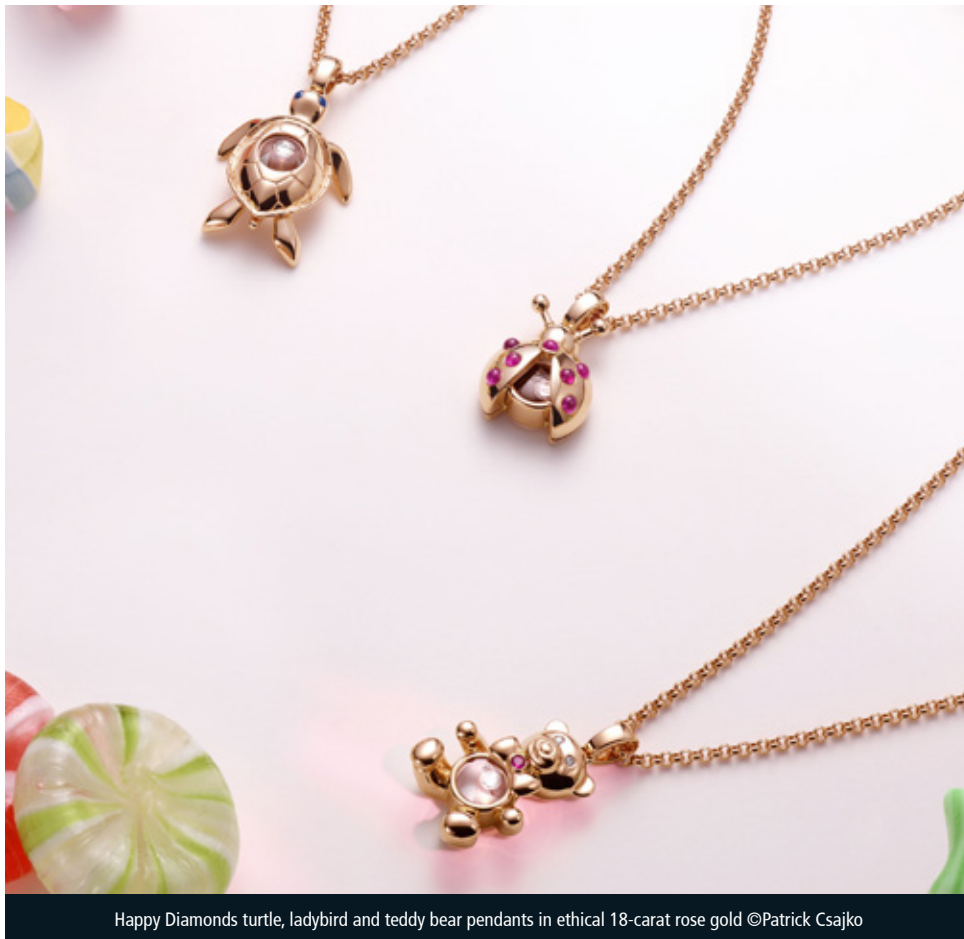


Happy Hearts Bangle in ethical 18-carat rose gold featuring a blue aventurine heart and a small heart with a dancing diamond ©Fédéral-Studio

line’s joyful colours and lightweight designs make the pieces easy to wear, whether solo or stacked, in pendant necklaces, bangles, rings, and earrings. For this collection, let us take a deeper dive on the aventurine pieces.

In the early 17th century, a glassmaker on the Venetian island of Murano, mistakenly dropped copper filings into a liquid glass mixture. This ‘accident’ created a fascinating new substance: aventurine. Over time, artisans repeated the glassmaker’s procedure, giving birth to a now-renowned glass-making technique. This process derives its name from





Happy Diamonds turtle, ladybird and teddy bear pendants in ethical 18-carat rose gold ©Patrick Csajko

“THE HEART MOTIF IN HAPPY HEARTS IS A UNIVERSAL SYMBOL OF LOVE AND COMPASSION, WHILE THE WHIMSICAL CHARACTERS OF HAPPY DIAMONDS ADD A TOUCH OF PERSONAL CHARM AND INDIVIDUALITY”

The turtle, often associated with wisdom, calm, and strength, is particularly cherished by Caroline as it aligns with the Maison’s commitment to enduring elegance, as you can witness on the dial of Happy Sport Métiers d’Art timepieces, as well as in magnificent Haute Joaillerie creations. Finally, the elephant, Caroline’s second creation after the clown’s successful debut, and known for its exceptional longevity, has been exuding its quiet strength since the start of the Happy Diamonds.

Each piece in these two collections embodies a delicate balance of artistry and joy. The heart motif in Happy Hearts is a universal symbol of love and compassion, while the whimsical characters of Happy Diamonds add a touch of personal charm and individuality. Together, they celebrate Chopard’s mastery in combining playful elegance with ethical, high-quality jewellery design.

the Italian expression *peravventura*, meaning “by chance”, denoting its fortuitous discovery.

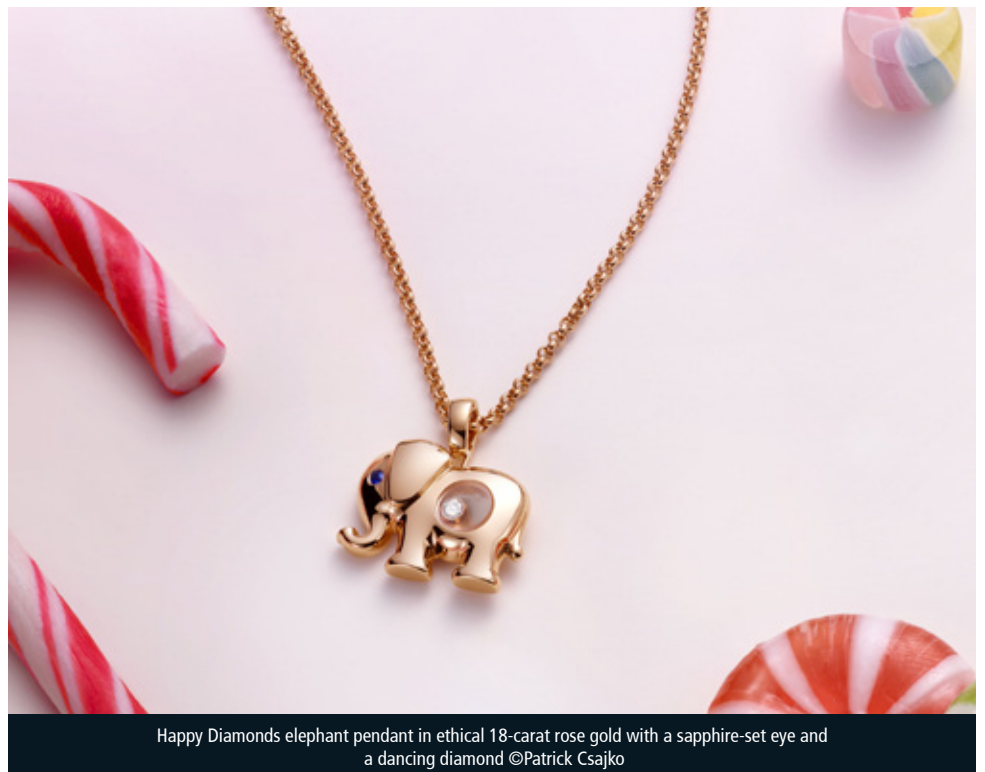
Aventurine’s celestial appearance has already adorned Chopard’s timepieces, but its use in the Happy Hearts collection introduces a romantic, ethereal quality to the jewellery, complementing the moving diamonds. This material, with its navy blue and sparkling flecks, is featured in the blue aventurine pendant and bracelet rendered in ethical 18-carat rose gold.

### HAPPY DIAMONDS

The Happy Diamonds collection, which began in 1985 with a sketch of a clown designed by Caroline Scheufele herself, has expanded to include a range of lucky-charm animal pendants. These designs feature animals symbolic of luck, longevity, and joy, each delicately crafted in ethical 18-carat rose gold. The dancing diamonds are central to this collection as well, moving freely within each animal pendant, creating an effect of light and playful energy.

Reminiscent of childhood and witnesses of daily living, the new Happy Diamonds creations are discreet yet indispensable, precious companions for every passing moment. The Maison’s latest releases include

a teddy bear, a ladybird, an elephant, and a turtle, all designed to symbolise aspects of the Maison’s storied history and core values. These animals add a touch of nostalgia, with the teddy bear evoking childhood memories and the ladybird symbolising good fortune.



Happy Diamonds elephant pendant in ethical 18-carat rose gold with a sapphire-set eye and a dancing diamond ©Patrick Csajko



BENOIT DE CLERCK,  
ZENITH CEO

# MASTERFUL Vision



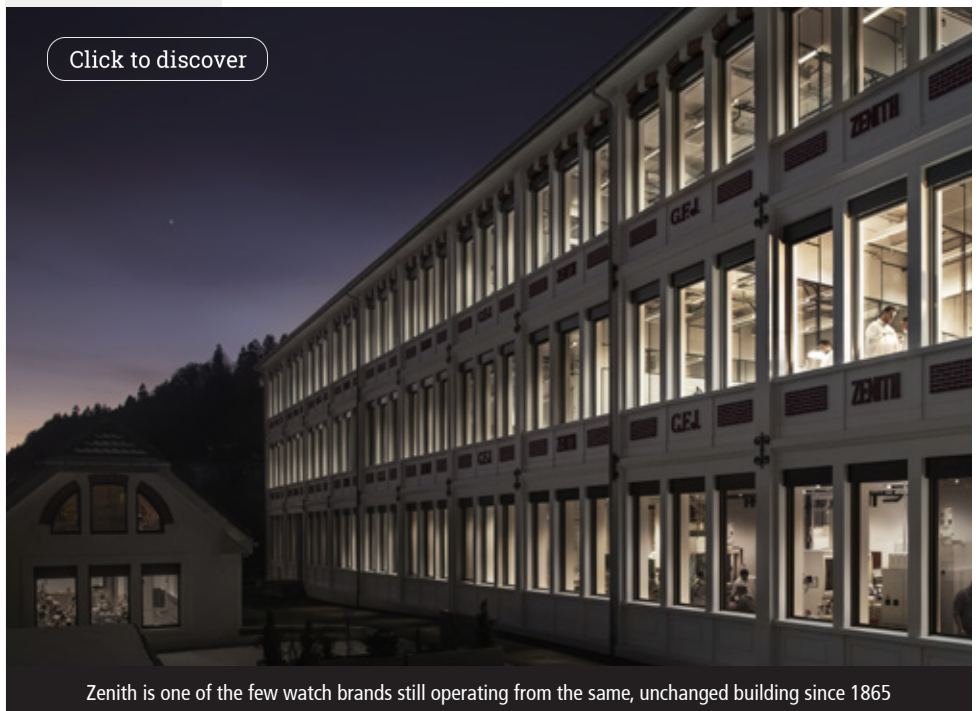
**W**ith over 25 years of experience in the luxury watch industry, Benoit de Clerck steps into his role as CEO of Zenith with a deep understanding of global market dynamics and a keen eye for innovation. Known for his strategic expertise and passion for watchmaking, de Clerck has held senior roles at some of the industry's leading brands, including TAG Heuer and Panerai, where he drove international growth and strengthened brand presence. Since taking the helm of Zenith in January 2024, he has undertaken the challenge of guiding the brand's legacy of innovation and chronometric excellence into the future. Dive into his vision for the brand in our exclusive interview below.

## How do you plan to leverage your wealth of experience to continue to foster growth in new markets for Zenith?

My two decades in the watch industry, working with brands like TAG Heuer, IWC, and Panerai, have given me a solid foundation in understanding both the dynamics of new markets and the diverse needs of customer bases. At Zenith, I'm drawing from these experiences to develop both market-specific and global strategies that highlight our legacy while appealing to today's collectors. The key is to adapt to each market while staying true to the brand's DNA, keeping Swiss craftsmanship, innovation, and historical roots at the forefront of everything we do. This begins with a strong grounding in our own history.

My initial months at Zenith were dedicated to understanding every aspect of our Manufacture in Le Locle, from our El Primero movement to our unique approach to craftsmanship, so we

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Zenith is one of the few watch brands still operating from the same, unchanged building since 1865

can bring this legacy to life in every market. I plan to leverage local partnerships, reinforce our storytelling, and engage new audiences by connecting with what makes Zenith unique, ensuring the brand's global appeal continues to grow.

**Zenith has had a strong run in the past few years under Julien Tornare's leadership. As you step into this role, what areas of the business are you most focused on expanding or enhancing?**

For the past five years, Zenith has established a clear collection that resonates with our teams, retailers, and clients. I see our focused collection, structured around three pillars and limited to only 120 references, as a

distinct strength that enables us to deliver high-quality products and clearly define our brand's direction. This simplicity allows us to honour our heritage while fostering innovation, something our teams consistently bring to every project. I want to keep building on this strong foundation by increasing brand awareness in key markets, expanding our retail network, and enhancing our e-commerce, among other initiatives. I want the world to fall in love with Zenith, just as I have and as our entire team has. Even though the industry keeps evolving, we've stood the test of time by staying true to who we are and building on that legacy with remarkable innovations. With Zenith's agility and "can-do" attitude, which has already proven its strength, I'm confident we can achieve great things together.





Zenith champions the creation of one of the world's foremost movements, the El Primero

**Zenith has an incredible archive and rich history. How will the brand's deep heritage influence your strategy, particularly as you prepare for the 160th anniversary next year?**

Our upcoming 160th anniversary is an ideal opportunity to celebrate our incredible heritage. This rich history and in-house manufacturing—we are one of the few watch brands still operating from the same, unchanged building since 1865—are at the heart of who we are, giving us a unique ability to create authentic, timeless watches that resonate with today's discerning clients. As we approach this milestone, we'll focus on telling our story and showcasing our extensive archives (spanning more than 1 km!), while continuously pushing the boundaries of watchmaking.

**What strategic initiatives or collaborations have you prepared in celebration for Zenith's 160th anniversary?**



Zenith continues to push boundaries in watchmaking



We plan to surprise everyone by completely reimagining our most iconic Zenith movement. We're working on reviving and modernising this historic calibre, adding a touch of sophistication to the design while upholding our DNA of reliability and timeless elegance. Stay tuned.

**With the younger generation showing more interest in Zenith, how does the brand adjust its marketing and product development to cater to a new demographic without alienating traditional collectors?**

We aim for timeless elegance in our designs, rather than chasing fleeting trends. Younger collectors today truly value authenticity and craftsmanship, which naturally aligns with our philosophy. We want to connect with this generation by offering pieces that feel fresh yet are rooted in our heritage and expertise. For us, it's about finding that balance: introducing modern touches to appeal to new collectors without compromising the qualities our longtime clients appreciate. By focusing on enduring design and top-tier quality, we



Zenith presents an exclusive DEFY Skyline Tourbillon to celebrate Time International's 25th anniversary



The commemorative watch features a dial with engraved stars in an ice blue colour

create watches that appeal across generations and offer real, lasting value.

**As someone who has led global sales across four continents, how do you plan to navigate the unique challenges of different markets, particularly the Southeast Asian market, while maintaining Zenith's cohesive global identity?**

Southeast Asia is unique in its mix of cultures, tastes, and evolving luxury preferences, so we approach it with tailored strategies that resonate locally. This may include limited-edition designs with specific complications that reflect the market's distinct sense of style and connection to heritage. This approach allows us to adapt to local expectations without diluting our global message,

ultimately appealing to clients who appreciate the brand's heritage no matter where they are.

**Zenith's use of recycled materials, such as straps made from recycled fishing nets, shows a commitment to sustainability. What are the broader sustainability goals for Zenith moving forward, and how do you plan to incorporate more eco-conscious practices into watchmaking?**

I'm really proud of what we've accomplished so far, both in terms of our products and at the manufacture. This includes exploring ways to minimise waste, reduce energy consumption, and incorporate more sustainable materials throughout our entire supply chain. Over the past month, we've focused on enhancing the sustainability of our packaging by introducing a new eco-friendly watch box, which I'll be





One of Zenith's latest offerings is the DEFY Skyline in white ceramic, paired with a blue skeleton movement and dial

delighted to present to you soon. This step is all about ensuring our products reflect our values and commitment to responsible luxury.

**The Zenith Horiz-On initiative, introduced under Julien's leadership, has made significant strides in sustainability, inclusion, and employee well-being for Zenith. Do you plan to continue and expand these efforts as part of your own vision for the brand's future?**

Absolutely! We plan to continue and expand the Zenith Horiz-On initiative as part of a forward-looking vision for the brand's future. The strides made over the past few years are critical not only for our brand but for the watchmaking industry as a whole. Additionally, fostering a culture of inclusion and supporting employee well-being will remain a priority, as these drive innovation and success. We aim to deepen these initiatives, ensuring that Zenith not only honours its legacy but also leads the way in responsible luxury.



The open dial of the DEFY Skyline Skeleton White Ceramic stuns in blue



SÉBASTIAN VIVAS,  
HERITAGE AND MUSEUM DIRECTOR OF AUDEMARS PIGUET

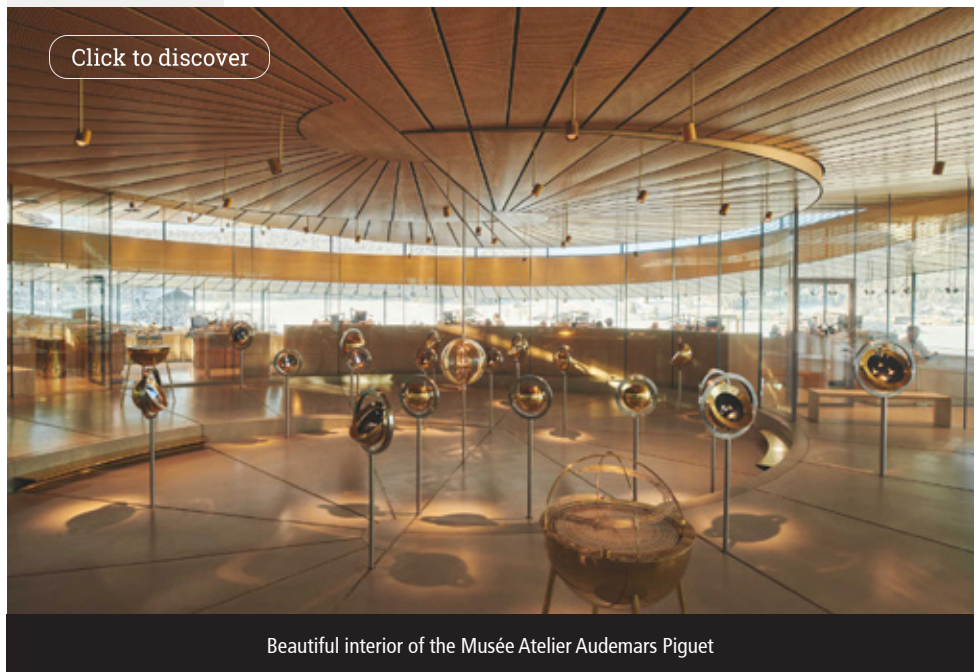
# LEGACY Preserved



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One would think that a man entrusted with the task of preserving the rich heritage of Audemars Piguet would be all about precision and meticulous detail, yet Sébastien Vivas brings an infectious passion and creativity to his role. As the award-winning horology historian and Heritage & Museum Director at Audemars Piguet since 2012, Vivas has dedicated his expertise to making the brand's legacy come alive for the world. The Time Place Magazine had the rare opportunity to sit down with him to discuss his unique responsibilities and explore the Musée Atelier Audemars Piguet in Le Brassus, Switzerland.

**What does your role entail as the Heritage and Museum Director of Audemars Piguet?**



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Beautiful interior of the Musée Atelier Audemars Piguet



Musée Atelier Audemars Piguet in Le Brassus, Switzerland

As the Heritage and Museum Director at Audemars Piguet, I'm in charge of a team of 12. Our role is to care of the archives and our watch collection. We enrich these collections, study the archives, and share our findings with many internal departments, including but not limited to product, design, marketing, client services, and R&D to support internal projects. We also manage a restoration workshop that handles both our clients' antique watches and those from our very own collection. Moreover, we organise exhibitions, curate museum showcases, participate in conferences, and publish content such as AP chronicles (online website dedicated to AP's history).

**In what ways does the Musée Atelier reflect the philosophy and values of**



## Audemars Piguet through its design elements?

At the Musée Atelier, we aimed to build the space as we would craft a watch—with the same dedication to beauty, shape, finishing, and transparency. Like an open watch, the museum allows visitors to immerse themselves into our world, offering a truly unique experience. Each visit is guided and tailor-made, allowing guests to experience the heritage and craftsmanship firsthand. This isn't a digital or virtual experience; we wanted to put human connections at the centre. For example, the glass structure, which supports itself at this altitude with no walls, is a symbol of connection—it links the watchmakers, the exhibition, and the outside world. It was a technical challenge, but one rooted in the meaning of openness and continuity.

## Could you provide insight into the meticulous process behind curating each item showcased at the Musée Atelier?

This is a complex process, yet interesting. We begin by studying the collection, archives, and history to build a narrative. The next step consists of selecting the story—or stories—we want to convey to visitors. Once it's done, we select the watches chosen to reflect these narratives.

To do so, the entire heritage team went to a remote hotel along Lake Geneva, where we spent two days discussing our selection. We took photos of the 300-400 watches chosen, pinned them to the wall, and discussed their location. Each piece had to be meaningful in its designated spot, and it was a long discussion, weighing each watch's condition, design, and historical significance. There's no right or wrong answer here, just a collaborative process that ensures each watch tells its story in the most impactful way.

## What role does storytelling play in the museum's curation, and how does it deepen visitors' understanding of the Audemars Piguet legacy?

Narrative is essential to the museum's curation because visitors remember stories, not isolated facts or figures. As mentioned, each visit is guided allowing the experience



One of the watches displayed at the museum is a precursor of the modern Royal Oak



The museum traces the history of Audemars Piguet, including a chronicle of the watches crafted at its workshops

to be tailor-made based on visitors' interest and knowledge. This tailored approach means you can visit multiple times and hear different stories. A watch doesn't speak for itself, and only a few people can truly see and understand its details and implications. That's why storytelling is so vital—it brings the watches to life.

## How have the Grande Complications and Métier d'Art workshops at the Musée

## Atelier shaped the evolution of Audemars Piguet?

Both workshops are deeply traditional, where craftsmen continue to practice long-standing techniques. While modern technology plays a role in watchmaking, these workshops focus on preserving living know-how, which evolves but is rooted in tradition. We decided to incorporate these workshops into the museum because they bridge the past and the future. Additionally, they transform the museum from a mere exhibition space into a working atelier, where Grand Complications, tourbillons, and high-jewellery watches are crafted. This highlights that watchmaking is a living art, and the museum serves as a living space.

## How do you envision the future of the Musée Atelier, both in terms of its exhibitions and its role within the global watchmaking community?

The exhibition evolves every year, and we're preparing something very special for the 150th anniversary in 2025. More importantly, we're organising travelling exhibitions, with more watches being showcased in smaller museums, boutiques, and private homes around the world. Our goal is to reach clients globally and share our passion by bringing Audemars Piguet closer to them.



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# JACKSON YEE

## — Jaeger-LeCoultre

Chinese actor, singer and dancer Jackson Yee debuted as a child star in 2005 and soon became the youngest member of Chinese boy band TFBoys in 2013. He starred in numerous TV series and films, receiving critical acclaim for his roles in "Better Days" (2019), "A Little Red Flower" (2020), "Nice View" (2022) and "Full River Red" (2023). Also a Global Ambassador of Jaeger-LeCoultre, Jackson sports the Reverso Tribute Chronograph.





**MICHELLE MARYAM – CARTIER**

Beauty and brains mix perfectly in Michelle Maryam, the founder and CEO of fashion brand Maryallé. Exuding playfulness, femininity and self-confidence, Michelle's collection is available in boutiques in Jakarta, Kuala Lumpur, Singapore, Middle East, New York, Europe and UK. She wears the Panthère de Cartier watch.



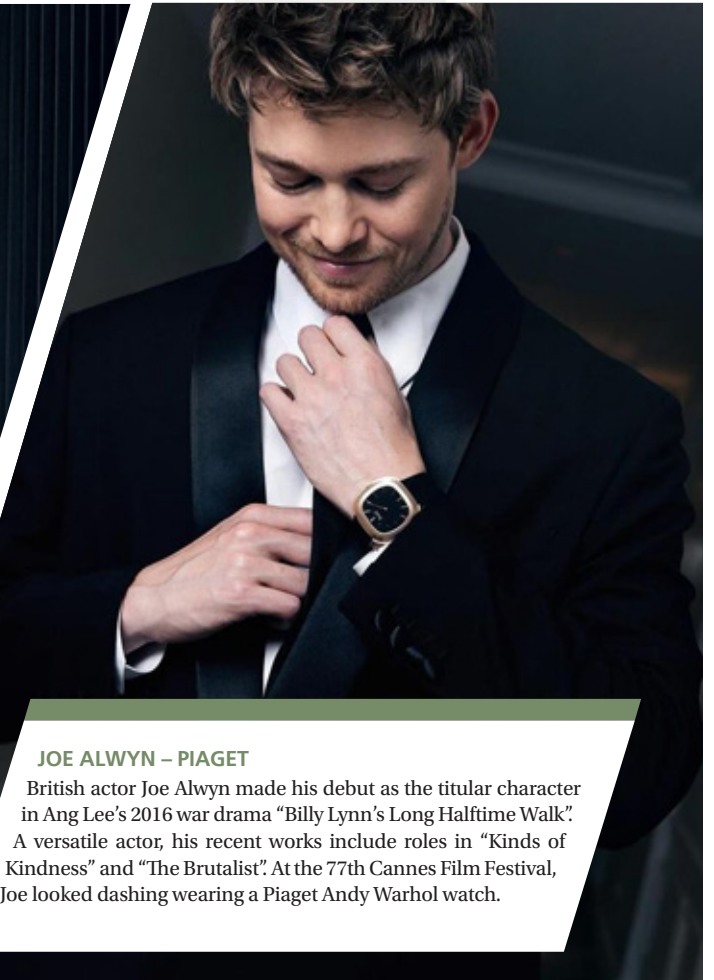
**MARIO MAURER – LONGINES**

Thai actor and model Mario Maurer started his modelling career in 2004 before debuting as the lead in "Love of Siam" (2007). Mario gained popularity after starring in the 2010 Asian sleeper hit "First Love," and Thailand's highest grossing film of all time, "Pee Mak" (2013). Mario rocks the Longines Conquest Chronograph.



**NINA DOBREV – TAG HEUER**

Bulgarian-born Canadian actress Nina Dobrev is best known for her work in "The Vampire Diaries" (2009). Her other projects include "The Perks of Being a Wallflower" (2012), "xXx: Return of Xander Cage" (2017), "The Bricklayer" and "Reunion". Here, she wears the TAG Heuer Carrera at the 50th anniversary of the Porsche Carrera.



**JOE ALWYN – PIAGET**

British actor Joe Alwyn made his debut as the titular character in Ang Lee's 2016 war drama "Billy Lynn's Long Halftime Walk". A versatile actor, his recent works include roles in "Kinds of Kindness" and "The Brutalist". At the 77th Cannes Film Festival, Joe looked dashing wearing a Piaget Andy Warhol watch.



# THE *QUEST* FOR *GOLD*

AT JUST 21 YEARS OLD, THE WORLD WATCHED AS RIZKI JUNIANSYAH ETCHED HIS NAME IN HISTORY AT THE PARIS 2024 OLYMPIC GAMES, CLAIMING THE GOLD MEDAL AND BREAKING THE WORLD RECORD IN WEIGHTLIFTING. HIS VICTORY WAS NOT EASILY HANDED TO HIM; IT WAS THE CULMINATION OF AN EXTRAORDINARILY ARDUOUS JOURNEY FILLED WITH SACRIFICES, SETBACKS, AND A THOUSAND SILENT, DISCIPLINED STEPS.





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You might have seen it on TV or across social media, a moment replayed a million times, immortalised in the collective memory of an entire nation. Indeed, the world was watching as Rizki Juniansyah turned his ambitions into reality, carving his name in Olympic history.

There was an undeniable electric magic in the atmosphere of the Paris 2024 Olympic Games, a feeling that something extraordinary was about to unfold. Every eye in the South Paris Arena was fixed on a 21-year-old weightlifter from Indonesia as he stood before the barbell, hands tight, fingers curling with purpose.

For a brief moment seemingly meant only for him, he was alone with that weight, alone in the silent space that demanded the highest level of focus. He remembered that he had one goal: to win an Olympic medal. He was not even thinking about winning gold—just winning any medal would have been a meaningful accomplishment.

He bent at the knees, coiling his body like a spring. Then, with a powerful thrust, he pulled, the 199kg weight rising above him, trembling against the forces of gravity, protesting this phenomenal display of human will, and the crowd held their breaths in unison. He recalled his nervousness turning into pride on that Olympic stage. “It did not even feel like I was carrying 199kg.”

Time stretched, freezing for a split second, and although his muscles burned, his grip remained ironclad. With his arms locked and the barbell held high overhead, Rizki Juniansyah successfully broke a world record in the 73kg category, and recorded a total lift of 354 kg after lifting 155 kg in the snatch and 199 kg in the clean and jerk, earning an Olympic gold medal—the very first in weightlifting for Indonesia—and just like that, the stadium erupted.

It was a moment too big to fully grasp. He dropped the bar, his knees buckling beneath him as he collapsed to the ground in a flurry of emotions: disbelief, relief, and above all, gratitude. The roaring crowd seemed to fade into the background, and he thought to himself, “This was my first Olympics, and it was beyond anything I could ever imagine.”

With the gold medal resting against his chest, Rizki thought about what it truly meant to him. “Perhaps the recognition from it comes second, but the journey—oh, the journey—has been extraordinary.” With it, Rizki understood that his victory was not simply won on the podium, but rather it started 15 years ago when he decided he would sacrifice for his sport, long before the crowd cheered.

The real victory started at Bulldog Gym, a training space in Serang, Banten, that his father owned and operated. “The gym stood right across from my house, just a few steps away. It felt like an extension of my home,” Rizki recalled. “My first training session was there too. And although the facilities and equipment at the time were far from ideal, my father was determined to produce world champions.”

Rizki’s father himself was a weightlifter, as was his mother, and his brother-in-law, Triyatno, who won a

silver medal at the 2012 London Olympics. Although Rizki grew up in a family of weightlifters, he was never pushed into the sport; instead, he naturally gravitated toward it. Even as a kindergartener, he would playfully lift 5-kilo bars, doing 10 reps just to see if he could. By fourth grade, he began training seriously with his father, who provided him with structured programmes. By middle school, Rizki had fully committed to weightlifting, leaving other activities behind to focus on the sport he loved.

Having known weightlifting for more than half his life, it is no surprise that Rizki’s relationship with the sport has come with its fair share of struggles. Oftentimes, he humorously compared himself to a water buffalo. “Like the mammal, everything in my training is closely monitored,” he says with a wry smile. “The schedule is so strict that it becomes physically and mentally demanding in ways most people can’t imagine. You sleep, you eat, and you train, all under strict discipline. Day after day, it’s always the same—lifting weights,” he shared heartily.

But world records don’t break themselves, and Rizki knows this better than most. Even when the routine feels monotonous, he will show up the next day—earphones in, DJ tracks blasting—lost in the steady rhythm of the weights hitting the floor. “Maybe it’s in my blood. Maybe it’s just what I’ve always known. Or maybe it’s because I’ve committed to it, so I need to make it work.”

Even when the grind of training gets as intense as it does, Rizki’s love for the sport does not waver. It was, however, truly tested when he faced an unexpected setback in September 2023 when his appendix ruptured. Doctors had to remove it through a 12-centimetre incision, leaving him without it altogether. The recovery time was anywhere from six months to a year, and he was told he could not train—the most devastating news for any athlete. “I thought my Olympic dream was over. I genuinely thought about quitting. All I wanted was to be healthy,” he confessed.

However, Rizki remembered that it is not the easy days that define an athlete, yet the relentless pursuit through those days when quitting whispered louder than pushing through. He found himself asking, “What do I want to become?” And with clarity, he asserted firmly, “I want to be a champion and make my parents proud.” Just three days after his surgery, still recovering with stitches and staples, Rizki flew to Saudi Arabia alone, determined to secure attendance points in the championship to qualify for the Olympic Games.

By mid-December 2023, the urge to train became impossible to ignore. “I couldn’t stay away. I wanted to be in the gym, seeing the junior athletes train. I couldn’t wait to lift again, so I started slowly, even though the doctor warned me not to,” he smiled sheepishly. Fortunately, Rizki’s hard work turned fleeting seconds into immortal glory. With a junior world record at a championship in Uzbekistan and, later, surpassing his senior teammate at a competition in Phuket, Thailand, he earned enough points to qualify for the Olympic Games. “It was tough, I cried almost every day,” he let out a quiet laugh. “However, seeing all my efforts culminate

in such incredible results makes it all worthwhile. Most of all, I am so grateful to have so many people supporting me, and that kept me going.”

One of the most supportive figures in Rizki’s life, without a doubt, was his father, Muhammad Yasin. From Rizki’s first-ever lift at home to the thunderous applause at the Olympics, his father was always there—always proud. “He has always been incredibly patient with me,” Rizki reminisced. “He would train me every single day, and watch over me late into the night. He’d wake me up for early morning training, take me to school, pick me up, and stay by my side for lunch breaks, rest times, and evening sessions. Even when I slept, he was there, making sure I stayed on track. No matter how much I veered off course, he was always there with guidance and advice,” Rizki fondly recounted.

When Rizki’s father tragically passed away in a motorcycle accident in October 2024—just two months after Rizki’s monumental Olympic win—he was left lost under the weight of his grief. “My father built me into the person I am today, which is why losing him was devastating,” he shared with deep sadness. “I have so many memories with him. Truly, all the best things in my life are because of him.” Despite grappling with the loss of the man who had been his father, coach, mentor, and most steadfast supporter, Rizki chose to hold on to hope. “My mother is still here with me, and I am determined to care for her and make her proud.”

Remembering the gym his father built and the countless hours they spent training there together, Rizki makes it a priority to travel every weekend from Jakarta to Banten, ensuring Bulldog Gym receives the care it deserves. “The first time I earned money for myself, I spent it on equipment for the gym,” he shared. Piece by piece, he invested in weights, platforms, rubber mats, and repairs—everything needed to improve the space his father had cherished. “Now, thankfully, the platforms are comfortable, the space is better, and the athletes can train in a much more supportive environment.”

When asked about what comes next after his Olympic victory, Rizki revealed that he remains focused on his training, driven by a new goal: to compete in three Olympics and defend his gold medal. “When it comes to the Olympic Games, it’s no longer just about being the strongest—it’s about consistency, effort, and perseverance,” he says. “Right now, I need to stay fit, healthy, and strong so I can earn the points I need to qualify for the 2028 Olympics in Los Angeles.”

While the gold medals he strives for represent a tangible goal, Rizki knows that the true reward lies in the person he becomes in pursuit of them. Through his dedication to weightlifting, Rizki grew from an athlete with dreams to a champion who could proudly dedicate his victory to his country. “Not just for me, not just for my family, but the gold is for Indonesia. I will guard this medal with all I have, and hopefully, I’ll have the honour of dedicating another one at the 2028 Los Angeles Olympic Games.” With championships lined up for December 2024 and early 2025, Rizki Juniansyah is ready to keep moving upward, one mighty lift at a time.



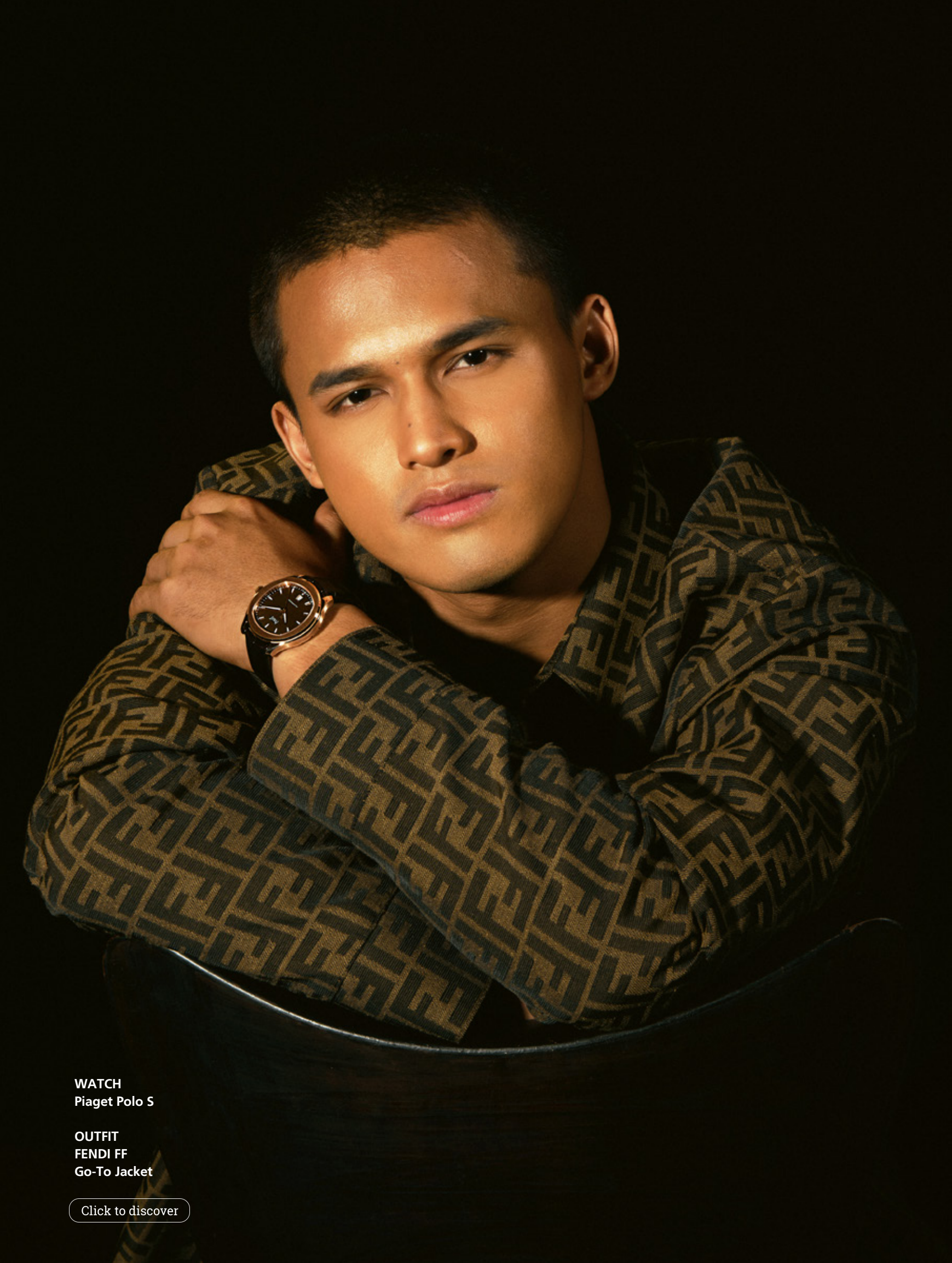


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Alpine Eagle 41 mm  
in Lucent Steel A223

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# SPREADING its Wings

CRAFTED OUT OF A PASSION  
FOR THE ALPS BY CHOPARD'S  
CO-PRESIDENT, THE ALPINE  
EAGLE CONTINUES TO SOAR

Inspired by the first watch created by Karl-Friedrich Scheufele in the 1980s, the St. Mortiz, the Alpine Eagle is a sporty chic timepiece that has since seen a number of iterations, even an exclusive one for Indonesia in 2023. A wonderful testament to the watchmaking prowess of Chopard, the Alpine Eagle is a model that will surely go down as a classic in the annals of haute horology.

## LOOKING BACK

When it comes to inspiration, the Scheufele family, particularly Karl-Friedrich and Caroline, have a whole host of passions and interests to draw from. Karl-Friedrich loves





Karl, Karl-Friderich & Karl-Fritz Scheufele

nature and motorsports, while his sister specialises in gemmology and the arts. Now sharing the helm as Co-Presidents of the prestigious luxury brand, the siblings have each found their niche within the company's undertakings: Karl-Friedrich in quality watchmaking, and Caroline in high jewellery.

In 1980, 22-year-old Karl-Friedrich presented his first watchmaking project to his father. He proposed an idea for a sports watch to be named St. Moritz. A departure from Chopard's speciality, which focused on gold and diamond-set pieces, the steel timepiece was an innovative step for the brand and a bold undertaking for the young Scheufele. Their real and calculated risk paid off and the St. Moritz went on to become one of Chopard's bestsellers for the next decade.

Since then, Chopard and Karl-Friedrich have taken on more challenges. Karl-Friedrich was the first to recognise the strong bonds between the worlds of motorsport and watchmaking. He also paved the way for the brand's legendary relationship with the Mille Miglia race. In 1996, the Chopard Co-President founded the Chopard Manufacture in Fleurier.

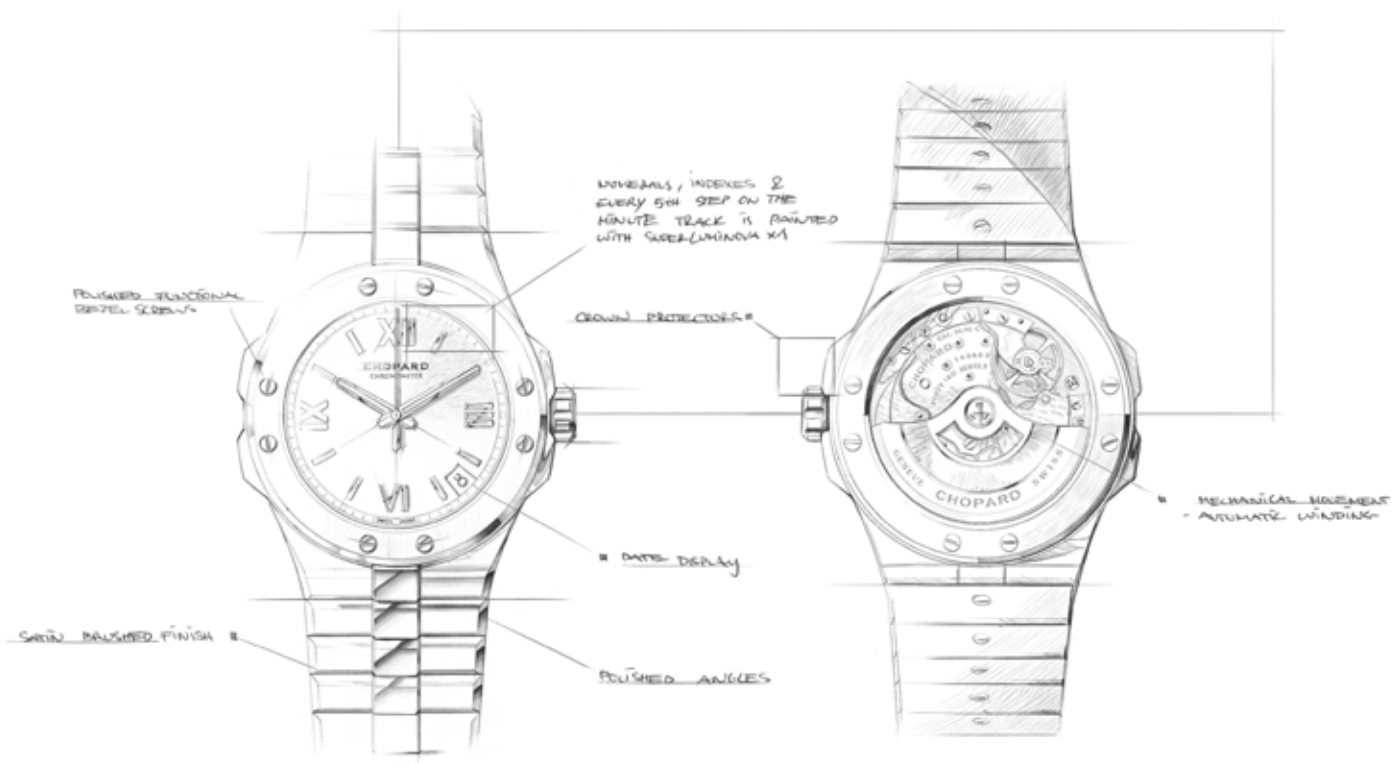


St. Moritz Advertising Campaign in the 1980s



Alpine Eagle 36 mm in Lucent Steel A223 and gold, with diamonds





Detailed sketch of the Alpine Eagle

In 2019, with prompting from his own son, Karl-Fritz, who was secretly supported by his grandfather, Karl-Friedrich looked into updating the St. Moritz. Initially reluctant, he was finally won over by the strength of his son's conviction, just as he himself had successfully received the backing and blessing of his father 40 years ago.

**TAKING FLIGHT**

Driven by his creative strength and passion for the Alps, Karl-Friedrich was also guided by Louis Sullivan's principles of harmony which dictates that "form follows function," in the creation of the Alpine Eagle. Boasting an integrated case and bracelet, the watch is elegant yet modern. Featuring a rock-like textured dial in galvanic blue or grey—inspired by an eagle's iris—the timepiece possesses hands similar to raptor's feathers, while the cold glinting steel material of the case calls to mind glaciers.

The Alpine Eagle is crafted from Lucent Steel A223, developed by the brand for about four years and the result of a re-smelting process that affords it with three unique characteristics: a hypoallergenic composition, 50% more resistance to abrasion than conventional steel and a distinct hardness, as



Alpine Eagle 41 mm in bi-material steel and gold

well as far less impurities making its brilliance and brightness comparable to gold. The watch is distinguished by its round bezel punctuated by eight screws, grouped in pairs at the four cardinal points. These screws not only serve an aesthetic purpose, they also secure the timepiece and serve to guarantee its 100-metre water resistance. Like the snow, torrents, and rock of the Alps that change their appearance according to the light conditions, the satin-brushed flat surfaces of the Alpine Eagle create novel light effects further enhanced by polished chamfers. Complementing this varying display are hour and minute hands, as well as hour-markers, coated with Super-LumiNova® Grade X1 to enhance legibility in the dark.

Offered in two sizes—41 mm and 36 mm—the Alpine Eagle is presented in 10 references rendered in a variety of materials including steel, gold, bi-material or diamond-set gold. The Alpine Eagle 41 mm is equipped with the 01.01-C calibre with a 60-hour power reserve, while the 36 mm models host the 09.01-C calibre with a 42-hour power reserve.

Along with the release of the Alpine Eagle, Karl-Friedrich Scheufele, who is a hiking and skiing enthusiast, became a founding member





Bi-material Alpine Eagle XL Chrono with Pitch Black dial



Alpine Eagle Large in rose gold with Bernina Grey dial

of the Eagle Wings Foundation. Designed to raise awareness and galvanise the public with respect to the importance, beauty and fragility of Alpine biotopes, this innovative and multidisciplinary environmental project will offer a new vision of the Alps through the eyes of human beings, satellites as well as the eagle—the latter being especially renowned for its piercing gaze.

### NEW ALTITUDES

Following the unveiling of the Alpine Eagle, a number of new renditions were introduced. This includes two Large format models in ethical rose gold, as well as a Small model in Lucent Steel A223 featuring a diamond-set bezel. Entirely crafted in Chopard's watchmaking workshops by the Artisans of the Maison, these pieces feature chronometer-certified movements as well as vibrant dials with a sunburst pattern in Aletsch Blue or Bernina Grey.

In addition to this, a flyback chronograph was also released in the form of the Alpine Eagle XL Chrono in 2020. Offered in three versions—in Lucent Steel A223 with an Aletsch Blue or Pitch Black dial and a bi-material version combining Lucent Steel A223 and ethical rose gold with a Pitch Black dial—the Alpine Eagle

XL Chrono is powered by the Chopard 03.05-C mechanical movement with automatic movement and flyback function. Four patents testify to the accuracy and user-friendliness of this mechanism, making the watch a reliable and worthy companion.

Last year, Chopard presented the Alpine Eagle XL Chrono Indonesia edition. Exclusively available at The Time Place, the variant is a 20-piece limited edition that exudes the line's sporty-chic appeal. Available in Lucent Steel™ and ceramised titanium, it features three patents—to the case, dial, and bracelet. Truly an innovative offering, the iteration makes use of innovative steel composed of 80% recycled materials, which was developed by Chopard for its anti-allergenic virtues, its robustness, and its incomparable brilliance achieved through a meticulous recasting process.

Equipped with the Chopard 03.05-C chronometer-certified movement that provides it with a 60-hour power reserve, the 44 mm model is an ode to the original Alpine Eagle. The textured dial, recalling the eagle's iris, is in a salmon-pink hue that evokes the orange glow of the sun's rays reflected by snow-capped peaks at dawn and dusk. The timepiece has a gently tapered bracelet



Alpine Eagle Small in Lucent Steel A223 with diamonds



comprising a single ingot-shaped link, topped by a raised central cap. Similar to the other iterations, the Indonesia Edition has eight screws on the bezel that protect the case and ensure its water resistance to 100 metres. Featuring satin-brushed flat surfaces, its hour and minute hands, as well as the hour markers, are coated with Super-LumiNova® Grade XI.

For 2024, Chopard also presents the Alpine Eagle 41 XP Time For Art in Lucent Steel™. This one of a kind timepiece is created especially for TimeForArt, an auction of outstanding watches by the world's greatest master watchmakers, with 100% of the proceeds directly dedicated to supporting the most visionary contemporary artists through Swiss Institute exhibitions, public apprenticeship programmes and free community workshops. The model showcases the manufacture's artistic genius through its intricate dial, featuring an exceptional Artistic craft perfected by the in-house workshops: straw marquetry. Furthermore, this aesthetic marvel is powered by the sophisticated L.U.C 96.17-L movement, equipped with the two stacked barrels of Chopard Twin technology, ensuring a 65-hour power reserve.

A watch borne out of the beauty of the Swiss Alps, the majesty of the eagle, and the unparalleled creativity of Karl-Friedrich Scheufele, the Alpine Eagle evokes beauty, power, and originality. With such a clear inspiration and an inspired aesthetic guiding its trajectory, the Alpine Eagle will surely conquer incomparable heights.



As a showcase of its watchmaking expertise, Chopard presents the Alpine Eagle 41 XP Time For Art



Alpine Eagle XL Chrono Indonesia edition



From the side, the Alpine Eagle XL Chrono features the compass rose on its crown





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CHANEL presents the colours and spirit of Marseille in its 2024/25 Cruise Collection

# MARSEILLE

## Musing

CHANEL TAKES INSPIRATION FROM MARSEILLE AND ITS IDYLIC SETTING TO PRESENT A BREEZY AND UNIQUE 2024/25 CRUISE COLLECTION



There's an undeniable sense of freedom in Marseille. Renowned as the cultural hub of the French Mediterranean, the city serves as a vibrant canvas for CHANEL and its 2024/25 Cruise Collection. Inspired by the city's unique lifestyle and the playful rhythm of everyday life, the Maison explores the concept of freedom through the lens of wetsuits. From the warm embrace of the sun to the stunning architecture, the melodies of local music and dance, she captures the essence of

this paradise, infusing it into her designs. This lively energy resonates throughout the entire collection, celebrating the spirited lightness of art and life that defines Marseille.

The collection opens with CHANEL's classic tweed jacket in aniseed green, complemented by a grey hooded top that introduces an unexpected casual element, hinting at the lighthearted spirit to come. This chic ensemble is paired with a matching tweed skirt that falls

just above the knee and is finished with sleek black loafers, adding a contemporary touch while preserving an air of sophistication.

Building on her inspiration from aquatic attire, the collection introduces diving hoods reminiscent of those used in scuba diving, poised to become a signature element of the House and adding an innovative touch to this timeless piece. The hoods, designed with press studs—small buttons that fasten clothing





together—combine style and functionality seamlessly. In addition, this unique design feature will also be incorporated into the collars of dresses that evoke the charm of the sixties, reflecting a whimsical nostalgia.

Much like a mermaid gracefully returning to her home, CHANEL takes the Cruise Collection on a deep-sea adventure. The garments are adorned with delightful embroideries, showcasing whimsical motifs like little fish in love, intricate fishing nets, and a variety of shells and seashells. The enchanting details punctuate a diverse range of pieces, from dresses and suit jackets to waistcoats, faille blouses, T-shirts, and chic little vest tops.

Meanwhile, above the waves, shimmering silver reflections and undulating lines conjure memories of idyllic summer days by the pool. The captivating motifs are expressed through neoprene-like jerseys, tweeds, and sequined jackets, while additional tweeds and jerseys reflect the vibrant hues and geometric designs inspired by the façades of nearby buildings. This artistic fusion manifests in elegant long dresses, tunics, and delicately embroidered pockets, celebrating the essence of summer and the charm of the locale.

Alongside the innovative hood and press studs, the collection reinterprets the timeless sweatshirt, presenting a novel version crafted from fish printed chiffon. This playful design



features a kangaroo pocket, which also wonderfully appears on a sleeveless checked dress adorned with a hood and a sleek sheath dress.

Not forgetting swimwear, the collection features bloomers, briefs, and side-opening dresses that evoke a breezy summer spirit. This lighthearted vibe is showcased through

waffle fabric skirts, petticoats, and bodices crafted from ivory ladder lace and charming patchworks of broderie anglaise. Footwear options include terry towelling flip-flop with platform soles, perfectly blending comfort and style, amongst others.

Elsewhere, menswear influences can be found in shouldered peacoats in classic black or white, along with black patent shoes. The collection also embraces the art of layering, with shirt collars, French cuff, and jackets worn over or beneath various outfit. But, the cherry on top is the reimagining of the iconic little black dress, featuring a jersey bustier with straps and the top of a swimsuit adorned with delicate floral embroidery.

The 2024/25 Cruise Collection was preceded by an enticing series of teasers, including a captivating film directed by Ladj Ly, featuring choreography conceived by (LA)HORDE, the dancers of the Ballet National de Marseille, and the talented dancer and friend of the House, Marion Barbeau. Complementing this visual feast were stunning photographs of Marseille's vibrant streets, captured by the gifted photographer Jamie Hawkesworth, which were showcased for an entire week at the Cité radieuse, also known as the Radiant City. Additionally, a special programme was broadcasted on Radio CHANEL, featuring friends of the House, further immersing fans in the lively collection's cheerful and creative spirit.



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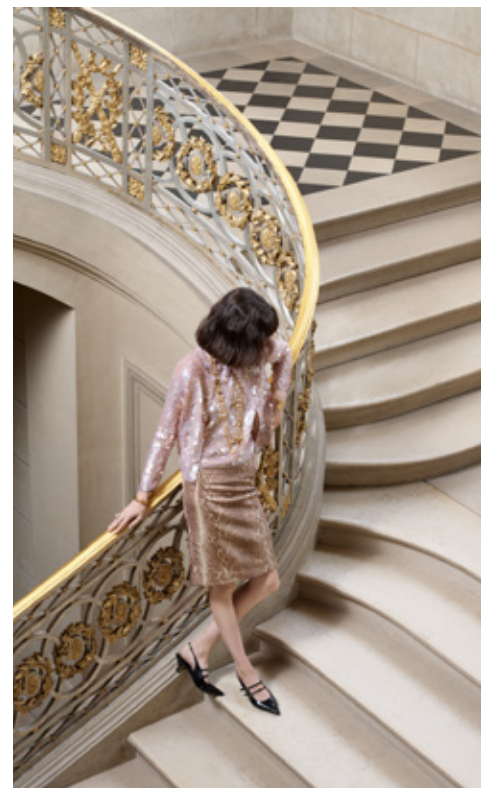
Hedi Slimane presents the Celine Summer 2025 collection, Un Été Français

# FRENCH Reverie

HEDI SLIMANE LOVINGLY  
PAYS TRIBUTE TO SUMMER  
WITH AN INSPIRED LINE  
AND A NEW FRAGRANCE

In the enchanting realm of fashion, inspiration knows no boundaries—it can emerge from everyday moments, a beloved novel, or the striking style of a musical icon. This is the ethos that fuels Hedi Slimane’s imaginative vision for Celine’s Summer 2025 collection, aptly titled *Un Été Français* (A French Summer).

Inspired by his recent reread of French playwright and author Françoise Sagan’s book “*La Chamade*,” Slimane weaves themes of love and longing into his designs, while honouring the enduring legacy of the late singer Françoise Hardy. Set against the opulent backdrop of the Château de Compiègne and accompanied by the haunting strains of Nico and Th



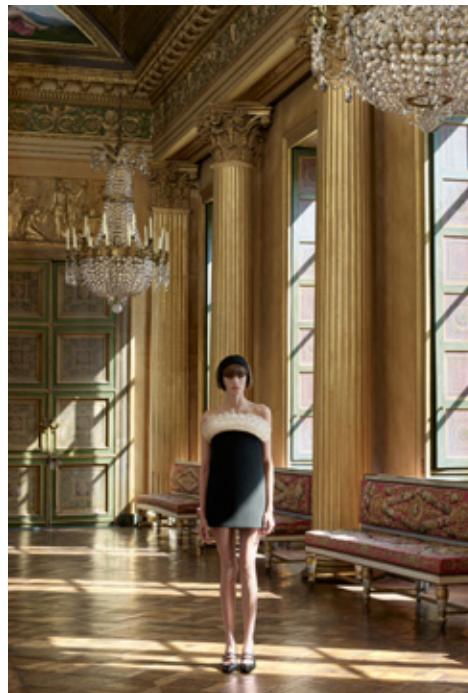




Velvet Underground’s “Femme Fatale,” the collection debut revitalises 1960s nostalgia with contemporary Parisian elegance. The heroine of Un Été Français dons a black silk jersey headband, styled with a short or long bob, while a sharp streak of eyeliner evokes the memory and melancholy of a youthful Françoise Hardy, capturing an era defined by beauty, music, and timeless allure.

The return of the pleated boarding school skirt suit marks a striking moment in this collection, expertly tailored in light summer cashmere or adorned with intricate hand embroidery. Complementing this look are short summer coats crafted from soft suede or glazed lambskin, alongside embroidered twinsets embellished with shimmering sequins. The pieces are elegantly layered over suspended pencil skirts or mini-A-line skirts, creating a harmonious blend of sophistication and youthful playfulness.

The influence of youth culture has always fascinated Hedi Slimane. In 2003, he captured the vibrant youth scene of London and Paris, from Saint-Germain to South Kensington, where the energy of young indie women



redefined the English concert circuit. This spirit resonates in the Un Été Français collection as well, as showcased in a myriad of designs, such as suspended silk dresses handcrafted and embroidered with two-tone feathers, sequins,

and oversized rhodoid flowers lacquered with crystals from Celine’s ateliers.

The summer dresses, inspired by the essence of Jane Birkin, features intricate broderie anglaise, with each piece entirely hand-crocheted and adorned with crystals and silver sequins. Meanwhile, the long, architectural evening dresses are now elegantly cut and draped in luxurious black silk faille, creating a stunning contrast that highlights Slimane’s masterful craftsmanship and keen eye for detail.

Known for his penchant for classy yet rebellious accessories, for the Summer 2025 collection Slimane layers Celine necklaces like beach adornments over sleeveless T-shirts embroidered with translucent sequins. The collection also features Celine’s graphic slingbacks, crafted from exotic lacquered leathers—lizard, python, and crocodile—adding a sublime and daring touch to each intricate ensemble.

Highlighting the brand’s artisanal craftsmanship, the Teen Bag Joséphine is meticulously made in Celine’s ateliers. Extended with a curved handle, it can be carried by hand or worn on the shoulder, offering versatility and style.

#### OLFACTORY JOURNAL

But that’s not all. Expanding on his creative vision for Un Été Français, Hedi Slimane introduces the latest addition to the haute parfumerie line: “Un Été Français,” worn by the models in the eponymous film .

This fragrance was inspired by Slimane’s beach house in Ramatuelle, where a perfumed garden overlooks the sparkling Mediterranean. Immersed in summer languor and listening to the melodies of Nico, Birkin, and Hardy, he crafted a scent that encapsulates the essence of these moments. The memories of Greco, whom Slimane loved, met, and photographed in Saint-Germain 10 years ago, resonate deeply, as she lived just a stone’s throw from him in L’Escale. He fondly recalls youthful images of Greco and Annabelle Buffe , exuding their natural French elegance while joyfully exploring the alleys of the old village.

Un Été Français serves as a nostalgic tribute not only to the last six summers spent in Saint-Tropez but also to the teenage memories of the beaches of the Côte d’Azur, filled with first loves, golden sunburned skin, and the gentle embrace of ambered cream. The fragrance notes feature bergamot, petitgrain, neroli, jasmine, vanilla, and gorse accord, weaving a scent that embodies the essence of summer and the timeless allure of French elegance.



# Pavillon des Folies

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Alessandro Michele takes Valentino's creative direction to an entirely new level with Pavillon des Folies

## WHIMSICAL Style

UNDER ALESSANDRO MICHELE'S VISION, VALENTINO ENTERS A NEW ERA OF MAGICAL AND MAXIMALIST DESIGNS



The only constant thing in life is change. The same holds true for the fashion world where luxury house Valentino recently embarked on a new chapter, bidding farewell to its esteemed creative director, Pierpaolo Piccioli, whose tenure left a lasting mark on the brand's identity. Taking over is none other than Alessandro Michele, the visionary known for his transformative work at

Gucci. Michele's highly anticipated debut for Valentino came with the Spring/Summer 2025 collection, aptly named Pavillon des Folies—a title that hints at whimsical elegance and daring creativity, setting the tone for a fresh beginning for the Maison.

The eclectic designer, renowned for his larger-than-life creations and maximalist, playful

kitsch wardrobes, effortlessly transported a vibrant fusion of patterns, materials, and an explosion of colours onto the runway. With Pavillon des Folies, Michele introduces a new dimension to Valentino's aesthetic, infusing it with a whimsical edge that echoes the essence of folies—a French term evoking playfulness or madness. As expected, his debut signals a departure from the brand's previous elegance,





embracing a bold, joyful spirit that hints at both fantasy and extravagance, setting the stage for a daring new era.

From 30s-inspired gowns to crochet dresses paired with jeans, Pavillon des Folies delivers a flamboyant and rebellious lineup that swings between the futuristic and the nostalgic. Yet, every piece carries Michele's unmistakable DNA—personal, joyful, and unapologetically bold. True to his signature style, the collection brims with creative daring, merging eclectic influences with playful extravagance. The e's also a distinct bohemian flair, paying homage to Valentino's 60s & 70s ethos, seamlessly woven into the narrative to honour the brand's storied past while setting the stage for a bold new chapter.

Set in a basement transformed into a fashion playground, the Spring/Summer 2025 runway featured a laid-back yet thoughtfully curated décor. Loveseats, chairs, and giant bird cages—draped in dust covers—were scattered across the space, all resting atop cracked mirror flooring. The setting struck a delicate balance between nonchalance and intention, amplifying the whimsical spirit of Pavillon des Folies and creating an atmosphere where fantasy and reality seamlessly intertwined.

Besides his extravagant imagination, Michele is also blessed with strong tailoring and layering styling panache which are all displayed in this collection. For instance,



among the contemporary designs, a tiered ruffled blue dress emerges with voluminous sleeves and a bold white ruff collar, evoking a touch of Elizabethan drama and amplifying the designer's theatrical nature. The look is paired with a chartreuse belt that cinches the waist, adding a striking contrast that enhances the silhouette, while red lace tights paired with pointed black heels with red accents inject a daring flair.



From ruffle and feathers to tassels, models strutted down the runway flaunting an array of bizarre patterns, including ornate embroidered jackets, playful polka dots, and vibrant florals. Accessories also played a vital role in amplifying the collection's charm and flamboyance, such as netted silk turbans, nose and lip jewellery, and long, cascading silver embellishments attached to crocheted black beanies, further elevating the creative potential of fashion. The e details showcased a genius display, creating a captivating blend of tradition and modernity that perfectly captured the spirit of Pavillon des Folies.

Meanwhile, Michele injects a playful twist into the footwear and handbags. Shoes featured delicate bows and stylish slingback heels, while the men's collection showcased ballet flats paired with quirky crochet socks. Shoulder bags were often clutched by their chains, with some models even carrying two at once. Among the highlights was a charming cowboy saddle bag embellished with tassels. The delightful kitty clutches were hand-painted to resemble porcelain figures, each adorned with beautiful glimmering eyes.

"When I say beauty, I am clearly not referring to its universalistic, dogmatic, and normative mythologisation. I rather allude to that unique capability to deeply feel and connect with something that unveils and reveals a new universe of meaning," conveyed Alessandro Michele, in a poetic way to unveil his new masterpieces.





FENDI welcomes the holidays in dazzling style

# MERRY Tartan

FENDI CELEBRATES WINTER, AND THE JOYOUS HOLIDAYS, WITH ITS RICH LEGACY OF ITALIAN SAVOIR-FAIRE

**J**ust in time for the festive season, luxury fashion house FENDI unveils its dazzling Women's and Men's collections for Winter Holiday 2024. Honouring the brand's rich heritage and legacy, these lines showcase FENDI's iconic craftsmanship while also anticipating the milestone centenary the fashion house will celebrate in 2025.

## A RICH TAPESTRY

Rooted in utility and practicality, FENDI's Women's Winter Holiday 2024 collection artfully blends sophisticated sportswear with iconic menswear elements adapted for women, such as tuxedos and polos, while also incorporating sixties-inspired skiwear for an authentic sporting touch. Elsewhere,



the festive spirit is captured in shimmering eveningwear, such as traditional British fabrics and knits, especially the commissioned FENDI Tartan, are subverted in womenswear through signature mini-kilts worn over trousers, enveloping oversized carcoats, punchy blousons, and tailored wool day dresses. Meanwhile, classic tailored checks





and twinsets harmoniously coexist with sleek, international styles in fluid tailoring, satin slips, Lurex knits, and embroidered sequins. Perfect for any occasion, the Winter Holiday collection seamlessly blends outdoor and indoor style, merging countryside with mountainside, and city with salon—from Rome to the Dolomites.

The collection embraces a luxurious yet casual approach to outerwear, designed for effortless layering over any outfit. From generously tailored carcoats in checks and tartans to artisanal sculpted furs and shearling, each piece showcases relaxed sophistication. The collection truly exemplifies the pinnacle of FENDI's craftsmanship, embodying the idea of heirloom pieces to be cherished and passed down through generations.

Evoking a timeless tapestry of tradition and pride, the Men's collection showcases the specially commissioned FENDI Tartan, crafted in collaboration with Prickly Thistle and manufacture in Scotland. This festive fabric brings a playful, prep school charm to tailored wool blazers, trousers, and casual over-shirts. Meanwhile, workwear and loungewear silhouettes crafted from velvet corduroy emphasise comfort and texture. The inclusion of FENDI logo technical fabric in puffed jackets, with a FENDI varsity logo adding an

old-school touch, while the artisanal classics like sumptuous shearling and shaved fur coats define the outerwear offerings for gentlemen.

### JOYFUL OFFERINGS

For the winter accessories, FENDI showcases a new range of handbags featuring gleaming metallic leathers, dazzling crystals, intricately woven designs, and plush 3D FF velvet, all exuding a relaxed vibe through their soft, functional constructions. The iconic Peekaboo Soft bags now feature relaxed designs that enhance classic styles and introduce new ones, like the Simply FENDI and the revitalised By The Way Selleria. Meanwhile, the Baguette bag appears in various iterations, encouraging self-expression while maintaining its laid-back charm, even with lavish sequin embellishments.

Inspired by the upcoming centenary in 2025, each of the new handbags showcase the pinnacle of FENDI's artisanal savoir-faire. For example, the handstitched Selleria, featuring burnished metallic and soft Cuoio Romano leather, serves as a vital link between the past and the future. The artistry of leather interlace also receives a metallic accent; alongside a more subtle tone-on-tone Cuoio Romano FF interlace version. However, this season's standout luxury offering is none other than

the Florentine paper croco bag, which draws inspiration from paper techniques developed in 8th century China and popularised in Florence during the late 16th century—techniques that are still mastered by craftsmen today.

In shoes, FENDI combines elegance with versatility, featuring metallic leathers, sequins, FF jacquards and shearlings, as well as glossy calfskin. Crafted for diverse winter settings, the range spans from shearling snow boots for the mountains to refined slingbacks for city strolls. A fresh take on the kitten heel debuts in sleek FENDI FFold calf boots and vintage mules, while the block-heeled Delfina offers a perfect mix of comfort and party-ready style, embodying FENDI's timeless appeal.

Last, but not least, FENDI brings festive flair to men's accessories as well with its Fendilicious collection, introducing playful fast-food motifs on the FF jacquard Baguette Soft Trunk bag through leather patches, inlays, and prints. This whimsical touch extends to cotton sweats, T-shirts, shirts, and vibrant blousons. For a more sophisticated evening vibe, delicate Lurex knits and twill wool suits with micro-paillettes add a subtle sparkle, evoking a celebratory spirit.





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VILLA ZEGNA featured a tribute to Oasi Zegna

# PIONEERING Spirit

ZEGNA HOSTED A WEEK OF EXCLUSIVE DINNERS TO UNVEIL ITS OWNER'S REMARKABLE LEGACY

Luxury menswear brand ZEGNA introduced the exclusive “VILLA ZEGNA” experience to New York City last September. This invite-only event aimed to immerse A-listers in a realm of sophistication and heritage. As a global concept, it travels across markets, elegantly showcasing different chapters of the brand’s storied narrative while highlighting the rich legacy of its founder, Ermenegildo Zegna.

Inspired by the founder’s original home, “VILLA ZEGNA” captures the essence of Oasi

Zegna, nestled in the breathtaking Italian Alps, just a stone’s throw from the renowned Zegna Wool Mill. More than a mere residence in Trivero, it was Ermenegildo Zegna’s creative sanctuary—a place where innovative ideas were conceived and flourished; where the entire ZEGNA vision took shape.

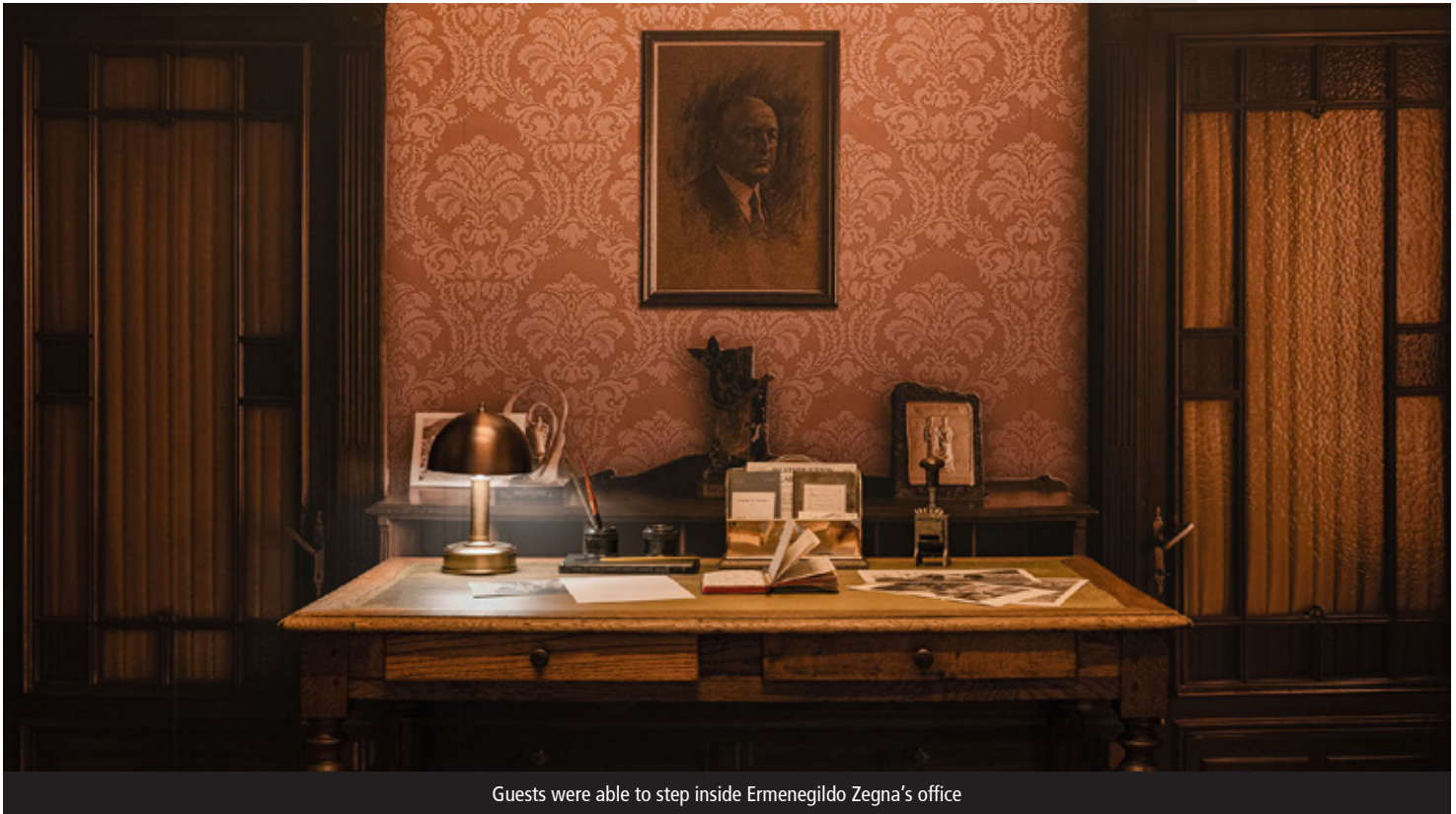
The first chapter of this captivating journey unfolded in Shanghai on 23rd May, where ZEGNA unveiled “VILLA ZEGNA: An Oasis of Linen.” The narrative continued in New York with “THE LEGEND OF IL CONTE,” focusing



Façade of VILLA ZEGNA, located in New York’s Upper East Side

on Ermenegildo Zegna’s remarkable journey to America in 1938.

If you’re asking how this remarkable journey started, it all began in Milan during Salone del Mobile with the unveiling of the beautifully crafted book, “Born in Oasi Zegna.” This volume narrates the story of how, in the 1930s, the brand’s founder planted more than half a million trees and built a panoramic road that connects the stunning mountain landscape of Oasi Zegna—a 100 km<sup>2</sup> natural territory in Piedmont, northern Italy, and the essence of

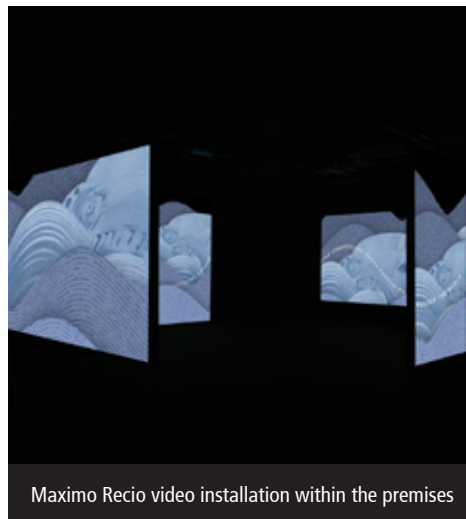


Guests were able to step inside Ermenegildo Zegna's office

ZEGNA's values. At the same time, ZEGNA also donated new fiber beds in Piazza Duomo to the City of Milan, marking the start of a project to create new Oasi Zegna destinations in different parts of the world.

Inspired by a sense of exploration, the founder then set out to introduce his remarkable fabrics, which had already gained acclaim in Europe, to America, the world's largest economy. He embarked on the SS Rex, a transatlantic liner, heading to New York City to connect with the Italian tailors he considered the "finest representatives of ZEGNA fabrics." To commemorate this occasion and strengthen ties with these artisans, he organized a gala dinner in 1938 in honor of the Professional Italian Tailors of America. This event not only celebrated their craftsmanship, but also established a lasting bond, making it a fitting precursor to the future Villa Zegna dinner, which wonderfully continues that legacy of camaraderie to the present day.

Located on the Upper East Side, "VILLA ZEGNA" pays tribute to the legacy of Count Ermenegildo Zegna of Monte Rubello, who earned this noble title through his remarkable contributions as an entrepreneur, philanthropist, and businessman. In this spirit, an iconic Manhattan building was transformed to embody the original home of ZEGNA's Founder. For one week only, guests were able to immerse themselves in an experience that transcends mere products.



Maximo Recio video installation within the premises

Spanning three floors, visitors journeyed through the story of that inaugural trip to New York City, ventured into Oasi Zegna, stepped inside Ermenegildo Zegna's office, and explored the dining room of Villa Zegna. The experience culminated with a showcase of ZEGNA's most exclusive collections. "VILLA ZEGNA" invited guests to embark on a multisensory journey of exploration, reflecting ZEGNA's innovative approach to engaging with customers and offering immersive experiences that cultivate emotional connections to the esteemed brand.

Meanwhile, an exclusive private lounge catered to a select group of clients, providing them with a bespoke shopping experience featuring unique products not found in regular



The VILLA ZEGNA dinner continues the legacy started by the brand's illustrious founder

retail outlets. Guests were also able to enjoy personalized versions of the new "Il Conte" jacket, a tribute to the Founder, as "Il Conte" translates to 'Count' in Italian.

During the week, ZEGNA hosted a series of exclusive dinners, gathering the brand's closest friends, influential figures, celebrities, top clients, tastemakers, and members of the press to celebrate this exciting moment, including notable attendees such as Evan Peters, Sofia Coppola, Ethan Hawke, and John Turturro. The gatherings not only commemorate this significant installation, but also pay tribute to Ermenegildo Zegna's crucial 1938 journey to New York, nurturing deep emotional ties to the brand's storied legacy of entrepreneurship, philanthropy, and dedication to excellence.



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Tory Burch presents an alluring narrative with its holiday offerings

# FESTIVELY Charming

TORY BURCH INVITES YOU TO EMBRACE HOLIDAY CHEER WITH ELEGANT CLOTHING AND REIMAGINED CLASSICS



For its Holiday 2024 collection, Tory Burch presents a captivating exploration of contrasts, where clean lines gracefully intersect with rich, intense textures. Each piece is thoughtfully designed to embody elegance and sophistication, offering a harmonious blend that reflects both modernity and timeless charm.

Delicate layers of balletic tulle gracefully envelop the body, creating a soft volume that

feels perfect for holiday gatherings, while sleek coats, tops, and skirts add a touch of polished elegance. Each piece showcases exquisite fabric manipulation that elevates the collection: a muslin dress embroidered with chalky paint offers a refined structure ideal for end-of-year soirées; a coat that mimics supple leather is crafted from glazed viscose; metallic studs reminiscent of reptilian scales add a bold flair, perfect for festive celebrations; and a patent jacket, artfully laser-cut to achieve a



Robinson Printed Zip Slim Wallet in Black Tosse



feathery effect, serves as a striking statement piece for any joyful gathering.

The emphasis on fabric shines through featuring a striking interplay of sheer and opaque, luminous, and matt, slick and tactile elements. Weightless tank dresses layer beautifully over jersey, power mesh, and tulle. Silver studs glimmer against dry canvas and viscose, adding a sparkling touch. Many materials also reveal surprising qualities: humble cotton transforms into a shapely, high-tech weave, while satin with four-way stretch offers a futuristic allure.



Several looks elegantly reinterpret classic t-shirts and tanks, transforming them into sophisticated georgette tops and moulded tees, alongside ethereal, Grecian-inspired bubble dresses. The curved waists are artfully sculpted with lingerie underwires and draped with swaths of tulle and jersey in a single piece, creating a sense of fluidity. Complementing the fitted silhouettes of stretchy satin separates, box-pleated canvas skirts and viscose cargo pants introduce a structured contrast, ensuring an effortlessly chic ensemble that captures the spirit of convivial cheer.

Meanwhile, there's also a sense of playfulness with cat and rabbit prints by German photographer Walter Schels, whose work captures animals with human-like depth. The portraits infuse the collection with whimsy and charm, balancing its sophistication.

The collection's handbags and shoes are thoughtfully reimaged to complement holiday moments, whether intimate dinners or grand celebrations. The Swing bag—now in a compact mini—adds charm to any gathering, while the Ballet Loafer in T Monogram jacquard blends ease and elegance for busy days. The iconic Lee Radziwill Double Bag now appears in a playful cow print, nodding to the collection's subtle animal motifs. Each piece, from structured classics to new silhouettes, is offered in bright tones, versatile neutrals, and signature patterns—designed to enhance your wardrobe for all the memorable moments this time of year inspires.

Elsewhere, the Peep Toe pump from Fall 2023 makes a comeback for holiday dressing in versatile black and beige. Its unexpected details—a square toe box, angled heel, and



Kira Metallic Moto Quilt Vanity Case in Gold



Kendra Jacquard Cardigan in Black-Ivory

playful cut-out over the toe—infuse a touch of whimsy into an otherwise classic design. Meanwhile, the best-selling Ballet Loafer as well as the new lace-up bootie now arrive in hazelnut T Monogram jacquard.

This collection's jewellery invites playful self-expression, designed to be mixed, matched, and made your own. Resin teardrop earrings shimmer in a palette of bold, juicy hues, each accented with the brand's abstract metal logo. Charm earrings and necklaces showcase an eclectic medley—faux shark teeth, miniature clothespins, and delicate matches, some unlit, others burned to a crisp.

Belts, too, add a defining touch to the collection. From sleek leather essentials to a double-eyelet design echoing the edgy spirit of the '90s, these pieces cinch the wearer's waist with flair and individuality.

In this enchanting Tory Burch Holiday 2024 collection, each piece weaves a captivating tale of elegance and playful charm, inviting you to elevate your style for joyful celebrations with beloved friends and family.



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**JEFF SATUR – VALENTINO GARAVANI**

Thai singer and actor Jeff Satur started his career in the music industry after joining a TV contest in 2013. He is best known for his role as Kim in “KinnPorsche” (2022). Earlier this year, Jeff also released his first album entitled “Space Shuttle No. 8”. He sports the Valentino Garavani large Viva Superstar bag in black and brown.



**LYODRA – FENDI**

Talented Indonesian singer Lyodra made headlines not only for winning the 10th season of Indonesian Idol, but also being the youngest in the show’s history to do so. She debuted a self-titled album in 2021, and just recently released her second album, “Melangkah”. She wears a FENDI multicolour printed top and skirt.



**LUCAS BRAVO – ZEGNA**

French actor and friend of the brand Lucas Bravo looked dashing in a maroon shirt and brown trousers from Zegna S/S 2025 at the “Emily in Paris” Season 4 press tour. The handsome actor, who plays Emily’s love interest Chef Gabriel in the Netflix series, also starred in several movies in 2022 such as “The oneymoon” and “Ticket to Paradise.”



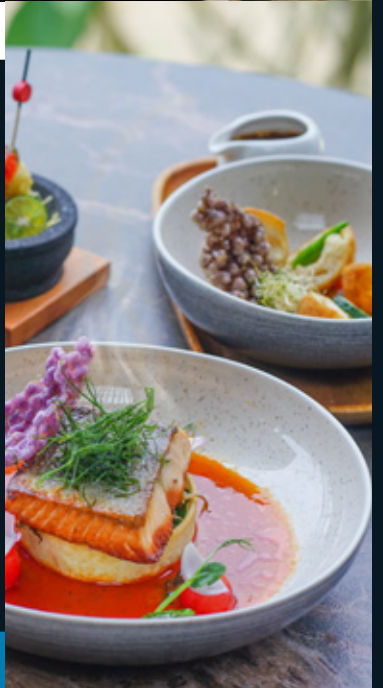
**SEORINA – TORY BURCH**

South Korean actress Seorina is best known for her leading roles in the TV series “Sunny Again Tomorrow” (2018), “Beautiful Love, Wonderful Life” (2019), and “Business Proposal” (2022). Seorina looked dazzling in a Tory Burch embroidered cotton dress in black and a T Monogram leather bucket bag at a store event in Taiwan.





# LUXURY PURSUITS





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1

# PRIMATE Perspective

EXPLORE NATASHA TONTEY'S  
"PRIMATE VISIONS: MACAQUE  
MACABRE" INSTALLATION,  
AT MUSEUM MACAN

The Celebes crested macaque (*Macaca nigra*)—also called the Sulawesi crested macaque or the black ape—inhabits the Tangkoko Nature Reserve in Northeastern Sulawesi, Indonesia, and a few neighbouring islands. Known locally as *yaki* or *wolai*, this distinctive primate is easily recognisable by its jet-black fur, pronounced facial features, and striking reddish-brown eyes. The *yaki* captivates locals and visitors alike, becoming a symbol both of natural beauty and cultural heritage.

Despite their charisma, *yaki* populations have seen an alarming 80% decline over the past 40 years. As one of the most critically endangered

primates, the *yaki* now faces the threat of extinction. Conservation efforts are underway, but significant challenges persist, particularly due to habitat loss. This encroachment has led to a strained view of the *yaki*, which is often regarded as pests by local communities.

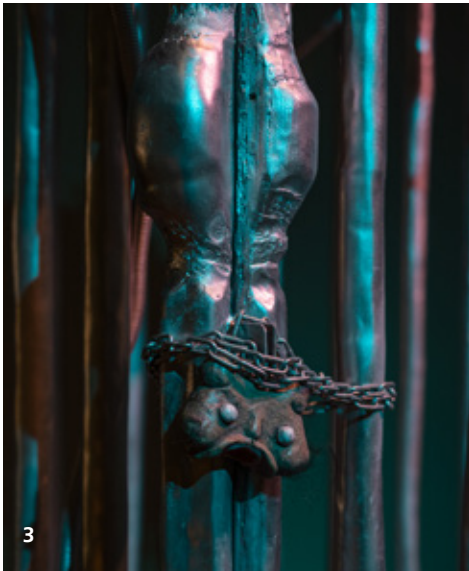
The heart of Natasha Tontey's immersive art installation, "Primate Visions: Macaque Macabre" explores this dual relationship between the *yaki* and their environment. The work will be showcased at Museum MACAN in Jakarta from November 16, 2024 to April 6, 2025. Through her largest installation to date, Tontey blends contemporary art, Minahasan culture, and urgent ecological themes, using



2

the *yaki* as a lens to challenge and expand our understanding of nature and humanity's role within it. Commissioned by Audemars Piguet Contemporary, her work transcends traditional art forms, inviting viewers to reflect on the layered nature of this unique species.

As a Minahasan artist who is based between Jakarta and Yogyakarta, she navigates the narratives of history and myths related to "manufactured fear" within her work. Tontey emphasises the nuanced and intimate struggles of marginalised entities,

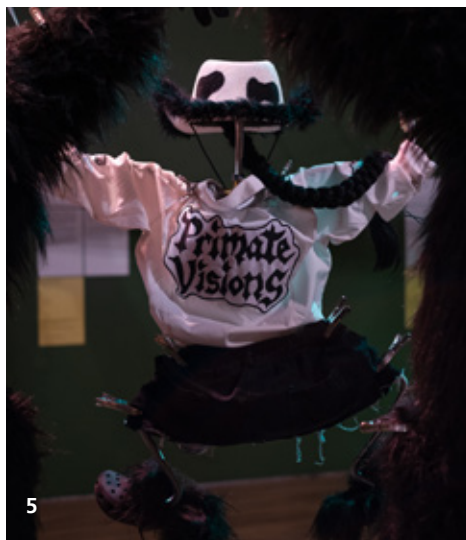


exploring potential futures that exist beyond the dominant narratives of established institutions. Recently, her work has been showcased in a solo exhibition at Auto Italia in London (2022) and featured in group exhibitions and screenings at notable events like the 34th Singapore International Film Festival and the 57th Karlovy Vary International Film Festival (2023), as well as the Singapore Biennale (2022).

In a conversation with Tontey about her installation, we uncovered the ideas driving her work. Reflecting on the essence of “Primate Visions: Macaque Macabre,” she states, “Primate Visions is one of my explorations of this connection,” emphasising how her Minahasan heritage infuses the piece with layers of resonance and significance. For Tontey, the *yaki* symbolises the often unspoken bond between humans and the natural world. “The relationship between *yaki* and humans is not simply hostile or welcoming; it’s more fluid. Both species need each other,” she explains, challenging the traditional view that positions humans above nature and advocating for a more interconnected vision of coexistence.

Inspired by the traditions and folklore of her native Minahasa, Tontey’s connection to the *yaki* is personal and layered. She recalls seeing *yaki* skulls at a Minahasan tribal ceremony that featured the Kabasaran dance, sparking her fascination with this complex primate. In her artwork, Tontey also draws on the Mawolay ritual, a celebration of human-*yaki* coexistence, to highlight the intricate balance between humans and nature that is deeply rooted in Minahasan beliefs.

In her installation, Tontey subverts the traditional hierarchy between humans and animals, presenting a vision where the *yaki*,



often considered a pest, is an equal partner in the natural world. Reflecting on her previous “Pest to Power” project, Tontey navigates the *yaki*-human dynamic by reversing roles: male Minahasan actors portray the *yaki*, while female actors play the humans. This reversal is grounded in ecofeminist ideas and inspired by the “social tolerance” of female *yaki*, whose cooperative behaviour in nature serves as a form of age-old ecological wisdom.

Through its tactile, immersive design, “Primate Visions” engages the viewers into an ancient world where humans and *yaki* share a complex, interdependent relationship. Tontey’s costumes and set pieces from her film transport viewers to a place where reality and imagination overlap. She describes the

experience as “blurring the lines between reality and imagination, celebrating the messy, tactile nature of life,” aiming to encourage audiences to interact with objects that defy ordinary expectations. For Tontey, this engagement with the audience is vital, allowing viewers to see the *yaki* not merely as an animal but as part of a larger story that includes them.

Tontey’s work also touches on the conflict between global conservation frameworks and indigenous environmental practices. She believes that while conservation science is rooted in rationality, it must also recognise the insights and values found in indigenous knowledge systems. “Conservation efforts are an embodiment of a scientific worldview rooted in modernism... I believe the scientific perspective should transcend its limitations,” she asserts, suggesting that effective conservation must bridge science with local wisdom to support true ecological harmony.

Commissioned by Audemars Piguet Contemporary, Natasha Tontey balances technical and creative elements in her installation, “Primate Visions: Macaque Macabre,” creating a piece that resonates with both personal and universal themes. More than just an art installation, it serves as a powerful invitation to rethink our connection with the world, intertwining history, myth, and pressing ecological issues to present a more inclusive perspective on nature. For aspiring artists navigating the challenges of a creative career, Tontey advises: “Challenge and question established norms! Stay attuned to your surroundings and use your art to confront dominant narratives and systems, transforming ordinary spaces into realms of the uncanny through imagination. And amidst the world’s turbulence, remember to nourish your spirit.”

1. Natasha Tontey (b. Indonesia, 1989), ‘Primate Visions/ Macaque Macabre’, Museum MACAN, Jakarta, 16.11.2024–6.04.2025. Commissioned by Audemars Piguet Contemporary. Courtesy of the artist and Audemars Piguet.

2. Natasha Tontey, artist behind “Primate Visions/ Macaque Macabre”, commissioned by Audemars Piguet

3. Natasha Tontey blends contemporary art, Minahasan culture, and urgent ecological themes in her new piece

4. The artist uses the primate as a lens to challenge viewers to ponder on the relationship between nature and humanity

5. Natasha blurs the lines between reality and imagination in her latest installation





1

# ART FOR Everyone

ART JAKARTA RETURNS FOR ITS 14TH EDITION, BRINGING 73 LOCAL AND INTERNATIONAL GALLERIES INTO THE REGION'S CULTURAL HUB

Art Jakarta 2024, one of Southeast Asia's most anticipated art fairs, opened its doors on October 4, solidifying its position as a significant player in the region's contemporary art scene. Held for three days at JIExpo Kemayoran, Jakarta, this year marked the 14th edition of the event and featured a diverse array of galleries, artists, and public programmes. With 73 exhibitors from across Indonesia, Southeast Asia, and other international art hubs, the fair showcased the

rich tapestry of modern art, offering both local and international perspectives.

The opening ceremony was attended by the Director of Cultural Manpower and Institution Development Restu Gunawan from the Ministry of Education, Director of Creative Economy Marketing Erwita Dianti from the Ministry of Tourism and Creative Economy, CEO of MRA Group Maulana Indraguna Sutowo, and the main partners of Art Jakarta.



2

Guests were entertained by Trust Orchestra, a performance by rapper Matter Mos, and a film presentation of "The Mother of Indonesian Artists" by Erwin Damali.

## PLATFORM FOR ARTISTIC EXCHANGE

Art Jakarta has grown from a local art bazaar to an international event, establishing itself as a vital meeting point between local artists and the global art market. The 2024 edition





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### SPECIAL PRESENTATIONS AND INSTALLATIONS

Art Jakarta 2024 featured several remarkable special presentations, each offering a unique narrative and concept. Visitors were treated to a special exhibition by prominent artist Sunaryo at the Julius Baer VIP Lounge. The UOB Art Space, a prominent feature of the fair, highlighted works by the UOB Painting of the Year (POY) winners, showcasing young and innovative artists from Indonesia and Southeast Asia. There was also Play by UOB Indonesia, a space especially designed to cater to children’s creativity guided by Ni Nyoman Sani, winner of UOB POY 2023.

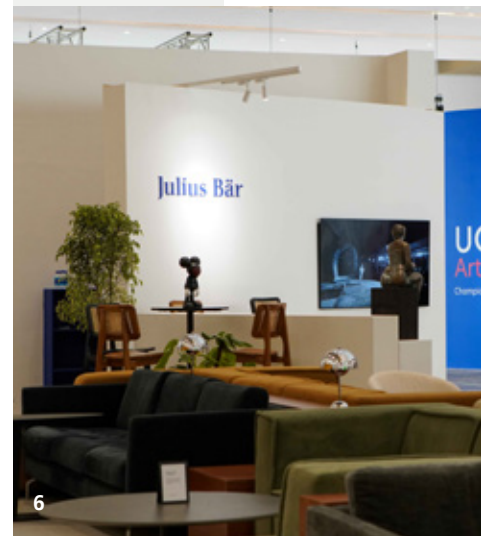
Moreover, collaborative installations like “Knit by Knit” by Cinanti A. Johansjah and Rajut Kejut, supported by Bibit, delved into themes of financial management through a creative lens. Meanwhile, Treasury presented “Post Tenebras Lux”—From Darkness to Gold: The Journey of Gold for Good by Golden Souls.

### SIGNATURE PROGRAMMES

In addition, Art Jakarta also offered signature programmes such as AJ SPOT, a platform for the presentation of special art installations tailored for Art Jakarta; AJX, a collaborative initiative between Art Jakarta and various institutions or private companies to present their collections to the wider community; AJ SCENE, a segment for artist collectives, studios and projects to present their merchandise and publications; and lastly, AJ TALK, a platform for dialogue between experts, observers, artists, collectors, and curators, which enabled an opportunity for them to share their experiences and knowledge with the audience.

continued this legacy, presenting works from 39 national and 34 international galleries, including participants from Malaysia, Singapore, Thailand, the Philippines, Vietnam, China, South Korea, Japan, Taiwan, Russia and Australia, showcasing an incredible range of artistic talent from all over the region.

This year, Art Jakarta expanded its presence at JIExpo Kemayoran by occupying not only halls C3 and B3, but also C1. Supported by four key partners—Julius Baer, UOB Indonesia, Bibit & Stockbit, and Treasury—this year’s theme focused on creating an immersive experience for visitors. Divided into various segments to enhance engagement, the fair included public installations, special exhibitions, and collaborative works that were displayed throughout the venue, making art accessible to all kinds of audiences—from seasoned collectors to first-time visitors.



6

All in all, Art Jakarta, particularly with the 2024 edition, has evolved into more than just an art exhibition—it is a celebration of creativity, cultural exchange, and artistic innovation. With its wide array of galleries, thought-provoking programmes and special installations, the fair has become a must-visit for art aficionados and connoisseurs alike.

1. Artist Erwin Windu Pranata incorporated the Mini J01 in his assemblage art entitled “Ketok Mejik”
2. Art Jakarta 2024 Fair Director, Tom Tandio, delivered the welcome speech at the fair’s opening
3. UOB Art Space highlighted the works of the UOB Painting of the Year (POY) winners
4. SMEG, in collaboration with Dolce & Gabbana, showcased “Frigorifero D’Arte”
5. Stanley and Vinilon collaboration, “Hydrogrid, Hydration” by Palette Studio
6. Visitors were treated to a special exhibition by prominent artist Sunaryo at the Julius Baer VIP Lounge




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# BANDUNG

## Oasis

MASON PINE HOTEL WELCOMES YOU TO AN EXQUISITE ESCAPE INTO THE HIGHLANDS REPLETE WITH FIVE-STAR HOSPITALITY

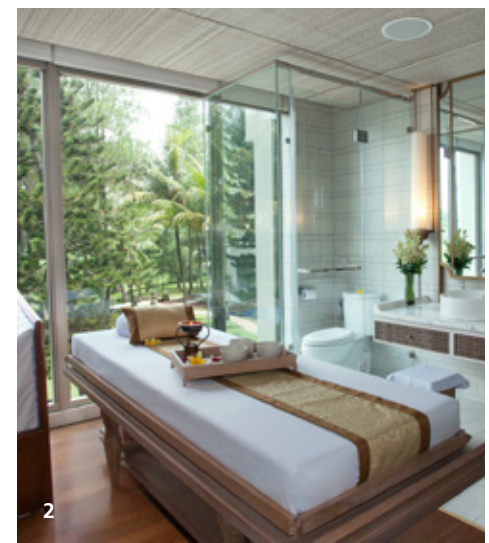
Imagine waking up in the heart of the picturesque Parahyangan Highlands in Bandung, West Java, where mist drifts lazily over the hills and rays of sunlight dance across the tranquil surface of Saguling Lake. Surrounded by lush greenery and the calming embrace of nature, Mason Pine Hotel invites you to indulge in a perfect family-friendly retreat, where adventure, relaxation, and utmost luxury coexist in seamless harmony.

Located just a short 30-minute ride from Jakarta via the high-speed Whoosh Train, this prestigious five-star resort offers an idyllic

escape from the hustle and bustle of city life, nestled within the coveted eco-city of Kota Baru Parahyangan. With 287 thoughtfully curated rooms and suites, the accommodations are divided into two distinct wings: the Pine Wing and the Mason Wing, each designed to provide a unique experience of luxury and comfort.

### SERENE SANCTUARIES

The Pine Wing offers four categories of rooms and suites, including the cosy Pine Deluxe, the scenic Pine Terrace, and the spacious Pine Suite, which features a beautifully appointed bedroom, a furnished living area, and a



stunning bathroom. For those seeking even more space, the Pine Terrace Suite spans over 58 sqm and includes a king-sized bed, private terrace, and a lavish bathroom with a walk-in closet, bathtub, walk-in shower, and his-and-hers vanity sinks.

Meanwhile, the Mason Wing, unveiled in 2022 after refurbishment, was designed by renowned architect Farid Masdoeki of Hadiprana Design. This wing artfully combines Art Deco architecture with modern Indonesian cultural elements, creating an exquisite luxury haven. While most rooms and suites share





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features with the Pine Wing, they provide a more spacious and opulent experience.

For example, the Mason Family Suites encompass an impressive 86 sqm, making them ideal for families, while the Mason Grand Suites elevate luxury further with a generous 170 sqm layout that includes a stylish living room, dining area, outdoor balcony, pantry, and a bedroom featuring a king-sized bed, walk-in shower, and lavish bathtub.

At the pinnacle of indulgence, the exclusive Parahyangan Suite redefines elegance with its expansive 220 sqm layout, sophisticated living area, high-tech kitchen, and marble-tiled bathroom that embodies refined luxury. Each moment spent here will undoubtedly inspire relaxation and create lasting memories amid the breathtaking highlands.

### LAVISH EXPERIENCES

While the rooms will take your breath away, the dining experiences are sure to whet your appetite. This begins with Samara Indonesian Dining, the hotel's fine dining restaurant that elevates fresh seasonal ingredients with a contemporary twist on traditional Indonesian classics. The alfresco lounge offers breathtaking views of the infinity pool and surrounding mountains, providing the perfect atmosphere to unwind and relax.

Additional dining options include Canton, where authentic Cantonese cuisine takes centre stage, and Santai - All Day Dining, a versatile venue catering to a variety of tastes throughout the day. Each restaurant is thoughtfully designed to deliver a unique gastronomic journey, ensuring every meal is an unforgettable experience.



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No vacation is complete without a visit to The Kawah Putih Spa & Wellness, a tranquil escape offering luxurious treatments in collaboration with the renowned Indonesian wellness brand Martha Tilaar. With three beautifully designed treatment rooms, including a couple's suite and a dedicated foot massage room, the spa is your oasis of relaxation and rejuvenation.

Fitness enthusiasts can take advantage of the state-of-the-art gym, while families are invited to explore a range of children's amenities, including a mini waterpark, an indoor playroom, and an outdoor playground.

Want to make your wedding day extra special or your business meeting more relaxing? Look no further. Beyond its upscale accommodations, Mason Pine Hotel offers a stunning array of event venues tailored for weddings, corporate gatherings, and special occasions. Samara Indonesian Dining also has a VIP Private Dining Room, perfect for intimate celebrations

or exclusive gatherings, ensuring every event is a memorable one.

With its expansive grounds, the Mason Pine Hotel proudly stands as a well-appointed hotel, resort, and convention centre in Bandung, offering an exquisite setting for both leisure and business events. Whether you're celebrating a momentous family getaway or hosting a corporate gathering, every experience here promises to become a cherished memory.

1. Delight in a relaxing five-star getaway only at the Mason Pine Hotel in Bandung
2. Discover tranquility at The Kawah Putih Spa & Wellness
3. Embark on a journey of flavours at Samara Indonesian Dining
4. Indulge in a pleasant stay at the Mason Suites
5. Take the plunge and enjoy some pool time while on your getaway



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# UNLOCKING Worlds

THE AWARD-WINNING  
SANLORENZO SX76 YACHT  
PREPARES TO EMBARK  
FOR INDONESIA

Climb aboard the luxurious Sanlorenzo SX76, one in a collection of sleek yachts that could take you to the different parts of the world. Renowned for its expansive features and luxurious appeal, the Sanlorenzo SX76 has won awards in international platforms. The Sanlorenzo SX76

will soon hit Indonesian waters and those who would like to embark on an ocean adventure will get the unique opportunity to sail out to sea aboard the stunning yacht.

Spanning up to 23.8 metres in length, the highly anticipated yacht is renowned for its





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unparalleled versatility in terms of purpose. Be it for individual enjoyment or social events, the SX76 can host up to eight guests and two crew members. With several cabins available, owners can invite family and friends to join in on their events or accompany them on their travels as well. Though it was made to fit a group, the designers did not fail to still maintain the yacht's aesthetics to fit a luxury lifestyle. This is a testament to the bespoke Italian craftsmanship used in the yacht's production.

During the making of the award-winning powerhouse, the balance between space and design was one of the most important aspects to consider especially when designing a yacht that could be home to larger groups. Hence, the wheelhouse has been strategically placed on the flybridge to free up more space on the main deck.

The SX76 has achieved a type of elegant luxury one would hope to see during their travels.



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Using mostly neutral tones and shades of white, the SX76 houses multiple living spaces such as on the flybridge, the bow, and its saloon. Whilst the bow may be the ultimate lounge for sunny days, the saloon would be the perfect area to relax in whilst still hidden in the shade. The designers' use of light tones and fabrics adds to the expansive feel of the area, including the floor window that allows guests to still bask in the stunning thalassic landscape. Tucked near the saloon is a quaint dining area fit for up to 6-7 people. With its square white dining set, the intimate space also allows guests to appreciate the scenery. Providing stunning 360° views, the dining area allows you to make the most of your trip. At the end of the night, guests can retreat to their designated cabins located in various areas of the yacht.

While each cabin offers a generous bed and living space featuring a similar neutral palette, including the full-beam master cabin, it must be said that the owner cabin is the most appealing of them all. The cabin, which has a bed fit for two, is just as serene as it is lavish. Just beside the white bed situated by the window are the large wardrobe and



nook with windows, the latter of which can be used for downtime at the end of the night. At the opposite end of the room is an ash brown desk that can act as a study, while a stunning shower and sink area lets one detox at the end of the day. The layout of this yacht is truly unique as it has an open-plan main deck extension. With its versatile nature, the vast yacht can accompany individuals or even groups in making many unforgettable memories out at sea.

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1. The Sanlorenzo SX76 offers utmost luxury at sea
  2. Materials such as wood, glass and steel are used harmoniously throughout the yacht
  3. The saloon provides a relaxing living space for guests
  4. The dining area is suitable for 6-7 people
  5. The Sanlorenzo SX76 offers utmost luxury at sea
  6. Guests can hang out at the casting deck

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