

BASELWORLD

DAILY NEWS

BASELWORLD • THE WATCH AND JEWELLERY SHOW • BRILLIANCE MEETS • MARCH 19 - 26, 2015 • WWW.BASELWORLD.COM

EDITORIAL



And in the blink of an eye, eight eventful days have passed and the culmination of another excellent edition of Baselworld is in sight.

During this newsworthy week, the international press has been hard pressed to relay all the exciting new trends and images and reports of the new collections to their readership and consumers around the world. And in this digital day and age, with everything happening instantly, people on every continent have been receiving regular updates as they occur. The upshot of all this reporting is that consumers have been given inspiring teasers that will have them flocking to the stores to actually see and feel these items in real life and purchase them once they hit the market later this year.

Over the past few days, I have received a great deal of positive feedback from people who return to Basel year after year. They do so mainly because Baselworld affords such special features that can only be experienced here: direct contact, dialogue and a singular sensation. And, without doubt, also because Baselworld is the most important event for the watch and jewellery industry.

I hope also that you, as our guests from all over the world, enjoyed your stay in Basel and that you were able, over and above all the business on hand, to spend some equally important off-time socialising and sight-seeing.

I am already looking forward to seeing and welcoming you at Baselworld again next spring, so please save the date for Baselworld 2016!

SYLVIE RITTER,
MANAGING DIRECTOR BASELWORLD

HEARD IN BASEL

"I am extremely pleased with business at Baselworld. For us, the big shift this year is the significant business growth we're seeing in Europe."

GREGORY THUMM,
PRESIDENT OF BULOVA CORP.

DRIVING THE PULSE OF THE MARKET HIGHER

BASELWORLD 2015 BOOSTS ITS LEADING POSITION

BY AXEL HENSELDER

This year's Baselworld reaffirmed the trendsetting event's global importance for the watch and jewellery industry. Overall, the show has been a positive one for the watches and jewellery brands.

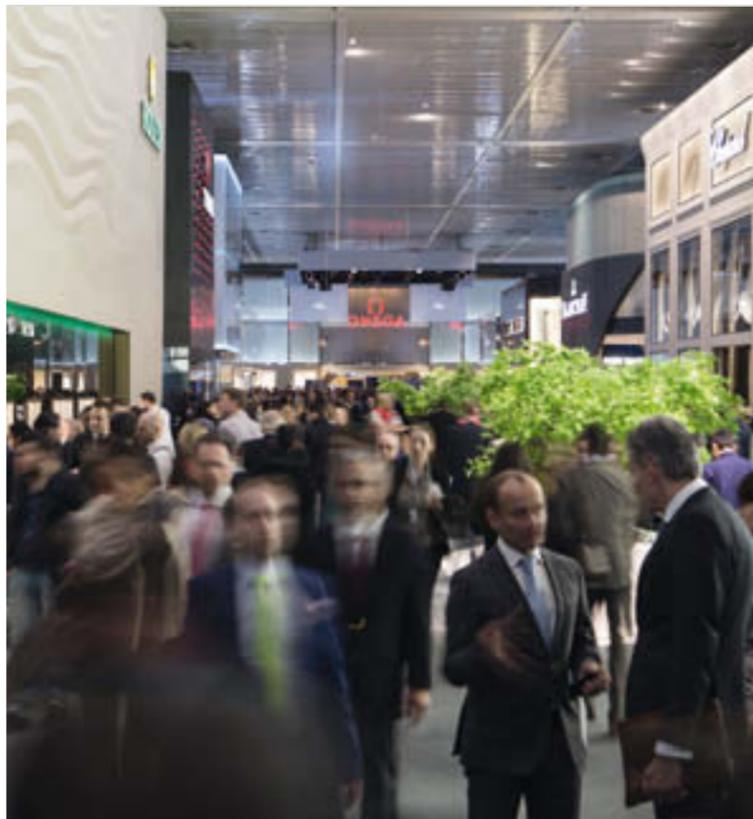
Sylvie Ritter, Managing Director Baselworld, says: "As the trendsetting hub and epicentre of the entire industry, the show sent out waves that reverberated around the world. With each successive year, Baselworld strengthens its position as the leading show in its sector."

François Thiébaud, president of the Swiss Exhibitors' Committee, is likewise convinced: "The entire industry is reflected here in its full excellence. Based on responses from the brands, we can conclude that this year will be a positive one for the industry."

Chopard's Co-President Karl-Friedrich Scheufele agrees: "Baselworld is each year's most important milestone. We can meet our key customers from all over the world and share ideas with them in Basel."

"We are very pleased with the brand momentum we have generated at Baselworld. It has been an exciting return for us and we will take this momentum into our expansion plans to Europe, the Middle East and Asia," says David Chu, CEO of Georg Jensen.

Ulysse Nardin's CEO Patrik Hoffmann says: "For me, it is important to see how people react to the new products here because it shows how business will



Uniting all keyplayers under one roof, Baselworld 2015 had a high level of attendance.

be for the next few years. We get feedback not just from one market, but from all markets. Baselworld is the beginning of a cycle."

The generally optimistic mood in the halls was also noticed by Jean-Daniel Pasche, President of the Federation of the Swiss Watch Industry. Bulova's President Gregory Thumm says: "I am extremely pleased with business at Baselworld. We had a very robust show,

writing orders matching our expectations." Jean-Claude Biver, President of the watch business unit at LVMH, summarises: "Our new items were warmly received. All in all, we're very satisfied with Baselworld 2015. The results are excellent and they exceeded our expectations." Omega's President Stephen Urquhart agrees: "This 2015 edition of Baselworld is in line with our expectations."

LA MONTRE HERMÈS WITH NEW CEO

LAURENT DORDET SEES STRONG GROWTH POTENTIAL IN TIMEPIECES

BY ELIZABETH DOERR

La Montre Hermès appointed Laurent Dordet as its new CEO in February. Dordet was most recently CEO of the leather division Hermès Maroquinerie Sellerie. The 46-year-old manager has been with Hermès in textiles and leathers since 1995.

BWDN: Have you been involved in watches at all up to this point?

It's true I'm not a watchmaker, but I'm passionate about watchmaking. This is an industry that has always appealed to me, especially when I was working in the tanneries and in contact with the watchmakers. I'm fascinated by the high craftsmanship, the quality, and the creativity that guides all the brands. I will do my best to apply my experience in industry and craftsmanship to La Mon-

tre Hermès and make sure we uphold the values of Hermès I've lived by for the last 19 years.

Have you visited Baselworld before?

I visited the show some years ago and was really amazed by the creative inspiration both in terms of watches and infrastructure with impressive stands reflecting the DNA of each brand. It shows a very wide market with strong, stimulating competition.

Do you foresee making any major changes at La Montre Hermès?

Today, the watch business represents approximately 4 percent of total Hermès sales. This division shows strong potential for growth. The strategy will not change, although we will imple-

ment a few tactical actions that will firstly help increase interest in our watches for both men and women, and secondly to help us to achieve watchmaking legitimacy. It is a bit early to share my ideas, but the actions will concern various domains such as production linked to the supply chain and creation to offer a wider choice to our female clientele.

Tell us about the new Slim d'Hermès from your perspective. Why should a consumer choose to buy this product?

We were looking for an elegant, classic, but also contemporary piece that speaks to the essential codes of the brand. It should appeal to men and women looking for a piece that reflects Hermès' values, high quality, and creativity. **1.1, B55**

WEDNESDAY, MARCH

25.

HIGHLIGHTS

- 02 **BUILDING ON A STRONG IDENTITY**
Antonio Calce, new CEO of Sowind Group, shares the latest company and product news of Jeanrichard.
- 02 **THE CHIMES OF TIME**
Bulgari weds technological advancement with sophisticated design in its latest Daniel Roth and Octo timepieces.
- 08 **A MINI LAND OF WONDER**
As a key theme in Haute Horlogerie this year, Métiers d'Art watches express with the highest skills of craftsmanship. See some of the most exceptional pieces.
- 10 **SETTING THE SAILS**
Swiss brand Corum draws on 60 years of rich watchmaking history combined with sublime design. The new watches set the course for success in the future.
- 22 **A LA FRANÇAISE**
The watch world welcomes a new member at Baselworld. With sophisticated jewellery watches, Champs Élysées is making a grand entrance.



Laurent Dordet, CEO, La Montre Hermès.



30 mm South Seas golden heart shape baroque pearl, in a necklace layout, total carat weight, 448 carats, Alain Boite.

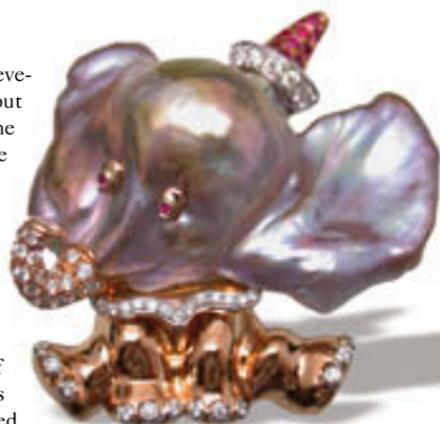
OYSTERS ON OVERTIME

SOUTH SEAS AND FRESHWATER CULTURED PEARLS ARE LOOKING BIGGER AND BETTER THAN EVER!

BY GARY ROSKIN

We realize that not every pearl is big, but we have seen some amazingly large and beautiful cultured pearls in the Hall of Elements. We met up with three exhibitors specializing in the oysters' gem, and they offered some magnificent sights as well as important advice.

Alain Boite (3.1, D25), one of our Hall's South Seas pearls experts has been perfecting the heart shaped golden cultured pearl. These beautiful saturated golden colour, nice size gems are definitely loveable. You must design something around them. We wrote about these little beauties last year, but we were not prepared for what Alain's son Pierre brought to us next. It was a 30 mm South Seas golden heart shape baroque pearl. Featured in a necklace layout with a total of eight additional baroque pearls, whites and goldens, the total carat weight was a whopping 448 carats. But size alone was not the important part of this layout. The heart shape



Dumbo the Elephant inspired gem pearl brooch, Australia Pearls.

baroque was not one their controlled hearts, but a lucky find, one of Mother Nature's gifts. Even if you cannot take this home, you should at least come see it – and then pick up a few of the smaller golden cultured pearl hearts.

Then, as if we hadn't seen the best already, Pierre brought out a large strand of round whites, with beautiful lustre, pink rosé overtones, no visible blemishes, and beautifully shaped. Measuring

from 20 to 16.5 mm, life doesn't get much better than this.

Last but certainly not least, Boite brought us a mixed strand of rounds, with whites, goldens, Tahitians, and colourful freshwater pinks, and mauves, a mix of South Seas and Chinese freshwaters, all bead nucleated and natural colours, with high lustre and smooth surface, measuring 17.7 to 15.5mm. Big sizes, and in great shape.

Pinella Autore from Australia Pearls, (3.1, D41) was excited about a white South Seas drop – measuring 23.2 by 20.5 mm, with great shape, and soft lustre as one would expect. We placed it next to an incredibly colourful Tahitian cultured round, superb lustre, with the differences striking and complementary all at the same time. "The drop shape is magnificent," says Autore. Becoming famous for her fish inspired pearls, Autore showed us yet another artistic effort – Disney's Dumbo-inspired elephant pearl. "I saw the ears, and immediately thought of Dumbo."

We found another hit at Australia Pearls, a high lustre, all matching dark



Daniel Vecht, London Pearl.

colour, 16.3 to 18.3 mm – an exceptional large strand of cultured round Tahitians. We should note that most "large" Tahitian pearl strands are typically 15 to 16 mm in size.

Unable to photograph the last and most impressive layout, Autore brought us a 25 piece, 17 to 21 mm, baroque cultured white South Seas cultured pearl necklace. The centre drop measured 23 x 25 mm.

Daniel Vecht, London Pearl, (3.1, N02) has a wonderful selection of South Seas and Chinese freshwaters, in large sizes, rounds, and unusual unique shapes. Vecht has been featured with the super large freshwater baroques the past few years, but has always been a prominent South Seas pearl supplier.

One of the most amazing pearls Vecht found this year was a pearl that looks like a shell. The "shell" you see in the image showing a small round cultured pearl drop is not a shell at all, but a shell shaped natural pearl.



23 by 20 mm white South Seas drop, with 16 mm Tahitian, Australia Pearls.

REMINDER: CARE AND HANDLING

As you know, but may sometimes forget, these magnificent jewels created by oysters and should be treasured and treated not as a hard gemstone, but as the soft organic gem material that it is. They should be the last to go on, after the perfume and hairspray, etc., and the first to come off when you arrive home from the evening's festivities. They should be protected from being rubbed up against other jewellery in the jewel box, and wiped only with a soft cloth.



Chinese freshwater rounds, natural colour, London Pearl.



Mix of large South Seas and freshwater rounds, natural colour, London Pearl.



Mixed South Seas and freshwater strand, exceptionally large round, Alain Boite.

NEWS

SCREAMING SPINELS! – Have you ever walked by a showcase where the gems are talking at you, loudly? Screaming red spinels are in the Hall and you need to find them. Try looking in all of the major colored gem dealers' showcases. Prime examples, go see Paul Wild (3.0, D05), Constantin Wild (3.1, A13), Henn (3.1, E27), and Yavorsky (3.1, E19). WOW! There are several reasons you need to have spinels in your arsenal of designing inventory: 1.) Hardness – an 8. They can really take the wear – these are ring stones for sure. 2.) They are more affordable than vivid rubies – and were once mistaken for rubies. And 3.) They are here! (gr)



Yavorsky

GRS ON THE FUTURE OF RUBY – On Monday, March 23, Dr. Adolph Peretti, head of the GRS, Gemresearch Swisslab, presented a seminar and videos regarding the state of the ruby market, focusing on the commercially important ruby sources of 2015, Burma and the new mines of Mozambique. Peretti spoke on diminishing supplies from the prestigious Mogok region, stating that almost all available Burmese rubies are from Mong Hsu, about 250 km from Mogok. The majority of Mong Hsu ruby has been enhanced by heat. This has led to soaring prices for Mogok unheated rubies, which manifests itself in record-breaking auction results. According to Peretti, Mozambique rubies have taken the place of their Burmese counterpart. (gr)

FALLING FOR BLACK ICE – Motti Lissitzky, third generation in Korn Diamonds (3.1, E11), is finding that black is the new white among watch and jewellery makers. Korn is best known for well-made cuts including baguettes, princess, emerald, marquise, heart, oval, pear, cushion, and radiant. Lissitzky notes that client requests, which inspired him to create his Novo Hombre men's collection in unique diamond cuts and enhanced diamond colours, revealed the strong demand for precision cut black diamonds of this calibre. (dy)



GIA GEMFEST BASELWORLD – On Sunday, March 22, 150 people attended the GIA Baselworld where Dr. Simon Lawson, head of technologies U.K. for De Beers and Dr. Wuyi Wang, director of research and development for GIA, discussed the latest research on synthetic diamonds and challenges in their identification. Dr. Lawson reviewed the methods used to produce synthetic diamonds and how recent improvements in De Beers diamond evaluation instruments can aid in differentiating synthetic from natural diamonds. Dr. Wang discussed the challenges in identifying synthetics as their quality has improved. He concluded by stating that GIA is able to identify every single synthetic diamond at this moment. (gr)



LOVELY IN LAVENDER – These extremely rare lavender jadeite (natural colour) beads, small strand of 1100 carats tw, and large strand of 1,400 carats tw, are courtesy of Garaude (3.1, A09). Jadeite is one of the toughest gem materials, which means they are very wearable. And in this colour, VERY popular! (gr)