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## TRINITYASIA

Created by experts from the Social, Digital & E-Commerce space in China and Asia, we're a **Strategy**, **Digital** and **Data** company **empowering brands** to engage with the **Asian luxury consumers** of today and tomorrow.

With extensive experience in Tech Platforms, Luxury Brands and Digital Agencies, we are headquartered in Shanghai & operate across Greater China, Japan, Korea and Southeast Asia, helping luxury brands thrive in Asia's dynamic markets with innovative solutions.

Contact us at contact@trinity-asia.com or visit www.trinity-asia.com

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#### TRINITYASIA

#### **Executive Summary:**

Despite facing major **macroeconomic challenges** like global inflation, geopolitical tensions, and economic slowdowns, the **Hard Luxury** market—covering luxury watches and fine jewelry—remained **resilient** in **2024**.

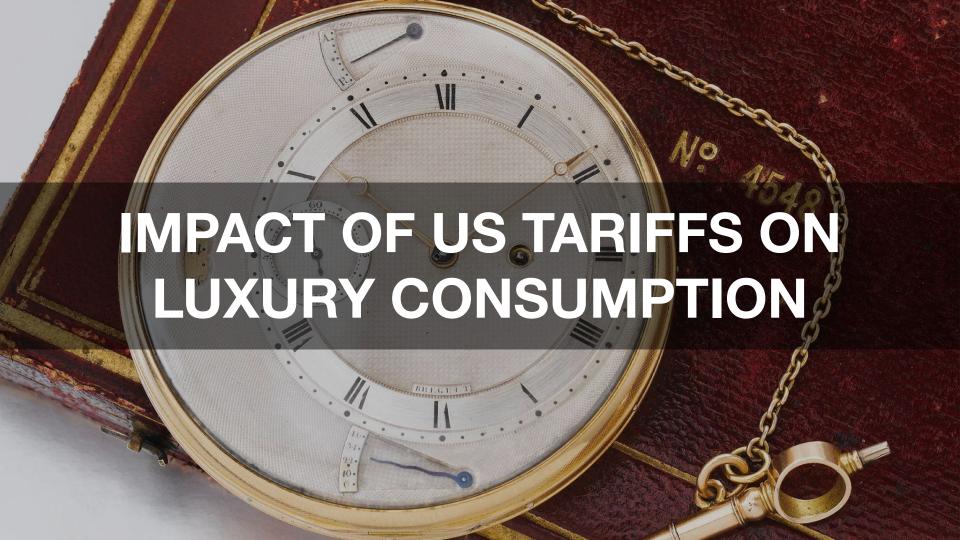
The market was characterized by a clear **polarization of demand**, with high-end and **ultra-luxury segments outperforming mid-tier brands**.

Key trends shaping the market included the rise of **digital engagement** through social commerce, the growing importance of **sustainability**, and **regional shifts in consumer behavior**, particularly the strong performance of the U.S. market and the challenges faced in China.

Looking ahead to 2025, the market is expected to recover, driven by **premiumization**, **digital transformation**, and the **expansion of emerging markets** such as India and Southeast Asia.

Regarding the impact of the **US Tariffs** on the luxury consumption, The real risk lies less in tariffs than in macro fragility. Equity market volatility, wealth erosion, and consumer caution pose broader challenges.





TRINITYASIA

**Our take:** The real risk lies less in tariffs than in macro fragility. Equity market volatility, wealth erosion, and consumer caution pose broader challenges.

#### Richemont & Swatch in the crosshairs

Swiss giants Richemont and Swatch face the most pressure. Richemont, parent of Cartier and Van Cleef & Arpels, generates 19% of sales from the U.S. Its Swiss-made watches and French jewelry are now subject to tariffs as high as 24%.

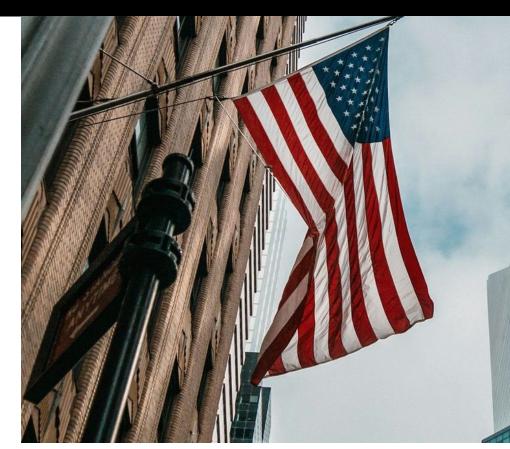
Swatch Group is more exposed to mid-tier consumers and with weaker margins, and its full reliance on Swiss production and limited pricing elasticity amplify the challenge.

#### **Luxury's Pricing Paradox**

Luxury's traditional tariff shield—pricing power—is now showing cracks. Brands have hiked prices steeply since 2019 (up to +100% for some models), pushing aspirational U.S. consumers to their limits. Tellingly, LVMH's Tiffany & Co. may prove more resilient thanks to its U.S.-based manufacturing footprint. Local sourcing allows it to sidestep part of the tariff burden.

#### **Eyes on China - Again**

In a déjà vu moment, China may once again serve as the sector's stabilizer. While domestic luxury spending remains muted amid property market distress and fragile sentiment, Chinese outbound shopping could rebound. With a ~30% pricing differential favoring Europe (including VAT refunds), Chinese tourists may increasingly shop abroad—offsetting softness in U.S. demand.





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### Market Overview

In 2024, the Global Hard Luxury market was valued at ~\$110B, with the jewelry and Swiss watch sectors remaining key drivers of growth. The jewelry market grew modestly at 1-3% YoY, driven by high-end and ultra-luxury segments, while the Swiss watch market faced an overall export decline but saw strong performance in the high-end segment.

The **U.S. emerged as a standout market**, with robust growth in both jewelry and watches, while **China experienced a 19-20% decline** in luxury spending due to economic uncertainty and reduced consumer confidence.

**Europe**, on the other hand, showed **moderate growth of 5-6%**, supported by tourism and affluent consumers.



## Polarisation of Demand

One of the most significant trends in the Hard Luxury market in 2024 was the **polarization of demand**.

**High-end** and **ultra-luxury** products, such as **Rolex watches** and **Cartier's Love Bracelet**, continued to **outperform mid-tier brands**, as consumers increasingly sought **exclusivity**, **craftsmanship**, and **investment value**. This trend was particularly evident in the jewelry market, where iconic collections from leading brands drove the bulk of sales, while more accessible luxury jewelry saw a slowdown.

The Swiss watch market also reflected this polarization, with **high-end mechanical** watches thriving while mid-tier quartz watches struggled.

**Rolex**'s market leadership has always been based on multiple factors, but its recent spike in desirability has been heavily driven by the **investment value** of its watches.



## Digital Engagement & Social Commerce

**Digital engagement** and **social commerce** became critical channels in the Hard Luxury market in 2024. Platforms like WeChat, Douyin, and Instagram played a pivotal role in influencing consumer behavior, particularly in **China**, where **over 60% of luxury purchases** are **influenced** by **digital channels**.

Luxury brands increasingly leveraged **influencer marketing**, **live streaming**, and **augmented reality** (AR) shopping experiences to engage with **younger**, **digitally native consumers**.

This shift toward digital commerce is expected to accelerate in 2025, with brands investing heavily in **e-commerce platforms** and **personalized online experiences.** 



## Sustainability & Ethical Luxury

Its relevance and impact varies across regions, but **Sustainability** nonetheless emerged as a central theme in the Hard Luxury market in 2024, with consumers, especially younger generations, increasingly expecting ethically sourced materials and transparent supply chains.

Leading brands such as **Cartier** and **Van Cleef & Arpels** set the standard by introducing conflict-free diamonds and recycled metals, while also committing to carbon-neutral manufacturing processes.

The **rise** of **circular economy initiatives**, such as jewelry repair services and buy-back programs, further highlighted the growing importance of sustainability in luxury consumption. Brands that prioritize ethical practices and transparency are likely to gain a competitive edge in 2025.



## Piaget 150th Anniversary

**Piaget**, founded in 1875, celebrated its **150th anniversary** in 2024, marking an impressive milestone in the history of the Swiss luxury watch and jewelry brand. Known for its craftsmanship and innovation, Piaget has long been a leader in combining exquisite watchmaking with high jewelry, pioneering slim mechanical movements and iconic timepieces such as the **Altiplano**. The brand's legacy was built on a history of creating elegant, technically advanced watches, with an emphasis on design and fine materials.

For its 150th anniversary, Piaget commemorated the occasion with a limited-edition collection that highlighted its watchmaking excellence while paying homage to its storied past. The celebration featured a blend of modern design and classic elements that captured the brand's evolution over the years. Piaget's rich history in creating ultra-thin movements and its strong presence in high jewelry resulted in an anniversary model that pushed the boundaries of both watchmaking and jewelry design. Special editions or one-of-a-kind pieces drew from Piaget's archive, celebrating iconic models such as the **Altiplano** or the Piaget **Polo**, with contemporary updates that appealed to modern collectors.

The 150th anniversary was an opportunity for Piaget to not only celebrate its legacy but also to set the stage for its next era of luxury watchmaking and jewelry.



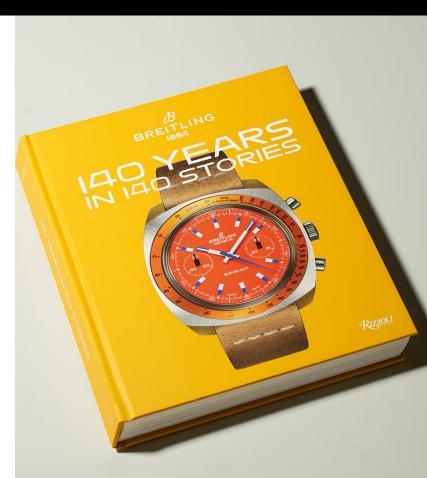


### Breitling 140th Anniversary

**Breitling**, founded in 1884, marked its **140th anniversary** in 2024, celebrating over a century of innovation in the world of luxury watches, particularly in aviation timepieces. Known for its iconic chronographs, Breitling has been a key player in the development of precision instruments for pilots and aviation professionals. Over the years, the brand became synonymous with rugged, functional designs paired with exceptional craftsmanship, from the **Navitimer** to the **Chronomat**.

For its 140th anniversary, Breitling launched special edition models that highlighted its legacy in aviation and horology. The celebration featured nods to classic designs, such as the **Navitimer** or the **Superocean**, updated with modern materials and enhanced with innovative new features.

Breitling's anniversary releases honored both the brand's history and its future in the luxury watch market, ensuring that collectors and aviation enthusiasts alike were excited about the future.





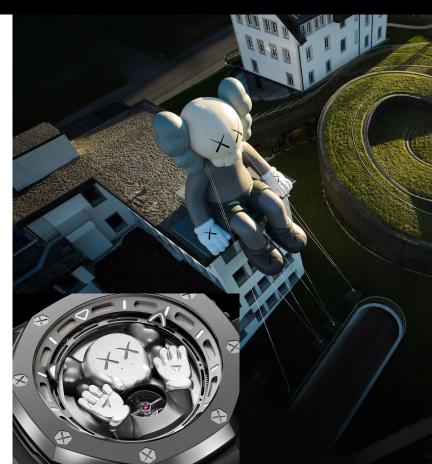
### Audemars Piguet x Kaws

**Audemars Piguet**'s collaboration with artist **Kaws** on the **Royal Oak Concept Tourbillon 'Companion'** is a striking fusion of haute horology and contemporary art. Kaws, renowned for his iconic 'Companion' character, brings his bold, cartoonish aesthetic to the already avant-garde Royal Oak Concept line, which is known for its innovative design and technical excellence. The dial of the 'Companion' tourbillon prominently features the Companion figure's eyes, instantly recognizable to fans of Kaws' work, adding an artistic layer to the timepiece.

This collaboration merges the high-end watchmaking craftsmanship of Audemars Piguet with Kaws' influential visual art, appealing to both luxury watch collectors and art enthusiasts. Given the collectible nature of both brands, this partnership attracted strong demand, further solidifying Audemars Piguet's reputation for pushing boundaries in both design and partnerships.

Reflecting a growing trend in the luxury watch industry, this collaboration underscores how watchmakers are increasingly partnering with contemporary artists to create unique, artistic timepieces that resonate with a younger, broader audience.

With Kaws' global recognition and Audemars Piguet's horological expertise, the Royal Oak Concept Tourbillon 'Companion' stands as a testament to the evolving intersection of art, design, and fine watchmaking.





## Omega's Paris Olympics Collection

Omega has long been known for its prestigious role as the Official Timekeeper of the Olympic Games, a position it had held since 1932. For the 2024 Paris Summer Olympics, Omega continued this legacy, and fans saw exciting collaborations and limited-edition timepieces to commemorate the event.

Omega has often released special models tied to its Olympic partnership, blending its Swiss craftsmanship with the spirit of the Games. These timepieces not only celebrated Omega's long-standing relationship with the Olympics but also showcased the brand's expertise in precision and performance.

Given the global attention surrounding the Paris 2024 Olympics, Omega's collaborations were nothing short of spectacular. Whether it was a redesigned **Seamaster**, **Speedmaster**, or a completely new model, these watches incorporated elements that paid homage to the Olympic spirit while maintaining Omega's signature design language.

This partnership not only strengthened Omega's connection to sporting excellence but also elevated the brand's visibility on the global stage, making these timepieces even more coveted.







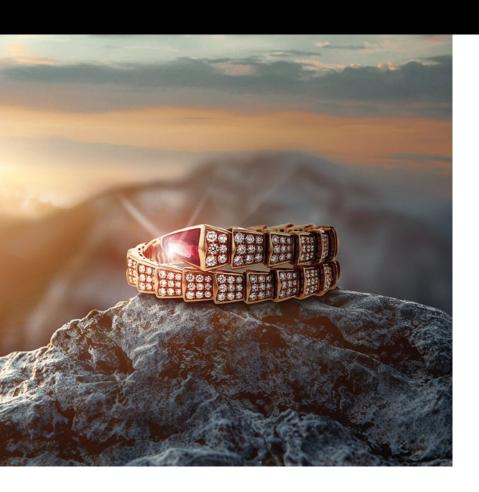
## Jewelry Market Performance in 2024

The **Global Luxury Jewelry** market was valued at **\$53B** in 2024, with growth of **1-3% YoY**. The market was characterized by a **clear split** between **high-end** and **mid-tier segments**, with ultra-luxury items priced above \$10K experiencing higher-than-expected growth.

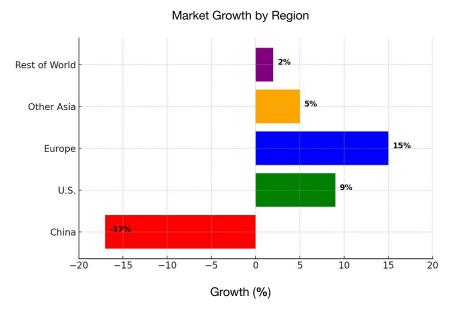
Leading brands such as **Cartier**, **Van Cleef & Arpels**, and **Tiffany** continued to dominate, driven by their iconic collections and strong digital presence.

The **U.S.** market was a standout performer, with strong demand for high-end jewelry. **China saw a 17-18% decline** in luxury jewelry consumption, though Tier 1 cities like Shanghai and Beijing remained resilient.





### Jewelry Market Performance in 2024









## Watch Market Performance in 2024

The **Swiss watch market** generated **\$57B** in 2024, with high-end brands like **Rolex**, **Patek Philippe**, and **Audemars Piguet** leading the way.

While **Rolex** may have risen above its rivals, brands within **LVMH**, **Swatch Group** and **Richemont** saw a decline in sales.

Despite an **overall decline in exports**, the **high-end segment performed well**, particularly in the U.S. and select Asian markets. The **mid-tier segment**, however, **faced challenges** due to competition from smartwatches and shifting consumer preferences.

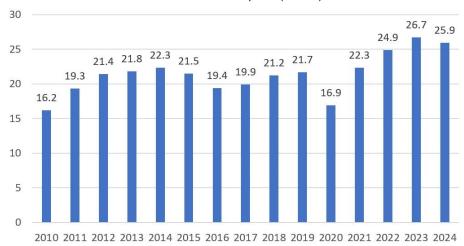
The U.S. emerged as a key growth market, with strong demand for luxury timepieces.





## Swiss Watch Exports in 2024

Swiss Watch Exports (B/CHF)







### Swiss Watch Exports in 2024

Swiss watch export 2024 recorded a **-2.8% decline YoY**, following two years of robust growth. The number of watches exported was **~5.4M**, confirming a significant drop in volume (**-14.5%**) and highlighting the trend of **lower volumes** but **higher unit prices**.

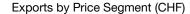
Analysing the geographical breakdown of Swiss watch imports, key highlights include:

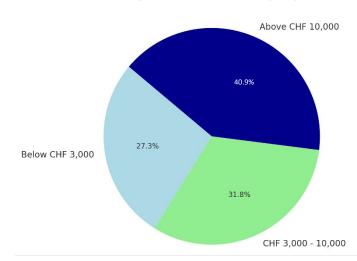
```
U.S. +5%
Japan +7.8%
India +25.2%
Europe -0.1%
China -25.8%
Hong Kong -18.7%
```





## Swiss Watch Exports in 2024



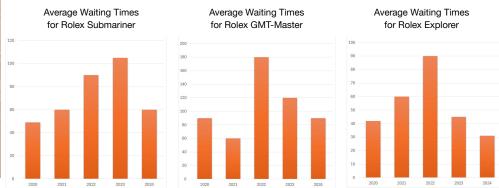






## Swiss Watches Waiting Times

Waiting lists for rarer references remained stable, but a **decline in prices in the secondary market** (amongst other factors) impacted **waiting lists/demand** even for some of the top brands (including **Rolex**, who accounts for over half of the total value of watches in the secondary market).



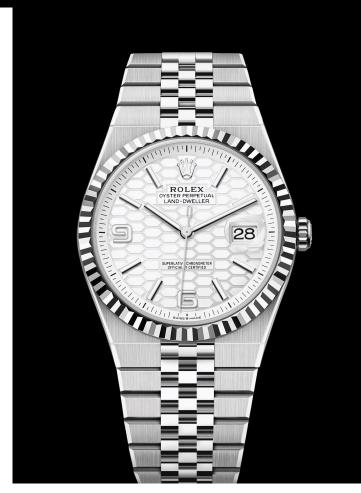




## Rolex The Land Dweller

Reinventing the present lays foundations for the future. With a calibre at the cutting edge of innovation and a unique design, the **Oyster Perpetual Land-Dweller**, launched in 2025, is a true milestone in the history of **Rolex** watches.

The culmination of over seven years of development, this timepiece has led to 32 patent applications, 18 of which are exclusive to the model. Its movement, with a high frequency of 5 hertz, is fitted with a revolutionary escapement. Its integrated bracelet, which harmoniously extends the case, marks an important aesthetic evolution. The Land-Dweller opens new horizons, and with its launch, Rolex begins the next chapter in its history.





## IWC Ingenieur Automatic 42

The **Ingenieur Automatic 42** is the first **full ceramic IWC** watch with case proportions that remain absolutely faithful to the original stainless steel model.

To make this possible, IWC engineers developed an innovative, multi-part case construction without a container, with the case ring, bezel, and case back ring all made of ceramic.

This outstanding design and engineering achievement honors the pioneering nature of **Gérald Genta's 1976 Ingenieur SL**.





# Vacheron Constantin Les Cabinotiers Solaria Ultra Grand Complication - La Première

Introducing the most complicated wristwatch ever made, featuring 41 complications.

This single-piece edition, subject of 13 patent applications, is the result of eight years of development. It incorporates five astronomical functions never previously combined in watchmaking. With 1521 components, the new **Calibre 3655** is housed in a white gold case of 45mm diameter and 14.99mm height.

A true feat of miniaturisation. This timepiece embodies the Maison's 270 years of technical and aesthetic mastery, answering its motto: "Do better if possible, and that is always possible".





#### Piaget Sixtie

Sixtie revives the spirit of Piaget's golden era.

Bold, liberated shape and an interplay of light and textures, Sixtie carries forward the Maison's unique vision of timekeeping: "At Piaget, a watch is first and foremost a piece of jewellery".

Sixtie reimagines the trapeze shape, a defining element of Piaget's legacy of artistry and audacity. This asymmetrical form is elegantly softened, echoing the spirit of the Maison's 1969 Swinging Sautoirs of the 21st Century collection. Fluid and free-spirited, it defies convention with a bold play of shapes in true Piaget style.





### Cartier Tank à Guichets

The art of metamorphosis is the common thread running through Cartier's new timepieces, as demonstrated by the **Tank à Guichets**, first created in 1928.

This year, the Maison presents a new interpretation of the watch, which beats to the rhythm of a specifically developed movement: the manual **9755 MC calibre** with jumping hours and trailing minutes.





### Chanel J12 BLEU Caliber 12.1

For the first time, an intense matte blue elevates the highly resistant ceramic of the **J12 watch**. With this unique shade exclusive to the House, the CHANEL Watch Creation Studio gives time a new allure.

Equipped with the **Caliber 12.1 self-winding Manufacture movement**, it combines highly resistant blue ceramic in a matte finish with gleaming baguette-cut blue sapphire indicators. A new interpretation designed and assembled by the CHANEL Manufacture in Switzerland.





#### Tag Heuer Carrera Day Date

Since 1860, **TAG Heuer** has embodied avant-garde watchmaking driven by precision, innovation, and bold design. With the **Designed to Win campaign**, TAG Heuer celebrates triumph in every moment—a mindset rooted in the TAG Heuer Carrera's legacy as a timeless token of luck.

The TAG Heuer **Carrera Day-Date** reinvents elegance with a three-dimensional dial construction, **Victory Wreath symbol**, and the **TH31-02 movement**.





#### Bvlgari Octo Finissimo Ultra Tourbillon

**Bvlgari Octo Finissimo Ultra Tourbillon** stands as a statement of innovation. More than a record, a manifesto.

By integrating a skeleton tourbillon into the mainplate with a total thickness of just 1.85 mm, the Swiss watchmaking division of the Roman jeweller demonstrates its exceptional mastery of ultra-thin watchmaking, consolidating years of horological expertise into one of watchmaking's most prestigious complications.





### Hublot Big Bang 20th Anniversary

**Hublot**, founded in 1980 by Carlo Crocco, had a defining moment in 2005 with the introduction of the **Big Bang** collection. Unveiled in Basel after **Jean-Claude Biver**'s appointment as **CEO** in 2004, the Big Bang became synonymous with Hublot's bold design language, blending materials and modern aesthetics. Its success solidified Hublot as a key player in the luxury watch industry.

In 2025, the **Big Bang** celebrates its **20th anniversary**, a major milestone for the brand. It has combined details from the first Big Bang models and the later **Big Bang Unico** in **5 new editions**.





#### Panerai Luminor Marina

**Panerai** presents a new interpretation of **Luminor Marina**, its icon, that for the first time offers a water resistance up to 50 BAR (~500mt).

The new **PAM03312** boasts a **P.980 caliber with a 3-day power reserve** within a modernized case design, streamlined lugs, and **Super-LumiNova® X2**. A bold and reliable tool watch for every challenge.

**Luminor Marina Evolution** 

# The Novelty





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### Market Outlook for 2025

Looking ahead to 2025, the Hard Luxury market is expected to show modest growth, driven by the continued polarization toward premium and ultra-luxury goods.

The **jewelry market** is projected to **grow** at a rate of **3-5**%, fueled by demand for iconic collections, limited editions, and personalization.

The **Swiss watch market**, particularly the **high-end segment**, is expected to experience **modest recovery**, with brands like **Rolex** and **Patek Philippe** leading the way.

Emerging markets such as **India** and **Southeast Asia** are expected to play a key role in driving growth, while the **U.S.** will remain a dominant market for both luxury watches and jewelry.







#### Jewelry Market Trends for 2025

In 2025, the luxury jewelry market is expected to be shaped by several key trends. **Premiumization** will continue to drive demand for high-end and ultra-luxury products, with iconic collections like **Cartier's Love Bracelet** and **Van Cleef & Arpels' Alhambra** leading the way.

**Personalization** and **bespoke** services will also play a critical role, as consumers increasingly seek unique, customized pieces that reflect their individuality.

**Sustainability** will grow in relevance, with brands investing in ethically sourced materials and circular economy initiatives.

Finally, **digital engagement** will continue to grow, particularly in **Asia** and the **U.S.**, where younger consumers are driving the shift toward online shopping.





### Swiss Watchmakers Outlook for 2025

Morgan Stanley anticipates that sales in the primary watch market will **keep declining** during the first half of the year, and prices in the secondary market are expected to keep dropping. The industry is expected to continue facing challenges from a **strong Swiss franc**, **inflation**, and **economic** and **political** uncertainties.

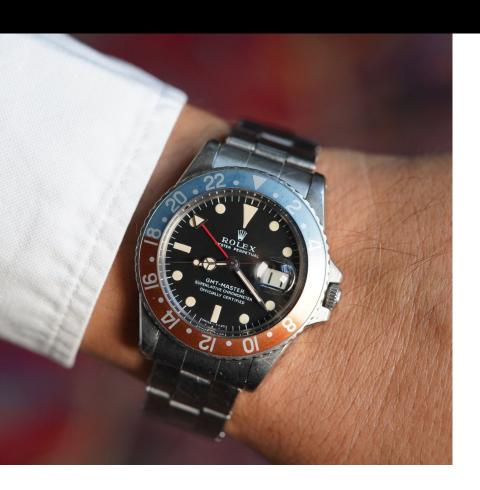
The Swiss watch industry is however poised for a **modest recovery in full year 2025**, with high-end and luxury watch brands continuing to dominate.

The market for watches priced above CHF 10K is expected to experience growth, driven by strong demand from affluent consumers in the U.S. and some hints of recovery in China.

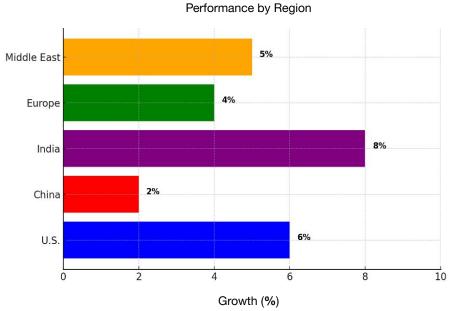
However, the **mid-tier segment** will continue to face **challenges** due to **competition** from **smartwatches** and **lower-priced alternatives**.

Brands like **TAG Heuer** have introduced several **Hybrid** watches, which combine traditional craftsmanship with smart technology - this category is expected to **gain traction**, offering a niche opportunity for luxury watchmakers.





#### Swiss Watchmakers 2025 Predictions







#### Highlight: China in 2025

Looking ahead to 2025, China's luxury market is expected to show some signs of recovery, with **mid-single-digit growth** supported by **government stimulus measures** and the **growing influence** of **younger consumers**.

China, long considered the driving force behind global luxury consumption, faced significant challenges in 2024, with a **17% decline** in luxury spending due to **economic uncertainty** and **shifting consumer sentiment**.

**Tier 1 cities** like Shanghai and Beijing will remain **relatively resilient** and key drivers of growth, driven by affluent high-net-worth individuals. Despite a reduction in retail footprint across the category, cities that saw retail expansion in 2024 like Wuhan, Nanjing, Shanghai, Beijing and Chengdu will play an increasingly important role.





#### Highlight: Asia in 2025

India and Southeast Asia are emerging as key growth markets, with rising disposable incomes and expanding affluent populations driving demand for luxury goods.

With its rapidly expanding affluent population, **India**'s luxury market is expected to grow by **10-12%** annually, particularly in categories like luxury watches, fine jewelry, and high-end fashion. As the number of HNWIs and UHNWIs in India continues to rise, brands are increasingly focused on catering to this growing, aspirational consumer base. **Rolex**, **Cartier**, and **Patek Philippe** are seeing rising demand in India, particularly in tier-1 cities like **Mumbai**, **Delhi**, and **Bangalore**.

Luxury spending in **Southeast Asia** is expected to grow at a **5-6% CAGR** in the coming 10 years, with **Singapore** leading the charge due to its status as a luxury hub in the region .





### Recommendations for 2025

To succeed in the evolving Hard Luxury market, brands must carefully consider several key aspects in 2025:

First, **premiumization** and **brand differentiation** by investing in iconic collections and limited-edition products.

Second, **digital transformation** must become a priority, with brands enhancing their e-commerce platforms and leveraging social commerce to engage with younger consumers.

Third, **sustainability** should be better integrated into most aspects of their business, from sourcing materials to manufacturing processes.

Finally, brands must look at **emerging markets** such as India and Southeast Asia, and explore ways to tailor their offerings to local preferences and cultural norms.





## Vacheron Constantin's 270th anniversary

**Vacheron Constantin**, founded in 1755, is one of the world's oldest and most prestigious watchmakers, known for its exceptional craftsmanship and rich heritage. As it celebrates its **270th anniversary** this year, the brand remains at the forefront of haute horology. Vacheron has built a loyal global clientele and enjoys strong market presence across regions such as Asia, Europe, and the Americas, with notable influence in China and the Middle East, where demand for luxury watches is growing.

In recent years, the brand has focused on expanding its presence in key cities like Shanghai, Tokyo, and Dubai, supported by diverse collections that include its prestigious **Les Cabinotiers** models and limited-edition, bespoke offerings.

Looking ahead to 2025, under newly appointed **CEO Laurent Perves**, Vacheron Constantin is expected to unveil something truly exceptional for its 270th anniversary.

Given its history of groundbreaking timepieces for milestone celebrations, the anniversary is set to reinforce the brand's leadership in the luxury watch industry.





## Breguet's 250th anniversary

Founded by Abraham-Louis Breguet in 1775, **Breguet** is one of the most historically significant watchmakers, known for innovations like the **tourbillon**. With new **CEO Gregory Kissling** taking charge in October 2024, this anniversary offers a key opportunity for the brand to make a bold statement. While Kissling's recent appointment means his influence on new models may not be immediate, his leadership brings fresh energy to Breguet.

Breguet maintains a strong market presence across Europe, Asia, and the Americas, with notable demand in the Middle East and China, where high-net-worth individuals seek timepieces that blend historic significance with modern luxury. They have regularly introduced innovative models like the **Classique Chronométrie 7727**, known for its precision and complexity.

As Breguet prepares for its **250th anniversary** in 2025, we can expect remarkable timepieces, possibly featuring avant-garde complications or a refreshed take on the iconic **Classique** line. While a complete design overhaul may not be imminent, the anniversary will likely highlight innovations that further elevate Breguet's legacy in haute horology.





## Audemars Piguet's 150th anniversary

**Audemars Piguet**, founded in 1875 by Jules Louis Audemars and Edward Auguste Piguet, is celebrating its **150th anniversary** this year, marking a significant milestone in luxury watchmaking. With **Ilaria Resta** appointed as **CEO** in early 2024, the brand is poised for a new chapter while continuing its legacy of innovative craftsmanship. Audemars Piguet remains one of the most influential watchmakers, known for its iconic **Royal Oak** and groundbreaking complications.

The brand has a strong market presence across Europe, the Middle East, the Americas, and especially Asia, where demand in China and Japan continues to grow. Its appeal among high-net-worth individuals and its commitment to innovation ensure its continued prominence in the luxury watch market.

For its 150th anniversary, Audemars Piguet is expected to unveil a timepiece that celebrates both its rich history and forward-thinking vision. While a refreshed **Royal Oak Perpetual Calendar** may be likely, the brand could surprise with something even more ambitious, potentially surpassing the complexity of the **Code 11.59 Ultra-Complication Universelle**. Under Resta's leadership, Audemars Piguet may introduce a piece that redefines haute horology, further cementing its status as one of the world's greatest watchmakers.





#### Seiko's 100th Anniversary

**Seiko**, one of Japan's most renowned watchmakers, will celebrate its **100th** anniversary in 2025, marking a century of innovation and excellence in horology. Founded in 1925, Seiko has been at the forefront of advancements, from **pioneering** the **quartz movement** in the 1960s to creating the world's first solar-powered watch. The brand has built a reputation for high-quality timepieces that blend traditional craftsmanship with cutting-edge technology.

For its 100th anniversary, Seiko is expected to unveil a special collection or limited-edition timepiece that honors its history while looking to the future. The anniversary models may celebrate iconic designs and technological achievements, with updated versions of classic pieces like the **Seiko 5** or iconic divers, possibly featuring advanced materials, new movements, or innovative features.

Seiko's commitment to precision and craftsmanship ensures that its 100th-anniversary releases will be highly anticipated and celebrated in the watch community, marking a significant milestone in the brand's history.





## Rolex GMT-Master's 70th anniversary

The **Rolex GMT-Master**, first launched in 1955, will celebrate its **70th anniversary** in 2025, marking a major milestone for one of the most iconic timepieces in watchmaking. Rolex has a history of celebrating significant anniversaries, such as the **GMT-Master's 50th** in 2005, which saw the release of the reference **116718LN**, the first Rolex with a ceramic bezel—a feature later adopted across many models.

For the GMT-Master's 70th anniversary, 2025 also marks the **55th anniversary** of the **Apollo 13** mission, during which astronaut **Jack Swigert** wore a GMT-Master. While it's uncertain if Rolex will commemorate this connection, the brand is known for nods to historical moments, so a subtle reference could be possible.

More likely is the release of a special edition **GMT-Master II**, perhaps a platinum version or a "Coke" model with its red and black bezel, as Rolex often introduces limited runs or updated versions of popular models. Another possibility is a dedicated **GMT-Master book**, similar to the one launched for the **Submariner**, offering an in-depth look at the watch's history.

Whether through a new watch or a publication, the GMT-Master's 70th anniversary will be a significant moment in Rolex's history.





#### Girard-Perregaux Laureato's 50th anniversary

**Girard-Perregaux's Laureato**, introduced in 1975, was one of the first luxury sports watches with an integrated bracelet, predating many competitors like **Patek Philippe's Nautilus** (1976) and **IWC's Ingenieur SL Jumbo** (1976). What set the Laureato apart was its use of a quartz Chronometer movement, a bold choice at the time that distinguished it from the mechanical-powered designs of its peers. Over the years, the **Laureato** has evolved, transitioning to mechanical movements and expanding into a modern collection with various sizes, materials, and complications.

With the Laureato's 50th anniversary approaching in 2025, expectations are high for a special model that pushes the boundaries of design and technical innovation. Given the growing popularity of integrated bracelet watches and high-end sports timepieces, a limited-edition Laureato could celebrate its legacy while offering new complications, materials, or features for both collectors and modern enthusiasts.

The 50th anniversary offers the perfect opportunity for Girard-Perregaux to showcase the next chapter in the Laureato's iconic story.





## Omega & James Bond 30th anniversary

**James Bond**, the most famous secret service agent in cinema history, has worn **Omega Seamaster** watches since 1995, starting with GoldenEye. Over nine films and ten timepieces, the **Bond x Omega partnership** has become one of the most iconic in luxury watches. In 2025, this collaboration will mark its 30th anniversary, and Omega is expected to celebrate with something special.

Given Omega's history of commemorating Bond milestones, such as the dedicated **Seamaster Diver 300M** for the 60th anniversary of the first Bond film, it's likely 2025 will see a limited edition or exclusive variant to mark three decades of the partnership. Bond's Seamasters often feature unique design elements that blend function and style, key attributes of Omega's philosophy.

Expectations are high for Omega to create a piece that honors Bond's legacy while reinforcing the brand's leadership in luxury sports watches. Whether through a new design or a nostalgic yet innovative reference, the 30th anniversary will bring a collectible timepiece eagerly awaited by fans and collectors.



