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CATCH OF THE DAY

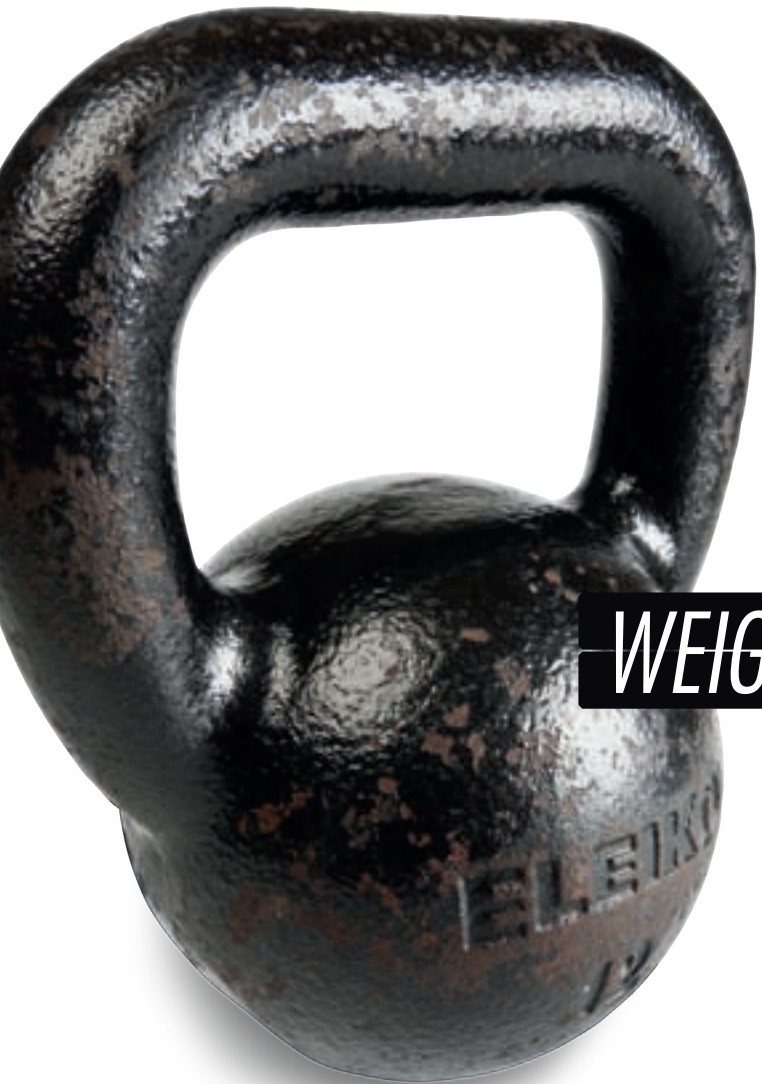
Samoans are tired of lagging a day behind their neighbours. So the small island republic will jump to the west of the dateline at the end of 2011. To catch up they will simply skip December 30. When December 29 comes to an end, December 31 will start. This will make business relations with Australia and New Zealand a lot easier.

NEWS



ONLINE

Who ever said that high-end watches couldn't be sold through the internet? MB&F sold the "Chocolate Frog" (a limited edition of their Horological Machine No. 3) exclusively through www.thepurists.com. The site celebrated its 10th anniversary and MB&F crafted 10 pieces for the occasion. They sold out, despite the price tag of \$79,000. "The site has been important for us, it was a small way to say thank you," says Charris Yadigaroglou, the new marketing manager of MB&F. "We didn't know what reaction we would get, but it was all positive and resulted in great business."

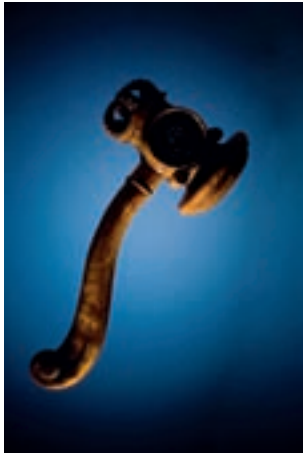


WEIGHTWATCHERS

In Basel a lot of people noticed that Franc Vila has become a lot slimmer. Perhaps it was to match his new collection Franc Vila Intrepido, made in a super-light, shock resistant, super-strong composite consisting of carbon graphene and nano tube titanium. Jean-Frédéric Dufour, CEO of Zenith watches is also slimming down: During the reign of his predecessor, Thierry Nathaf, the Le Locle manufacture carried 800 references but now Dufour has cut that to 150.



INDUSTRY NEWS



Sotheby's has made a winning bid for Marc-Michel Amadry, former CEO of Concord and Ebel. Hiring Amadry (who started work on September 12) is another sign that the venerable auction house – whose founder held his first auction in 1744 – means business when it comes to watches. Meanwhile the team at Concord remains, with Loek Oprinsen steering the ship, Flavio Pellegrini developing products and Caroline Carrillo taking care of the marketing. In the summer of 2011 another ex-Concord team member, Anne-Valerie Tetu, went to the Sowind Group where she now takes care of the communication department at Girard-Perregaux and Jean Richard, together with Dimitra Frechelin.



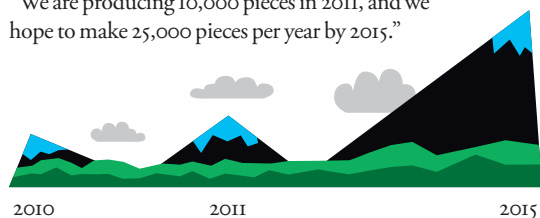
new watch brands were created in 2011 – people are optimistic again. 23 of these are Swiss – for the complete list of new Swiss brands, please visit www.plazawatch.com. Source: Gregory Pons, www.businessmontres.com, an independent voice in the French-speaking watch world.

46000

The number of gold Swiss watches sold in April (according to the Federation of the Swiss Watch Industry FH).

ALPINE GROWTH

Frederique Constant keeps strengthening its position as the king of entry-level watches. In 2010, sales were up 45 percent compared with 2009. They now produce a smashing 103,000 pieces per year. The company is a firm believer in the idea “Get ‘em while they are young,” as can be seen in the Junior collection introduced in 2010 for boys in the age 12–15 years. Around 8,000 mechanical and quartz pieces were sold last year; this year they hope to repeat the success with a collection for young women though the junior ladies’ watches only comes in quartz. The sister brand Alpina is also moving ahead, especially when it comes to making exciting brand connections. 1883, the new aviation collection released in collaboration with Cessna, is flying high, as is the Avalanche collection spearheaded by Aurelien Ducroz, world champion free-ride skier. Compared with big brother FC, Alpina’s number is a modest 7,500 pieces per year but group CEO Peter Stas has big plans for Alpina: “We are producing 10,000 pieces in 2011, and we hope to make 25,000 pieces per year by 2015.”



WORDS ANDERS MODIG



A good watch is not for keeping time, it is a piece of jewellery. This has been said for a long time, and with these pieces from Denise J. Reytan jewellery, it is more true than ever.

TIMELESS JEWELLERY