



By Tom Woo

*blu*

A new and unique timepiece that has the watchmaking world talking in hushed tones.



After founding *blu-source du temps*—*blu* for short—in 2000, its creator, master watchmaker Bernhard Lederer introduced his creation to connoisseurs of fine timepieces. *blu*—the acronym for Bernhard Lederer Universe—is a brand that's dedicated to offering more than a simple display of hours and minutes. Its focus is on creating new ways of expressing time.

With 30 years of experience in authoritative restoration of classical timepieces combined with his in-depth understanding, skill and knowledge of the fundamental principles of haute horlogerie, Lederer has moved on to a higher level where time is to be seen and admired. He commented: "I have gone beyond the stage of illustrating the technique of watchmaking, of making complications for the sake of complications. When I design a watch, I do not think in terms of technical expertise. I want to show how wonderful time is, how beautifully it can be expressed."

The virtuosity with which Lederer creates his designs becomes perceptible through his use of one and only shape—the

most natural of all, the circle, a basic form with obvious philosophical and astronomical connections to timekeeping.

Lederer, who was recently in Malaysia, said that he became a watchmaker because of his innate curiosity. This curiosity, he explained, began when he inherited a pocketwatch from his grandfather. Fascinated with the inner workings of the timepiece, he read every book he came across which dealt with the works of master watchmakers. Armed with all the knowledge he had acquired and driven by a passion to become a watchmaker himself, he began restoring classic timepieces for big auction houses, galleries and museums. After years of redoing, reconstructing and reworking inventions of past watchmakers, he—full of his own ideas—created his first timepiece for himself. By chance, one day a customer laid eyes on his timepiece and wanted a similar one for himself. The rest—like they say—is history, as Lederer set up shop to create his own timepieces. Hence, the birth of *blu*. To date, *blu* has eight different types of constructions in its range, with Planet and Galaxy being the market leaders.

*blu* is distributed in Malaysia by Luxury Concepts Watches & Jewellery. Its CEO, Frank Low, said, "For *blu*, it's not how accurate we can tell the time, it's not how complicated we can make our movements, but it's how simple we remind you of the moments in life. *blu* is an instrument that conveys the emotions of time. Let me illustrate. If you are used to signing your most important contract at 4 o'clock, *blu* will take on a certain appearance. It's a different watch at a different time because it looks different. All other watches look the same with different positions of the hand. But *blu* changes the expression every hour of the day. It tells you the time for different things that are important to you in your life."

(L-R) Frank Low with Bernhard Lederer and Mrs Lederer showing off *blu* watches.

