

BERNHARD LEDERER

Opening of the Worldwide First
in Presence of the Cre

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Celebration

Above: Blu's Bernhard Lederer accepting the award for the Majesty T3, pictured on backdrop; top right: Ning Baizura; bottom right: Villeront's Arctic Explorer Lewis Pugh Limited Edition; far right: the Korloff Noir diamond; 1) Van Cleef & Arpels Lady Arpels Centenary; 2) Jaeger-LeCoultre's Reverso Grande Complication à Triptyque; 3) Jaquet Droz's Tiger Eye Petite Heure Minute; 4) Montbrano Collection Villeret 1858; 5) Chopard L.U.C. Quattro; 6) Corum Admiral's Cup Challenge 44 Regatta

the name is a mouthful. Corum is staking its ground with retailer Cortina and their set-up is quietly impressive. With their patented 12-pennant dial display and very sexy styling, this chronograph will make a splash, even if you never go near the water. This and other quietly displayed affairs enrich the event in ways that loud hyperbole cannot. If nothing else, *A Journey Through Time* is an overwhelming success in opening the minds – and stoking the interest of – the local media. Sadly, we note that few of our counterparts from Singapore took an interest in the proceedings.

At the Federation of the Swiss Watch Industry's travelling showcase, its ambassador, Jean-Francois Meyer provides a tour of the entire industry and Switzerland as a whole with his hi-tech travelling showcase. Perhaps the best thing to come out of this is a better understanding of the colorful history of Swiss watchmaking and a live demonstration of water resistance. The subject in this case is a quartz watch, which is really too bad because putting an expensive mechanical piece, say the Audemars Piguet Royal Oak Offshore *Jalan Bukit Bintang Chronograph* (winner of the Starhill Gallery Favourite Men's Watch Award 2007) to the test has more shock value.

For our part, we journalists try our level best to get the big timers of the watch business to put their horological machines to the test. At the launch of Richard Mille's boutique here, we make a not-so-subtle plea for Richard Mille

himself to fling his watch to the floor, as he has done before, but to no avail. He's wearing a prototype, you see, so it would not be representative. The lone horological heavyweight in attendance with a Richard Mille on his wrist declines Mr. Mille's entreaties to do the honors with his watch. Understandably,

Elsewhere, Frank Low and the Luxury Concepts team are stealing the spotlight with exciting new brands, including the aforementioned Villeront, Blu (by stalwart independent watchmaker Bernhard Lederer), Franc Vila (the man and the brand of the world's first mono-pusher chronograph with tourbillon) and Romaine Jerome (the audacious maker of the *Titanic DNA watch*). Luxury Concepts are virtually camped out on the *Shook!* stage, introducing their new brands and showing off current ones, including Korloff and Armand Nicolet. Like many other brands in the firmament of watch and jewellery, Korloff is involved in both, and certainly makes some stunning pieces, but it is a jeweller that they come into their own. In fact, Korloff's vaunted black diamond – the Korloff Noir – is in attendance here, making security feel about as tight as a straightjacket, only less comfortable. ■■



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