

1888

by Carl F. Bucherer

2017

# THE MAKERS ISSUE



*Curved-crease  
origami, by Erik  
and Martin Demaine*



CARL F. BUCHERER

LUCERNE 1888



MANERO PERIPHERAL  
AUTOMATIC | CHRONOMETER



CARL F. BUCHERER

LUCERNE 1888

## WELCOME

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*“We’ve made Carl F. Bucherer watches the same way forever. Every watch is a handcrafted balance between beauty and technology, and it’s imbued with the spirit of Lucerne”*

**SASCHA MOERI**  
**CEO, CARL F. BUCHERER**

**O**ur new campaign, Made Of Lucerne, talks to two things that are at the core of everything Carl F. Bucherer stands for. The first is our heritage, and our link to this beautiful historic town, sitting on the famous lake and surrounded by evocative peaks. It’s here that Carl Friedrich Bucherer opened his first boutique in 1888, and it’s Lucerne that has been home to the brand ever since. Lucerne is part of Carl F. Bucherer, and its essence is in the DNA of our brand – everything we do is linked to Lucerne.

But that “Made Of” also speaks to the craftsmanship behind every watch. Of Carl Friedrich Bucherer’s two sons, one became a watchmaker and one was a goldsmith. Through craft, they created works of art – timepieces that were pieces of jewellery as much as they were functional devices.

At our beating heart is our terroir: the city of Lucerne. A Catholic city in a largely Protestant country, it was the first in Switzerland to embrace the lively spirit of technological innovation that overtook the world at the end of 19th century. The world’s steepest cogwheel railway opened in 1889 on Pilatus mountain, and the first Swiss paddle steamer, *Uri*, was introduced in 1901 – and still plies the waters of Lake Lucerne. As the only luxury watch manufacturer from the heart of Switzerland, we continue to innovate, and our watches combine cutting-edge technology with traditional techniques.

This new issue of our magazine is devoted to Makers. People who, like Carl F. Bucherer, combine craft and science with art and beauty; original makers who, whether in the fields of fashion, photography or even origami, have followed their own path and taken their craft to a different level.

That’s what we try and do with every watch – but always with our heart and soul firmly rooted in this place that we call home. Enjoy the *1888* magazine by Carl F. Bucherer.



**I don't feel  
welcome.**

**I feel  
at home.**

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**And the shooting of the cover**

The cover was shot by London-based still-life photographer John Gribben. "It was all about playing with the light to emphasise those beautiful curved fold lines," he says. "We also wanted the cover to feel gold and premium. There really is a strange beauty to the sculptures."





## THE MAKING OF THE COVER SCULPTURE

*The curved-crease origami sculpture on the cover was made by Erik and Martin Demaine, a father-and-son team who explore the link between maths and beauty*

Erik and Martin Demaine's curved-crease origami sculptures aren't just objects of curious beauty. "Behind even simple origami, there is mathematics," says Erik, a professor of computer science at MIT, where his father Martin is artist-in-residence. "Maths and art are two sides of the same coin. With our curved creases, we're trying to visualise and explore the boundaries of mathematical principles."

The first concentric curved creases can be traced to Germany's Bauhaus school in the 1920s – but no one has taken the concept further than the Demaines. Both trained glassblowers, they've been working with origami since 1996, and have exhibited their sculptures widely, including at the Smithsonian American Art Museum.

Erik specialises in algorithms connected to maths and computer science. He and Martin first turned to origami as a way to analyse folded structures mathematically, but became fascinated by the curious alchemy of self-folding curved-crease sculptures, which start with circular pieces of paper.

"This part of origami is poorly understood," says Erik, "but we want to create a mathematical theory around it. You get a great deal of complexity with a few creases, which means a lot of potential."

Though deeply complicated, the potential of a theory around curved-crease origami could mean developments in engineering. "It could be applicable for anything that can go from 2D to 3D," says Erik. "Printable robots, emergency housing, even space stations. For now, it's about the beauty of mathematical structures, and just seeing what 3D shapes we can make. But the possibilities could be limitless."

[erikdemaine.org](http://erikdemaine.org)









## CHAOS

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## THEORY

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*Photographer Iain Crawford creates beauty from bedlam in his “Kinetic” fashion portraits*

“Beauty is all about colour, texture – so I thought I’d take that to an extreme: blow stuff up, throw things around, torture some models,” laughs London-based fashion disruptor-photographer Iain Crawford.

He’s joking, of course. No models were harmed – permanently, anyway – in the making of his much-hyped “Kinetic” series: fantastic, semi-improved, colour-intense images that gleefully upend the standard syntax of the fashion portrait. They need a sense of humour, though: his images are not just digital trickery, insists Crawford. “For this piece, I had a model in a paddling pool in my studio.” Others have been soaked in paint. “All the elements in the images are real; I get a lot of it in the camera.”

Still, his shoots are a tightly controlled process. To begin with, at least. “Everything has to work together: the model, lighting, make-up. Then, within that, there’s a very organic moment when you’re not really sure what’s going to happen. But you need to get everything to align first: first control, then the chaos.” [iaincrawford.com](http://iaincrawford.com)





## SMALL WONDERS

*Swiss artist Fabian Oefner makes spectacular images of exploding classic cars. Or does he?*

“All of my art, in one way or another, is about time,” says artist Fabian Oefner, from his studio in Switzerland. So it is with one of his most fêted projects – “Disintegrating” – a series of obsessively detailed images of blown-apart classic cars. “I like to capture fleeting moments of time – in this case, I invented that moment, an event that appears to be real, but is actually an illusion.”

The car in this image, it turns out, is a high-spec, eight-to-one miniature replica produced by UK modelmakers Amalgam. Oefner photographs each component of the car separately; the final image is a digital composite of each part – a process that takes a staggering two to three months. “Some people might say it’s a waste: you could do the same thing with digital 3D effects, but that’s missing the point,” he says, “Again, it’s about time: the time you invest.” [fabianoefner.com](http://fabianoefner.com)





## SOUL

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## FASHION

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*A dedication to craft has helped Beijing-born Guo Pei become Asia's first true haute couturier*

In the world of fashion, where trends can last little more than a season, Guo Pei stands out. Acknowledged by the likes of Rihanna – who wowed New York's Met Gala in 2015 in a trailing, yellow-satin Guo Pei coronation cape that took two years to make – the reputation of China's most-heralded dressmaker rests on her awe-inspiring artistry and a refusal to compromise craftsmanship. "Changing my look every season for fickle fashionistas is just not how I work," says the Beijing-born designer, who started her eponymous brand in the Chinese capital in 1997.

Known for her fantastical, heavily embroidered neo-Chinese couture, Guo's dedication has just been recognised – with an invitation to join the Chambre Syndicale de la Haute Couture, becoming the first Asian designer ever to be admitted to Paris's super-exclusive couturier club in its 148-year history. "They said I had no hope", says Guo. It's fitting reward for a designer who believes in staying power. "I want to create heirlooms," she says. "Clothes that speak to the soul." [guo-pei.fr](http://guo-pei.fr)





## JAPAN'S LOST WHISKY

*Against the odds, Ichiro Akuto's tiny Chichibu distillery has shot to global superstardom*

Shortly after the sale of Ichiro Akuto's bankrupt family distillery in 2000, its buyer, a *shochu* traditional brewing company, announced it would mothball the whisky stills. Worse, it planned to destroy the distillery's remaining 400 casks of single-malt – some of them up to three decades old.

Incensed, Akuto-san, the distillery founder's grandson, vowed to save his heritage. After all, ancestral pride was at stake: his family had produced alcohol in Chichibu, central Japan, since 1625. With the help of investors, Akuto acquired the whisky and, in 2005, released the first of the now-legendary "Hanyu casks" – a series of 54 expressions, each with their own playing-card label, that would become some of the most valuable whisky in the world (in 2015, one of only three complete sets sold at auction for £319,000/€367,000).

Profits from the series assured Akuto's comeback and his new distillery, Chichibu, opened in 2008. Now revered as the father of Japan's craft-distilling movement, his first release, in 2011, sold out in a day. Despite this success, can a tiny distillery compete with market leaders Suntory and Nikka? Akuto reckons he can. "Whether we are big, small, it doesn't matter," he says. "My philosophy is always the same: quality craftsmanship – whatever it takes."

*Ichiro's Malt Hanyu Three of Spades No. 217 from Hedonism Wines, UK, [hedonism.co.uk](http://hedonism.co.uk)*

GETTY IMAGES





*“For a long time, a lot of people didn’t understand the tourbillon – now, watch connoisseurs recognise it as the pinnacle of craftsmanship”*

TIMMY TAN

**F**or the world’s best watchmakers, few words exert more fascination than “tourbillon”, an elegant term, which nonetheless barely does justice to perhaps the greatest of all the watch complications. Despite being invented more than two centuries ago, tourbillons – ingenious inventions that help negate the forces of gravity – are still hand-made by the very best haute horologists, and can take months of painstaking work.

The tourbillon was invented in 1801, when watches were worn in pockets and the downward pull of gravity could create inaccuracy. Swiss watchmaker Abraham-Louis Breguet came up with an ingenious solution: a watch with its escapement carried on a carriage or cage that rotates, with the balance at the centre. As the tourbillon carriage makes it 360-degree revolution, it travels through all the vertical positions and the positional errors will cancel each other out.

The name came from astronomy: the term “tourbillon” was used by Cartesians to describe the revolution of a planet or a star around its centre, together with the surrounding material that accompanied them on their journey.

The tourbillon wasn’t an instant success. From 1805 until Breguet’s passing in 1823, only 35 tourbillons were sold, perhaps because it was seen as too technically sophisticated. Its function was too subtle, almost abstract, for many to understand, let alone reproduce.



TIMMY TAN IS  
A SPECIALIST  
WATCH  
WRITER BASED  
IN SINGAPORE

In a curious way, that complexity explains why the devices are so popular today, even though their necessity was lessened by the advent of the wristwatch in the early 20th century. Tourbillons are still objects of kinetic beauty, and fiendishly hard to make – hence they’re a kind of badge of honour for watchmakers such as Carl F. Bucherer, who see the tourbillon as the pinnacle of the watchmaker’s art.

Typically, a tourbillon weighs less than a gram and involves more than 40 parts, usually made of lightweight metals like titanium and aluminium, and displayed on the front of the timepiece. In watches such as Carl F. Bucherer’s Manero Tourbillon Limited Edition, the tourbillon exists somewhere between technology and art.

While there have been modern innovations in the tourbillon, such as the double-axis tourbillon invented by Anthony Randall in 1977 or Kiu Tai-Yu’s semi-flying tourbillon in 1993, part of the appeal is timelessness; that sense of having a little piece of the Age of Enlightenment on your wrist.

A tourbillon suggests something about its wearer, as well as its maker: a real knowledge of the art of watchmaking, and an appreciation of detail, even where it isn’t absolutely necessary. Carl F. Bucherer’s Manero collection – a line that represents the authentic art of watchmaking – is an anagram of “enamor”. For the watch lover, it’s difficult not to be enamored of these ticking little works of art.

ILLUSTRATIONS MITCH BLUNT, STUART PATIENCE





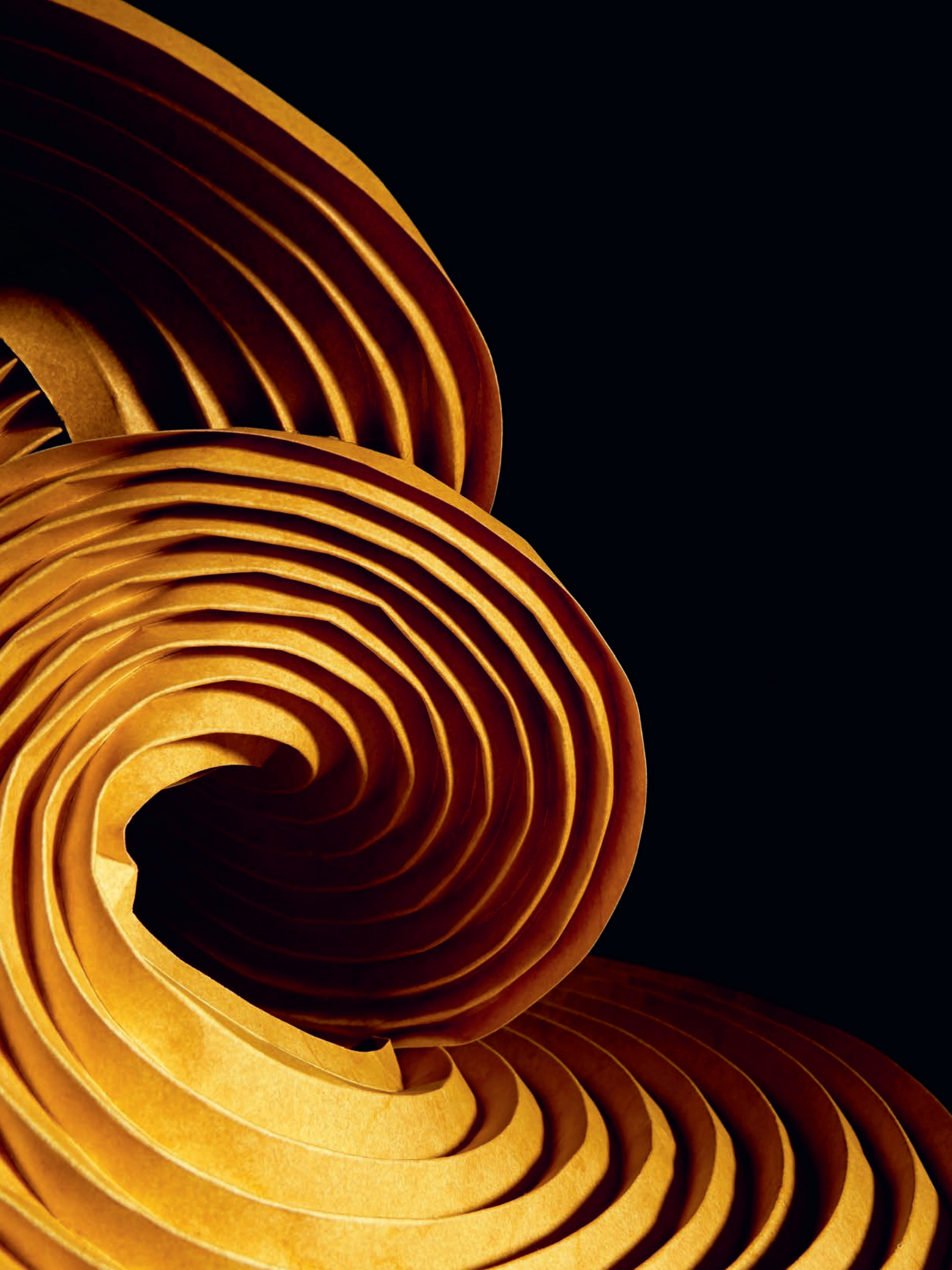
CARL F. BUCHERER

LUCERNE 1888

LI BINGBING AND  
CARL F. BUCHERER



MADE OF LUCERNE





# Deep into the fold

*Origami may be about creating beautiful objects from flat pieces of paper – but, as the career of American physicist Robert J. Lang shows, it’s increasingly about maths, engineering, medicine and space*

TEXT *Toby Skinner*  
PHOTOGRAPHY *John Gribben*

# W

hat links space telescopes to atomic legends? Heart surgery to crumpling cars? Printable robots to houses that can reconfigure themselves? Or paper cranes to curved, plant-like sculptures exhibited at New York's MoMA? The answer, perhaps surprisingly, is origami – now a respected branch of mathematics, geometry, engineering and art.

“Until the late 20th century, with a few notable exceptions, origami was mostly seen purely as a traditional Japanese craft,” says Robert J. Lang, a world-renowned American origami artist who builds origami computer programmes, gave a TED Talk and designed the folding patterns for satellite telescopes. “But then, in the 1990s, we started really looking at the mathematics behind it all, and started seeing these almost infinite possibilities. It was a revolution of sorts.”

The history of origami (the word comes from the Japanese for “folding paper”) is a diverse one. In Japan, origami butterflies marked Shinto weddings as early as the 8th century, and making paper cranes, hats and boats has been a Japanese pastime for more than 400 years. Across the East China Sea, the Chinese have burned folded representations of gold nuggets at traditional funerals since the Song dynasty (960-1279).

Led by the Japanese, magicians began to use origami in the late 19th and early 20th centuries, and in 1922 illusionist Harry Houdini even wrote a book about performing with paper. (Paper-folding is thought to have developed separately in Europe; by 1847, German educator Friedrich Fröbel introduced it to his revolutionary new early-childhood education programme, kindergarten.)

But the real godfather of modern origami was Akira Yoshizawa, a one-time door-to-door fish salesman who created more than 50,000 models in his 94 years, pioneered wet-folding, and whose work has inspired people in Japan and the West to develop new methods of design (*see sidebar overleaf*).

This was the world that Lang started exploring as a precocious six-year-old in late '60s Atlanta, Georgia, making his first Japanese frog, talking crow and flapping bird. “At 10, I'd folded everything in the basic books I had, when my parents bought me books by Isao Honda and Robert Harbin. That opened the floodgates, and by 11 I was starting to do original designs. I started off turning crows into eagles and then the modifications got bigger and bigger.”

*“In the 1990s, we started looking at the mathematics behind origami and started seeing these almost infinite possibilities – it was a revolution”*

Lang started to see design patterns, and had designed everything from President Jimmy Carter to Darth Vader and TV pig Arnold Ziffel, when he came to something that mathematicians had been exploring since the 1940s, albeit largely in isolation – the link between mathematics and origami. “It really hit me at college that if I could figure out how to describe origami mathematically, it could help with design problems,” he says.

By 1988, he had completed an electrical engineering course and a PhD in applied physics, and was working at NASA's Jet Propulsion Laboratory in Pasadena, California. After a trip to Germany's Black Forest with his wife, he created a sensation in the origami community with a life-size cuckoo clock, which had taken three months to design and six hours to fold.

But he was just getting started, as was a new wave of origami. Few have heard of the “Insect Wars”, but if you were a high-level origami artist in the early 1990s it was a big deal. The challenge was that, until then, origami designs could make shapes that were, in Lang's words, “blob-like or amorphous”. The skinny legs and tentacles of insects were thought almost impossible.









But in the late 1980s, Lang – along with a group of origami experts including Japan’s Toshiyuki Meguro – had started to pioneer a new origami design technique called circle-river packing, which uses geometric principles to create an almost infinite number of designs.

“In the 1970s, they couldn’t figure out how to make a spider,” Lang says. “But with the outgrowth of new techniques you could make a millipede, or really any creature you wanted. People ask me what changed, and the simple answer is math. It seems counter-intuitive that you learn how to depict an animal using mathematical principles, but that’s how it happened.”

As his emperor scorpion and Hercules beetle were sent around the world, particularly to meetings in Japan – “We were constantly trying to one-up each other” – in 1990 Lang went a step further than his peers, putting his mathematical findings into a computer program called TreeMaker. You can insert stick-figure shapes into TreeMaker, and have them turned into intricate folding patterns. He has been refining it ever since.

The concepts of circle-packing led to an explosion in artistic origami, and were adopted and added to. Satoshi Kamiya, a young Japanese origami master, created Ryujin 3.5, an elaborate dragon with intricate scales, feelers, claws and horns, which took 40 hours of painstaking folding. But the Bug Wars also changed the game for origami as a science. “It’s been a snowball effect,” says Lang. “As the mathematics have become more powerful, the connection between engineering and origami has grown exponentially over the past 20 years.”

By 2001, he was able to leave his job at JDS Uniphase, which supplied components to fibre-optics companies, and become a full-time origamist. A lot of his job revolves around art – on his website, you can see more than 650 sculptures, from scores of beetle species to complex mathematical shapes and an origami pteranodon with a 2m wingspan that was commissioned by Montreal’s McGill University – but it also increasingly has a scientific purpose.

He has consulted on sterilised pouches for medical instruments, which can be opened and closed without decontamination occurring; and heart supports that can be injected from a thin tube before spreading out. He’s worked on airbags and mobile phone antennae, and on various deployables in space, including a design for a telescope with a 100m lens, which could be folded to fit into a rocket.

“Origami touches on so many things,” says Lang. “The curved carbon-fibre skins of airplanes are made using origami principles, and folding patterns are used in cars so that, if they crash, they crumple smoothly and cleanly.”

Certainly, this craft – long associated with Japanese paper cranes – has grown up. “Ever since we had the first Origami Science and Technology conference in 1989, it’s definitely been looked at differently. At its core, it’s still that same process – folding something flat to make something three-dimensional – but it’s so much more than a craft now. It’s art, science and mathematics in one place, and the possibilities are infinite. Origami really can change the world.”

[langorigami.com](http://langorigami.com)



GETTY IMAGES

## THE GODFATHER OF ORIGAMI

Known as the grand master of origami, Japan’s Akira Yoshizawa was particularly drawn to nature – though not always aiming for verisimilitude, he was once moved to tears after he spent more than six weeks working out how to recreate an ear of rice. “My work just looked like the real thing,” he said in 1991. “I was so glad, I couldn’t help crying.”

His work is distinguished by its simple, elegant lines, and he is celebrated for pioneering many techniques, notably wet-folding, which allows the paper to be manipulated more easily, resulting in finished models that have a rounder, more sculpted look.

Born in 1911 to the family of a dairy farmer, he started working in a factory aged 13. His passion for origami developed when he was promoted from the factory floor to technical draftsman in his early twenties, and he used origami to explain geometrical problems to junior staff. In 1937 he quit to pursue his art full-time, supporting himself by selling preserved fish door-to-door.

His breakthrough came in 1951 when he was commissioned by Japanese magazine *Asahi Graph* to create the 12 signs of the zodiac in paper. Within a few years, he had a show at the Stedelijk Museum in Amsterdam and, by 1989, he calculated that he’d created more than 50,000 models. He died in 2005, having inspired people around the world to come up with new designs. Despite his mastery of the form, though, he never sold a single piece of origami.







# Behind the mask

*Venetian masks have been a big part of its wild festivities since the 12th century. We meet the artisans bringing back a lost craft, and the woman who created the world's most exclusive masked ball*

TEXT *Mandi Keighran*  
PHOTOGRAPHY *Claudia Corrent*

**I**t is an annual fantasy of masks, elaborate costumes, prosecco and fireworks, a fairytale world in which imagination wraps itself seductively around reality. For two weeks every February, the annual *Carnevale di Venezia* (Venice Carnival) transforms the city with extravagant, nightly balls, and a sense of hedonistic luxury fills the streets.

Among Carnevale's myriad masquerade balls, there is one that is more exclusive and extravagant than any other: Il Ballo del Doge (The Duke's Ball). Created by Venetian costumer and *mascherara* (maskmaker) Antonia Sautter in 1994, it has been held every year since in Palazzo Pisani Moretta, a 15th-century Venetian palace on the Grand Canal whose rooms are decorated by Baroque artists, including Tiepolo. "There are few occasions to live a dream with open eyes," Sautter says. "Il Ballo del Doge is one of those rare opportunities, and the carnival is a world of extraordinary play."

While the Queen of the Adriatic is now indelibly associated with its carnival costumes and masks – such as the *bautta*, used by the nobility to disguise their identities and mingle with the lower classes – that rich history fell into decline and owes its revival in part to mundane economics.

It is generally accepted that Carnevale began in 1162, when Venetians celebrated a victory over the city of Aquileia in Piazza San Marco. By the 13th century, it had become tradition for the citizens of Venice to hold decadent festivities for as long as two months up to Lent. Along with Ascension in May and another celebration held in the three months to Christmas, it meant Venetians spent much of the year clad in evocative disguises created by the city's talented costumiers and *mascherari*.

By the end of the 18th century, however, under the rule of the King of Austria, Carnevale had fallen into decline. By 1797, the use of masks was forbidden and the city's *mascherari* had disappeared.

The masks and the costumes remained forgotten for nearly two centuries until the late 1970s, when Venice found itself in the midst of an economic crisis. Local industry was in decline, and a push to increase tourism during the low, winter season was seen as the answer. So, the Italian government

decided to revive Venice's traditions – restoring the city's architecture and, in 1979, reinstating Carnevale. Suddenly, there was a new market for the traditional masks.

It was the city's students who resurrected the craft traditions of the *mascherari*, and among the first to do so were two architecture students. Carlos Brassesco and Mario Belloni had met at the Lido, the city's long, sandy beach, where they were selling handmade puppets and mechanical birds to tourists. Neither was native to Venice – Brassesco had fled political repression in Argentina and Belloni had moved from Genoa after finishing his studies – but they soon found a shared passion for the city's craft traditions, and founded in 1986 one of its first ateliers, Ca'Macana, with their wives, Carolina Brassesco and Antonella Belloni.

"I fell in love with Venice straight away," says Mario Belloni. "There is an intangible mystery about this place, which sometimes seems to be about to reveal itself, but never allows us to grasp it. I believe that the ancient Venetians adopted the use of masks to be in harmony with the subtle game of revelation and concealment, with the adventure of discovery which one breathes in the very air of the city."

The quartet taught themselves the old art, learning from historical paintings and drawings, and a growing body of

*“The ancient Venetians adopted the use of masks to be in harmony with the subtle game of revelation and concealment, with the adventure one breathes in the very air of the city”*



**Previous page**

Antonia Sautter, who created Venice's leading ball, Il Ballo del Doge, in 1994

**This page, from above**

One of Carlos Brassesco's masks; Davide Belloni works on preparing a mask

*“Through the carnival costumes, I entered many magical worlds – some historical, some fantasy. It was pure joy and happiness”*

research work driven by renewed interest in Venice’s traditions. “My father taught himself everything he knows,” says Filippo Brassesco, Carlos’ son, who also studied architecture and now works with his father. “He studied the history and learned to work with the traditional materials – papier mâché and leather.”

He also invented new ways to create the traditional masks. The *comedia dell’arte* masks first worn by actors in the 16th century, for example, are traditionally made from a single piece of leather, dampened and worked over a positive form with a small hammer, a laborious practice that takes weeks of work. Wanting to shorten the time needed to create these masks to make them more affordable, Brassesco invented a way of layering small pieces of leather with glue.

He still sells masks made in the traditional way – with their grotesque features and sweeping eyebrows made of horse hair – but says the more affordable ones are much more popular. “These days, the expensive masks are generally used only by professional actors,” he says. “My new technique is a contemporary interpretation of the tradition to keep it alive.”

Together, the four artisans became some of the most sought-after *mascherari* in Venice, even creating masks for Stanley Kubrick’s 1999 film *Eyes Wide Shut*. In 2006, however, the two couples went their separate ways. The Bellonis wanted to focus on making and decorating papier mâché masks – including contemporary twists on tradition, like the popular steampunk masks created by their son, Davide – and running workshops for visitors. The Brassescos, meanwhile, wanted to pursue their passion for building props, and





## THE MASKS

*Face coverings meant different classes could mingle at Carnevale – now they are a Venice must-have*

### CHOOSE YOUR DISGUISE

#### **Bautta**

The most traditional Venetian mask, the *bautta* comprises a hood that covers the head to the shoulders with a mask (*volto*) over the face, generally accompanied by a tricorn hat. It was used as a disguise to bypass rigid social hierarchies.



#### **Commedia dell'arte**

Many Venetian masks – including Harlequin – come from the *commedia dell'arte* theatrical performances that were popular from the 16th to 18th centuries. The popular Colombina half-mask is actually a modern creation.



#### **Il Dottore della Peste**

The "plague doctor" mask dates back to the 1600s and was invented in Paris before spreading throughout Europe. Often worn during Carnevale, it was used by doctors to filter air during periods of plague and was also associated with a *commedia dell'arte* character.



#### **Moretta**

A small, oval-shaped mask worn as a form of seduction by women in the 18th century, the *moretta* was held in place by a button that was gripped between the wearer's teeth, meaning she could only talk if she removed the mask.





creating sets and masks for some of the dozens of balls that take place during Carnevale.

Antonia Sautter, the queen of Il Ballo del Doge, chose the same path. Born during the month of Carnevale, costumes and masks have always been a part of her life. “When I was a little girl, I would help my mother make the costumes for the carnival for me and my friends,” she says. “Through the costumes, I entered many magical worlds – some historical, some fantasy. It was pure joy and happiness.”

When Sautter grew up, she refused to leave the fantastical world of costumes and masks behind. At the age of 30, she left a job in foreign sales for a Venetian glass company to open a small shop selling her costume jewellery, hats, masks and costumes. “When something is inside of your heart, it has to come out,” she says, explaining her decision to follow her dream.

Thirty years on, her original store has grown into three boutiques on Frezzeria San Marco, and workshops and ateliers that employ dozens of seamstresses and artisans making masks, costumes and more. While she’s protective of her practice – “The glassmakers on Murano have their secrets and I have mine,” she says – she’s proud to show the 1,500-plus costumes she’s designed and created over the decades, many of which are on display in her atelier and available to hire.

It’s impossible, Sautter says, to determine how many hours of work go into each mask or costume. “The ideas don’t come easily,” she says. “It is like a happiness and suffering at the same time. When you want perfection, you have to put all your energy into it. Then, hopefully, a result comes out, like an illumination.”

Yet, each year, she continues to create elaborate costumes and masks for more than 400 performers and dozens of guests (other guests choose to hire existing costumes).

It might seem like the mascherari have returned to Venice for good, and with tourism increasing every year that



the market for their work has never been larger. Sadly, however, the growth of tourism in Venice – and the associated demand for cheaper masks – is threatening the craft this time round.

“Mass production has killed our art,” says Sautter, referring to the ubiquitous cheap plastic masks that have overwhelmed the city in recent years. “It’s sad to see these masks – they have no personality. I believe that the art of mask-making in Venice is in danger, but my hope is that there are still some young people who want to use their hands to create these beautiful objects.” [antoniasautter.it](http://antoniasautter.it), [camacana.com](http://camacana.com), [facebook.com/camacanaatelier](https://facebook.com/camacanaatelier)





**Previous page**  
 Carlos Brassesco, from Argentina, is one of those who led the revival in maskmaking

**From far left**  
 A finished mask and working on fabric in the workshop of Antonia Sautter (below)



## DOING IT

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### PEKING STYLE

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*Beijing's revered maskmaker pursues a folk tradition that dates back 800 years*



Venice is not the only city with a grand tradition of theatrical mask-craft. In Beijing, revered Peking Opera maskmaker Zhao Yong Qi continues an ancient Chinese folk tradition that dates back to the 12th-century Song dynasty. Learning the art under China's grand masters, Liu Zengfu, Mei Baojiu and Tan Yuanshou, Zhao explains he started as a humble hobbyist. "I didn't draw well, at first. But, then, I would spend time in theatre dressing rooms where, gradually, I learned from the masters how, and where, to draw, and apply colour." With a workshop in China's capital, Zhao is now considered a grand master

himself; one of the few working standard-bearers of the craft. Made from clay, each of his hand-made masks carefully adheres to centuries-old tradition, and many are sold to museums or collectors. Any money he makes, he says, is invested in his own Opera scholarship, which he hopes will keep the tradition alive. "The five ancient schools of mask - Jing, Hao, Hou, Qiu and Qian - need further classification," he explains. "I love this art - I hope a new generation will come to love it, too."



*Photographer Chen Man, who shot Carl F. Bucherer's new brand campaign, hasn't just transformed Chinese fashion photography – she's changed how the world sees Chinese femininity*

# Ancient country, brand new lens



CHEN MAN

# N

ot many photographers get to be stars. But Chen Man, China's most famous fashion photographer, has appeared in magazines almost as much as she's produced work for them. She's graced the covers of Chinese editions of *Grazia*, *Harper's Bazaar* and even *FHM*. Rihanna has called her the coolest photographer she's ever worked with.

But Chen's fame goes deeper than looking good in front of the camera.

Ever since she broke out in 2003, with a series of bold hyperreal images for new, avant-garde fashion magazine *Vision*, she's become the photographer-in-chief for the *Blínghòu*, the Chinese term for the generation born after 1980.

"I am, first and foremost, a photographer who sees things from a Chinese perspective," she says. "But I also want to move people away from a rigid, stereotyped view of China. My style is both Eastern and Western, both mainstream and non-mainstream, extending from the past, the present to the future, with vulgarity and elegance. It's about creating a modern visual language that everyone can understand."

One of her early works to create a stir was "The Astronaut", a 2003 shot for *Vision* that shows a model, her head trapped in a futuristic bubble, her neck trapped in a Shakespearean ruff. A tear is rolling down the model's cheek as a rocket takes off to one side of the image. Now on display at London's venerable V&A Museum, it's classic early Chen: heavy on retouching, bold in colour and iconography.

"We're the generation that started to follow the Western model of fulfilment," says Chen, who was born in Mongolia and raised in Beijing to a doctor mother and a graphic designer father, who painted revolutionary posters. "But in that pursuit of wealth and progress, you never quite make it. That's why the tear is there in that image."

Chen was still a fine arts student, immersed in calligraphy and traditional Chinese painting, when she took that shot. "Photography back then was a distraction, something to toy

with. I wanted to play with technology, and became obsessed with post-production." But as she moved her focus from fine art to photography, she found herself tiring of the heavy editing. "I wanted to try something more natural, more real," she says.

Chen has since reinvented herself countless times, and it's hard to pin down her style, except to say that there's a boldness to her work, and a keenness to play with notions of old and new China. Her "Long Live the Motherland" series, for example, depicts models posing against iconic Chinese backdrops, from the Great Wall to Tiananmen Square, referencing Mao-era iconography. "Chinese ancient culture is my software and modern Western culture is my hardware," she says. "I found that a lot of Chinese photographers imitated foreigners, or shot nostalgic images of China. No one was looking at right now."

She's also been unafraid to shoot celebrities in fresh ways. She's teamed up regularly with one of her favourite muses, Li Bingbing, for *Harper's Bazaar*; one 2013 shoot featured the actress in a series of Hollywood-themed images. "I've always wanted to play with that idea of oriental beauty," Chen says. "To play with what is sexy and subvert the idea that Chinese women should always be cute or whatever."

As Chen's style has evolved, so has her reputation. Her work has been exhibited across the world, from Los Angeles to Paris and Tokyo, and she's worked with some of the biggest stars in China and the world, as well as some of the world's top brands, from Nike to L'Oreal and Mercedes.

One of her most recent commissions was to shoot Li Bingbing for Carl F. Bucherer's Made Of Lucerne campaign. The image shows Lucerne staged as a classical painting, with a Carl F. Bucherer gold hue, but there's a boldness, a modernity and a subtle suggestiveness to Li's pose. Combining ancient and modern, China and Europe, in many ways it's classic Chen Man.

It also, like much of Chen's work, suggests something about modern China. "Everything here, whether it's fashion or any other industry, is growing so fast and changing so dramatically," she says. "It's our generation's time to find a new visual language of our own, which isn't about copying other cultures. This is China's time." [chenmaner.com](http://chenmaner.com)



*"I want to move people away from a rigid, stereotyped view of China. It's about creating a modern visual language everyone can understand"*



**“Long Live the Motherland, Shanghai No. 1”, 2010**

This image of Chinese supermodel Du Juan, with Shanghai’s Pudong skyline in the background, is the most iconic of a game-changing series that has been exhibited widely, most recently at San Francisco’s Asian Art Museum.



**“Young Pioneers and the Three Gorges Dam,” 2008**

Chen’s “Young Pioneers” series celebrates the achievements of modern China, reflecting its rapid growth with the artist’s own rise to fame.



**“The Astronaut”, 2003**

This is probably the most famous of Chen Man’s heavily retouched early images for *Vision* magazine. After being part of the much-hyped *China Design Now* exhibition at London’s V&A Museum in 2008, it’s now part of the museum’s permanent collection.

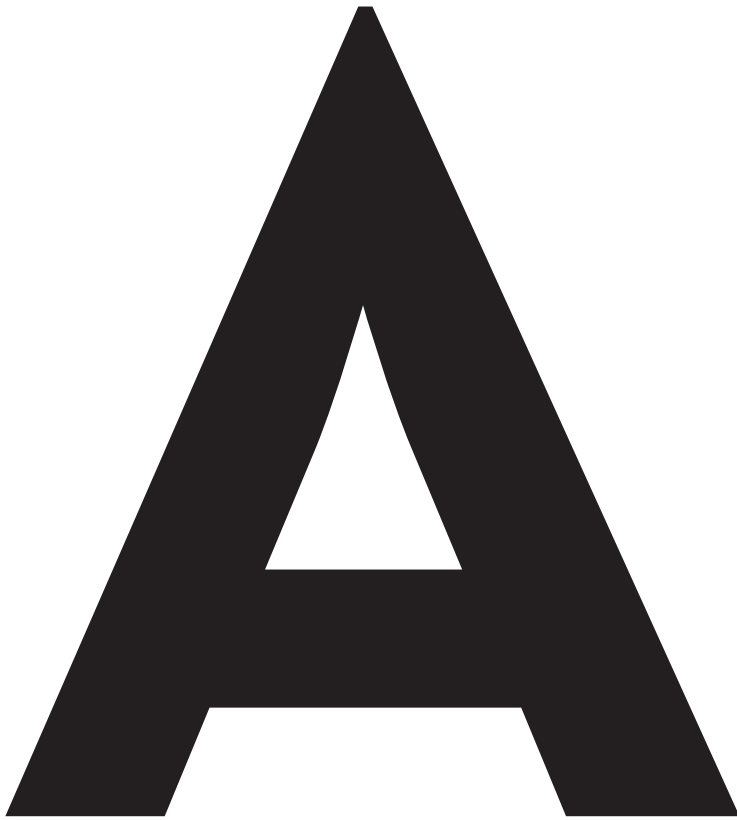


*Since 1929, Freed of London has been making bespoke shoes for the world's best ballet dancers. We discover the secrets of its near-mythical makers, who craft every shoe by hand armed with a dancer's specific measurements*

# Grace, hand-made

TEXT *Peter Watts*

PHOTOGRAPHY *Lewis Khan*



**Clockwise from top left**  
Machine sewing by hand;  
the anchor is the mark of  
maker Taksim Eratli, who has  
been at Freed for 17 years; a  
workbench; and shoes filled  
with order forms

t a factory in Hackney, east London, the sound of an industrial sewing machine bounces off concrete walls while a thick scent of paste and sweat hangs in the air. Standing at separate workbenches are two dozen burly men, surrounded by tools and offcuts of cloth, concentrating deeply on the small bundles of leather and satin in front of them. It's hard to believe that this is the environment in which something as delicate as a ballet shoe will be formed, but Freed of London has worked this way for decades, producing bespoke shoes for ballet's biggest names, including Margot Fonteyn, Sylvie Guillem, Darcey Bussell and Tamara Rojo. Around 95 per cent of the world's top ballet companies have dancers who wear Freed shoes.

The company was formed in 1929, when Frederick Freed decided that the old method of making ballet shoes could be improved. Conventional wisdom was that every pair could be the same, and shoes were hard and unforgiving – but Freed knew that everybody's feet are different and decided to make

pointe shoes based on the specific needs of each dancer's body, feet, personal taste and performing style.

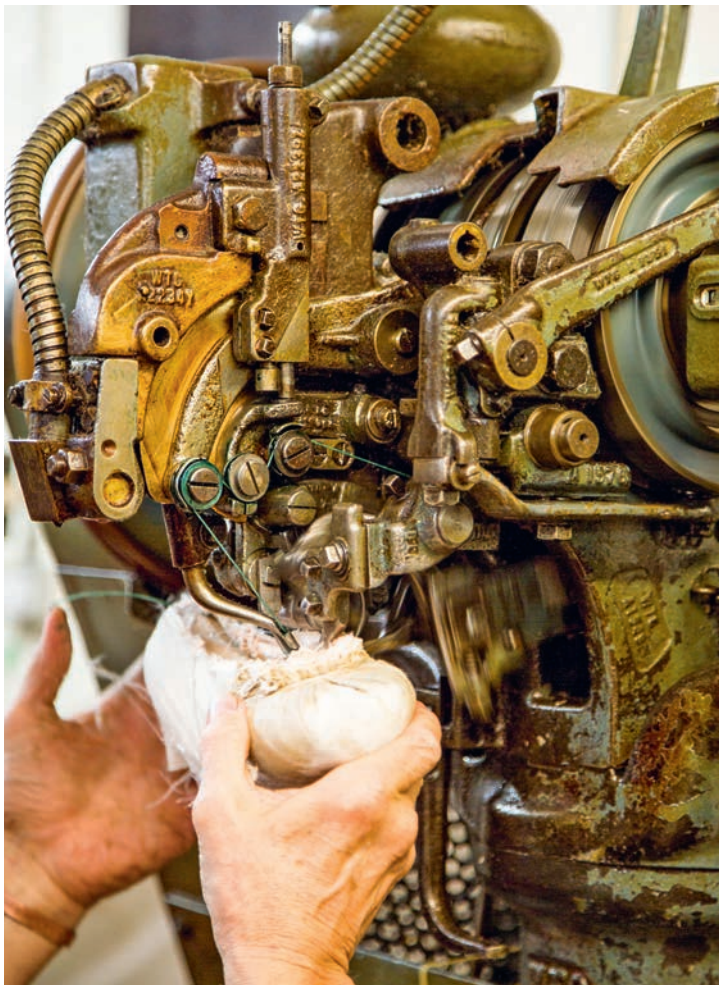
When he set up his first workshop in Covent Garden, around the corner from the Royal Opera House, his wife Dora had further suggestions, and devised a factory-line process, enabling a maker to produce 35 pairs a day rather than ten. (Pointe shoes are not made as left or right and are paired only at the end of the manufacturing process, and then appointed to their allotted foot by the dancers themselves.)

The maker is the heart of this production line and each Freed maker has his or her own mark, such as a castle or a triangle. This tiny stamp is how dancers all over the globe recognise the people who make their shoes. Alan Doherty, 40, is Freed's triangle maker – brought up in Scotland, he's been in London for about 20 years, and has been at Freed for 15 years. "I began working at Freed in dispatch, then a maker retired and a year later I was in here. Nobody is any good at first, you have the training process and then you are on your own. You learn all the time but you are working on your own a lot of the time, so you have to make your own mistakes and that is why the shoes are so unique. Every individual maker has subtly different ways of working.

"I make a lot of classic pros in big sizes. You might think that a dancer's feet can't get that big but you'd be surprised, I did some eight and a halves today."

*“Once the right person is found, they could make shoes for a ballerina’s entire career – as many as 100 pairs a year”*





## MAKING THEIR MARK



**Quang Hong, 42,  
castle maker**

"I was born in Vietnam but I have been in London since I was seven. Before this I was cutting shoes next door but I always aspired to be a maker, I just had to wait for my chance. I was cutting for 15 years but got fed up, I needed a new challenge and this is more challenging. I can tell by looking if it is right, it comes from experience and you get to know if you gave the right shape - you really want to get the same size and weight. It's physical, challenging work but the hardest part of it is getting consistency. I have my own way of finishing but the goal is always the same. Dancers tell me my shoes are heavier, but I wouldn't know - it's just the way I make it."



**Taksim Eratli, 58,  
anchor maker**

"I have been here 17 years. I am from Cyprus and have been in London for 32 years. Before this, I made ladies' jackets, I was a machinist. I get satisfaction in knowing I am making something that is good quality. It sounds glamorous but it is very hard work, it's the toughest job you can ever imagine, and I wear the bandana because it is hot and dirty work; the dust gets in your face and hair. With this bandana I can just take it off and it's done. I make every type of shoe depending on the dancer. I don't have a signature style, I look at the order form - this one is for Zurich - and I know what she wants as I have made her many shoes before. I've never been to the ballet, I'm too busy making the shoes."



**Daniel Marquez, 54,  
butterfly maker**

"I'm from Mexico, originally, but I've been at Freed for three years. Before that, I worked in retail and, before that, I was a trapeze artist. I met my wife at a circus - we performed all over the world. My wife was a dancer and she worked at the Freed shop. I wanted to be a maker and eventually there was an opening. In the beginning, I did the pasting, now I do the pleating: I make sure it's straight and uniform before the shoes go to the machine to get sewn. Then I turn and finish them off. After that, they go in the oven to dry the glue, are checked for quality, then cut and stitched. It's physically demanding work but it feels good: you're making something a dancer will wear for their entire career. We know them all by name. It's a personal relationship."

*“The best thing about this job is knowing there’s a dancer out there on stage somewhere wearing my shoe. That’s what makes this work unique”*



**Top right**  
A shoe stamped with maker Ray Rawlings' crown mark

This strangely personal relationship between two people who will rarely, if ever, meet starts from the moment a young dancer walks into the Covent Garden shop. A fitter will take her measurements and then discuss specific needs regarding cut, fit, weight and yield; a maker will then be suggested. Once the right person is found, they could make shoes for a ballerina's entire career – as many as 100 pairs a year.

It can take a maker up to two years to earn their mark; at first, standard-sized shoes will be sold in the shop, unmarked. “After a while, though, dancers will start to ask for you by mark as they get to know your style,” says D maker Kieran Elliott-Parris, 35, who’s made point shoes for the last 15 years. “My shoes are known to be thick, sturdy, because I use a lot of paste,” he says.

The point shoe is built inside out – a method called turn-shoe – so the stitching is on the inside and won't easily split. Like a dancer, the shoes have to be flexible but strong, and the key element is the block – the hard part at the toe, and one of the areas in which a creator can create his own signature style, by using different amounts of paste, hessian and even “secret ingredients” unknown to other makers.

Crown maker Ray Rawlings, 46, is a Freed veteran of some 27 years. “There’s no way of defining how a shoe has to be made,” he says. “You need to know what it looks like but it’s down to you to get it there – it can take years to get it right.”

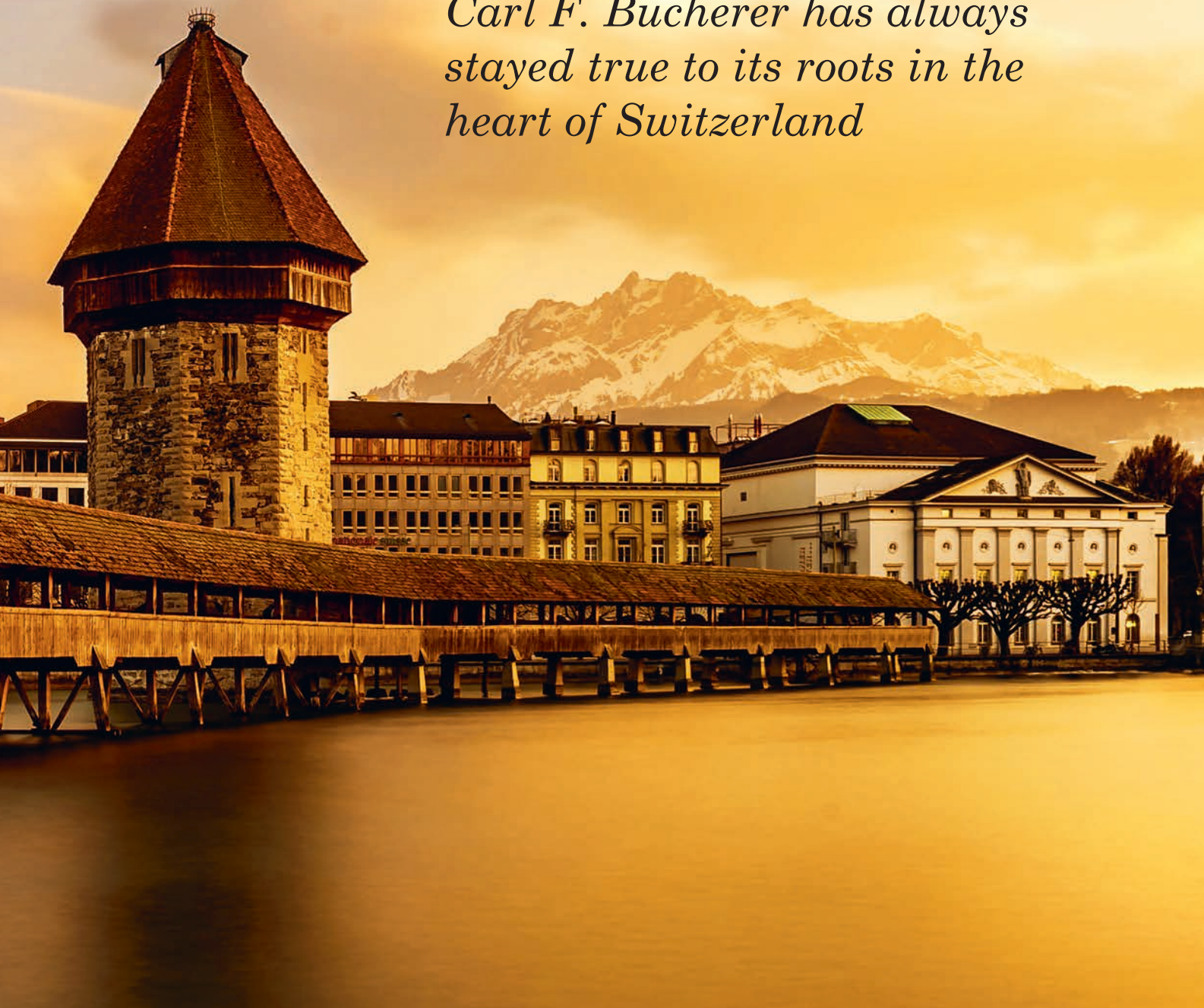
While makers generally seem to prefer football to ballet, they do occasionally watch a performance on television and invariably find their eyes drawn to the shoes, judging the fit and flexibility, aware of the skill and knowledge contained within each pair. “The best bit is knowing there’s a dancer out there on stage somewhere wearing my shoe,” Rawlings says. “That’s what makes this job unique.”

*freedoflondon.com*



# Made of Lucerne

*Carl F. Bucherer has always stayed true to its roots in the heart of Switzerland*



# B

vening light shimmers on the golden water of Lake Lucerne. The city, set in the centre of Switzerland, is encircled by the snow-capped peaks of the Pilatus, Stanserhorn and Rigi mountains. Famous for its decorated historic burgher's homes, and one of the oldest covered bridges in Europe, in the 19th century Lucerne was a favourite of the poet Goethe, Great Britain's Queen Victoria and composer Richard Wagner.

This is where Carl Friedrich Bucherer and his wife Luise chose to open their first venture. It was the first shop to sell watches and jewellery in the city. As the company grew – expanding from the premises on Falkenplatz to Schwanenplatz in Lucerne, then opening in Berlin and now represented all over the world – it has always stood by its roots in the city.

Carl F. Bucherer is the only watch manufacturer in the German-speaking part of

Switzerland, while Lucerne is the central Catholic city in a largely Protestant country. These unique qualities have all contributed to the brand's own individuality – and formed much of the basis for Carl F. Bucherer's new brand presentation.

The new, “distinctly golden” look leads with a renewed focus on Lucerne as the terroir from which Carl F. Bucherer has sprung. CEO Sascha Moeri explains: “Lucerne is an important part of the brand's DNA. Without our heritage, our origins, we would not be where we are today.” *carl-f-bucherer.com*



## Lake Lucerne

Locals boast Lucerne has the prettiest lake in Switzerland, which is saying something. Five historic paddle-wheel steamers and more salon motorboats ply their trade on the cobalt waters of the lake, offering meals, music and excursions to the surrounding mountains.



**The Kapellbrücke**

The Chapel Bridge, the covered wooden footbridge that spans Lucerne's Reuss river, is an iconic piece of the city's history. Built in the 14th century, it's named after the nearby St Peter's Chapel, and was decorated 300 years later with historical and religious scenes.

*“Lucerne is an important part of the brand’s DNA. Without our heritage, our origins, we would not be where we are today”*

**Mount Pilatus**

The peaks of Mount Pilatus - the highest of which, Tomlishorn, is 2,128m tall - dominate Lucerne's skyline. You can reach the top on the world's steepest cog-wheel, on the Pilatus railway from Alnach, or via Kriens' aerial gondolas and cableways. [pilatus.ch](http://pilatus.ch)





# Distinctly golden

*Carl F. Bucherer has launched a new visual identity to mark an exciting new time for the Lucerne-based watchmaker*

At this year's Baselworld fair, Carl F. Bucherer launched a new brand presentation, which pays tribute to the Swiss watchmaker's rich heritage. "Distinctly golden" uses gold and minimalist Baroque elements to highlight the brand's origins and bolster its identity. "Carl F. Bucherer possesses an extraordinary heritage," says Sascha Moeri, CEO of Carl F. Bucherer. "We are continuing to develop ourselves by going back to our roots and reinterpreting them for the future."

The new visual identity and digital strategy aims to increase brand awareness, which

is uniquely tied to the Swiss city of Lucerne. "Exciting things have been happening at Carl F. Bucherer, which makes this the perfect time for a brand refresh," Moeri says.

Those new developments include the opening of Carl F. Bucherer's first independent boutique, in the Swiss resort town of Interlaken; the appointment of Chinese star Li Bingbing as the brand's first global ambassador; and the inauguration of the new manufacturing facility in Lengnau, Switzerland. "With all the dynamic energy going around, we could not imagine a more fitting time to refresh the brand," says Moeri.





The gold in the new brand look is derived from the Baroque-influenced architecture that gives Carl F. Bucherer's home city of Lucerne its special character, while the minimalist look pays tribute to the strong roots of the Swiss watchmaker. "Distinctly golden" is the brand's interpretation of luxury: watch creations of the highest standard of workmanship that are known for the expert combination of passion and unmistakable style.  
*carl-f-bucherer.com*

## CARL F. BUCHERER AT BASELWORLD 2016

The new brand presentation was launched with a celebratory unveiling of the exhibition stand in the "distinctly golden" look at Baselworld 2016. Baselworld is the world's leading event for the watch industry, and visitors from around the globe attended the official inauguration of the Carl F. Bucherer exhibition stand, which was draped in gold.

The golden imagery reflected Carl F. Bucherer's pride in its heritage, as did the stand's design of the display windows with the silhouette of Lucerne and its depiction of the cosmopolitan free spirit.

The centrepiece of the almost 1,000m<sup>2</sup> exhibition stand was the library and its visual presentation of the brand identity.

There was also an exclusive presentation of the new movement CFB A2000 with peripheral rotor - a design concept that Carl F. Bucherer was the first manufacturer to bring into serial production and which debuts in the worldwide innovation Manero Peripheral.



## LI BINGBING

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*The leading light of Chinese cinema believes her role as the global face of Carl F. Bucherer is destiny*

# “Every one of their timepieces is a work of art”

Li Bingbing can still recall exactly when her love affair with Carl F. Bucherer began – at the Peninsula, Beijing. “So many years have passed but that evening left a lasting impression on me,” she says. The year was 2003: after a breakthrough performance in acclaimed thriller *Young Justice Bao*, the young actress was already one of the biggest stars in China.

Dubbed a so-called “action actress”, Li has always rebuffed the label, appearing in a succession of award-winning dramas including director Yi Li’s Oscar-nominated drama *The Knot*. Still, with two blockbuster performances in *Resident Evil: Retribution* and

*Transformers: Age of Extinction*, Li continues to defy expectations and is now one of China’s most sought-after movie exports. Despite her success, she has never forgotten the gift she received that night in the Chinese capital. “I was given a very beautiful white-gold watch from Carl F. Bucherer,” she explains. When the watchmaker asked Li to be its first global brand ambassador last year, the soft-spoken starlet believed fortune had played a hand. “It’s fate, I suppose – our destiny.”

Set to star as the “first Chinese female superhero” in director Stan Lee’s upcoming movie *Realm* (currently in development), Li



*“Each piece is crafted with such attention to detail, originality and sophistication...”*

is more than just an actor. A committed environmentalist, she is also an ambassador for non-profits such as WildAid and WWF. This work also makes Li a fitting face for Carl F. Bucherer, says the watchmaker's CEO Sascha Moeri. “We are delighted to be working with Li Bingbing,” he announced. “Not just an enormously talented actor but a fascinating and strong personality who perfectly represents our brand values.”

Li is also a style icon known in China for her refined taste in jewellery and Carl

F. Bucherer has long been her go-to watchmaker. “Each piece is crafted with such attention to detail, originality and sophistication...” she says. “To me, every Carl F. Bucherer timepiece is a work of art.”

So, does Li have a favourite Carl F. Bucherer timepiece? Yes, she replies, without hesitation: the extraordinary, limited-edition Pathos Swan – a stunning occasion timepiece set with 922 diamonds and sapphires. “It is an exquisite jewellery watch – a real symbol of feminine beauty,” she says.



**Style icon**

Li Bingbing is known around the world for her striking red-carpet looks, including this dress (above & right) at the 2016 Cannes Film Festival.





## WORLD LEADER

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*Carl F. Bucherer presented internationally renowned Chinese film star Li Bingbing as its new global brand ambassador in Beijing*

Li Bingbing was unveiled as the new global brand ambassador of Carl F. Bucherer at a press conference in Beijing in spring 2016. The internationally renowned Chinese star was presented with the first model of the new Pathos Swan watch, which made its world premiere at the event.

The actress, known for her work on such international blockbuster series as *Transformers* and *Resident Evil*, is also a committed environmentalist: two years ago, she became the first Chinese woman to speak at the UN Climate Summit in New York.

The Swiss luxury watch manufacturer's choice of Li as its global face sends a strong message in Greater China and around the world. The event at the prestigious Rosewood Hotel in Beijing was attended by more than 200 print, television and online journalists from Asia. "I am proud to be embarking on this wonderful, global partnership with Carl F. Bucherer," Li said.



# Competitive edge

*Actor, activist and watch connoisseur Arnold Schwarzenegger tells us why he loves timepieces – and how they are central to a game of one-upmanship with his close friend Sylvester Stallone*

## ARNOLD'S CHOICE

Arnold Schwarzenegger's favourite watch by Carl F. Bucherer was unveiled at Baselworld 2016. The Patravi TravelTec Black combines three time zones in one watch – made in a distinctive deep matt black.

The robust DLC coating transforms the GMT chronograph into a grand statement on your wrist. It's designed not to blend in, but to impress. The ideal model for frequent travellers, it mixes comfort, functionality and technological sophistication.

Two time zones are visible on the dial, thanks to the sophisticated functions of the own-chronometer-certified CFB 1901.1 caliber, while the third time zone is displayed via a red, 24-hour hand on a rotating bezel. The patented monopusher function allows the wearer to switch time zones easily to an eastern or western direction, and allows the readability and display of all three time zones.



### Opposite & right

Arnold Schwarzenegger pictured with Carl F. Bucherer CEO Sascha Moeri; and, with attorney Patrick Knapp Schwarzenegger, the governor's nephew who is acting as his trusted advisor on the *Celebrity Apprentice* board

**T**hey're two of the world's biggest film stars and, for much of their careers, the success of each one has been measured against the other. Inevitably, over time, the paths of Arnold Schwarzenegger and fellow movie tough-guy Sylvester Stallone have crossed. In the last six years, they've starred together in three movies in *The Expendables* series – plus prison thriller *Escape Plan* – and have become great friends, but something of the old competitiveness remains.

"Every time we work together, we push each other for the best performance," says Schwarzenegger. "Even with watches it never ends: when we ask each other what time it is, what we are really saying is, 'Wait until you see what I've got on my wrist today.'"

Schwarzenegger, of course, is the one-time bodybuilder who has carved a hugely successful career in Hollywood starring in such films as *The Terminator* and *True Lies*, before reinventing himself as California's governor. He continues to appear on-screen – both big and small – and has raised his profile still further as a committed education and environmental activist. "I consider all of my professions hobbies," he says. In fact, he didn't accept his salary as governor. "That's the fantastic thing about following your passion – when you truly love what you do, your work is a hobby."

His passions include chess and pool, and he's an avid collector: of boots, belt buckles, cigar humidors, lighters, cutters, art – and watches. "I really appreciate craftsmanship, so I love to look at a beautiful watch and imagine the expert watchmaker spending

years upon years making it perfect. For many, many years, I have been an enthusiastic watch connoisseur and collector. Besides the appearance of a watch, it's the inner workings, how a watchmaker combines different mechanisms in tiny spaces – thereby bringing a watch to life."

He says he's particularly drawn to the discipline and patience that go into the development and assembly of a watch movement – exemplified by the craftsmanship of Carl F. Bucherer. At the moment his favourite watch by Carl F. Bucherer is the Patravi TravelTec Black. "It's massive and extremely impressive – with the matt black case and strap, it looks great on the wrist. There are three different time zones on the dial, which is a great feature for people like me who travel a lot. With this watch, I can fly anywhere in the world and instantly know what time it is. Most importantly: it is robust thanks to the DLC coating – it's as if this watch were made for me."

Discipline and patience are watchwords in his own life, too. "Without these two characteristics, I myself would not have had a career this successful – you have to stay the course and strive to be the best possible version of yourself." In the new year, he makes his debut as the host of *Celebrity Apprentice*, stepping into the role vacated by Donald Trump. The trick, Schwarzenegger says, is to keep moving forward: "Anytime you have a big vision, people will doubt you, but you have to ignore the naysayers. Work hard and never look for a shortcut – and give back, this is the most important rule. Leave the world a better place than you found it."

*Celebrity Apprentice* airs January 2017





## MANERO

## PERIPHERAL

*Carl F. Bucherer's Kurt Allemann says forward-thinking engineering and classic design combine in the Manero Peripheral*

# “We’ve perfected how unique and special a watch movement can be”

“It’s simply one of the most elegant watches we’ve ever made,” says Kurt Allemann, Carl F. Bucherer’s vice president of product development. “Contemporary, classic; it’s one of those very rare pieces that suits both the day and the night – both a casual and an occasion watch.” He’s describing the new Manero Peripheral, which became one of the most talked-about releases at this year’s Baselworld, not least because of the model’s six different references. The classic rose-gold with brilliant white dial and brown, alligator-leather strap was matched in popularity by its matt-black-and-stainless-steel sibling.

But, it’s not just a question of pushing boundaries of style – “The ‘outs’ are always matched to the ‘ins’”, Allemann says. Engineering, he explains, was more likely the watch’s biggest draw – thanks to the A2000, a new movement series made wholly in-house that, as *International Watch Magazine* claimed earlier this year, is now the undisputed “cornerstone of Carl F. Bucherer’s manufacturing expertise”. Carl F. Bucherer has always held to the principal that the inner functions should be matched by its watches’ outer beauty.

Unveiled at Baselworld this year, the A2000 is a subtle but significant brother of

the A1000 caliber, itself a quiet revolution in Swiss watchcraft. “With the A1000 we showed how special, how unique, a movement can be. We were the first manufacturer to put a movement with a peripheral rotor into series production,” Allemann explains. “Now, with the A2000, we are complementing the peripheral rotor family.”

All A2000 calibers are COSC-certified, which guarantees every movement. The caliber is the basis for the watch’s different functions, such as date, and the chronometer. As well as allowing different combinations of functions, it allows Carl F. Bucherer to incorporate even more peripheral rotor movements in its various watch models, including ladies’ watches – a proud aspect of the Swiss watchmaker’s output, which distinguishes it from many other brands. As Allemann says of the Manero Peripheral, “This is a small wonder of Carl F. Bucherer’s persistence in craftsmanship.” [carl-f-bucherer.com](http://carl-f-bucherer.com)



# On the ball

*Carl F. Bucherer is the Official Timekeeper for all the Swiss national football teams, underlining the watchmaker's national roots*



## Right & below

The ball bears the legend, "A single second can change history"; the special edition Patravi ScubaTec SFV



**R**eflecting Carl F. Bucherer's deep connection with its Swiss roots, the watch brand is proud to fulfill the role of partner and Official Timekeeper for all the Swiss national football teams.

The men's team featured in the summer 2016 European Championship in France, where they reached the last 16. Their chosen watch is the Patravi ScubaTec in a special edition that accents the black design with the red of the Swiss football team. The association's logo is resplendent on the rotating bezel. "This timepiece expresses determination, strength,

stamina and precision – motivation that is supposed to assist the players every second on any playing field," says Sascha Moeri, Carl F. Bucherer's CEO. The women's team visited Carl F. Bucherer's new manufacture in Lengnau before successfully qualifying for the Euro 2017 finals in the Netherlands.

Alex Miescher, secretary general of the Swiss Football Association, says: "With the renowned manufacture brand Carl F. Bucherer, we have a partner who understands the importance of every single second on the football field. We are looking forward to working with them in the years ahead."

# THE DIRECTORY

## THE AMERICAS & CARIBBEAN

**Abbott's Jewellery Ltd.**, 18 Heritage Quay, St. John's City, Antigua and Barbuda, +1 268 462 3107, [abbottsjewellery.com](http://abbottsjewellery.com)

**The Watch Gallery**, Av. Alvear 1910, C1129AAO Buenos Aires, Argentina, +54 114 804 8968, [watch-gallery.com](http://watch-gallery.com)

**Little Switzerland**, Ritz Carlton, LG Smith Blvd. 107, Palm Beach, Aruba, +11 248 809 5560, [littleswitzerland.com](http://littleswitzerland.com)

**Little Switzerland**, Royal Plaza, Lloyd G. Smith Blvd. 94, Oranjestad, Aruba, +11 248 809 5560, [littleswitzerland.com](http://littleswitzerland.com)

**Classic Creations**, Newtonbrook Plaza, 5799 Yonge Street, Suite 101, M2M 3V3 Toronto, O.N. Canada, +1 888 316 2765, [classiccreations.com](http://classiccreations.com)

**Kaufmann de Suisse**, 2195 Crescent St., H3G 2C1 Montreal, Q.C. Canada, +1 514 848 0595, [kaufmanndesuisse.com](http://kaufmanndesuisse.com)

**Palladio Jewellers**, Terminal City Club, 855 West Hastings St., V6C 3N9 Vancouver, B.C. Canada, +1 604 685 3885, [palladiocanada.com](http://palladiocanada.com)

**Kirk Freeport**, 893 GT Cardinal Ave., Georgetown, Grand Cayman, Cayman Islands, +1345 949 7477, [kirkfreeport.net](http://kirkfreeport.net)

**Casa Del Vecchio**, C.C. Arkadia, Zona 10 Local 326, Guatemala, +11 502 5702 8916, [casadelvecchio.com](http://casadelvecchio.com)

**Be Watch**, Centro Commercial Antea Lifestyle Center, 76127 Querétaro, Mexico, +52 442 2460400, [joyeriasbewatch.com.mx](http://joyeriasbewatch.com.mx)

**Fuentes Joyeros**, Centro Commercial Interlomas, Av. Magnocentro 5, Col. San Fdo., La Herradura Huixquilucan, 52786

Estado de México, Mexico, +52 55 52900406

**Liverpool Insurgentes**, Av. Insurgentes Sur No. 1310, Colonia Del Valle., 03100 Delegacion Benito Juarez, Mexico, +52 54 80 13 00

**Liverpool Interlomas**, Vialidad de la Barranca No. 6, Colonia Exhacienda Jesus del Monte, 52787 Municipio de Huixquilucan, Mexico, +52 30 88 23 00

**Liverpool Villahermosa Albabrisa**, Blvd. Circuito Interior Carlos Pellicer Camara # 129, Centro Comercial Altabrisa, 86190 Villahermosa, Mexico, +52 993 310 69 00

**Liverpool Zapopan**, Av. Patria 2085, Fracc. Plaza Andares, 45080 Zapopan, Mexico, +52 33 36 48 17 00

**Masters Joyeros**, Plaza Carso, Planta Alta, Lago Zurich 245, Col. Ampliacion Granada, 11529 México D.F, Mexico, +52 55 55 57 91 39

**Shiva's Gold and Gems**, Trident Jewelers, 70-75 Front Street, Philipsburg, St. Maarten N.A., +1 721 542 5946, [shivasjewelers.com](http://shivasjewelers.com)

**John Bull**, 284 Bay St., Nassau, Bahamas, +1 242 363 3956, [johnbull.com](http://johnbull.com)

**Jewels - Little Switzerland**, 37 Dronnignans Gade, 00802, St. Thomas, Virgin Islands, +1 340 777 4222, [littleswitzerland.com](http://littleswitzerland.com)

## USA

**Armel Jewelers**, Bay Street Village & Town Center, 3976 Destination Drive, 34229 Osprey, FL, +1 941 966 5878, [armeljewelers.com](http://armeljewelers.com)

**Armel Jewelers**, St. Armands Circle, 22 North Boulevard of the Presidents,

34236 Sarasota, FL, +1 941 388 3711, [armeljewelers.com](http://armeljewelers.com)

**Armstrong Rockwell**, 150 Trumbull Street, 06103 Hartford, CT, +1 860 246 9858, [armstrongrockwell.com](http://armstrongrockwell.com)

**Barons Jewelers**, 4870 Dublin Blvd, 94568 Dublin, CA, +1 925 452 1700, [baronsjewelers.com](http://baronsjewelers.com)

**Barry Peterson Jewelers**, 511 Sun Valley Road, 83340 Ketchum, ID, +1 208 726 5202, [barrypeterson.com](http://barrypeterson.com)

**Bernie Robbins**, The Promenade at Sagemore, 500 Route 73 South, 08053 Marlton, NJ, +1 856 985 4500, [bernierobbins.com](http://bernierobbins.com)

**Bernie Robbins**, 775 East Lancaster Avenue, 19085 Villanova, PA, +1 610 971 2446, [bernierobbins.com](http://bernierobbins.com)

**Bigham Jewelers**, 2425 Tamiami Trail North, 34103 Naples, FL, +1 239 434 2800, [bighamjewelers.com](http://bighamjewelers.com)

**Breckenridge Jewelers**, 215 South Main Street, 80424 Breckenridge, CO, +1 970 453 4370, [breckenridgejewels.com](http://breckenridgejewels.com)

**Caribbean Gems**, 105 Main Street, 99901 Ketchikan, AK, +1 907 225 7300, [caribbeangems.com](http://caribbeangems.com)

**Cezanne Jewelers**, 79 Maryland Ave., 21401 Annapolis, MD, +1 410 263 1996, [cezannejewelers.com](http://cezannejewelers.com)

**CH Premier Jewelers**, 2855 Stevens Creek Blvd., 95050 Santa Clara, CA, +1 408 983 2688, [chpremier.com](http://chpremier.com)

**Chong Hing Jewelers**, 18436 Colima Road, 91748 Rowland Heights, CA, +1 626 810 8883, [chonghing.com](http://chonghing.com)

**Chong Hing Jewelers**, Goldsmith Corporation Ltd., 140 W. Valley Blvd.

#120, 91776 San Gabriel, CA, +1 626 280 9195, [chonghing.com](http://chonghing.com)

**Clarkson Jewelers**, 1306 C. Clarkson/Clayton Center, 63011 Ellisville, MO, +1 636 227 2006, [clarksonjewelers.com](http://clarksonjewelers.com)

**Costello Jewelry Co.**, 474 N. Main St., 60137 Glen Ellyn, IL, +1 630 790 3272, [costello.net](http://costello.net)

**Costello Jewelry Co.**, 33 W. Jefferson, 60540 Naperville, IL, +1 630 355 1311, [costello.net](http://costello.net)

**D'amore jewelers**, 731 Anderson Avenue, 07010 Cliffside Park, NJ, +1 201 945 0530, [damorejewelers.com](http://damorejewelers.com)

**Daniele Trissi**, 14 16 Spencer Place, 10583 Scarsdale, NY, +1 914 723 4500, [danieletrissi.com](http://danieletrissi.com)

**Darakjian Jewelers**, 101 Willits Street, 48009 Birmingham, MI, +1 248 356 7140, [darakjian.com](http://darakjian.com)

**Dejaun Jewelers**, The Oaks Shopping Center, 424 W. Hillcrest Drive, 91360 Thousand Oaks, CA, +1 805 495 1425, [dejaun.com](http://dejaun.com)

**Elizabeth Diamond Company**, 7245 Far Hills Ave., 45459 Dayton, OH, +1 937 434 0003, [shopedc.com](http://shopedc.com)

**Feldmar Watch Company**, 9000 West Pico Boulevard, 90035 Los Angeles, CA, +1 310 274 8016, [feldmarwatch.com](http://feldmarwatch.com)

**Gasper Jewelers**, 447 Alvarado Street, 93940 Monterey, CA, +1 831 375 5332, [gaspersjewelers.com](http://gaspersjewelers.com)

**Gunderson's Jewelers**, Village Pointe, 17255 Davenport St., 68118 Omaha, NE, +1 402 935 6332, [gundersons.com](http://gundersons.com)

**Gunderson's Jewelers**, Lakeport Commons, 4830 Sergeant Road,

# MANERO

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## PERIPHERAL

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The Manero Peripheral combines sophisticated modern engineering with classic watchmaking. It houses a CFB A2000 caliber, which was designed and produced entirely in the watchmaker's own workshops after several years of development. The Manero Peripheral is available in six versions, including stainless steel models.



### Stand-out feature

The CFB A2050 movement is featured in the new Manero Peripheral, with the small seconds at six o'clock and the date at three o'clock.

51106 Sioux City, IA, +1 712 255 7229,  
gundersons.com

**Gunderson's Jewelers**, Bridges at 57th,  
2109 W. 57th St., 57108 Sioux Falls, SD,  
+1 605 338 9060, gundersons.com

**Harold Jaffe Jewelers**, 4211 Talmadge  
Road, 43623 Toledo, OH, +1 419 472  
4480, haroldjaffe.com

**Isaac Jewelers**, Kierland Commons,  
15044 N. Scottsdale Rd., #130, 85254  
Scottsdale, AZ, +1 480 941 9090,  
isaacjewelers.com

**J. Brooks Jewelers**, Fashion Plaza, 152  
East Winchester St., 84107 Murray, UT,  
+1 801 266 4747, jbrooksjewelers.com

**J. Scott Jewelers**, 114 Beaver Creek  
Plaza, 81620 Beaver Creek, CO, +1 970  
949 7020, jscottjewels.com

**J. Vincent Jewelers**, 420 State Route  
34, #301, 07722 Colts Neck, NJ, +1 732  
256 4410, jvincent.com

**J.R. Dunn Jewelers**, 4210 N Federal  
Hwy, 33064 Lighthouse Point, FL, +1 954  
782 5000, jrdunn.com

**Kenjo**, 40 West 57th St., 10019 New  
York, NY, +1 800 548 8463, kenjo.net

**Kimball's Jewelers**, 6464 Kingston Pike,  
37919 Knoxville, TN, +1 865 584 0026,  
kimballsjewelers.com

**King Jewelers**, 18265 Biscayne  
Boulevard, 33160 Aventura, FL, +1 305  
935 4900, kings1912.com

**Lester Lampert**, 7 E. Huron St.,  
60611 Chicago, IL, +1 800 228 9436,  
lesterlampert.com

**London Jewelers**, 2 Main Street, 11937  
East Hampton, NY, +1 631 329 3939,  
londonjewelers.com

**London Jewelers**, 28 School Street,  
11542 Glen Cove, NY, +1 516 671 3154,  
londonjewelers.com

**London Jewelers**, 180 Wheatley Plaza,  
11548 Greenvale, NY, +1 516 621 8844,  
londonjewelers.com

**London Jewelers**, Americana  
Manhasset, 2046 Northern Boulevard,  
11030 Manhasset, NY, +1 516 627 7475,  
londonjewelers.com

**London Jewelers**, 47 Main Street,  
11968 Southampton, NY, +1 631 287 4499,  
londonjewelers.com

**Louis Anthony**, 1775 North Highland  
Road, 15241 Pittsburgh, PA, +1 412 854  
0310, louisanthony.com

**Mazzarese**, Parkway Plaza, 4850 W.  
135th Street, 66224 Leawood, KS, +1 800  
735 5112, mazzarese.com

**Morgans Jewelers**, 50-C Peninsula  
Center, 90274 Rolling Hills Estates, CA,  
+1 310 541 2052, moyerfinejewelers.com

**Moyer Fine Jewelry**, 14727 Thatcher  
Lane, 46032 Carmel, IN, +1 317 844 9003,  
morgansjewelers.com

**Old Northeast Jewelers**, 1131 4th Street  
North, 33701 St. Petersburg, FL, +1 727  
898 4377, oldnortheastjewelers.com

**Old Northeast Jewelers**,  
Tampa International Plaza Mall,  
2223 N. West Shore Blvd., Suite 171,  
33607 Tampa, FL, +1 813 875 8899,  
oldnortheastjewelers.com

**Packouz Jewelers**, 522 SW Broadway,  
97205 Portland, OR, +1 503 228 3111,  
packouzjewelers.com

**Provident Jewelers**, 15245 South  
Tamiami Trail, Ste. 15, 33908 Fort Meyers,  
FL, +1 239 274 7777, providentjewelry.com

**Provident Jewelers**, 125 Worth Ave.,  
33480 Palm Beach, FL, +1 561 833 0550,  
providentjewelry.com

**Provident Jewelers**, 331 Clematis St.,  
33401 West Palm Beach, FL, +1 561 833  
7755, providentjewelry.com

**Provident Jewelers**, 828 W. Indiantown  
Road, 33458 Jupiter, FL, +1 561 747 4449,  
providentjewelry.com

**Radiance**, ARIA Resort & Casino Las  
Vegas, 3730 Las Vegas Blvd. South,  
89109 Las Vegas, NV, +1 702 590 8725,  
aria.com

**Sandler's Diamonds & Time**, 1231  
Lincoln Street, 29201 Columbia, SC,  
+1 803 788 1590, sandlerjewelry.com

**Shannon Fine Jewelry**, 6944 Cypress  
Creek Pkwy, 77069 Houston, TX, +1 281  
893 1175, shannonfinejewelry.com

**Shannon Fine Jewelry**, 1440 Lake  
Woodlands Drive, 77380 The  
Woodlands, TX, +1 281 364 7172,  
shannonfinejewelry.com

**Sollberger's**, 1111 Highland Colony Pkwy,  
39157 Ridgeland, MS, +1 601 853 1777,  
sollbergers.com

**Stafford Jewelers**, Kenwood Mall, 7875  
Montgomery Road, 45236 Cincinnati,  
OH, +1 513 891 5200,  
staffordjewelers.com

**Steiners Jewelry**, 231 S. San Mateo  
Drive, 94401 San Mateo, CA, +1 650 342  
1824, steinersjewelry.com

**Swiss Watch Gallery**, 940 The Shops at  
Mission Viejo, 92691 Mission Viejo, CA,  
+1 949 364 2500, swisswatchgallery.com

**Timeless Luxury Watches**, 6950  
Lebanon Road, Suite 103, 75034 Frisco,  
TX, +1 214 494 4241,

timelessluxwatches.com

**Tourneau**, The Forum Shops at Caesars,  
3500 Las Vegas Blvd. South #F 07,  
89109 Las Vegas, NV, +1 702 732 8463,  
tourneau.com

**Tourneau**, 3 Bryant Park, 1095 Avenue of  
the Americas, 10036 New York, NY,  
+1 212 278 8041, tourneau.com

**Twila True by Mardo Jewelers**, 980  
West Coast Highway, 92663 Newport  
Beach, CA, +1 949 675 1701, twilatrue.com

**Watch Connection**, 3033 South Bristol  
Street, 92626 Costa Mesa, CA, +1 714 432  
8200, watchconnection.com

**Westime**, 216 North Rodeo Drive, 90210  
Beverly Hills, CA, +1 310 888 8880,  
westime.com

**Westime**, 8569 West Sunset Boulevard,  
90069 West Hollywood, CA, +1 310 289  
0808, westime.com

**William Barthman Jewelers**, 1118 Kings  
Highway, 11229 Brooklyn, NY, +1 718 375  
1818, williambarthman.com

**Wynn Las Vegas**, 3131 Las Vegas Blvd.  
South, 89109 Las Vegas, NV, +1 702 770  
3520, wynnlasvegas.com

**London Oculus Center**, Westfield  
World Trade Center, 185 Greenwich St.,  
LL 4045, 10007 New York, NY,  
+1 212-381-9455

### ASIA

**DFS (Cambodia) Limited**, No. 18 Street  
432, Sangkat Boeung Trabek, Khan  
Chamkarmorn, 12000 Phnom Penh City,  
Cambodia

**Bijem**, Le Saint Geran Hotel, Ground  
Floor, Poste de Flacq, Mauritius, +230  
54235967, bijem.com

# MANERO FLYBACK

The new Manero Flyback by Carl F. Bucherer offers short-time measurement with added magic. The classic design houses an intricate chronograph movement controlled by a gear-wheel and features an additional Flyback function. The Manero Flyback is available in either a rose gold or stainless steel case.



## Stand-out feature

Flyback means the chronograph hands fly back to zero when the stopwatch is reset, so the hands can resume immediately.

**Bijem**, Le Prince Maurice Hotel, Route Choisy, Ground Floor, Poste de Flacq, Mauritius, +230 54235967, [bijem.com](http://bijem.com)

**Maradiva Villas Resort & Spa**, Wolmar, Mauritius, +230 453 81 99

**DFS, T Galleria**, Scotts Road 25, 228220 Singapore, +65 6229 8100

## CHINA, HONG KONG & MACAU

**Changchun International Watch**, Changchun International Building, 478 Chongqing Road, Changchun, Jilin, 130041 Changchun, +86 431 88913168

**Emperor Watch & Jewellery**, Haiyi Hotel, 68 Zourong Road, Yuzhong District, 400010 Chongqing, +86 23 63828329, [emperorwatchjewellery.com](http://emperorwatchjewellery.com)

**Emperor Watch & Jewellery Ltd.**, Beijing Scitech Plaza, 22 Jianguo Road, Chaoyang District, 100022 Beijing, +86 10 85110922, [emperorwatchjewellery.com](http://emperorwatchjewellery.com)

**Harbin Qiulin Watch**, Harbin Qiuling Department Store, 320 East Dongdazhi Street, Nangang District, 150001 Harbin, +86 451 87157585

**Harmony World Watch**, Beijing Xidan Department Store, 120 North Road, Xicheng District, 100031 Beijing, +86 10 66011216

**Harmony World Watch**, Changchun Department Store, 1881 Renming Street, Chaoyang District, 130061 Changchun, +86 431 88987487

**Harmony World Watch**, Chongqing Nanping Shopping Mall, 8 North Nanping Road, Nan'an District, 400060 Chongqing, +86 23 88306130

**Harmony World Watch**, Chongqing

New Century Department Store, 1 North Xinjian Road, Jiangbei District, 400020 Chongqing, +86 23 89188879

**Harmony World Watch**, Shop 195, Hangzhou Mixc Department Store, 701 Fuchun Road, Jianggan District, 310016 Hangzhou, +86 571 89705710

**Harmony World Watch**, Hefei Wanda Department Store, 130 Ma Anshan Road, Baohe District, 230061 Hefei, +86 551 62891586

**Harmony World Watch**, Huhhot Minzu Store, 7 West Zhongshan Road, 010020 Huhhot, Huimin District, Inner Mongolia, +86 471 6932598

**Harmony World Watch**, Luoyang Wang Fujing Plaza, 429 Zhongzhouzhong Street, 471000 Luoyang, +86 379 63263696

**Harmony World Watch**, Nanchang Baisheng Department Store, 177 Zhongshan Road, 330000 Nanchang, +86 791 86733236

**Harmony World Watch**, Harmony Shenyang 1928, 312 North Nanjing Road, Heping District, 110001 Shenyang, +86 24 83830709

**Harmony World Watch**, Huarun Grand Hyatt, 1881 South Baoan Road, Luohu District, 518001 Shenzhen, +86 755 82668369

**Harmony World Watch**, Taiyuan World Trade Shopping Centre, 69 Fuxi Street, Shanxi, 030002 Taiyuan, +86 351 8689400

**Harmony World Watch**, Harmony Xian Haomen Boutique, 36 South Street, Beilin District, 710001 Xi'an, +86 29 87263151

**Harmony World Watch**, Xian Kaiyuan Department Store (Xishaomen), Cross southeast, Xishao Door, Lianhu District, 710000 Xi'an, +86 29 62829351

**Harmony World Watch**, Xian Kaiyuan Department Store (Zhonglou), 6 East Jiefang Road, Beilin District, 710000, Xi'an, +86 29 87235469

**Harmony World Watch**, Yinchuan Xinhua Department Store, 97 Xinhua Street, Xingqing District, 750001 Yinchuan, +86 951 6083021

**Hengdeli Group Ltd.**, Beijing Department Store, 253-255 Wangfujing Street, Dongcheng District, 100006 Beijing, +86 10 85115758

**Hengdeli Group Ltd.**, Beijing ShuangAn Department Store, 28 North Third Ring West Road, Haidian District, 100086 Beijing, +86 10 62138820

**Hengdeli Group Ltd.**, Sanbao Watch, Wangfujing Plaza, 99 Qinxian Road, Xiaodian District, Shanxi, 030006 Taiyuan, +86 351 7887127

**Hengdeli Watch Jiamusi**, Hengdeli Watch, Jiamusi Store, 134 Zhongshan Road, 154002 Jiamusi, +86 454 8888555

**Shanghai Orient Shopping Mall**, Orient Shopping Mall, 8 North Caoxi Road, 200030 Shanghai, +86 21 64870000

**Shanghai Sanlian Group**, Sanlian Department Store, 456 East Nanjing Road, Huangpu District, 200001 Shanghai, +86 21 63222183

**Carl F. Bucherer Boutique Hong Kong**, Shop A3, Ground Floor, 1 Yee Wo Street, Causeway Bay, Hong Kong, +852 2882 2302

**Carol's Watch**, Shop 59 60, Mirador

Mansion, 54 64B Nathan Road, Tsimshashui, Kowloon, Hong Kong, +852 2311 1433, [carols.com.hk](http://carols.com.hk)

**Carol's Watch**, Shop E, Golden Glory Mansion, 16 Carnarvon Road, Tsimshashui, Kowloon, Hong Kong, +852 2366 0221, [carols.com.hk](http://carols.com.hk)

**King's Watch Co. Ltd.**, 49 Queen's Road, Central, Hong Kong, +852 2522 3469, [kingswatch.com.hk](http://kingswatch.com.hk)

**La Suisse Watch Co. Ltd.**, 719 Nathan Road, Mongkok, Kowloon, Hong Kong, +852 2394 1692

**Oriental Watch Co. Ltd.**, 133 Des Voeux Road, Central, Hong Kong, +852 2545 0927, [orientalwatch.com](http://orientalwatch.com)

**Oriental Watch Co. Ltd.**, Shop B & C, Ground Floor, Kowloon Building, 555 Nathan Road, Yau Ma Tei, Kowloon, Hong Kong, +852 2384 8103, [orientalwatch.com](http://orientalwatch.com)

**Oriental Watch Co. Ltd.**, Hong Kiu Mansion, 313 Nathan Road, Jordan, Kowloon, Hong Kong, +852 2543 9810, [orientalwatch.com](http://orientalwatch.com)

**Prince Jewellery & Watch Co.**, Shop B C, 58 Russell Street, Causeway Bay, Hong Kong, +852 2776 0688, [princejewellerywatch.com](http://princejewellerywatch.com)

**Prince Jewellery & Watch Co.**, 16 Kai Chui Road, Causeway Bay, Hong Kong, +852 2895 6688, [princejewellerywatch.com](http://princejewellerywatch.com)

**Prince Jewellery & Watch Co.**, Prestige Tower, 23-25 Nathan Road, Tsimshashui, Kowloon, Hong Kong, +852 2739 2333, [princejewellerywatch.com](http://princejewellerywatch.com)

**Prince Jewellery & Watch Co.**, Bo Yip Building, 10 Peking Road, Tsimshashui,

# PATRAVI

## TRAVELTEC BLACK

The new Patravi TravelTec by Carl F. Bucherer in deep matt black is designed not to blend in but to impress. The robust DLC coating transforms the GMT chronograph into a grand statement on your wrist, combining three time zones in one watch – making this the ideal model for frequent travellers.



### Stand-out feature

The diamond-like carbon finish allows an especially dark black colour with a matt finish.

Kowloon, Hong Kong, +852 2369 2123,  
princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Ocean Centre, 3 27 Canton Road, Tsimshashui, Kowloon, Hong Kong, +852 2736 6636,  
princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Ocean Terminal, 3 27 Canton Road, Tsimshashui, Kowloon, Hong Kong, +852 2311 4432, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Landmark North, 39 Lung Sum Avenue, Shek Wu Hui, Sheung Shui, New Territories, Hong Kong, +852 2323 2308,  
princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Yuen Long Plaza, Yuenlong, New Territories, Hong Kong, +852 2793 0020,  
princejewellerywatch.com

**Prince Jewellery & Watch Co.**, 49-52 Haiphong Road, Tsimshashui, Kowloon, Hong Kong, +852 2367 8871,  
princejewellerywatch.com

**Prince Jewellery & Watch Co.**, V City, 83 Heung Sze Wui Road, Tuen Mun, New Territories, Hong Kong, +852 2362 0213, princejewellerywatch.com

**Swisment Watch International**, Kowloon Bay International Trade & Exhibition Centre, 1 Trademart Drive, Kowloon Bay, Kowloon, Hong Kong, +852 2155 1197

**The Grand Mall**, Kwun Tong Harbour Plaza, 182 Wai Yip Street, Kwun Tong, Kowloon, Hong Kong, +852 2122 9696

**Time Watch**, Railway Plaza, 39 Chatham Road, Tsimshashui, Kowloon, Hong Kong, +852 2723 9989, timewatch.com.hk

**Tung Hing Watch Co. Ltd.**, 617-619

Nathan Road, Mongkok, Kowloon, Hong Kong, +852 2994 0008

**Wah Hing Watch Co. Ltd.**, 646 Nathan Road, Mongkok, Kowloon, Hong Kong, +852 2396 0680

**Zhong Xing Watch Co.**, 581 Nathan Road, Mongkok, Kowloon, Hong Kong, +852 2710 8166

**Oriental Watch Co. Ltd.**, The Macau Square, No. 47 53, Avenida di Infante D. Henrique, Macau, +853 2871 7323,  
orientalwatch.com

**Xu Xing Long Watch Ltd.**, Avn de Almeida Ribeiro, 345.R/C, Macau, +853 2835 7081

### INDIA

**Ethos Summit**, UB City, Vittal Mallya Road, Canberra Block, 560001, Bangalore, +91 804 099 9621,  
ethoswatches.com

**Ethos Summit**, Select City Walk, District Centre Saket, 110017, New Delhi, +91 114 058 8700, ethoswatches.com

**Ethos Summit**, Elante Mall 178, Industrial & Business Park, Phase 1, 160002 Chandigarh, +91 172 466 3008/4008,  
ethoswatches.com

**Ethos Summit**, Palladium Mall, High Street Phoenix, 462 Senapati Bapat Marg, Lower Parel, 400013, Mumbai, +91 226 615 130 89, ethoswatches.com

**Ethos Swiss Watch Studios**, International Departure, Kempegowda International Airport, Devanhalli, 560300 Bangalore, +91 982 097 6762,  
ethoswatches.com

**Ethos Swiss Watch Studios**, IGI International Airport T3, 110038 New

Delhi, +91 114 963 343 89,  
ethoswatches.com

**Ethos Swiss Watch Studios**, Adugodi Road, Koramangala, 560095 Bangalore, +91 802 206 7784, ethoswatches.com

**Ethos Swiss Watch Studios**, Inorbit Mall Ethos, 500081 Hyderabad, +91 404 020 2881/82, ethoswatches.com

**Ethos Swiss Watch Studios**, Inorbit Mind Space Malad (W), 400064 Mumbai, +91 226 640 6991/92,  
ethoswatches.com

**Ethos Swiss Watch Studios**, New Udaan, Bhavan, 110037 New Delhi, +91 114 963 3438/39, ethoswatches.com

**Ethos Watch Care**, The Forum Mall, Adugodi Main Road, Koramangala, 560095 Bangalore, ethoswatches.com

**Master of Time By Ethos**, Chatrapati Shivaji International Airport, Sahar Road, Andheri, 400099 Mumbai, +91 988 805 011 01, ethoswatches.com

### JAPAN

**Abeno Harukas Kintetsu**, Tower Bldg. 11F, 11 43, Abenosuji, Abeno ku, 545 8545 Osaka, +81 6 6627 0102,  
abenoharukas.d-kintetsu.co.jp

**Best Shinjuku**, 3 17 12, Shinjuku, Shinjuku ku, 160 0022, Tokyo, +81 3 5360 6800,  
ishida-watch.com/shop\_guide/shinjuku

**Entetsu Department Store**, Sunayama cho, Naka ku, 430 8588 Hamamatsu, +81 53 457 0001, endepa.com

**Fukuoka Tenjin ten Daimaru**, East Bldg. 4F, 1 4 1, Tenjin, Chuo ku, 810 8717 Fukuoka, +1 92 712 8181, daimaru.co.jp/fukuoka

**Fukuya Hacchobori ten**, 7F, 6 26, Ebisu

cho, Naka ku, 730 0021 Hiroshima, +81 82 246 6111, fukuya-dept.co.jp/honten

**Hidaka Honten Pro Shop**, 3 4 6, Tachibanadorihigashi, 880 0805 Miyazaki, +81 985 26 1102,  
hidakahonten.jp

**Ikebukuro Seibu**, 6F, 1 28 1, Minamiikebukuro, Toshima ku, 171 8569 Tokyo, +81 3 3981 0111, sogo-seibu.jp/ikebukuro

**Ikebukuro Tobu**, 6F 10, 11 25, Nishiikebukuro, Toshima ku, 171 8512 Tokyo, +81 3981 2211, tobu-dept.jp/ikebukuro

**Jewelry & Watch Watanabe**, 17 9, Wakamatsu cho, 680 8601 Hakodate, +81 138 23 4111, watanabe-honten.com

**Jewelry/Watch boutique IKEDA plus**, 1 22, Higashi Senbacho, 770 0911 Tokushima, +81 88 678 3080, ikd-grp.com

**Kamine Toaroad**, 3 1 22, Sannomiya cho, Chuo ku, 650 0021 Kobe, +81 78 321 0039, kamine.co.jp

**Kijinkan**, 1F, 2 7 10, Nippombashi, Chuo ku, 542 0073 Osaka, +81 6 6636 6630,  
kijinkan.co.jp

**Kochi Daimaru**, 3F, 1 6 1, Obiay machi, 780 0841 Kochi, +81 88 822 5111, kochi-daimaru.co.jp

**Kokura Izutsuya**, Main Bldg. 6F, 1 1, Senbamachi, Kokurakita ku, 802 0007 Kitakyushu, +81 93 522 3111, izutsuya.co.jp

**Kyoto Takashimaya**, 5F, 52 Nishiiru Shincho, Shinjo Kawaramachi, Shimogyo ku, 600 8520 Kyoto, +81 75 221 8811,  
takashimaya.co.jp/kyoto

**Matsuzakaya Nagoya ten**, 3 16 1, Sakae, Naka ku, 460 8430 Nagoya, +81 52 264 2689, matsuzakaya.co.jp/nagoya

# PATRAVI

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## TRAVELTEC II

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### ROSEGOLD

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Presented in rose gold and blackened titanium, this unique chronograph with three time zones makes for an elegant travelling companion. The Patravi TravelTec family has captured the hearts of Carl F. Bucherer connoisseurs and aficionados for over ten years, this Patravi TravelTec II jubilee model now gleams in rose gold and blackened titanium.



#### Stand-out feature

The warm rose gold combines with a black dial and strap for an eye-catching, bold timepiece.

**Okazaki Seibu**, 3F, 38 5, Tosaki cho, aza, Toyama, 444 8710 Okazaki, +81 564 59 3149, [sogo-seibu.jp/okazaki](http://sogo-seibu.jp/okazaki)

**Ryubo**, 5F, 1 1 1, Kumoji, 900 0015 Naha, +81 98 867 8644, [ryubo.jp](http://ryubo.jp)

**Seibu PISA Watch & Jewelry Salon**, The Prince Park Tower Tokyo 1F, 4 8 1, Shibakoen, Minato ku, 105 0011 Tokyo, +81 3 5400 0717, [chino-j.co.jp/original11.html](http://chino-j.co.jp/original11.html)

**Shinsaibashi Daimaru**, North Bldg. 12F, 1 7 1, Shinsaibashisuji, Chuo ku, 542 8501 Osaka, +81 6 6271 1231, [daimaru.co.jp/shinsaibashi](http://daimaru.co.jp/shinsaibashi)

**Okayama Takashimaya**, 7F, 6 40, Honmachi, Kita ku, 700 0901 Okayama, +81 86 232 1111, [takashimaya.co.jp/okayama](http://takashimaya.co.jp/okayama)

**Yamaguchi Izutsuya**, 3F, 3 3, Nakaichi cho, 753 0086 Yamaguchi, +81 83 925 5513, [izutsuya.co.jp/storelist/yamaguchi/](http://izutsuya.co.jp/storelist/yamaguchi/) Nihombashi

**Nihombashi Takashimaya Watch Maison**, 31 8 Nihombashi, Chuo ku, 103 0027 Tokyo, +81 3 3211 4111, [takashimaya.co.jp](http://takashimaya.co.jp)

**Osaka Takashimaya Watch Maison**, 5 1 5, Namba, Chuo ku, 542 8510 Osaka, +81 6 6631 1101, [takashimaya.co.jp/osaka](http://takashimaya.co.jp/osaka)

**Okayama Temmaya**, 3F, 2 1 1, Omotemachi, Kita ku, 700 8625 Okayama, +81 86 231 7111, [tenmaya.co.jp/okayama](http://tenmaya.co.jp/okayama)

**Tokyo Daimaru**, 10F, 1 9 1, Marunouchi, Chiyoda ku, 100 6701 Tokyo, +81 3 3212 8011, [daimaru.co.jp/tokyo](http://daimaru.co.jp/tokyo)

**Tottori Daimaru**, 4F, 2 151, Imacho, 680 8601 Tottori, +81 857 25 2111, [daimaru-tottori.co.jp](http://daimaru-tottori.co.jp)

#### TAIWAN

**Basel Watch Gallery**, No.16, Ln. 35, Jihu Road, Neihu, 114 Taipei, +886 2 2659 2330

**Century Watch Co.**, No.6, Ln. 180, Sec. 6, Minquan E. Road, Neihu, 114 Taipei, +886 2 7743 7988

**Ever Rich D.F.S. Corporation**, Duty Free Plaza Kinmen, No.198, Sec. 2, Taihu Rd., Jinhu Township, 891 Kinmen County, +886 82 322 733, [everrich-group.com.tw](http://everrich-group.com.tw)

**Ever Rich D.F.S. Corporation**, Duty Free Plaza, No.129, Jinzhuang Road, Neihu, 114 Taipei, +886 2 8792 3999, [everrich-group.com.tw](http://everrich-group.com.tw)

**Ever Rich D.F.S. Corporation**, Taoyuan International Airport T1, Hangzhan S. Road, Dayuan Township, 337 Taoyuan City, +886 3 398 3497, [everrich-group.com.tw](http://everrich-group.com.tw)

**Formosa O6**, No.115, Dayong Road, Yancheng, 803 Kaohsiung, +886 7 551 8156

**Formosa 11**, No.171, Zhongzheng Road, West Central, 700 Tainan, +886 6 225 3184

**Jin Shih Tang Watch Co.**, No.310, Zhongshan Road, North, 300 Hsinchu, +886 3 525 8188

**Jing Guang Tang Watches Co.**, Chungyo Dept Store, No.161 Sanmin Road North, 404 Taichung, +886 4 2223 4621

**Kin Kong Watch Co.**, No.432, Linsen N. Road, Zhongshan, 104 Taipei, +886 2 2560 1530

**King's Sign Watch Co. Ltd.**, Poh Ei Shop, No.33, Bo ai Road, Zhongzheng, 100 Taipei, +886 2 2312 2772, [kingsignwatch.com](http://kingsignwatch.com)

**King's Sign Watch Co. Ltd.**, Zhongxiao Shop, No.235, Sec. 4 Zhongxiao E. Road, Da an, 106, Taipei, +886 2 2751 9866, [kingsignwatch.com](http://kingsignwatch.com)

**Pao Yee Watch Co.**, No.51, Nanmen Street, Banqiao, 220, New Taipei, +886 2 2968 8069

**Shi Mei Chai Watch Co.**, No.151, Meicun Road, West, 403 Taichung, +886 4 2310 8981

**Tasa Meng**, Taoyuan International Airport Tasa Meng T2, Hangzhan S. Road, Dayuan Township, 337 Taoyuan City, +886 3 3383 3133

**Tien Yen Tai Optical Watch Co. Ltd.**, No.202, Zhongzheng Road, Fengyuan, 420 Taichung, +886 4 2525 0428

**Time Watch Enterprise Co.**, No.152, Jiankang Road, Songshan, 105 Taipei, +886 2 7706 9880

**Yuan Henry Watch Co.**, No.742, Dadun Road, Nantun, 408 Taichung, +886 4 2323 1166

**Yung Hsin Watch Co.**, No.28, Zhongcheng Road, Shilin, 111 Taipei, +886 2 8866 1975

**Yung Hsin Watch Co.**, No.99, Tongde 6th Street, Taoyuan Dist., 330 Taoyuan City, +886 3 316 0002

#### MIDDLE EAST

**Watch House**, Al Wahat Centre No. 38, Hay Al Andous Street, 657, Tripoli, Libya, +218 913728096

**Muscat Watch Centre**, Bareeq Al Shatti Shopping Centre, Ground Floor, Al Shatti, Muscat, Oman, +968 950 46 623, [muscatwatchcentre.com](http://muscatwatchcentre.com)

**Rivoli Doha City Centre**, 2nd Floor, Doha City Centre, Westbay Area, Doha, Qatar, 974 4 4833679, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Prestige**, Doha City Centre, 4th Street, Doha, Qatar, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Burjuman Center**, Burjuman Center, Dubai, UAE, +971 4 3555191, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Dubai Mall**, Sheikh Zayed Road, Dubai, UAE, +971 4 3398496, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Mall of the Emirates**, Mall of the Emirates, Al Barsha, Dubai, UAE, +971 4 3413121, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Prestige Al Qasr**, Jumeirah Al Qasr Hotel, Madinat Jumeirah, Dubai, UAE, +971 4 4342442, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Prestige Burj Al Arab**, Burj Al Arab Hotel, Dubai, UAE, +971 4 3487281, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Prestige Deira City Center**, Deira City Centre, Deira, Dubai, UAE, +971 4 295 4496, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Prestige The Galleria**, The Galleria Mall / Sowwah Square, Al Maryah Island, Abu Dhabi, UAE, +971 2 643 2204, [rivoligroup.com](http://rivoligroup.com)

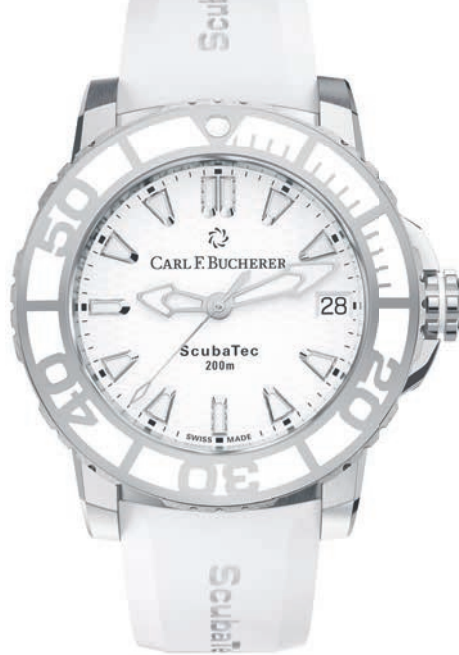
**Rivoli Prestige Zabeel Saray**, Zabeel Saray Hotel, The Palm Jumeirah, Crescent Road (West), Dubai, UAE, +971 4 4508019, [rivoligroup.com](http://rivoligroup.com)

**Rivoli Wafi**, WAFI City, Dubai, UAE, +971 4 3246675, [rivoligroup.com](http://rivoligroup.com)

# PATRAVI SCUBATEC

## WHITE

The Patravi ScubaTec perfectly combines functionality, sportiness and elegance, now in a 36mm case. Its elegance is emphasised by the predominance of white, making it a stylish companion for the summer and beyond.



### Stand-out feature

The robust stainless steel case can withstand pressures to a depth of 200m, while the hour-markers glow light blue at night.

#### EUROPE & SCANDINAVIA

**Bucherer**, Kärtnerstrasse 2, 1010 Vienna, Austria, +43 1 51 26 730, bucherer.com

**De Witte**, Rue au Beurre 22, 1000 Brussels, Belgium, +32 2 512 85 85, pdewitte.be

**De Witte**, Rue de l'Eglise 153, 1150 Brussels, Belgium, +32 2 771 58 77, pdewitte.be

**Bucherer**, Illum, Østergade 52, 1001 Copenhagen, Denmark, bucherer.com

**Altman**, Václavské Namesti 28, 11000 Prague, Czech Rep, +420 354 430 128, altman.cz

**Altman**, Prešovská 338/2, 30100 Pilsen, Czech Rep, +420 377 911 232, altman.cz

**Hodinarstvi Bechyně**, Václavské náměstí 10, 11000 Prague 1, Czech Republic, +420 608 080 874, hodinarstvibechyne.cz

**Isabella Shop**, Lazenska 24, 36001, Karlovy Vary, Czech Republic, +420 353 234 618, isabella-kv.cz

**Westerback**, Keskuskatu 5, 00100 Helsinki, Finland, +358 207 000 605, westerback.fi

**Bucherer**, 12 Boulevard des Capucines, 75009 Paris, France, +33 1 70 99 1888, bucherer.com

**Chadourne**, 6 rue de Babylone, 75006 Paris, France, +33 145 481 943, arnaudchadourne.com

**Julian Joailliers**, Galerie Espace Diamant, 73120 Courchevel, France, +33 4 79 08 31 80, julian-joailliers.fr

**Julian Joailliers**, Passage du Port, 83990 Saint Tropez, France, +33 4 94 97 20 27, julian-joailliers.fr

**Apollo**, Schwangauer Strasse 1a, 87645 Schwangau, Germany, +49 8362 9242970

**Bucherer**, Hefnersplatz 4 6, 90402 Nuremberg, Germany, +49 911 20 51 70, bucherer.com

**Bucherer**, Friedrichstrasse 176-179, 10117 Berlin, Germany, +49 30 20 41 049, bucherer.com

**Bucherer**, Kurfürstendamm 45, 10719 Berlin, Germany, +49 30 88 04 030, bucherer.com

**Bucherer**, Königsallee 26, 40212 Dusseldorf, Germany, +49 211 32 80 83, bucherer.com

**Bucherer**, Kaiserstrasse 1, 60311 Frankfurt, Germany, +49 69 13 88 20, bucherer.com

**Bucherer**, Jungfernstieg 25, 20354 Hamburg, Germany, +49 40 34 34 67, bucherer.com

**Bucherer**, Neuhauser Strasse 2, 80331 Munich, Germany, +49 89 29 82 83, bucherer.com

**Bucherer**, Palais an der Oper, Residenzstrasse 2, 80333 Munich, Germany, +49 89 23 88 54 60, bucherer.com

**Drubba Moments**, Seestrasse 39, 79822 Titisee-Neustadt, Germany, +49 7651 98 12 00, drubba.com

**German Style Jeweller**, Thomas-Wimmer-Ring 1, 80539 Munich, Germany, +49 89 23 24 92 89, gs-jeweler.com

**Juwelier Kühn**, Kaiser-Joseph-Str. 211, 79098 Freiburg, Germany, +49 76 13 38 10, juwelier-kuehn.de

**Juwelier Rödiger**, Sack 3, 38100 Braunschweig, Germany, +49 531 43 474,

juwelier-roediger.de

**Juwelier von Hofen**, Königstrasse 42, 70173 Stuttgart, Germany, +49 711 29 09 88, vonhofen.com

**Bucherer**, Alsterhaus, Jungfernstieg 16-20, 20354, Hamburg, Germany, bucherer.com

**Appleby Jewellers**, 5/6 Johnson's Court, Grafton Street, Dublin 2, Ireland, +353 1679 9572, appleby.ie

**Pisa Orologeria**, Via Pietro Verri 7, 20121 Milan, Italia, +39 02 762081, pisaorologeria.com

**Pasha Ltd**, Tole bi Str, 25, 50010 Almaty, Kazakhstan, +7 727 2938371

**Pasha Ltd**, 4 Sayarka Str, Radisson Hotel Astana, 10000 Astana, Kazakhstan, +7 725 70470

**Coster Diamonds**, Paulus Potterstraat 2, 1071 CZ Amsterdam, Netherlands, +31 20 305 5555, costerdiamonds.com

**Gassan Dam Square**, Rokin 15 (Dam), 1012 KK Amsterdam, Netherlands (NL), 31 20 624 5787, gassan.com

**Gassan Schiphol**, Vertrekpassage 214, 1118 AV Amsterdam Schiphol Airport, Netherlands, +31 20 405 99 20, gassan.com

**Veerman Juwelen**, Lindenlaan 28, 1271 BA Huizen, Netherlands, +31 35 523 0958, veermanjuwelen.nl

**Urmaker Thv. Thorbjørnsen**, Nytorget 12, 4013 Stavanger, Norway, +47 900 70 268, urmaker.no

**Urmakermester Per H. Christensen**, Karl Johans gt. 39, 162 Oslo, Norway, +47 224 25 983

**Jubitom**, Katowice Silesia City Center,

Ul. Chorzowska 1007, 40 101 Katowice, Poland, +48 667 778 092, jubitom.com

**Jubitom**, Bonarka City Center, Ul. Kamińskiego 11, 30 644 Krakow, Poland, +48 12 298 68 64, jubitom.com

**Jubitom**, C.H. Arkadia, Aleja Jana Pawła II 82, 00 175 Warszawa, Poland, +48 22 313 16 37, jubitom.com

**Jubitom**, Galeria Mokotow, Ul. Woloska 12, 02 675 Warszawa, Poland, +48 225 413 234, jubitom.com

**Bijuteria GIA**, Iulius Mall, str. A. Demetriade 1, 300088 Timisoara, Romania, +40 256 210003

**Paris Look**, Carrer de Casp 33A, 08010 Barcelona, Spain, +34 93 458 5804

**Joyeria Nicol's, C/** José Ortega y Gasset 11, 28006 Madrid, Spain, +34 91 577 6663

**El Corte Ingles, C/** Ramón Areces, S/N, 29660 Puerto Banús, Marbella, Spain, +34 965 925 001, elcorteingles.es

**El Corte Inglés de Alicante**, C/ Federico Soto 1 3, 3002 Alicante, Spain, +34 965 92 5001, elcorteingles.es

**El Corte Inglés de Castellana**, C/ Raimundo Fernández Villaverde 65, 28003 Madrid, Spain, +34 91 418 88 00, elcorteingles.es

**El Corte Inglés de Serrano**, Calle Serrano 47, 28001 Madrid, Spain, +34 91 432 54 90, elcorteingles.es

**Fredmans Ur AB**, Strandvägen 17, 11456 Stockholm, Sweden, +46 8 667 44 66, fredmansur.se

**Argos**, 54 Akdeniz Caddesi, Kemer, 07130 Antalya, Turkey, +90 242 814 70 40, argosjewelart.com

**Arte Gioia**, Akmerkez AVM, Zemin Kat



# PATHOS SWAN

Sparkling gemstones, set in rose and white gold, make the delicate Pathos Swan an exquisite jewellery watch and symbol of feminine beauty. A symbol of purity, elegance, love and beauty, the swan is also emblematic of Lucerne and its lake, reflected in the mother-of-pearl dial of this exceptional timepiece.



## Stand-out feature

Precisely 922 diamonds and sapphires adorn the case, dial and strap of this sophisticated ladies' watch.

116, Etiler, 34771 Istanbul, Turkey, +90 212 282 19 02, [artegioia.com](http://artegioia.com)

**Arte Gioia**, Istinyepark AVM, Giris Kat R410, Istinye, 34460 Istanbul, Turkey, +90 212 345 65 08, [artegioia.com](http://artegioia.com)

**Marka**, Kavok Sok. 8, Topcular, 07170 Antalya, Turkey, +90 242 340 63 77

**Olympus**, Cornelia Diamond Hotel, Belek, 07506 Antalya, Turkey, +90 242 715 22 61

**Parla**, Xanadu Hotel, Belek, 07505 Antalya, Turkey, +90 242 715 15 32

**Perge**, Aksu Cikisi 2., Aksu, 07112 Antalya, Turkey, +90 242 426 36 36

**Basel Gallery**, 29 Saksaganskogo str., Kiev, Ukraine, +38 44 287 60 83

**Noblesse Gallery**, 55 Karla Marksa Prosp., Dnipropetrovsk, Ukraine, +38 56 789 80 19, [noblesse.com.ua](http://noblesse.com.ua)

**Noblesse Gallery**, 73/75 Sums'ka str., Kharkiv, Ukraine, +38 57 702 13 00, [noblesse.com.ua](http://noblesse.com.ua)

**Noblesse Gallery**, 2 Chervonoarmiys'ka str., Kiev, Ukraine, +38 44 234 19 32, [noblesse.com.ua](http://noblesse.com.ua)

**Noblesse Gallery**, Sady Peremogy Shopping Gallery, 10 th Kvitnya Square, Odessa, Ukraine, +38 48 785 37 35, [noblesse.com.ua](http://noblesse.com.ua)

**Noblesse Gallery**, 22a Zhukovskogo str., Odessa, Ukraine, +38 48 716 87 94, [noblesse.com.ua](http://noblesse.com.ua)

**Noblesse Gallery**, 234 Lenina Prosp., Zaporizhya, Ukraine, +38 61 222 00 81, [noblesse.com.ua](http://noblesse.com.ua)

**Watches of Switzerland**, 155 Regent Street, London W1B 4AD, UK, +44 207 534 9810, [watches-of-switzerland.co.uk](http://watches-of-switzerland.co.uk)

**Royal Swiss**, 14 Navoi Str, 100011, Tashkent, Uzbekistan, +998 7124124

## RUSSIA

**18 Karat**, Chekhova pr, 35/30, 344006, Rostov on Don, Russia, +7 8632 250 1111

**Makros Boutique**, TC Vavilon, Ulyanovskaya 18, 443001 Samara, Russia, +7 846 278 4233

**Mir Chasov**, 71 St. Yaragskogo, 367003 Makhachkala, Russia, +7 8722 615737

**Rich Time Group**, Sfera Shopping Mall, New Arbat 36/3, 121205 Moscow, Russia, +7 4954199060, [richtime.com](http://richtime.com)

**Rich Time Group**, Smolensky Passage, Smolenskaya Square 3, 121099 Moscow, Russia, +7 495 785 55 15, [richtime.com](http://richtime.com)

**Salon Image**, Vorovskogo St. 4, 354000 Sochi, Russia, +7 862266 54 82

**Savoy**, Mira St. 14, 357500 Pyatigorsk, Russia, +7 879333 55 88

**Status**, Liteinyi pr t 27, 191028 St. Petersburg, Russia, +7 812 327 2500

**Status**, Bolshoy pr t P.S. 60, 199178 St. Petersburg, Russia, +7 812 232 3978

**Sterh**, TC Forum, Frunze Ave 90, 634061, Tomsk, Russia, +7 3822 550 111

**Studia Vremeni**, TC Hermes Plaza, Malysheva str. 16, 620014 Yekaterinburg, Russia, +7 343 257 0225

**Studia Vremeni**, 10 St. Radischeva, 620014 Yekaterinburg, Russia, +7 343 356 04 91

**Studia Vremeni**, 21 St. Hohryakova, 620014 Yekaterinburg, Russia, +7 343 376 54 97

**Svetoch**, Lenina str. 76, 183038 Murmansk, Russia, +7 8152 45 6397

**Time Hall**, TRC Rio, Oktyabrskoy Revolutsii str. 362, 140400 Kolomna, Russia, +7 8498 616 9818

## SWITZERLAND

**Brändli Création & Co**, Rue Centrale, 1884 Villars sur Ollon, +41 24 495 14 14

**Bucherer**, Höheweg 39 & 43 & 45, 3800 Interlaken, +41 33 826 02 02, [bucherer.com](http://bucherer.com)

**Bucherer**, Jelmoli - The House of Brands, Bahnhofstrasse, Postfach, 8021 Zurich, +41 44 211 88 18, [bucherer.com](http://bucherer.com)

**Bucherer**, Freie Strasse 40, 4051 Basel, +41 61 261 40 00, [bucherer.com](http://bucherer.com)

**Bucherer**, Marktgasse 2, 3011 Bern, +41 31 328 90 90, [bucherer.com](http://bucherer.com)

**Bucherer**, Promenade 69, 7270 Davos, +41 81 410 00 50, [bucherer.com](http://bucherer.com)

**Bucherer**, 45, Rue du Rhône, 1204 Geneva, +41 22 319 62 66, [bucherer.com](http://bucherer.com)

**Bucherer**, 22, Rue du Mont Blanc 1201, Geneva, +41 22 732 72 16, [bucherer.com](http://bucherer.com)

**Bucherer**, 1 Rue de Bourg, 1002 Lausanne, +41 21 312 36 12, [bucherer.com](http://bucherer.com)

**Bucherer**, Piazza Grande, 6600 Locarno, +41 91 751 86 48, [bucherer.com](http://bucherer.com)

**Bucherer**, Via Nassa 56, 6900 Lugano, +41 91 923 14 24, [bucherer.com](http://bucherer.com)

**Bucherer**, Schwanenplatz 5, 6002 Lucerne, +41 41 369 77 00, [bucherer.com](http://bucherer.com)

**Bucherer**, Multergasse 15, 9004 St. Gallen, +41 71 222 02 22, [bucherer.com](http://bucherer.com)

**Bucherer**, Via Maistra 17, 7500 St. Moritz, +41 81 833 31 03, [bucherer.com](http://bucherer.com)

**Bucherer**, Bahnhofstrasse 6, 3920 Zermatt, +41 27 967 53 53, [bucherer.com](http://bucherer.com)

**Bucherer**, Bahnhofstrasse 50, 8001 Zurich, +41 44 211 26 35, [bucherer.com](http://bucherer.com)

**Bucherer**, Airport, Airside Center, 8060 Zurich, +41 44 800 85 40, [bucherer.com](http://bucherer.com)

**Kurz**, 11, rue de la Confédération, 1204 Geneva, +41 22 311 70 76, [kurzschmuckuhren.ch](http://kurzschmuckuhren.ch)

**Kurz**, Freie Strasse 39, 4001 Basel, +41 61 269 60 60, [kurzschmuckuhren.ch](http://kurzschmuckuhren.ch)

**Kurz**, Spitalgasse 38, 3011 Bern, +41 31 311 04 22, [kurzschmuckuhren.ch](http://kurzschmuckuhren.ch)

**Kurz**, Glattzentrum, Neue Winterthurerstr. 99, 8301 Wallisellen, +41 43 233 30 50, [kurzschmuckuhren.ch](http://kurzschmuckuhren.ch)

**Kurz**, Weggisgasse 25, 6004 Lucerne, +41 41 419 40 20, [kurzschmuckuhren.ch](http://kurzschmuckuhren.ch)

**Kurz**, Bahnhofstrasse 80, 8001 Zurich, +41 44 211 25 77, [kurzschmuckuhren.ch](http://kurzschmuckuhren.ch)

**Swiss Lion**, Löwenplatz 11, 6004 Lucerne, +41 41 410 61 81, [swisslion.ch](http://swisslion.ch)

**Swiss Lion**, Bergstation Titlis, 6030 Engelberg, +41 41 372 10 90, [swisslion.ch](http://swisslion.ch)

**Clockwise from below**  
 Carl Friedrich Bucherer was born in 1865 to the owner of a toy and hardware store; the front of the first Bucherer shop, in Lucerne; the company's original cashbook



## *Carl F. Bucherer opens his first shop in Lucerne's Altstadt*



It was a year of pioneers. In 1888, George Eastman presented the first “Kodak” box camera; John Boyd Dunlop patented the pneumatic tyre; and Thomas Alva Edison developed the optical phonograph – the first movie projector. In Lucerne, an ambitious young entrepreneur, Carl Friedrich Bucherer, opened his first shop with his wife Luise, selling watches and jewellery – a first for the city.

The shop was in the Altstadt's Falkenplatz, close to the Old Town Hall on the Kornmarkt, and in an area filled with wealthy burgher's houses. It then expanded to Schwanenplatz, where it still is today. The shop was a

success, and by 1919 the family – with sons Carl Eduard and Ernst, who had trained as a goldsmith and watchmaker respectively – launched their first ladies' watch collection in the Art Deco style, and became one of the first brands to adopt the watch strap.

Carl Eduard and Ernst took over the business on their father's death in 1933. The brand's roots lie in this family stability and innovation: in 2001, Carl Friedrich's grandson Jörg G. Bucherer regrouped all watchmaking activities under the brand name Carl F. Bucherer, in honour of his pioneering grandfather, the company's founder.

[carl-f-bucherer.com](http://carl-f-bucherer.com)



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