



WATCHES MADE FOR HEROES

Famous people belonging to the international 'star system' and heroes of an entire era bring splendour to the most beautiful watches in the world...

I STILL REMEMBER the impression left by the menu of the Parisian café 'Les Deux Magots', on the last page of which one could read 'Clientèle de Qualité'. It is undoubtedly true that drinking a coffee at the table where Simone de Beauvoir and Jean-Paul Sartre, Pablo Picasso, Ernest Hemingway, Albert Camus and many other personalities had their own is a rather nice feeling. However, Léon Trotski, Sigmund Freud, Vladimir Lenin but also Adolf Hitler used to frequent Vienna's Café Central but... it is not mentioned on the menu! In both cases of course, whether explicitly mentioned on the menu or not, the reputation of both cafés is global. Thousands of people go there every year, in order to 'soak up' the atmosphere that still permeates their premises. Often, renown precedes the written text and it is therefore normal that some celebrities influence our personal choices.

THE WATCH HOLDS a pre-eminent place among the objects that all, or almost all, of us use on a daily basis. From the very first years of its existence, it quickly grew beyond the strict boundaries delimiting its initial mission, which was to show the time as accurately as possible. The mechanical watch has therefore become an object imbued with a sentimental value that, in most cases, enables us more to reveal our personality rather than give us a reading of the time. It is exactly what Franco Cologni stated in his interview, explaining that a watch, for him, is part of the way he perceives himself, he called it 'Mia bella figura' in Italian, and it is exactly true. But we cannot disregard that what is interesting for most of

us, is the image we project and how we are perceived by those around us...

MANY TEND TO THINK that this is only true of luxury goods and, therefore, of prestigious watches, but this is wrong. Everybody, even those not interested in 'material' goods, (and, often, those more than others) wish, through their choices, to 'announce' an identity, a style. This is as true of a teenager and his inexpensive piercing as it is of the elegant woman wearing a piece of jewellery of inestimable value. It is easy and understandable for most of us to identify ourselves, through an object, in this case a watch, to a famous person, whose style and qualities are familiar to us and commonly associated with her or him.

IT IS ALSO WIDELY CONSIDERED that this 'identification', between objects and fascinating people, is an invention garnered from marketing tools. The following pages will convince you that the best 'marketing' is actually life itself and the reality behind the product, which is often remarkable. Thus, it was quality that made Marie-Antoinette choose Abraham-Louis Breguet to place an order for such a complicated pocket watch. It was specifications that placed on the wrists of Mercedes Gleitze, Sir Edmund Hillary or Buzz Aldrin etc. watches that became 'stars' of modern watchmaking, associating them with these personalities. And it is following their achievements, in many cases, that we 'pinned down' a watch with a famous name encompassing millions of admirers throughout the world. Each, in its way, brought charm, quality and style to

a watch. But often stars themselves benefited from this identification. A famous actor from previous decades associated his name (no need to mention him here) with one of the most famous chronographs of all times. Don't you think that the millions of friends of the watch worldwide will remember his name whereas they will forget the name of another actor with the same career?

IN 2010, during the World Cup, when I read that Hublot's website received 1,200,000 new visitors on the first days of the games as Jean-Claude Biver was a partner of the Football World Cup, I wondered: 'Knowing the media-related impact of some watch products, wouldn't it be better to evaluate who is actually benefiting the most from the association of a name and a watch on a site as visited as this one and take that into account on a financial basis in regard to their 'ambassadors'? Today, many celebrities, from all sectors, have associated their names to a watch. I decided to present to you in this article, the most remarkable 'couples', underlining the meaning of such an identification between a watch and an idol, but as well as what it offered to each watch.

PARAPHRASING the famous saying, one could easily say: "Tell me who is your hero and I will tell you which watch you should buy!"

"TO DREAM AN IMPOSSIBLE DREAM..." are the first words of a song by Jacques Brel, which ends with the verse "...to reach the unreachable star!"



MARIE ANTOINETTE

IT IS CLEAR THAT, in Marie-Antoinette's time, the notion of marketing, which today serves to 'pose' certain watches on famous and not so famous wrists, was unknown. But it is also undoubted that Abraham-Louis Breguet was always a pioneer in the Horlogerie sector. The notion of 'Marketing' preceding the time, with a capital 'M', did not escape him. His repute and his splendid creations rapidly singled him out as the favourite watchmaker of all the powerful worldwide. Napoléon Bonaparte, King Louis XVI of France, Caroline Murat, Tsar Alexander the First of Russia, Queen Victoria, Sir Winston Churchill, Arthur Rubinstein and many others wore his watches.

MARIE-ANTOINETTE, in particular, has associated her name with the first wristwatches, since she has already acquired a taste, as early as the XVIIIth century, for an object that was non-existent at the time and widely available today, namely what we call the 'wristwatch'! Marie-Antoinette owned many Breguet watches, but the one that has the greatest historical value is the famous pocket watch shown in the photo, which was subjected to a series of misadventures. It is the fifth most complicated watch that has ever been created down to this day. It was commissioned by a Court official between 1782 and 1783 (rumour has it that he was in love with the Queen). The watch was delivered 44 years later, at a time when the Queen had already been deceased for the past 34 years and Breguet 4 years earlier. It had never been recorded on any of the official documents of the company.

FOLLOWING A SERIES OF ADVENTURES, it was stolen in 1983 and finally rediscovered 24 years later, in 2007, at the very same time that Nicolas G. Hayek was presenting a modern watch, which is identical to the original model!

THE WATCH REFLECTS the elegant and refined image that Marie-Antoinette evokes in us...

**BREGUET
MARIE ANTOINETTE**





SANTOS ALBERTO DUMONT

DUMONT CARTIER SANTOS 100 RUBBER

THE GENTLEMAN depicted in our photo was not solely a rich Brazilian student spending his father's fortune, issued from the cocoa bean plantations that the latter cultivated in his country, but also one of the pioneers of his time. And this was a time (the first years of the previous century in Paris), which had seen wide-ranging revolutions in many spheres.

THUS, at the same time as the Wright brothers, Alberto-Santos Dumont was attempting to become one of the first people in the world to pilot an aircraft, an effort that was finally met with success. It was this passion that led

him to ask his friend Louis Cartier, owner of the historical jewellery company, to create a wristwatch specially for him, so that he could time his aerial exploits!

THE IDEA of owning a wristwatch was considered a great innovation at the time and it led, in 1904, to the creation of the first personal-use wristwatch, since the only wristwatches that had been created up to that time had been used in the military. Seven years later, whereupon this 'eccentricity' of wearing a wrist watch had more or less become the established fashion within Parisian high-society circles, Cartier presented the Santos

model, which was the first mass-produced wristwatch. The ensuing history of this collection is brilliant and well-known and, in 2004, to mark the centenary of the first watch of this young pilot, Cartier presented the Santos 100, a new bigger model, which also brought great success to the company.

THE SANTOS is a watch that certainly 'established a precedent' and that still manages to fuse the classic and the modern down to this day. It has added a new dimension to the wristwatch, which did not exist until then since, with its square form and the screws on its case, it symbolises freedom of the spirit!

CHARLES LINDBERGH

THE AMERICAN PILOT Charles Augustus Lindbergh, at 25, became famous in one day (May 21st 1927) when he succeeded in flying over a distance of 3,600 miles (according to his own route) between Roosevelt Field, New-York Long Island airport to le Bourget Paris airport, in 33 hours in his single-seater aircraft the 'Spirit of St. Louis'!

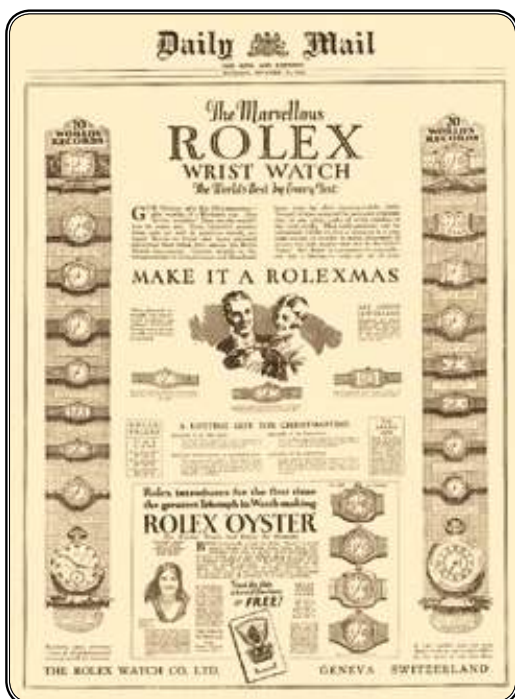
THIS INITIATIVE came about at the time as a result of the attempt to realise the first transatlantic flight solo. The famous 'Orteig Prize' offered by the hotel owner from New-York Orteig in 1919 stipulated that the one who would succeed in completing this transatlantic flight safely would receive 25,000\$ (huge amount if you consider that the cost of Lindbergh's plane and preparation was 16,000\$!). No pilot managed this feat during the first years and this is why Orteig renewed its offer for an additional 5 years.

THE SUCCESS of this crossing is of considerable significance, as it opened the way to transatlantic travelling by plane. Lindbergh becomes a hero and a legend worldwide, celebrated by France and of course by the USA.

THE FOLLOWING YEAR he asks Longines to materialise one of his ideas, that would make his calculations easy while on flight. The watch is baptised 'Angle Horaire'. In 2006, a commemorative model, in its original size of 47.5mm, is presented whereas in 2007, to mark the 80-year anniversary of the event, a limited edition of 80 watches in yellow gold is presented. This watch, associated with the historical trajectory of Longines company, is also the flagship of its collection.



LONGINES
HOUR ANGLE



MERCEDES GLEITZE

ROLEX OYSTER

THE OTHER GREAT PIONEER of the watchmaking world after Abraham-Louis Breguet is undoubtedly Hans Wilsdorf, the genius creator of Rolex. The 'premieres' he offered to society are many and fundamental. Among those innovations, he is the first one to have 'sensed' the value of associating a watch to unusual personalities and to specific accomplishments but, at the same time, his watches still remain the first choice for all, whether 'celebrities' or not.

NOVEMBER THE 24TH 1927, we see the first association between a Rolex watch and an individual accomplishment, when the Channel crossing achieved by Mercedes Gleitze wearing a Rolex Oyster became known after appearing in the Daily Mail in London. In fact, the fundamental discovery for watchmaking made by Hans Wilsdorf was pre-

sented on July the 26th 1926 but it is the following year that he had the opportunity to take advantage of the situation and to release the very first advertorial for the watchmaking industry.

IN REALITY, Mercedes Gleitze, the young typist of 26 years, had completed the crossing a few days earlier under very harsh conditions (most were attempting this very demanding exploit during August). Given that some contested the event, this time Mercedes Gleitze was going to repeat her performance, but with the maximum attention from the media. This is when Wilsdorf took advantage of this new accomplishment, by associating its name with the prowess of this heroic swimmer. It is the time when a new kind of watch, the wristwatch, came to be associated with the pioneers and adventurers of that time.



SIR EDMUND HILLARY & TENZING NORGAY

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ROLEX EXPLORER

ROLEX is one of the first manufacturers in the field of watchmaking to support sports-people and events throughout the world. In mountain climbing, in 1933, it had already sponsored teams in their attempt to conquer the highest summit in the world, the Everest.

THE NEW ZEALANDER Sir Edmund Hillary and the Nepali Sherpa Tenzing Norgay took part in the 9th mission from Great-Britain, numbering 400 people. The famous Hillary-Tenzing pair conquered 'the roof of the world' on May 29th 1953 and the news was communicated four days later, on 2nd June, the day of Queen Elisabeth's coronation.



IT IS A CONSIDERABLE GLOBAL achievement associated with the Rolex Explorer collection that was the evolution of the 'bubble-back' watches, offering enhanced performance at low temperatures. The first models had a white dial and we quickly see the Arabic numerals 3,6 and 9 appearing. This watch valorises the Rolex image as, at that time, personalities such as Edmund Hillary were globally acclaimed heroes. This collection is still successful today. Indeed, in 2010 and 2011 at BaselWorld, they confirmed their image as being the watches of great explorers.



BUZZ ALDRIN

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OMEGA SPEEDMASTER PROFESSIONAL MOONWATCH

THE OMEGA SPEEDMASTER is the watch by excellence that benefited the most from having its name associated with its prestigious owners. However, it is also thanks to its values that it ended up on the wrist of astronauts. Everything commenced in the early 60s, when NASA decided to select a watch that would fulfil the conditions required to be used in space, inside and outside of the vessels. Many watches were then secretly bought and following exhaustive testing, the Omega Speedmaster was selected. Many glorious times followed,

one of those was of course when the watch was present on the fist 'step' of man on the Moon, a highly mediated event. More specifically, at 2h56 on July 20th 1969, Neil Armstrong made his first step on the satellite of the Earth, without wearing a watch, but Buzz Aldrin, who followed closely afterwards, namely 19 minutes later, was wearing, above his impressive space suit, the watch with its characteristic wide bracelet made of cloth.

THE SPEEDMASTER model has quickly be-

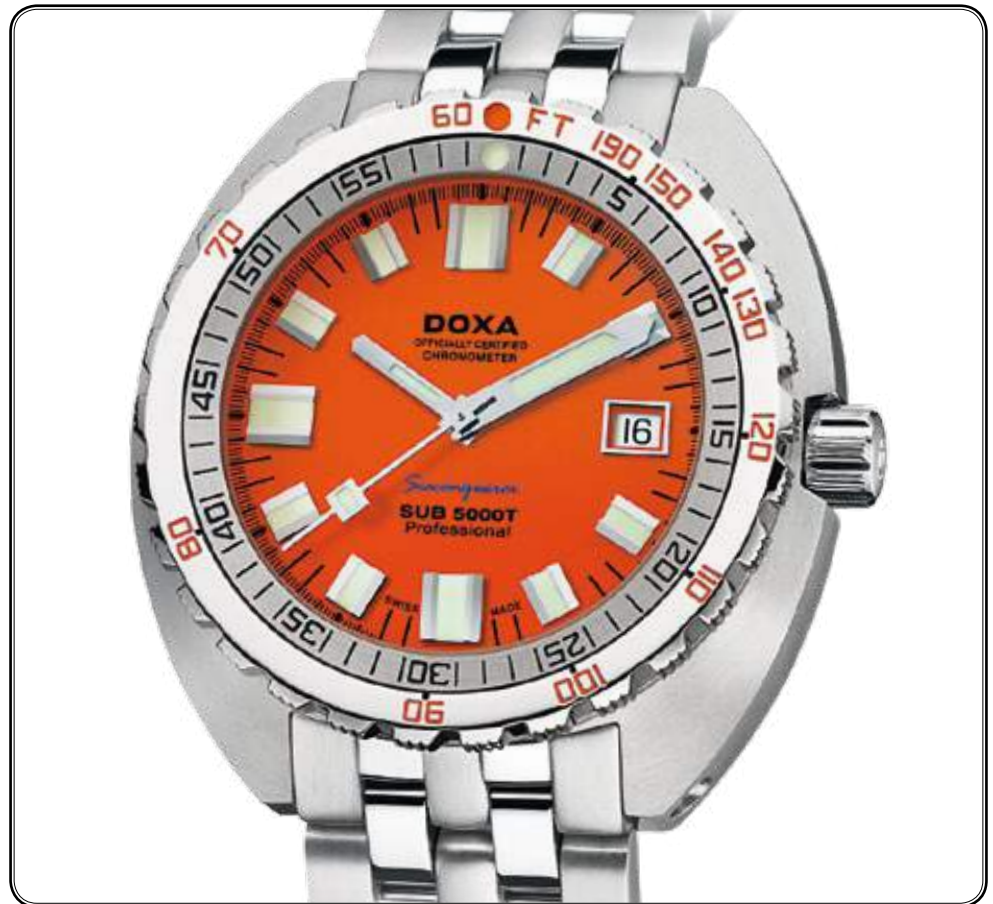
come a legend and many versions followed, whereas the synthesis of high quality and its unique value for money has transformed it into one of the most interesting and highly sought-after watches on the market down to this day. One must not forget the prestige that surrounded astronauts during these past decades and of course the impact of such prestige on many generations down to the present. A true hero's watch, currently featuring Co-Axial movements. A unique occasion for whoever wishes to see his wrist adorned by a historical watch...

JACQUES YVES COUSTEAU

JACQUES-YVES COUSTEAU was a true hero for a whole generation. Even if most of us got to know him through his documentaries on TV, Cousteau had devoted himself to a great range of activities: he started as an officer in the Air Force, but he quickly got interested in the sea, following a car accident.

HE WAS AN EXPLORER, ecologist, film producer and member of the French Academy. As a pioneer of aquatic life, he obviously wore all the diver's watches of his time (which are numerous and are, still today, 'the backbone' of the watches of this kind): Rolex Submariner, Blancpain Fifty Fathoms, Omega Seamaster 1000M, whereas the historical model of Omega, Ploprof, created with the aid of Cousteau and of his team, is still one of the most powerful and most beautiful watches for professional divers.

HOWEVER, the watch most often associated with his name was the Doxa SUB300T. The Doxa scuba-diving watch collection was one of the most specialized of its kind and its development was done in association with American divers. Today, Doxa still presents a vast collection of diver's watches, among which the SUB500T, presenting many characteristics of the 1969 model, while its water-resistance extends to depths of 5,000 feet, namely 1,500 meters! The orange dial, inherited from the past – as much as other stylistic elements of the watch – is still one of the most successful of the collection. Its professional use continues to be asserted by numerous details: turning bezel, lugs attached to the metallic bracelet by screws etc.



DOXA SUB5000M



GIANNI AGNELLI



ROLEX OYSTER PERPETUAL COSMOGRAPH DAYTONA

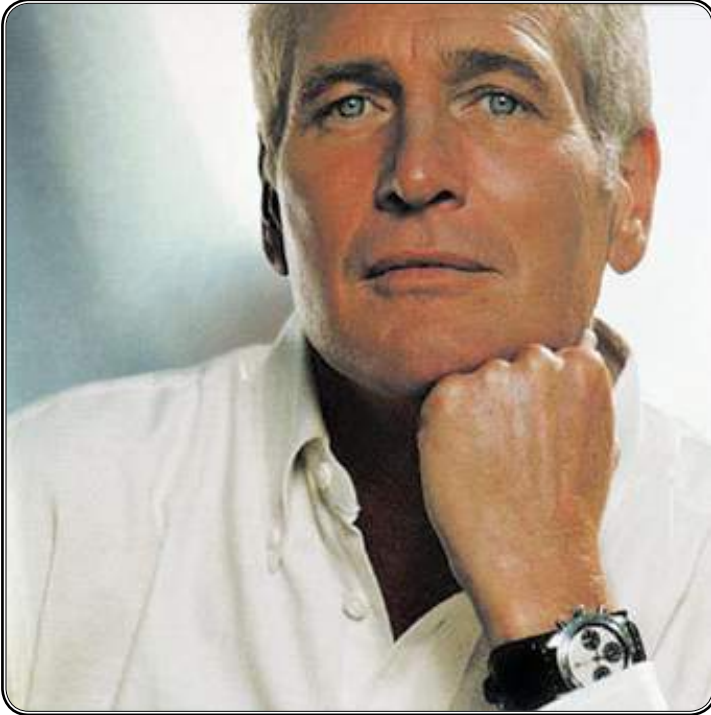
ON THE TWO FOLLOWING PAGES you can find, in succession, two renowned men who, each in their own manner, contributed to elevating the Rolex chronograph to the very pinnacle of international attention.

GIANNI AGNELLI, the 'king' of Italian industry was also, for an entire generation, the prince of international style. He represents one of the rare examples of the masculine style, since his choices often established themselves as a 'must' of fashion in the Western world, while many of his extravagant habits have still not been rivalled to date.

PUTTING ASIDE THE FACT that he was the owner of Fiat, one must not forget that he was also, among others, the owner of Ferrari company, where he had ordered certain exclusive cars, which were unique and specially made-to-order in accordance with his highly refined tastes!... He had but to make a single gesture to leave his indelible 'mark' on the world of Haute Horlogerie, with his inimitable style. I am evidently referring to the fact that he wore his watch over the sleeves of his white shirt in a photo taken for an Italian magazine, thus 'giving birth to' Italians' passion for the mechanical watch and, even more so, for the sublime pieces by Rolex.

TODAY, many decades later, there only exists one company that makes shirts which allow one to wear one's watch over their sleeves and, naturally, it is an Italian company. It is true that there are only a rare few who are capable of keeping up with the 'Agnelli School' as regards style!...

NEVERTHELESS, he remains the person who paved the pathway for the ensuing enormous success of the Rolex Perpetual Cosmograph Daytona because, at that time, anything that the 'Dottore' chose to wear automatically set a precedent and became in fashion throughout the world...



PAUL NEWMAN

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ROLEX OYSTER PERPETUAL COSMOGRAPH DAYTONA

PAUL NEWMAN was not simply an excellent actor with ravaging charm, but also a fervent amateur of speed and a seasoned race driver. He took part in numerous car races – among them in Daytona in the US – behind the wheel of some of the most memorable cars of the time and distinguished himself.

HIS NAME HAS BECOME ASSOCIATED WITH this watch more than any other, despite the fact that he never had any contract with Rolex. He came to be identified with the brand to such a great extent, that the most sought-after Rolex model of all time, in its best version at that, came to be known by the name ‘Paul Newman’.

HE HAD CHOSEN IT HIMSELF, it was his favourite watch and he wore it over many years. In the photo, he is depicted at the age of 55. It was taken in Beverly Hills in October 1980, in a classical pose, wearing a ‘Paul Newman’ Rolex, namely the Rolex Cosmograph Daytona in steel with white dial and black chronograph sub-dials. It was precisely during the 80s that Italy was taken over by an obsession for the steel Daytona, which was often sold out and more expensive than the one in gold, while the vintage collectors’ pieces of the collection are still sold at auctions for vast amounts.

THE WORLD OF HORLOGERIE owes a lot of

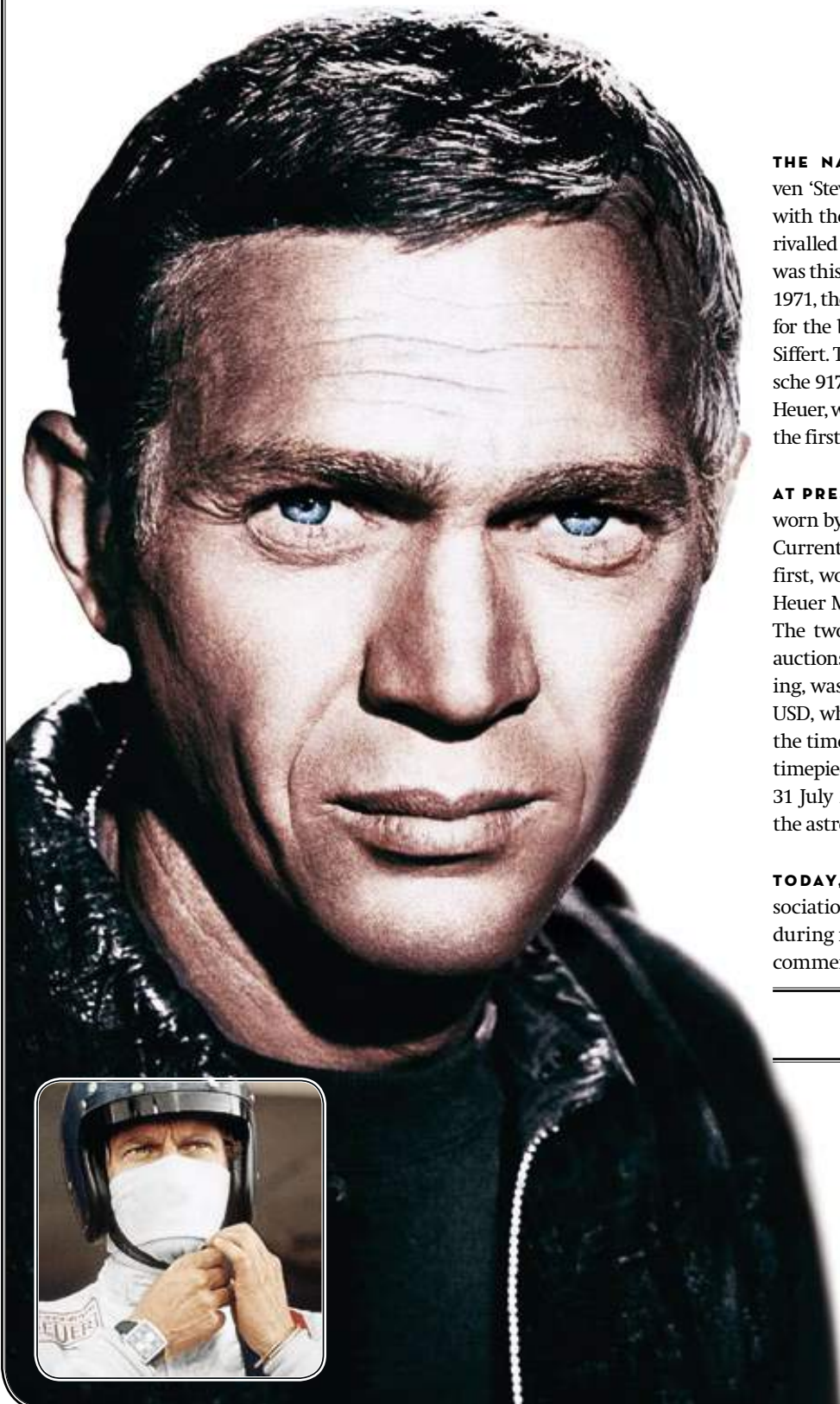
its friends to the success and the enormous demand created for this model, while the Daytona remains ‘in fashion’ down to this day, without having seen the addition of a single millimetre to its diameter, nor a single ‘wrinkle’, in nearly 40 years!...

ON THE CONTRARY, it is a ‘must’ in the world of ladies’ fashion, especially its superb rose gold edition, whether set or not with diamonds. One could say that the Daytona is the single watch that ‘has returned the favour’, in terms of added value, to the star with which it came to be associated, at least in terms of ‘seduction’.



STEVE MCQUEEN

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THE NAME OF THE AMERICAN actor Terrence Steven 'Steve' MacQueen has come to be directly associated with the history of Heuer. His cinema performances are rivalled by those of his race car and motorcycle racing. It was this that landed him, at the very peak of his career, in 1971, the leading role in the film 'Le Mans', which adapted for the big screen the life of the great race car driver, Jo Siffert. The car that he drove in the film was the Gulf Porsche 917 and the watch that he wore was the Monaco by Heuer, which had been unveiled two years earlier as one of the first three automatic chronographs in History.

AT PRESENT, there are various opinions on the Monaco worn by the great actor during the shooting of the film. Current opinion holds that there were four watches: the first, worn during the shooting, is exhibited at the TAG Heuer Museum, while the fourth remains in obscurity. The two others have been sold during two respective auctions. The first of these, which he wore during shooting, was sold on 11 June 2009 by Antiquorum for 87,600 USD, while the other, worn in the promotional shots of the time, holds the record of the highest price paid for a timepiece worn by a Hollywood star, since it was sold on 31 July 2012, at the 'Profiles in Hollywood' auction, for the astronomical amount of 799,500 USD!

TODAY, TAG HEUER continues to highly value the association between the actor and Monaco models which, during recent years, have come to rank among its most commercially successful creations.

TAG HEUER MONACO



CHE GUEVARA

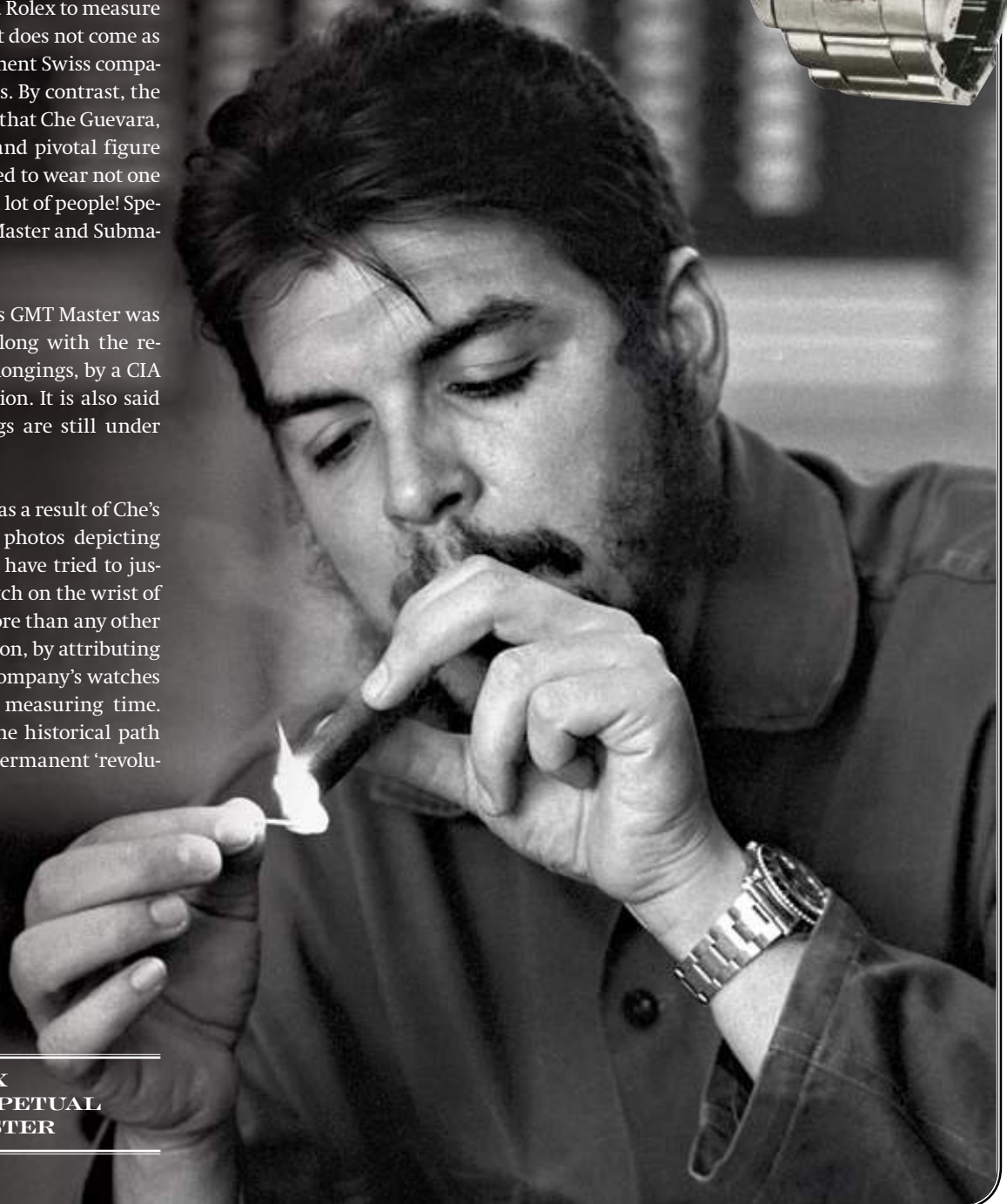
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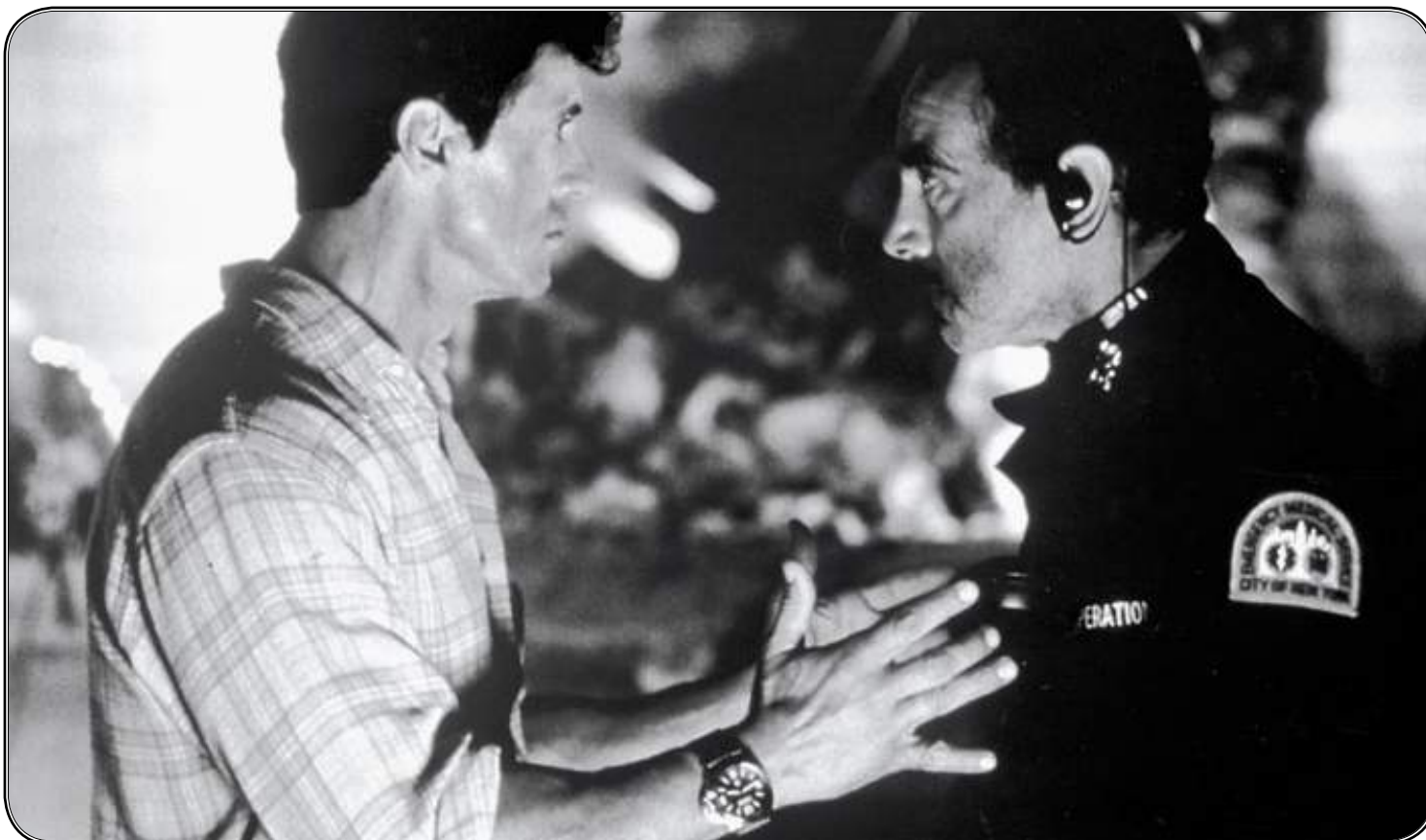
THE BIGGEST NAMES of cinema, politics, music, sciences etc. have nearly all, at some point in their life, entrusted Rolex to measure their valuable time. But that does not come as a surprise, since this prominent Swiss company is the synonym of success. By contrast, the 'revelation', a few years ago, that Che Guevara, the Marxist revolutionary and pivotal figure of the Cuban revolution, used to wear not one Rolex, but two, astonished a lot of people! Specifically, he wore the GMT Master and Submariner models.

RUMOUR HAS IT that Che's GMT Master was removed from his wrist, along with the remainder of his personal belongings, by a CIA agent, following his execution. It is also said that some of his belongings are still under seizure.

ALL THIS WAS UNVEILED as a result of Che's interest in cigars and the photos depicting him lighting one up. Many have tried to justify the presence of this watch on the wrist of one who has symbolised more than any other the embodiment of revolution, by attributing it to the robustness of the company's watches and to their reliability in measuring time. They patently forget that the historical path traced by Rolex was one of permanent 'revolution'!

**ROLEX
OYSTER PERPETUAL
GMT MASTER**





SYLVESTER STALLONE

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OFFICINE PANERAI LUMINOR CHRONO 1000M SLYTECH

IN THE EARLY OOS, one of the first images of the – new at the time – Italian military deep-sea diving Horlogerie brand, Officine Panerai, depicted Sylvester Stallone wearing an ‘enormous’ (by the standards of the time) military watch. Many, therefore, thought that it was a watch that had been specially made for Sly, or for only a select few around the world with the same wrist diameter.

AND YET! Who would have believed it that, at that time, the trend set by Panerai’s Luminor Marina would so radically and lastingly transform the world of Haute Horlogerie, to the extent that it changed the watch size. This new watch size has gradually become adopted even by the most conservative companies and is today worn even by dainty ladies and young girls.



RUMOUR HAS IT that Sylvester Stallone was so enthusiastic about his ‘discovery’, that he purchased several watches himself, which he offered to his friends Arnold Schwarzenegger and Bruce Willis, among others. And there you have it! The ‘gates’ of success opened wide to the Italian company and to its two collections, the name of which had been inspired by the two materials the company had long utilised in order to allow telling the time even in dim light (namely Radiomir, derived from ‘radion’ and Luminor, derived from ‘Super-Luminova’). They were greeted with great success, which they continue to enjoy down to this day...

THE SLYTECH MODEL, which is water-resistant down to a depth of 1,000m, was presented in 2005 and its name has been inspired by the actor’s nickname, ‘Sly’.

ARNOLD SCHWARZENEGGER

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WE HAVE OFTEN SEEN PHOTOS of Arnold Schwarzenegger wearing a Panerai, but that would in all probability have been a watch given to him by his friend, Sylvester Stallone (they have similar body types). The former Governor of California in the USA is known by a number of different nicknames. Among the best known, those that he is still remembered by since his early body-building days (he had been voted 'Mr. Universe' at the age of 22), are 'Austrian Oak' and 'Styrian Oak'.

THE WATCH with which he has been most closely associated is the Royal Oak Offshore T3, the most impressive model by Audemars Piguet, which was unveiled in 2003 on the occasion of the premiere of 'Terminator 3'.

THE ADDITION of the winding crown and chronograph push-buttons protection system, reinforces the effect of an already imposing case.

AUDEMARS PIGUET has associated its Royal Oak and Offshore models, not just with the name of Arnold Schwarzenegger, but also with chess player Garry Kasparov, musician Quincy Jones, footballer Lionel Messi, basketball player Shaquille O'Neal, the Alinghi sailing team from Switzerland, Lord Carnegie and many others!

AUDEMARS PIGUET ROYAL OAK OFFSHORE T3





SIR SEAN CONNERY

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ONE COULD AUTHOR A BOOK on the relationship between James Bond and watches!... It is true that the most notorious secret agent in the world has seen a great number of watches adorn his manly wrist (from one film title to another and from an actor to another): Rolex, Seiko, Breitling, TAG Heuer, Omega, Hamilton...

BUT LET'S TAKE FIRST THINGS FIRST... Ian Fleming, the creator of James Bond, wore a Rolex Explorer himself, and he wished to 'equip' his secret agent with a watch from one of his favourite companies, since he wanted to 'gift' him with high-quality and very durable products, which would endow his star with an aura of seduction. The emphasis was naturally placed on the first film, 'Dr. No', since it is where James Bond was called upon to 'present himself' to the public, in the best manner possible. Nevertheless, the budget not sufficing for the purchase of a Rolex, rumour has it that the producer of the film, Cubby Broccoli, removed his very own Rolex from his wrist in order to give it to Sean Connery.

THERE WERE MANY 'SCENARIOS' surrounding the watch which 'played' in numerous films. One thing that is certain is that it had a black dial with 'Mercedes'-style hands and a large crown without protections. This watch appears in the early films with a crocodile-skin strap (some allege the strap was made of crocodile, others of alligator-skin), but also with a 'NATO'-type strap, namely a nylon strap patchwork-coloured in 'military' style!

AND, IF WE ARE TO FUSE Sean Connery's charm with that of the Submariner model and of all the others who have worn it, we can safely conclude that it is indeed the quintessential men's watch!

**ROLEX
OYSTER PERPETUAL
SUBMARINER**





PIERCE
BROSNAN

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OMEGA SEAMASTER

THE SEAMASTER MODELS, following in the heels of the Speedmaster, is the second object-fetish of Omega company with many glorious moments spanning numerous decades. Its presence in the James Bond films, since the time that the role was played by Pierce Brosnan, greatly enhances its value.

BEHIND THIS PARTNERSHIP there is a person whom we know well and who has exhibited a significant track record of achievement in the sector to date. We are referring to Jean-Claude Biver who, after having sold off Blancpain company, to which he had given a

new lease of life, to the Swatch Group, took up an important position within the latter Group and succeeded in endowing the historical companies of the Group, which were stagnating at the time, with fresh energy and momentum.

IT IS SAID THAT during negotiations with the film's producers regarding the possibility of showing the secret agent wearing the Omega watch on his wrist, he was asked to pay a five-digit amount in order to procure the placement on Pierce Brosnan. He therefore asked what they would give him in return if he were to propose to pay them an amount as high as eight digits!...

THEREFORE, in the conscience of the public, the names of the celebrated film hero and those of subsequent Seamaster models are inextricably and automatically linked, so much more so since movie premieres and ad campaigns also further forged this association between these two renowned names. The suave charm of the secret agent served 'spark up' new and enlivened interest in Omega's Seamaster collection, which had already been received with great success.



PLACIDO DOMINGO

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ROLEX OYSTER PERPETUAL DAY DATE

THE CLASSICAL IMAGE OF THE ROLEX, this renowned Swiss company, has come to associate its name with its celebrated friends, more than any other brand.

MANY AMONG THEM are artists and numerous are those belonging to the sphere of classical music. They have all managed to distinguish themselves, since each one among them is a world-class representative of his genre, whether we are referring to Yehudi Menuhin, Cecilia Bartoli or Yo Yo Ma, or to the Vienna Philharmonic

Orchestra or the 'La Scala' Opera House in Milan!

THE GREAT SPANISH TENOR and conductor Placido Domingo is certainly one of the last great names in the Opera roster, who can boast of such a diverse operatic portfolio that would be the envy of any artist. In our photo, he is shown in a 'laid-back' pose, wearing the classical and 'cool' Rolex Day Date with the black dial on his wrist. The Rolex 'All Time Classic' model is available in a multitude of languages. Do you think that Placido has it in Spanish?

ROLANDO VILLAZÓN

EMILIO ROLANDO VILLAZÓN MAULEÓN was born in Mexico and later acquired French citizenship. The Mexican Baritone Arturo Nieto was the first to discover him when he heard him singing at his apartment in the shower, whereupon he knocked on his door and proposed that he enrols in his Academy. As of that moment, Villazón gained a new-found love of Opera and decided to dedicate his life to its pursuit.

HIS PROFESSIONAL CAREER kicked off in 1999, year during which he emerged as the winner in both categories of the Operalia competition. In the course of the following years, he sang in the grandest Opera Houses worldwide, under the direction of the most renowned conductors, including Plácido Domingo, as well as co-starring next to celebrated fellow artists, such as the magnificent and praiseworthy Anna Netrebko, who we will come across again in the course of the following pages.

HIS CAREER HITHERTO truly 'sky-rocketed', thanks to his remarkable performances, but also to his recordings, notably those for Deutsche Grammophon, which give him the opportunity to collaborate with most of the most prominent musicians of his time.

ROLEX has faithfully remained by his side for many years and Rolando seems to truly savour this happy partnership. The Datejust with the blue dial is one of his favourite Rolex models.

ROLEX
OYSTER PERPETUAL
DATEJUST



SYLVIE GUILLEM

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LA BALLERINE FRANÇAISE Sylvie Guillem est l'une des danseuses les plus prestigieuses de notre époque. Elle fut danseuse étoile à l'Opéra de Paris de 1984 à 1989, et puis elle s'installe à Londres, où elle devient « soliste invitée » du Ballet Royal de Londres. Aujourd'hui, elle se consacre à la danse contemporaine dans le cadre de sa collaboration avec le Sadler's Wells Theater de Londres.

LA BALLERINE aux dons exceptionnels se distingue particulièrement dans Giselle, Don Quichotte et le Lac des Cygnes. Elle commence très jeune sa collaboration avec Rolex, et les photos de sa magnifique silhouette en noir et blanc, la jambe tendue vers le ciel, sont certainement des plus impressionnantes.

LE LIEN ENTRE SON NOM et le modèle Datejust, prisée du public féminin, a conféré à la montre la grâce de la ballerine, alors que les performances sont des caractéristiques communes à Sophie Guillem et à sa montre ! Il ne faut pas oublier – entre autres – que Rolex était aussi le pionnier du contrôle des performances de ses modèles, assuré par les plus importants Observatoires du monde.

ROLEX OYSTER PERPETUAL DATEJUST





ELTON JOHN

.....

THE FIRST ENCOUNTER between Sir Elton John and Chopard took place in 2000, in the framework of the Cannes Festival.

IT WAS THERE that the great musician made the acquaintance of Caroline Scheufele and they decided to create a watch collection that would bear the name of Elton John and to set aside a part of the profits derived from the sale of products of the collection to the AIDS Foundation, the charitable trust established by Elton John, dedicated to the fight against AIDS.

THE FIRST COLLECTION, which is characteristic of Elton John's style, met with great success. Most of the models presented since then and up to the present are chronographs, frequently adorned with precious stones, which were the artist's soft spot. The prestigious Swiss company furnished proof of great creativity in all of its Elton John collection watches.

IN SUPPORT OF the AIDS Foundation cause established by Elton John, Chopard participates in two annual events: the first is the 'White Tie and Tiara Ball', held every year in the superb residence of the celebrated musician, and the other is the 'Elton John's AIDS Foundation Oscars Watching Party', organised every year to coincide with the Oscars in Los Angeles.

THE ELTON JOHN MODEL of the Chopard collection that we see in the photo is also available in an edition with a black-diamond studded bezel!

CHOPARD
ELTON JOHN CHRONOGRAPH



JOSÉ CARRERAS

JOSÉ CARRERAS ranks among the most seminal figures in the world of classical singing, and not only! He was born in Barcelona and sang in public for the first time at the age of 8, performing 'La donna è mobile' on his country's State radio station. Three years later, at the age of 11, he sings for the Barcelona Opera, interpreting a role that had been written for a male soprano. He was entrusted with his first major part in the Opera at the age of 19, and it was in this manner that the remarkable Montserrat Caballé discovered his talent, thus inaugurating a long-standing collaboration, as was also the case with Herbert von Karajan, which marked another key event in his career.

OTHER THAN HIS GREAT IMPORTANCE AS AN ARTIST, he is also known for his remarkable humanitarian work in aiding leukaemia sufferers, a disease which he had been afflicted with himself.

HE MAINTAINS VERY CLOSE TIES WITH the Scheufele family, the owners of Chopard who, since 1991, support his charitable activities. This support particularly extended to the creation of limited edition watches bearing his signature, of which some form part of the impressive L.U.C collection that includes some of the most perfectly finished watches in the world. I met him a few years ago in the courtyard of a magnificent hotel, at Lago di Garda, at 7 in the morning, a few hours prior to the start of the historic Mille Miglia rally, in which he took part alongside his friend Karl Scheufele, driving one of the celebrated Mercedes 300 SL Gullwing belonging to Chopard's proprietor. He wore a scarf tied around his neck. He undid it, as he said to me: "It may be a good idea for me to take this off, don't you think? They will think that I am a tenor!"

CHOPARD
L.U.C TWIN JOSÉ CARRERAS



ANNA NETREBKO

CHOPARD
HIGH JEWELLERY WATCH



ANNA NETREBKO is one of the most renowned sopranos in recent decades and – as evidence would suggest – a remarkable woman. She made her acting debut playing the part of Suzanne in ‘The Marriage of Figaro’, at the age of 22, while studying in Saint-Petersburg. She went on to provide a magnificent rendition of the parts of Anima in ‘Sleepwalker’, of Panima in ‘The Magic Flute’, of Rosina in ‘The Barber of Seville’, of Lucia in ‘Lucia of Lammermoor’, of Donna Anna in ‘Don Giovanni’, of Violetta

in ‘La Traviata’, of Natasha in ‘War and Peace’, of Gilda in ‘Rigoletto’, of Mimi in ‘La Bohème’, of Juliet in ‘Capulets and Montagues’ and of Elvira in ‘The Puritans’.

IN RECENT YEARS, she has been residing permanently in Vienna and Salzburg and has acquired Austrian citizenship. She has a son from her marriage with Baritone Erwin Schrott. She has made numerous stage appearances alongside Rolando Villazón and her track-record com-

prises many recordings and memorable performances. She collaborates with Chopard and represents the Swiss company to perfection, thanks to her beauty, personality and artistic career. In the photo, she is seen wearing one of Chopard’s unique creations of great value.

SUNG BY HER LIPS, Frans Lehár’s Giuditta’s aria ‘Meine Lippen sie küssen so heiß’ (My lips bestow burning kisses), acquires a whole new dimension!...





MONICA BELLUCCI

.....

MONICA BELLUCCI is not simply a beautiful actress but, above all, a poised, fascinating and interesting woman! If you read one of her interviews, you can easily understand that there is a lot more to her than meets the eye if one simply contents oneself with admiring her photos.

HER COLLABORATION WITH CARTIER, historical Jewellery and Haute Horlogerie House, is well-established and long-standing. It is not of a superficial character, as she has not been swept up by the tide of the ephemeral and opportunistic collaborations that have left their mark on recent years in the field. Because recent years have been dominated by these new type of partnership, like those made during cinema festivals, where famous or less-famous people and artists or not such true artists, meet in hotel corridors and royal suites the persons in charge of Jewellery and Haute Horlogerie companies, in a 'choreography' of priceless jewellery and watch-laden discs, in view of forging an agreement that is fated to last but a few hours.

CARTIER entrusted the sublime Italian actress with numerous of its campaigns for the launch of new jewellery and watch collections, and she frequently adorns the great moments of the celebrated French company with her presence, frequently at the side of her friend and Cartier President, Bernard Fornas. Her dynamic character allowed her, despite the femininity that she exudes, to become the face associated with the impeccable image of the superb Ballon Bleu, Tourbillon, model of the men's collection, also performing this role to perfection.

CARTIER BALLON BLEU TOURBILLON



NAOMI CAMPBELL

BLACK CHARM dedicated to the king of black diamonds! Fawaz Gruosi, founder and owner of de GRISOGONO company, who radically overturned the Jewellery sector and subsequently also caused a stir, in imperceptible master strokes, in the Horlogerie sector (in 2009, the Meccanico model was awarded the audience prize in the Geneva Grand Prix d'Horlogerie), is among the most creative and inventive personalities of the sector. He was, among others, the first one to show an interest in black diamonds a few years ago, which many considered as mere 'carbon', endowing them with new glamour, and leading most of the biggest Jewellery companies to adopt them.

HIS FRIEND NAOMI CAMPBELL is the ultimate incarnation of the beauty and force of his creations, notably since they already exude, of themselves, an image that is both femininely alluring as well as sexually enticing, as in the case of the Lipstick watch shown in the photo.

THE FREEDOM OF ITS CONCEPT, sheer audacity, precious materials, sparkle, but also the personal relationship of the founder and owner of de GRISOGONO company with all representatives of the 'jet-set' and the international star system, give the company the acclaim for creating one of the sexiest collections in the world of Haute Horlogerie.

DE GRISOGONO
LIPSTICK





ERICA HOSSEINI

BABY-G

BABY-G AND G-SHOCK watches attack luxury watches which, for decades, had claimed exclusive access to the wrists of cinema, music and sports celebrities, by proposing to replace 'sumptuousness' and luxury, with freshness, colours and a more 'laid-back' approach. The era in which the jewels that Elisabeth Taylor wore around her neck exceeded the aggregate value of all the real-estate properties of your neighbourhood put together and sparked the admiration of the entire feminine gender, has definitively been eclipsed! Even if one holds this type of jewels in one's possession, it is best to keep them hidden, as the external manifestations of opulence are today viewed as tinged with crassness.

THE SECTORS which 'monopolise' the Baby-G and G-Shock models are, on the one hand, the sexy singers (Rihanna, Lady Gaga, Pixie Lott etc.) and, on the other hand, the rappers, as well as, more broadly, all those who play in provocative video-clips, very young sportspeople, especially skaters, surfers, etc...

THE AMERICAN SURFER ERICA HOSSEINI was born in 1987 in Palm Springs, California. She is one of the sportswomen who collaborates with Baby-G. With a mother who is a ski instructor, Erica is initiated into waterskiing at the age of 2. She takes up surfing when she is 11 years old, to very rapidly distinguish herself as the champion of this sport in the USA, but also in dozens of other competitions around the world.

THE BABY-G around her wrist serves to remind us that a pretty young woman does not need embellishments to be seductive. It is a beautiful watch, as beautiful as how she looks in a simple, under-stated black bikini!



CINDY CRAWFORD

.....

OMEGA CHRONOGRAPH CONSTELLATION DOUBLE EAGLE CO-AXIAL

CINDY CRAWFORD ranks among the select few divas of the fashion world, who have endowed the term 'top-model' with a reverential tinge. She is an unrivalled professional, who knew how to maintain a serious profile throughout her career. It was the ever ingenuous Jean-Claude Biver who invited her to collaborate with Omega in 1995, and her presence in the company brings a 'new wave of fresh air' to the women's collection, which had hitherto evidently never benefited from the dynamic and prestigious history of the men's collection.

THE PRESENCE OF CINDY CRAWFORD in the ranks of the company, as its ambassador, seals one of the longest-standing collaborations achieved by Omega. Other than the publicity campaigns in which she participates, she also takes part in numerous events organised by the company, and adds her own personal touch to the creations of the women's line!

HER ACTIVE PARTICIPATION in the creation of some of the models of the company

begins with the Constellation My Choice collection and continues to date.

THE PHOTO that I have selected comes from one of the recent campaigns launched by the company and the watch worn by Cindy is the Double Eagle Co-Axial chronograph, which also forms part of the Constellation collection. The presence of this celebrated 'top-model' adds a sparkle of the glamour of the fashion world to this collection, which is targeted at the general public.





EVA HERZIGOVA

CHOPARD ICE CUBE RED CARPET

CHOPARD is renowned for its magnificent jewellery, which are of incalculable value, but also for its watches, which often combine top-quality gems with an original design.

WE COULD EVEN GO as far as saying that the company has managed to create a unique jewellery and watch collection, which has ranked it among the biggest names in Haute Horlogerie, richly endowed in a tradition dating back over several centuries since, being the newcomer in the Horlogerie world, the company dared to present concepts and ideas that were totally new.

IT IS THUS EVIDENT why such creativity, which is also very feminine, should receive such a warm welcome from a female public that has always adored Chopard and its creations.

CHOPARD cultivated its image by taking photographs of its jewellery and watches worn by the most beautiful women in the world. Each of them, thanks to her unique style, bestowed her personal touch to Chopard's image.

RENOWNED 'TOP-MODEL' Eva Herzigova ranks among the most beautiful women in the

world. I have selected a photo in which she is wearing the Ice Cube in red resin unveiled in 2002, in a limited-collection series of 2000 pieces released under the name 'Red Carpet'. It was given this name in order to symbolise the dynamism of the company which, even without having to use a large number of precious stones, is capable of producing luxury products exhibiting refinement and high aesthetic value, at an affordable price.

AT THE SAME TIME, another renowned model was photographed for Chopard. She later became the First Lady of France!



MARION COTILLARD

CHOPARD HAPPY SPORT CHRONO

THE OTHER ASPECT OF CHOPARD, which naturally complements and perfects the image on the preceding page, is its role in the world of cinema. Chopard is among the principal partners of the Cannes Film Festival, each year creating the majestic award-winners' Prize.

EACH YEAR, IN MAY, Cannes becomes the location par excellence for the presentation of its new creations. Numerous astoundingly beautiful women populate the 'Red Carpet' adorned with the company's most valuable jewellery and watches.

MANY ACTRESSES have posed for the cameras wearing Chopard jewellery and watches, while some of them have established a more permanent and close-knit partnership with the company.

AMONG THE LATTER, I shall make a distinction for Marion Cotillard, who comes from a family of actors and who managed, within the space of three years, to achieve more than any other of her French colleagues. It is important

to note that she was the first actress to obtain an Oscar for her performance in a French-speaking film, the first to have been awarded an Oscar and a César Prize, during the same year and for the same film, while she also managed to amass a series of other equivalent firsts.

HER IMAGE emanates all the qualities inherent to Chopard creations, which makes her an ideal ambassador for the company. In the photograph she is seen wearing the chronograph of the Happy Sport collection.



AISHWARYA RAI

.....

LONGINES

IT IS CLOSE TO IMPOSSIBLE to capture the elusive beauty of Aishwarya Rai in a simple photo! Born on November 1st 1973 in Mangalore, India, she pursued a long career in her country, as well as throughout the world, prior to being crowned Miss India 1994, and subsequently Miss Universe in that same year, and further obtaining, six years later, the title of the most beautiful among all Miss Universe title-holders (with 9,911 points) and being nominated the most beautiful of all the women crowned in a beauty pageant!

ALL THESE SUCCESSES opened wide the doors of Indian cinema to her, otherwise known as 'Bollywood', where she has played some of the leading roles in the majority of blockbuster productions of recent years. One of her roles, in 2002, represented the first ever nomination of an Indian film at the Cannes Festival. The following year, the actress is the first Bollywood star to become a member of the jury of the Cannes Festival, to have her wax figure at Madame Tussauds, but also to make the cover of Time Magazine!

SHE ACTIVELY PARTICIPATES in a broad spectrum of charitable activities, and she created a stir when she signed up as an eye-donor with the Indian Eye Transplant Bank! And I have only to add that she holds a degree in architecture and that she is single...

HER COLLABORATION with Longines commenced in 1999, and has since continued without interruption, with many appearances by the Indian superstar wearing the watches of the renowned Swiss company on her wrist.

DIANE KRUGER

.....

FOR A VERY LONG TIME, Jaeger-LeCoultre has been 'present' in the most aristocratic homes and has partaken in their most important and precious moments. One must not forget that, during her coronation, Queen Elisabeth of England was wearing a very discreet watch on her wrist, with the faintest movement in the world, namely the 101 calibre, which weighed a mere one gram!...

DURING THE PAST FEW YEARS, Jaeger-LeCoultre has notably made its presence felt in the world of popular culture, by notably being among the sponsors of the Venice Film Festival.

THE NEW EDITIONS of the watches equipped with the 101 calibre are once again center-stage, since their minute size allows the company to create masterpieces of high aesthetic value, endowed with additional value by the fact that they are worn on the wrists of young actresses such as Diane Kruger, who has been an ambassador of the company since 2008.

THESE WATCHES are often set with precious stones, but there are also more understated models, such as the Art Deco that is shown in the photograph.

JAEGER-LECOULTRE MONTRE
JOAILLERIE 101 ART DÉCO





NICOLE KIDMAN

.....

THE BEAUTIFUL AUSTRALIAN Nicole Kidman is one of the favourite actresses of the public, who avidly follow her career path. She made her acting debut in TV serials, but soon became one of the most sought-after stars in Hollywood.

SHE WON AN OSCAR for her role in the film 'The Hours', as well as three Golden Globes for the films 'To Die for', 'Moulin Rouge' and 'The Hours', while she has also been nominated for her role in various films on four separate occasions.

SINCE 2003, she is a Goodwill Ambassador of UNICEF Australia and of UNIFEM, while the United Nations conferred her with the title of 'World Citizen'.

SINCE 2005, she has been Ambassador of Omega and has participated in the 'My Choice' publicity campaign. She is here depicted wearing one of the models of the Constellation collection, which is targeted at a broad spectrum of women around the world. It is for this reason that the company chose as its representative an actress of her renown, enjoying such prestige among international audiences.

OMEGA CONSTELLATION LADIES QUARTZ



LEONARDO DICAPRIO

IN THE VEINS OF 'HANDSOME' LEONARDO flows German, Italian, but also Russian blood. His parents gave him his name because his mother was in an Italian museum, standing in front of a painting by Leonardo Da Vinci, when she felt him moving inside her for the first time!

WHEN HE PLAYED alongside Robert de Niro in 1992, people started talking of the birth of a new star, but in 1995, upon the release of 'Titanic', he earned the status of superstar! Leonardo DiCaprio has since then been basking in his long-established unique stardom, which he has laudably used in order to raise public awareness on issues of environmental protection.

IN THE HORLOGERIE WORLD, his collaboration with TAG Heuer caused a great stir, since he replaced Brad Pitt in the 'cast' of the great Swiss company, and had just ended a collaboration with Jaeger-LeCoultre, and not for any watch, but indeed for the Gyrotourbillon II!

IN 2009, whereupon commenced his collaboration with TAG Heuer, the limited-edition version of the Aquaracer 500 bearing his name is unveiled in his presence, on the occasion of the celebration marking the 150th Anniversary of the company, held at the Basel Fair.

TAG HEUER
AQUARACER 500M





ELVIS PRESLEY

.....

HAMILTON VENTURA ELVIS ANNIVERSARY

MANY CONTINUE TO BELIEVE that 'the King is still alive'. It is true that, were the King of Rock n' Roll alive today, he would have been 75 years old!

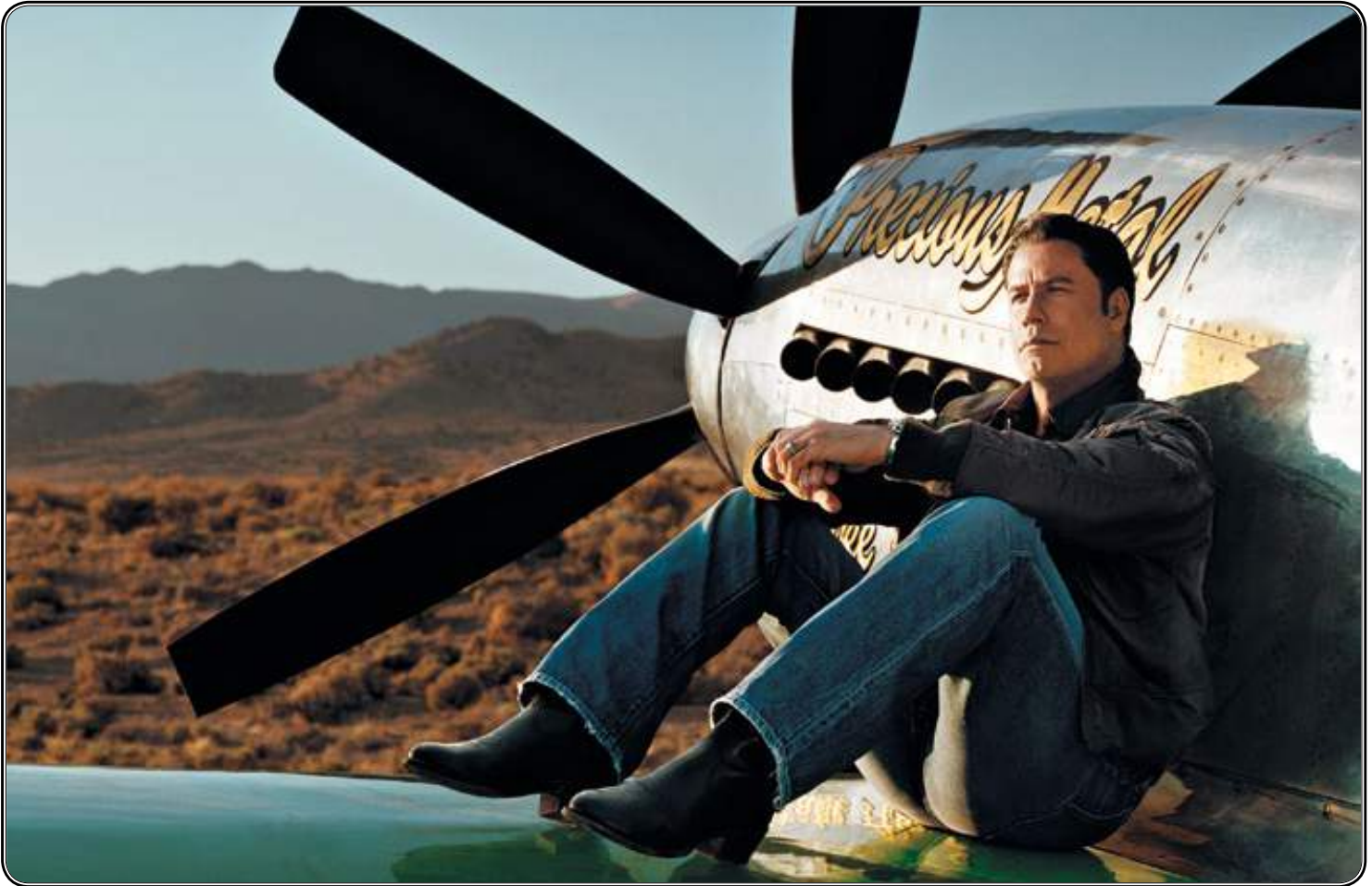
IT IS CERTAIN THAT he will remain for ever on the throne of American music. And who said that the US only has a tradition in music? Although it is true that Hamilton nowadays has been acquired by the powerful Swatch Group and that, by extension, its watches have been 'Swiss Made' for a great number of years, yet it does not conceal the fact of its American origin and its contribution to the development and evolution of the watch.

AT THE OUTSET of its activity in the sphere of Horlogerie, 30 years ago, American businessmen 'invited' the ingenious, sadly deceased today, Nicolas G. Hayek, to 'intervene' in view of allowing them to acquire the Omega Company, for peanuts! He finally succeeded in acquiring it himself, in addition to numerous other companies, among which Hamilton Company, which had historically constituted a 'notorious competitor' of Swiss watches!

THE MOST EMBLEMATIC watch in his collection, with the longest life-span (50+ years) is the Ventura, with its original

case in the form of a shield. It was also the first choice of Elvis Presley, who wore it in his 1961 film, 'Blue Hawaii'. Ever since, the watch came to be associated with the famous singer who added a touch of exoticism to an already highly exotic watch design.

IN ORDER TO CELEBRATE its 75 years, Hamilton released two models, the one being with a white dial and the other being a large watch with a black dial and a case in the same black colour made of steel with PVD coating. It truly is a 'Rock' watch, more than any other...



JOHN TRAVOLTA

.....

BREITLING NAVITIMER



EVERYONE REMEMBERS HIM in the film 'Saturday Night Fever', his slightly overstated dance moves and white suit... Today, he clearly has a preference for more down-to-earth clothing and his movements are markedly more... poised – thankfully so – since, apart from his acting talent, John Travolta is also an avid amateur pilot! He has more than 5,000 flight hours on his track record, some of which piloting the gigantic Boeing 747-400 Jumbo Jet!

THE PASSAGE OF TIME conferred a distinct charm on the actor. He is here seen posing in front of a magnificent aeroplane,

wearing the Breitling Navitimer, the primary and indispensable tool of all pilots, on his wrist. This watch was the first to feature a great variety of indications and measurements on its dial, which facilitated necessary calculations during flight. This especially held true in 1952, the year in which it was first presented and during which aeroplane cockpits were not equipped with the thousands of digital indications that they dispose of today.

THE MODEL DEPICTED in the photo was unveiled in 2009, on the occasion of the anniversary celebration for the 125 years as of the establishment of the Company.



AYRTON SENNA

.....

THE HEUER COMPANY, which later became TAG Heuer, is historically associated like no other with mechanical sport in two ways: one was the timing during car races everywhere in the world with a parallel evolution of precision reaching the 1/10000th of a second! The other way the company is associated with this sport is through its collaboration with great race pilots, but also the fact that many of them already used to wear its watches.

THROUGHOUT THE 150 YEARS of Heuer's and TAG Heuer's history, one will come across dozens of names.

AMONG THEM, the Brazilian pilot Ayrton Senna is special, first because he dominated Formula 1 but also by the sadness caused by his premature and unjustified death. He died in an accident on the track of San Marino on May 1, 1994, while he had already won the Formula 1 World Championships on three occasions. For a long time and on many tracks, he held the record for the best run.

TEN YEARS AFTER HIS DEATH, TAG Heuer wanted to remember him with a special limited edition of the Link model, strongly associated with his name.

TAG HEUER LINK SENNA



JACKY ICKX

CHOPARD GRAND PRIX DE MONACO HISTORIQUE CHRONOGRAPH



CHOPARD is the official sponsor of the Mille Miglia vintage car race, organized each year in Italy. The appearances of the Scheufele family in the race, as well as the splendid vintage cars that belong to their collection, bestow a family atmosphere on the event. Each year, many close friends of the Chopard family take part in the Mille Miglia. Among them, the famous and attractive racing driver, Jacky Ickx, plays a pivotal role.

THE COMPANY dedicated many limited series to him, all belonging to the Mille Miglia collection and which all have a common characteristic, namely that they depict the 6/24 indication, referring to his record of 6

victories, among many others, at the 24 hours of Le Mans.

JACKY ICKX, 65 today, always takes part in vintage car races across Europe and every year literally illuminates the Mille Miglia event with his name, elegance and style. He is really the ambassador, par excellence, of the considerable patronage rendered by the Scheufele family to vintage cars, but also of the evolution of the very particular collection of Mille Miglia watches.

IN THIS PICTURE, he is wearing a model presented in Monaco, during the vintage car race.



ADOLFO CAMBIASSO

.....

HERE COMES ANOTHER WORLD! Adolfo Cambiasso comes from Argentina. His father, who was also a polo player, was also called Adolfo and his son is also called... Adolfo!

ADOLFO CAMBIASSO (well, the one in the picture, to make it clear!) is one of the best polo players in the world! He plays in his country's, Argentina's, Championship, for La Dolfina team, whereas in previous years he played and won many distinctions with La Martina and Ellerstina teams. In England, he played with the Dubai team and won the Queen's Cup three times.

IN AMERICA, he played in the Crab Orchard team and won the US Open and the USPA Gold Cup. Are you all right? Do you still remember everything? No? Me neither! What we are going to remember is that in the Argentina Championship he beat all records with 535 goals, but let's come back to our objective, that is to say, watches, a subject I am definitely much more familiar with!

IN 1931, LeCoultre presented Reverso, the design of which was derived from an idea of César de Tray who wanted to solve the issue of British officers in India when, during a match, the sticks of their mallets broke the glass of their watches! This is why the revolving case was born. On the rear aspect of the dial, a metallic covering will protect the watch from any potential hits. It is one of the most historical watches, which symbolises the aristocratic origin of Jaeger-LeCoultre, the originality of its models and its dynamism.

OVER THE LAST FOUR YEARS, the collection extended to more 'trendy' designs, a square shape, which 'gave birth' to the Squadra collection, a model that Adolfo Cambiasso is wearing in the picture.

**JAEGER-LECOULTRE SQUADRA
CHRONO WORLD POLO FIELDS**



RODRIGO PESSOA

RODRIGO PESSOA is part of a family that always maintained close links with horse riding. Nelson Pessoa, his father, was the first famous horse rider in Brazil, famous champion and, later, founder of the prestigious school of horse riding in Fleuris in Belgium where, among his pupils, one can find Alvaro de Miranda Neto and Athena Onassis Miranda.

RODRIGO STARTED winning competitions at a very young age, when he was only 12 and, later, he became one of the most famous riders of all times. He won more than 50 Grand Prix, whereas he also won a gold medal at the 1992 Olympics, at the age of 19, at the 1996 Olympics and at the 2004 Athens Olympics (Cian O' Connor who won first place was disqualified for having used performance-enhancing substances), while he also won

the bronze medal at the 2000 Olympics.

HE TOOK PART IN many championships with the most elegant and powerful horses, among them the splendid Baloubet du Rouet, with which he won three World Championships.

ROLEX collaborates with this exceptional rider and sponsors some of the larger events, such as the CHIO, which has been held in Aachen for 111 years, the World Equestrian Games FEI and the World Cup Rolex FEI.

IN THE WORLD of equestrian sports, Rodrigo Pessoa is a true idol. In this picture, he is wearing a classical and elegant Datejust.



ROLEX
OYSTER PERPETUAL DATEJUST



VALENTINO ROSSI

.....

FOR MANY YEARS, the historical company Jaeger-LeCoultre was the synonym of innovation, but also of beauty, in the eyes of the public. Indeed, the basic model of the 'Grande Maison' of Swiss Watchmaking is the Reverso, which, since 1931, plays an essential role among Swiss models, like the classic and timeless watch it is.

UPON ENTERING the new millennium, models changed size. The cases acquired a larger diameter and became thicker, without being inconvenient, as had been the case for many centuries, when manufacturing a smaller watch or a thinner one had posed a true challenge for watchmakers! Reverso, discreet and elegant, started 'to lose ground' and it had an impact on sales for the company.

AFTER TRYING TO manufacture a sportier Reverso, with a watertight case and a rubber bracelet (Gran Sport), which does not seduce the public, Jaeger-LeCoultre got daring and developed the Master Control collection with larger and more imposing sport models for the Master Compressor series.

THIS IS WHEN one of the most impressive watches of its kind was born, as a result of the collaboration of Jaeger-LeCoultre with the world champion Valentino Rossi, a true phenomenon in motor races.

THE FIRST LIMITED-EDITION series W-Alarm, an impressive watch that gives an entirely new image of the collection of this traditional company, paves the way to younger customers. '46' which is emphasized on the watch dial is the lucky number of the Italian racer, the one he uses during the international championship, whereas the model with the yellow strap is a true 'revolution' for Jaeger-LeCoultre!... To celebrate this great pilot, Paris, a city normally categorised under the GMT+1 time zone, is replaced by Mugello, famous for its Moto-GP...

**JAEGER-LECOULTRE
MASTER COMPRESSOR
W-ALARM 46 VALENTINO ROSSI**



MICHAEL SCHUMACHER

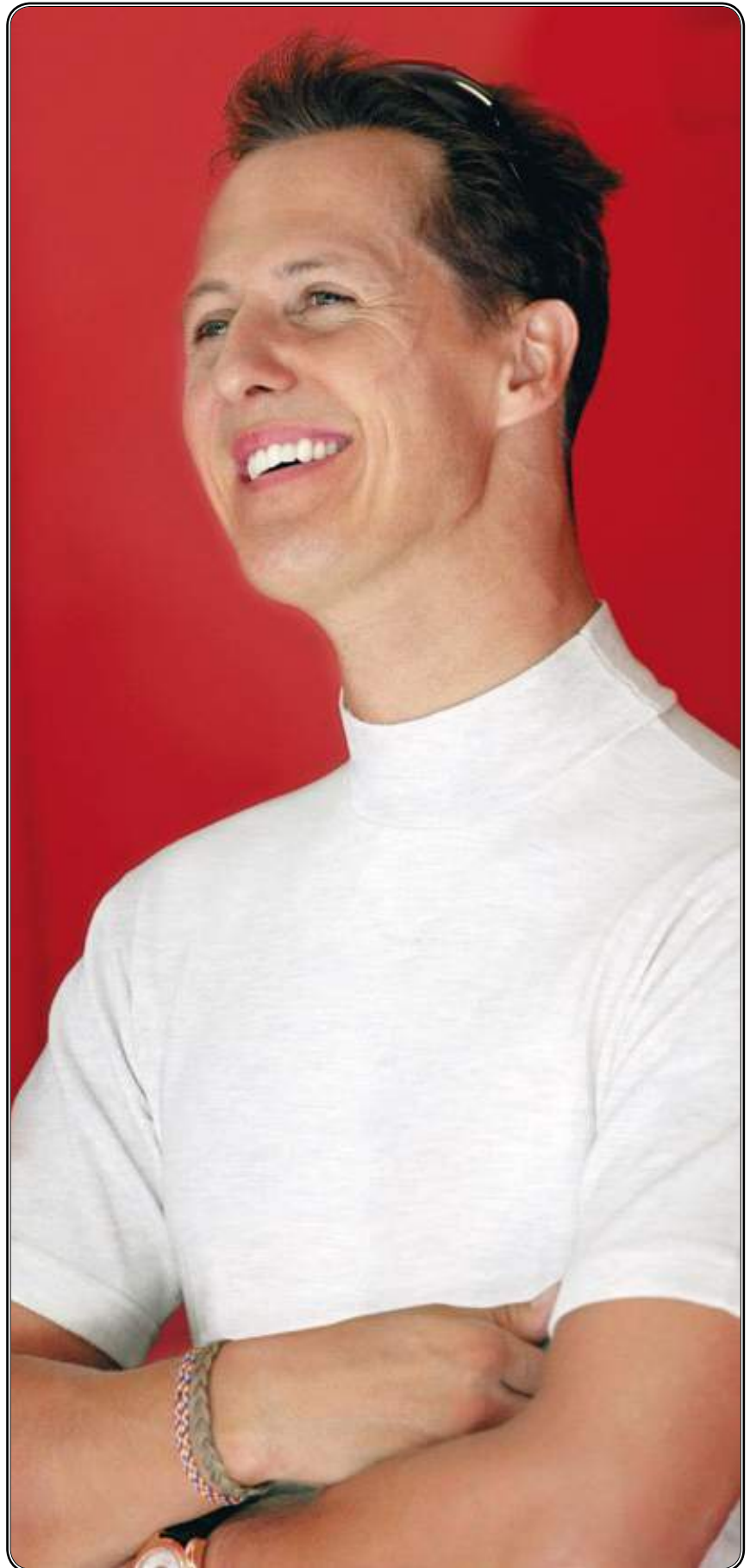
.....

HOW COME a watch that went up to the Moon in that historical moment for mankind, can be associated by the company which produced it with another man, regardless of how famous and prestigious he is? The answer can only be given by the date when the collaboration between Michael Schumacher and Omega started: 1995. That is to say, the year when the brilliant Jean-Claude Biver invited Cindy Crawford to collaborate with the historical company. He also chooses the most famous Formula 1 pilot as ambassador (sounds incredible, even 15 years later) of the Speedmaster!

THE FOLLOWING YEARS bring the outcome anticipated by Biver when he seized this initiative. Splendid red, yellow, blue colour watches that 'Moonwatch' would never have adopted, bi-colour dials, slight variations in style that could never have modified a watch so indelibly marked by History.

THIS PROJECT was an impressive commercial success (as everything J.-C. Biver undertakes) but, in parallel, another aspect of the watch was highlighted, as the Speedmaster is equipped with a tachymetric scale on the bezel to give one's speed, based on the time needed to drive a kilometre. And, believe me, this makes much more sense on the road than in space!

OMEGA
SPEEDMASTER « THE LEGEND »





RAFAEL NADAL

.....

RICHARD MILLE is the 'enfant terrible' of Haute Horlogerie. As is Rafael Nadal in international tennis. A provocative name that very quickly got to the top, captivating the audience, earning fervently loyal supporters along the way. A few years ago, Richard Mille had sealed his first collaboration with the Formula 1 pilot, Felipe Massa. In 2010 he set another objective: to manufacture a watch that this exceptional tennis player of such world acclaim could wear during his matches!

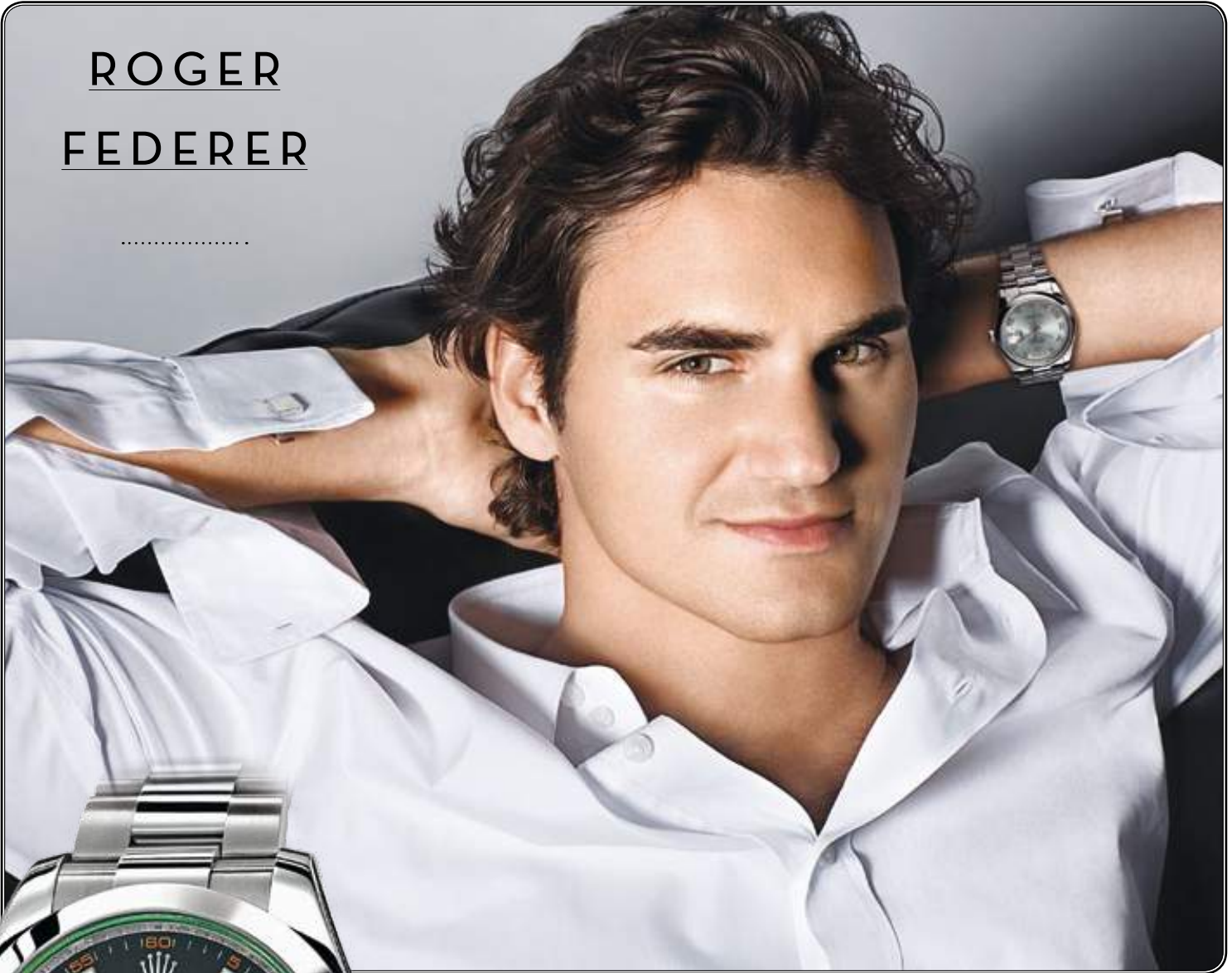
HE SET HIMSELF two targets in order to achieve this: the watch needed to be light (20gr including the strap) and shock-resistant. Nadal wore this watch during his matches, and also during the finals of Roland Garros and Wimbledon in 2010.

AS IS ALSO THE CASE FOR NADAL, comments were ambiguous. Some said that he was wearing it on the right arm, whereas he is left-handed, others that the watch was stopped, while an American journalist even wrote that Nadal was wearing a 500,000 USD watch which has the same resistance as any G-Shock costing 100 USD!

RICHARD MILLE
RM027



ROGER
FEDERER



ROLEX
OYSTER PERPETUAL MILGAUSS

ROGER FEDERER'S stability and rationalism compared to the 'madness' of his eternal opponent could be symbolized by the choice of their respective watches.

THE SWISS WHO, in 2004, was N°1 tennis player in the world and remained at the top position for 237 consecutive weeks and more than 300 weeks in total so far, has associated his name with Rolex.

OBVIOUSLY, Rolex is closely associated with tennis, their partnership could even be termed as an

institutionalised one, since it sponsors several of the most important events like Wimbledon, the Australian Open and Monte Carlo Rolex Masters, which take place on a clay court, in a terrace with a beautiful view to the Mediterranean Sea.

FEDERER is the symbol of an ideal 'winning spirit' of Rolex, whereas the pictures of their collaboration were essentially used for the presentation of the Milgauss model. Do you think that there is a link between the seconds watch-hand in the form of a lightning-bolt and the hits of Roger's tennis racket?



DIEGO MARADONA

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BEHIND THIS WATCH, one will again find the 'King' of Marketing and the Rejuvenator of Horlogerie. What else could be said of Jean-Claude Biver? He is always ahead, as if he could predict the future with an incredible precision. He justifies this saying: "Turn me into a magician and I will turn you into a rich man." And Biver is a true magician of beautiful watches!

SUDDENLY, in 2008, he decided that football was of interest for luxury products and that it was not any more, exclusively, a popular sport! In 2010, he had managed to seal 'deals' with all the official events for the 10 ensuing years, and it is difficult to foresee the impact of this new success.

HE PRESENTED MARADONA'S watch three months before the World Cup. Of course, in just a few days the 250 numbered pieces of the limited series were sold out. From the first days of the World Cup, he had already received 2,700 additional orders that he could not deliver, as the series was limited to 250 pieces. That means that this watch has already acquired a commemorative value. With his exuberant gestures and expressions, throughout the World Cup, Maradona proved to be an effective choice to increase the success of the company. Tens of erroneous interpretations were given in forums around the world on why he was wearing two watches, one on each wrist. The explanation is simple and human. These were two particular pieces specially manufactured for Maradona, which depicted the portrait of his two daughters on the back, one on each watch!

HUBLOT BIG BANG MARADONA



IT WAS IN JUNE 2008, exactly 9 days after the beginning of the EURO 2008, that IWC announced its collaboration with its new Ambassador, the famous Zinedine Zidane, several times champion.

THUS, CONSEQUENTLY, a limited edition numbering 1,000 pieces, of the Big Ingénieur model was manufactured. Two years later, in May 2010, IWC presented a second limited edition, which bears the name of the unrivalled footballer who, during his career, managed to win all the distinctions and take part in all the successes of football.

HE CONTRIBUTED to the conception of the watch and it therefore includes a series of elements relating to his own personal history. The dial is brown, with three red numerals. These are the figure '10' for the hours, which symbolizes the number on Zidane's jersey for many years and relating to the time he was the captain of the French Football team, whereas the other figures '27' and '45' refer to the minutes on which he scored the goals in 1998 against Brazil. With a final score of 3-0, the French team therefore became World Champion in the Stade de France!

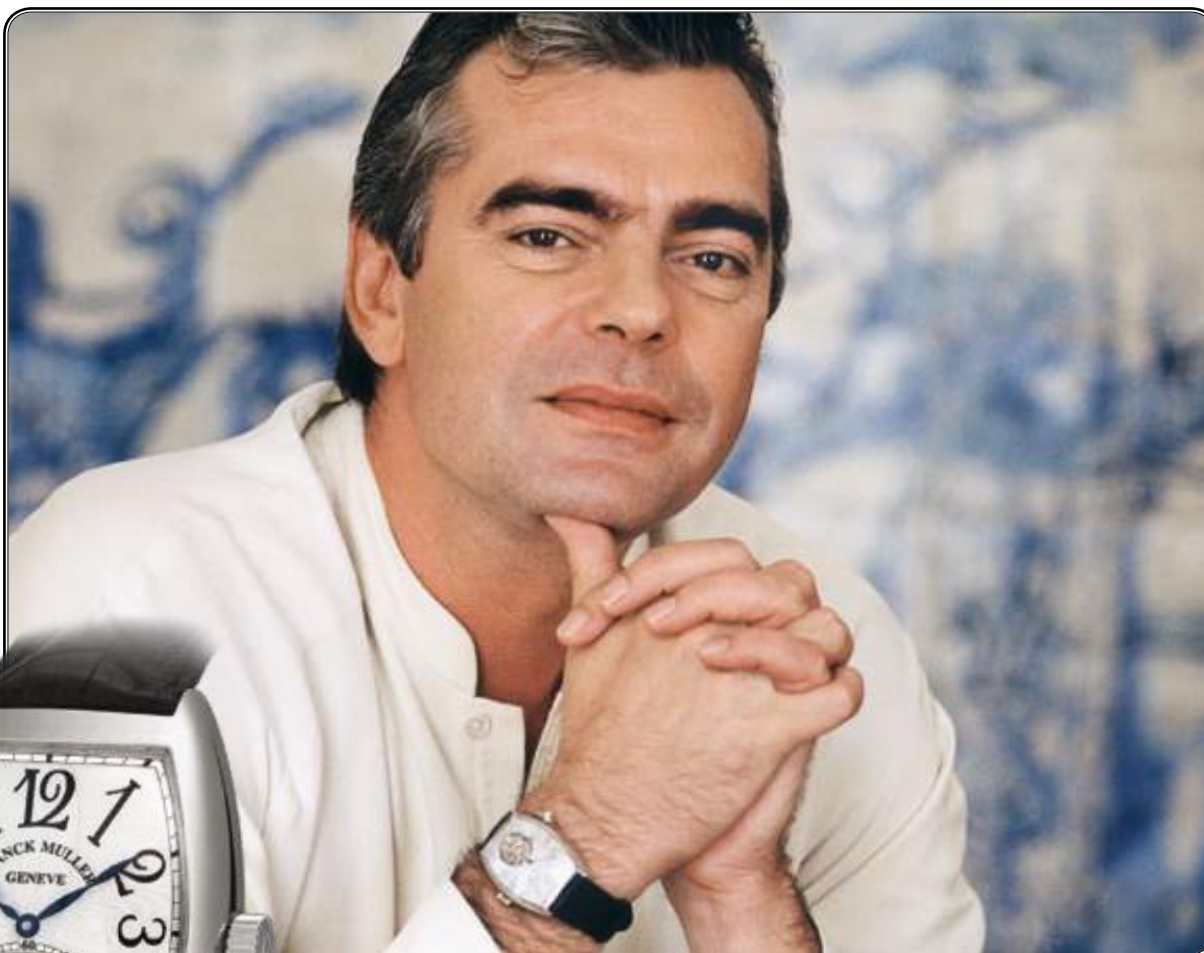
THE IMPOSING DIAMETER of the watch (45.5mm) evokes the prowess of this great footballer.

ZINEDINE ZIDANE



IWC
BIG INGENIEUR ZINEDINE ZIDANE





FRANCK MULLER

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FRANCK MULLER TOURBILLON CHRONO

NO, I AM NOT MISTAKEN! I remind you that the subject of this article is watches worn by personalities who transmitted their radiance to them and which today are instinctively associated with them.

ACCORDING TO THIS CONCEPT, one could say that a watchmaker does not fit in this article. A watchmaker who wears – this is quite normal – his own watch! And yet! What confers to Franck Muller a specific status and which, in my opinion, justifies why he should be mentioned in this article is that Franck was and remains the great ‘star’ in the world of Haute Horlogerie.

HE WAS THE FIRST ONE to wear a Franck Muller watch (I know it sounds obvious, since he manufactured them) and he managed to get his name associated with two essential elements: The first being the choice of the ‘cushion’ shape, that he dusted out and the second one, essentially, is to have emphasized the significance of the tourbillon, which was (before Franck undertook action) a characteristic reserved to a few dozens of watches, for it to become (as soon as Franck gave a new ‘breath’ of life to watchmaking) the dream of tens of thousands of amateur watch aficionados throughout the world. Very quickly, and in less time than it takes to say it, he created a big demand

for complicated wristwatches because, until Franck stirred it up, complications and limited series were the prerogative of pocket watches.

EXEMPLARY WATCHMAKER, creator and endowed with original style, Franck Muller used to wear his own watches and was a living advert of his own models and of Haute Horlogerie in general, by wearing never-seen-before models on his wrist!

HE PAVED THE WAY for a whole generation of independent watchmakers who are ‘trendy’ today. However, he will forever remain, as Jacques Brel would say, an ‘unreachable star’!...

