

# GIRL POWER

BY CHUANG PECK MING

This year, more focus has been given to women's timepieces

**W**ATCHMAKERS are paying more attention to women, thanks to the rise of their buying power in a soft market. Tellingly, IWC, which prides itself for producing watches "engineered for men", has added a watch with a small 36 mm case for women in its new pilot collections – the brand's focus this year. The Pilot's Watch Automatic 36 Ref 3240, the smallest in IWC's current production, comes in five models with three different dials housing an automatic movement in an anti-magnetic soft iron cage.

Roger Dubuis has declared 2016 to be its "Year of the Velvet Diva", releasing five new models under the brand's Velvet women line at the start of the year. They include the Velvet Ribbon, a watch dazzling with 631 diamonds totalling around 53 carats.

Not to be outshone, Audemars Piguet has unveiled the Diamond Fury, a quartz-driven timepiece crafted with 4,635 diamonds.

For Jaeger-LeCoultre, this year is all about the brand's iconic Reverso line, which is celebrating its 85th anniversary. While this best-selling line has both men and women models, it is still more popular with the fairer sex. Jaeger-LeCoultre has re-designed the Reverso case for greater comfort on the wrist – and it has introduced three collections, among them the Reverso One. This is a series of dainty ladies watches deemed to be the most interesting and attractive.

The Atelier Reverso offers the option to personalise the Duo or Duetto models with custom combinations of straps, dials and case-back engravings. Star shoe-designer Christian Louboutin has been engaged to design the straps.

Cartier, which is also a high-jewellery house, continues to turn out sparkling timepieces. Among them is its exclusive Tourbillon Mysterieux Azure, a gem-set pendant double tourbillon watch.

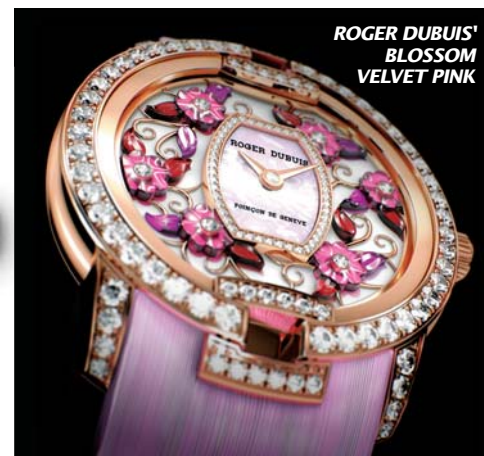
Another one-of-a-kind creation



AUDEMARS PIGUET DIAMOND FURY



IWC PILOT'S WATCH AUTOMATIC 36



ROGER DUBUIS' BLOSSOM VELVET PINK



VACHERON CONSTANTIN'S METIERS D'ART FABULEX ORNEMENTS



CHOPARD HAPPY DIAMONDS WATCH



LONGINES LA GRANDE CLASSIQUE DE LONGINES



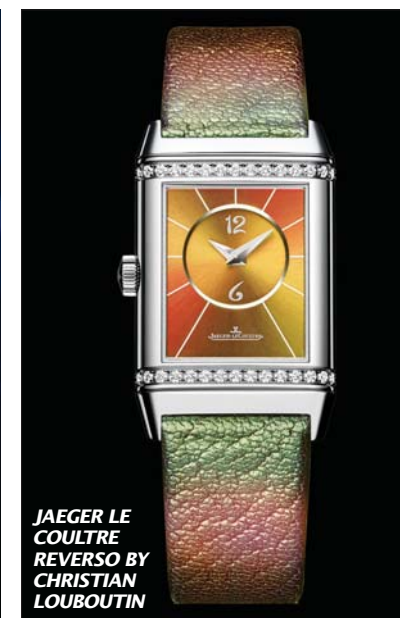
ULYSSE NARDIN LADY MARINE CHRONOMETER



BULGARI SERPENTI INCANTATI SKELETON TOURBILLON



CARTIER TOURBILLON MYSTERIEUX AZURE



JAEGER LE COULTRE REVERSO BY CHRISTIAN LOUBOUTIN



VAN CLEEF & ARPELS RUBIS SECRET BRACELET WATCH

unveiled this year is Van Cleef & Arpels' Rubis Secret Bracelet Watch, which is set with 115 high-quality Mozambique rubies weighing a total of 151.25 carats. This bracelet timepiece is a work of unparalleled precision and intricacy as well as constant technical inventiveness. It has taken more than a year to finish. Fitted with a quartz movement, the watch is hidden in a white gold plate on the inside of the bracelet.

Piaget, still another jewellery and watch name, has introduced the Limelight Gala. Recognisable by its round case with two dainty elongated lugs, the timepiece was first launched in the 1970s. It now appears in gold with a Milanese mesh strap.

Bulgari, a close rival of Cartier and Piaget, gives a new lease of life to its Serpenti collection with the Serpenti Incantati Skeleton Tourbillon and Serpenti Incantati (enchanted snake). Instead of coiling around the wrist, the famous snake symbol is now reinvented by wrapping itself for the very first time around the case of the watch. In the Serpenti Incantati Skeleton Tourbillon, the the reptile twines around the watch dial, framing an entirely skeleton-worked tourbillon movement.

The Serpenti Incantati, a two-hand jewellery timepiece, has four variations: a rubellite-set version with a pink gold case and satin strap, or a matching jewellery bracelet; or in a diamond-set white gold variation with a satin strap, or

matching jewellery bracelet – all in a 30mm size.

Chopard, also a watch brand strong in jewellery, celebrates the 40th anniversary of its popular Happy Diamonds collection by recreating the very first Happy Diamonds timepiece – this time for the ladies. Many may be surprised that this women's watch line made its debut with a timepiece made for men. The new version, in a limited edition of 150 pieces, retains the cushion-shaped white gold case of the original but is smaller, and its dial is in white mother-of-pearl instead of black.

The signature moving diamonds sparkle even brighter in the revived model because they are set in prongs. And there are more diamonds – and in varying sizes – on the dial than before.

Vacheron Constantin, probably the oldest luxury watch brand, has presented four ladies' models in its two-year-old Metiers d'Art Fabulex Ornaments line. These showcase the application of Vacheron's artistic skills in re-interpreting Ottoman architecture, Chinese embroidery, Indian manuscripts and French lacework.

Longines has added even more refinement to its La Grande Classique de Longines line, a symbol of the brand's classical elegance, with different

dial and bracelet colour variations – shades of pink, blue and white. But the charm of these new variations remains largely in their very slim steel case – barely 4.2 and 4.45 mm for these quartz-driven timepieces. The watches come with cases in two sizes – 24 and 29 mm – and mother-of-pearl dials decorated with a star background in pink, blue or white.

Ulysse Nardin offers a new Lady Marine Chronometer that pairs in-house precision with fresh design. At the heart of this sporty timepiece, resting in a 39 mm stainless steel or rose gold case, is Ulysse Nardin's UN-118 automatic movement that is known for its silicium technology and date corrector. The latter

allows for forward and backward adjustments. ■



PIAGET LIMELIGHT GALA