

SIHH 2010

Looking forward from 2010 was all about looking back this year at the Salon International de Haute Horlogerie. While the halls were full of buyers and collectors, the new watches on display were mainly subtle updates and line extensions, and even the newest models borrowed a great deal from the successes of the past—ultra-flats were making a comeback, as were traditional decorative techniques like guilloché. Gray and brown faces and cases seemed to be taking back some of the market share from the black, black, and more black of the last few years, though there was plenty of *noir* on hand as well. Personalization took

a new turn with the equation of time concept, which appeared in several places: essentially, the watch is programmable anywhere within the 55th parallels to show the most exact time, sunrise and sunset for a specific city. As a simple but subtle way to make a watch more individual without a full-on customization, we predict that more companies will explore this concept in the years to come. Mainly, we were heartened as always to see that innovation continues apace in the workshops of Switzerland (and Germany too!) and that as the buyers return, the brands are more than ready to delight them, as they always have. These are some of our favorites from SIHH 2010.

Vacheron Constantin debuted several unique additions, including a new pocket watch, but it was their Historiques Ultra Fine (1955 is a round face, 1968 is a square face) that garnered most of the attention, with their classically slim profiles making a refreshing new direction next to the behemoths of recent years. We also like the latest in the Patrimony collection, and the newest Métiers d'Art, a collaboration with the Zohiko maki-e workshop in Japan that continues to delight with their artistic presentation.

IWC declared this the year of the Portugese, their staple model with classic, clean lines. The latest is the Portugese Grande Complication, the first time the Grande Complication has been housed in a new 45mm Portugese case, and what a housing it is—a striking ardoise dial evoking a globe and actual rose-gold stitching band, as sporty as ever, but with some seriously stylish chops, limited to just 50 pieces a year.



Montblanc has turned their attention to two models in particular: the Riussec, debuting this year with a new kind of silicon escapement, and their more conceptual TimeWalker Metamorphosis, featuring several new developments, the most obvious of which is on its face, literally—the patent-pending concept created by Franck Orny and Jonny Girardin allows the classic face to fold inwards towards the center, revealing a totally different chronograph.



Cartier is making a concerted effort to expand their men's collection, and while their movements haven't quite convinced the techies, their styling is sure to win converts. The Calibre Tourbillon Volange deserves serious consideration, with its exceptional flying tourbillon front and center over the bridge, as does the Ronde de Cartier, as seen on pg 33.



Richard Mille continues adding to his numerically-designated collection, this time featuring RM 022, the Aerodyne dual time zone, in classic Richard Mille tonneau style, with sporty accents like the honeycomb support structure built into the dial and the delicate bridges supports the winding barrel and the tourbillon. New colors, styling, and stones decorated the face of many older models, giving them a fresh new look for the future.





First-time participants at the SIHH, Greubel Forsay wanted to expand beyond their Baselworld booth, as their business expands from its beginnings, in 2004, as two watchmakers trying to realize their ultimate vision. The 24 Secondes is an asymmetrical beauty, with great sightlines into the case to view this off-centered mechanism, a priority for the brand's styling.



Audemars Piguet showed a diverse range of new offerings, from the ultra-butched Royal Oak Offshore Grand Prix, with a forged carbon body that looks straight off the racetrack, to the finely designed Jules Audemars Perpetual Calendar, just 4mm thick with a sunburst brushed-satin dial that would look right on any man in the world for a century in either direction. AP also debuted their ultra-personalized Royal Oak Equation of Time, an extra-flat engraved with your city of choice.





Riding high on the successful launch of their Zeitwerk, launched last year, which showed their modernist guts, this year **A. Lange & Söhne** reminds us that even as a young company, their roots run deep. To celebrate their 165th anniversary the brand is celebrating with three new editions of some of their best-loved watches. The Tourbograph Pour le Mérite is the beginning of a second edition, after five years of producing the first, in a new honey-gold color that is sure to spark imitations. The Lange 1 Tourbillon has been further perfected with a stop-second mechanism, and the 1815 Moonphase has a new guilloché dial in an edition of just 265 pieces.

Panera turned its considerable face to the sky this year, with a special room to observe their Jupiterium, a glass globe with a geocentric model of the Sun, Moon, and Jupiter (as observed by Galileo) showing the planets rotating in real time. On the wearable timepiece front, there is a fully customizable equation-of-time tourbillon model associated with the piece, called L'Astronomo, which takes 8 months to make. Incredibly good-looking as well is the Radomir Composite Marina Militare, featuring a new process for the case, heating aluminum until it turns into ceramic, a process borrowed from Formula 1 car construction, which creates a really unique finish.



Jumping into the ring just last year, **Ralph Lauren** returns this year with more of their equestrian-inspired collection that so embodied their brand's aesthetic, it was hard to believe they hadn't been producing these for years already. But unlike previous licensed watches, these had real horological chops with the weight of the Richemont Group behind them, so the only question is how watch buyers will respond.