

THE WATCHES MAGAZINE

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WE LOVE WE LOVE FOR HER



CHOPARD

Happy Sport Chrono Mystery Pink

Mystery, mystery... Chopard's exquisite timepiece drapes itself in powerful all-black that reveals a scattering of elegant fuchsia pink notes. A clever blend of voguish yet vivid colours, a perfect harmony between a façade of virility and pure underlying femininity, the Happy Sport Chrono Mystery Pink watch embraces contemporary woman with virtuosity and style. Its 42 mm black ceramic and DLC steel case showcases an exquisite black dial enhanced with 3 counters around which 3 diamonds and 2 pink sapphires whirl. The all-black bezel, adorned with pink Arabic numerals, denotes the sportive aspect of this timepiece, emphasized by the black alligator strap fashioned with intense fuchsia topstitching and underside. **TWM**



Museum time...

→ Until today, the Joux Valley, birthplace of Swiss horology, hosted no time-devoted museum, unless you consider the decrepit, dusty old place opened in 1994, practically forgotten by everyone and run with a piecemeal approach. In any case, totally unworthy of a region where a myriad of world-famous brands have set up shop, along with all the subcontractors of the business and celebrities such as Philippe Dufour, to name but one. An omission that henceforth no longer exists since the newly-renovated and repositioned Espace Horloger in Le Sentier was inaugurated with great fanfare on 25 May this year.

Excellent news, but what exactly is it? And what does it offer of interest to the museographic fabric of the country? Because it's not just by filling showcases with exquisite objects, even if they have a story to tell, that we're going to meet visitors' expectations. Well, in this respect, the Espace Horloger is a wonderful success. Relatively modest in size, it is nonetheless extremely vibrant and welcomes everyone and not just a handful of mechanical watchmaking enthusiasts. The entrance to the museum is located on the 1st floor of a building that is delightfully known as the Essor (the Flight) and which was built by the Zenith Company back in 1917. It houses a room that is totally dedicated to interactivity, where the visitor can have fun and learn about the key professions of the watchmaking business by activating gigantic touch-top tables. Brilliantly out-of-the-

ordinary and ingenious in its style. It is here, too, that the students from the Joux Valley Technical Institution regularly demonstrate their talent and skills. A little further on, in an alcove, a few "treasures made by celebrities from the region add a magnificent finishing touch to the project.

The 2nd floor, located in the superbly revamped loft space and resembling more like a traditional museum, places the spotlight on objects from the Gidéon and Albert Jean collections and recounts the development of watchmaking techniques in a chronological and didactical way. And, ultimately? A museum that perfectly complements its larger doyens in Locle, the Chaux-de-Fonds and Geneva, that has been cleverly designed by a sensational quartet comprising Vincent Jaton, project manager, Dave Grandjean, curator and cultural mediator, Charles-Louis Rochat, former counsellor of the Vaud State and chairman of the foundation board, and Georges-Henri Meylan, former CEO of Audemars-Piguet and president of the Paul-Edouard Piguet Foundation, key provider of funds for the museum.

These four needed a great deal of willpower, of patience and of interpersonal skills to federate the institutional and private partners associated with the project. It is now their job to ensure that it survives time and is promoted as a "must-see", cannot-be-ignored place to visit. **TWM**



Hublot vs Richard Mille

→ Jamaica is an island with less than 3 million inhabitants but with the fastest sprinters in the world. To begin with, there's the king, Usain Bolt, closely followed by his heir apparent Yohan Blake. Running against each other in the 100 and 200 m in the 2012 Olympic Games, they found themselves side-by-side, with two other teammates on the top step of the podium for the 4 x 100 m relay, with a new world record thrown in. Today, their duel on the track extends right into the little world of Swiss watchmaking: Bolt runs for Hublot, Blake for Richard Mille.

Bolt has been playing the ambassador for the brand from Nyon for two years now; a brand that can certainly congratulate itself for making such a recruitment: "Nothing could be more natural than to partner with the fastest man, not in the world today, but since the Big Bang", now boasts Jean-Claude Biver who never misses an opportunity to say something good. "Lightning Bolt" now has his own special signature watch. An automatic, 48 mm diameter, black bead-blasted King Power, with his silhouette traced onto the small seconds counter (at 9 o'clock) and a strap designed in the same golden synthetic leather as the running shoes he wore in Peking in 2008.

As for Blake, well he has just joined Richard Mille's team, an arrival that was centre-staged with the utmost care. Throughout the London Games, including during the races themselves, Yohan Blake wore his new watch, although of

course this cannot be officially confirmed. Competition code of ethics obliges. A brief media controversy followed, though it should quickly fade to oblivion. Because who could make out, from the TV pictures shown, that the athlete was wearing a Richard Mille on this wrist. Unless, of course, you'd been told beforehand. Having said that, it is a great media move for the watchmaker who could have made a buzz with wonderful photos as soon as the Olympic flame had died down, but who preferred to postpone his action and not add more fuel to the fire. Yet everyone now knows that Blake was the first sprinter to run with a tourbillon – and, in his case, emblazoned with the colours of Jamaica (black bridges, and flange, crown and velcro strap alternating yellow and green). And, at the same time, he now belongs to a highly-exclusive club of athletes that includes Rafael Nadal. **TWM**