



# HJ

HUMBERTOWN  
JEWELLERS

FALL/WINTER 2023

# TIMELESS





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*#Perpetual*



OYSTER PERPETUAL  
DATEJUST 41







# CHANEL

FINE JEWELRY

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## A LEGACY OF TIMELESSNESS



When I was 18 years old, my father gave me a simple Swiss watch as a gift. Now, 60 years later, the watch still keeps time and looks as beautiful as it ever did. This is one of many lessons I learned from my father, who ran a successful jewellery business in Istanbul: whatever we do has to be timeless.

Timelessness is the theme of this year's edition of the *Humbertown Jewellers Magazine*, but its importance is more than just the beautiful pieces you'll see in these pages. From Swiss watches made by the world's most respected brands and the custom jewellery we craft using traditional methods to our longstanding commitment to forming lifelong relationships with our clients, timelessness is at the heart of everything we do.

You can buy a jacket or a dress that's fashionable and enjoy it for a few years, but the pieces we sell at Humbertown aren't like these things – they are meant to be treasured for a lifetime. When you buy a timeless and high-quality piece of jewellery or a luxury watch, you're


getting more than just the value of the metals and gemstones; you're getting something that will look just as beautiful in 10, 20, or 50 years when you pass it on to the next generation.

The Swiss watch my father gave me will eventually be passed down to my grandchildren, and for them, it will be far more valuable than whatever it is worth in dollars. It may go in and out of fashion over the years, as all things do, but its classic design, traditional Swiss craftsmanship, and sentimental value make it priceless in any era. This is the true meaning of timelessness to me. Times and fashions may change, but beauty and quality never go out of style.

Sincerely,

*Ferit Tecimer and the Tecimer family*





# TUDOR



## #BORN TODARE

What is it that drives someone to greatness? To take on the unknown, venture into the unseen and dare all? This is the spirit that gave birth to TUDOR, a spirit carried forward by every woman and man who wears this watch. Without it, there is no story, no legend and no victory. This is the spirit that drives **David Beckham** every single day. This is the spirit embodied by every TUDOR Watch. Some are born to follow. Others are born to dare.

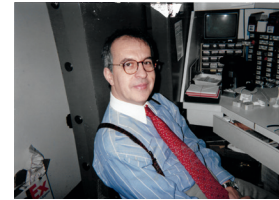


**TUDOR 1926**

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# LESSONS FROM THE PAST, PLANS FOR THE FUTURE

Humbertown Jewellers is opening a bright new chapter while honouring its family legacy



Change is in the air at Humbertown Jewellers. An extensive renovation scheduled to be completed by 2026 will more than double the store's total footprint, allowing more room for watches and jewellery, and creating a more immersive customer experience. While the look of the store may change, however, Humbertown's commitment to quality products and personalized service will always come first. For owner Ferit Tecimer, there's simply no other way to do business.

"All my life I have been a big believer in quality," says Tecimer. "If you keep the quality high, then everything is good. Perhaps there are other ways of doing business where we could sell more merchandise, but I don't care about that. Our business is about making beautiful things, not just making a profit."

Ferit Tecimer credits this philosophy and his passion for the jewellery trade to his upbringing in a family of jewellers in Istanbul, Turkey. "I learned the business from my father, who learned from his father," he says. "He would take me to work with him in the morning and teach me how he did business. He always enjoyed his work." The Tecimers weren't in the watch business at that time because high-end watches still weren't widely available in Turkey, Ferit says. Instead, they specialized in gold filigree – a delicate and ornate style of jewellery that dates back hundreds of years to the ancient world. "Most of the jewellery they made was in 22 karat gold, and they were very nice pieces," Tecimer recalls. "Everything was done by hand in his workshops. It is very small and detailed work, and it's not easy to do."

From before the age of 10, Tecimer says, he learned the jewellery trade in his father's workshop, and by the time he was in university studying to be an architect he was already running his own small jewellery shop on the side. "The best advice I received from my father was 'quality and honesty,'" Tecimer says. "Those are the two most important things. If you don't have honesty as a jeweller, you won't get anywhere. But if people trust you, everything works from there."

When he emigrated to Canada in the early 1980s, Tecimer had two choices: continue to work as an architect, or return to his roots in the jewellery business. "I had two children, and in order to practice architecture I had to go to school again all the way from the beginning. So I chose jewellery," he says. Starting with a small 600-square-foot store, Tecimer sold 10K gold chains and entry-level watches, earning the trust of his customers and always paying close attention to the smallest details. "It's always been a priority to take the time to arrange a display case so that everything is perfect and looking nice," he says. "Everyone might not notice that but, for me, those kinds of details are very important."

Tecimer credits the steady growth of Humbertown Jewellers over the next four decades to the relationships he has built with his clients and their families, and the commitment to quality instilled in him from an early age. "Jewellery is not like other businesses, where you are always just thinking about how much money you're making. In this business, you have to love it," Tecimer explains. "Jewellery is



Left: Ferit Tecimer (centre) and the Humbertown Jewellers team in the former 600-square-foot store, circa 1985. Above: Ferit's parents, 1980s.





Above: Ferit (second from left) and his family, 1950s. Right: Ferit at work, 1990s.



not a necessity. You can live with jewellery or without it, but if you create a nice ambience people will come. I have customers who come not to buy something but to say hello and have a coffee, and that's what makes my job so enjoyable."

Ever since opening his first storefront, Ferit Tecimer has taken every opportunity to re-invest in the business, from buying rare gemstones to be transformed into beautiful custom jewellery pieces to expanding the store's footprint to meet the evolving needs of his clientele. "Sometimes I find a beautiful emerald, and as soon as I see it I have to buy it, even if I already have a few more like that already," he explains. "Economically it doesn't always make sense, but you have to take the opportunity when it comes because you don't come across something special every day."

When the opportunity arose to expand the store from 3,500 square feet to over 9,000 square feet, Tecimer didn't hesitate to invest once again in the business's future. "I needed more space for more products and a better experience for customers," he explains. "If someone comes

in to buy something very valuable, they want to be somewhere private where they can have the space and time to have that experience."

In service of this goal, the expansion of Humbertown Jewellers will include additional private viewing spaces for customers, as well as expanded areas dedicated to individual watch and jewellery brands. In contrast to the traditional model of transaction-focused retail, the store renovation will make it easier for customers to connect with the stories, legacies, and products of some of the world's most respected brands.

For Tecimer, this is all part of the commitment to continuing his family legacy for generations to come. After almost six decades in the jewellery business, he remains as passionate about his trade as ever and looks forward to seeing Humbertown Jewellers remain a destination for high-quality products and client-focused service for many years to come. Timelessness, after all, isn't just a matter of selling things that will age gracefully; it is a commitment to keeping standards high, putting people first, and remembering the lessons of the past while moving towards a bright future.



# A TIMELESS JEWELLERY COLLECTION

Eight essential pieces of jewellery, as selected by Humbertown Jewellers' expert staff

The Humbertown Jewellers team is passionate about jewellery, from the art of goldsmithing to the science of gemology, and dedicated to using their wide-ranging expertise to help clients find the perfect piece. Whether you're marking a personal milestone or choosing a gift for a loved one, the classic pieces below have been selected by our team as essential elements of a modern jewellery wardrobe. From formal events to everyday wear, these selections offer something for every occasion, and are sure to be cherished for many years to come.

1



## Three-Stone Ring

*Suresh Govindarajulu, Gemologist*

"A beautiful and symbolic piece. The two accent diamonds on either side represent the past and future, while the centre stone represents the present. Accent diamonds can also be borrowed from an engagement ring to celebrate an anniversary, giving the redesign a more balanced look while symbolizing a journey of love and growth. Better still, a three-stone ring means something unique to each person who wears it, and that makes it one of the most meaningful pieces in a jewellery wardrobe."

2



## Hoop Earrings

*Carla Ridolfo, Customer Service and Operations Coordinator*

"Hoops are one of the oldest styles of earrings and have been said to represent wholeness, health, and eternity. Hoops' versatility for different looks and circumstances makes them deserving of a place in every jewellery wardrobe. For extra glamour, the addition of diamonds will accentuate any hoop design and make it that much more special."

3



## Pearl Earrings

*Fei Zheng, Watch Specialist and Gemologist*

"As the oldest gemstone collected by humans, pearls have a great historical significance, but they still manage to look modern as well, which makes them a natural choice for any jewellery collection. They have long been prized as a symbol of prosperity and were also a particular favourite of Queen Elizabeth, so you'll be in good company! Whether you choose simple pearl studs or pearl drops with a touch of diamonds, they can be dressed up or down for formal or casual occasions."



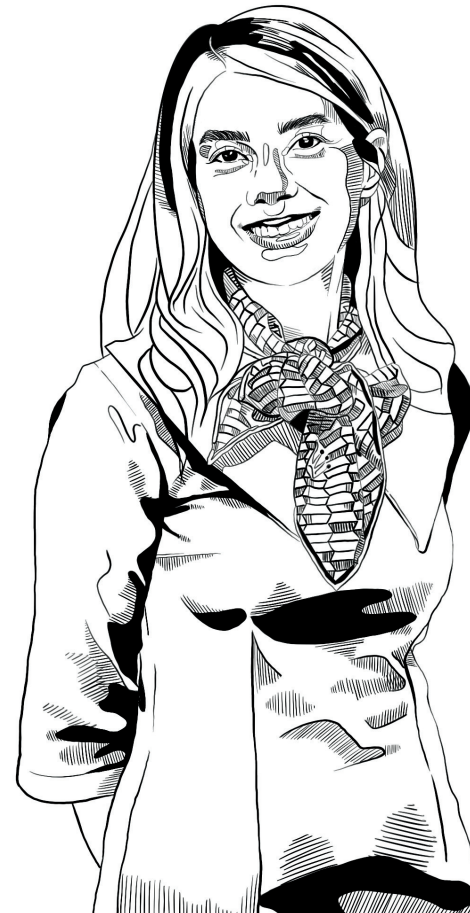
4



## Classic Solitaire Pendant

*Ghazal Khatamsazan, Operations Assistant*

"Simple, elegant, and sophisticated are the words I'd use to describe this timeless piece. Simple because it puts the glamour and sparkle of the solitaire front and centre, elegant because it is luxurious without being showy, and sophisticated because of the preciousness of the materials. All of this makes the classic solitaire pendant a timeless addition to any jewellery collection."





# 5



## Bangles

*Vivian Huynh, Operations Manager*

“Bangles are a staple that can easily elevate any look. Durable and versatile, they come in different precious metals including white, yellow, and pink gold, and can come in different thicknesses and widths as well. Whether dazzled with diamonds or not, they’re perfect for stacking with other bracelets and even a timepiece. The question isn’t so much whether they should be included in your jewellery wardrobe, but which ones you love the most.”



# 7

## Diamond Studs

*Darren Stringer, Gemologist and Sales Specialist*

“A true classic, and definitely among the first pieces that should be included in every jewellery collection. Diamond studs can take you from the most casual occasion to the most formal and can be made in a wide range of different shapes and cuts. If you’re searching for something even more versatile, we can even put removable jackets on them to give you two distinct looks.”



# 6

## Tennis Bracelet

*Aiko Meng, Sales Specialist*

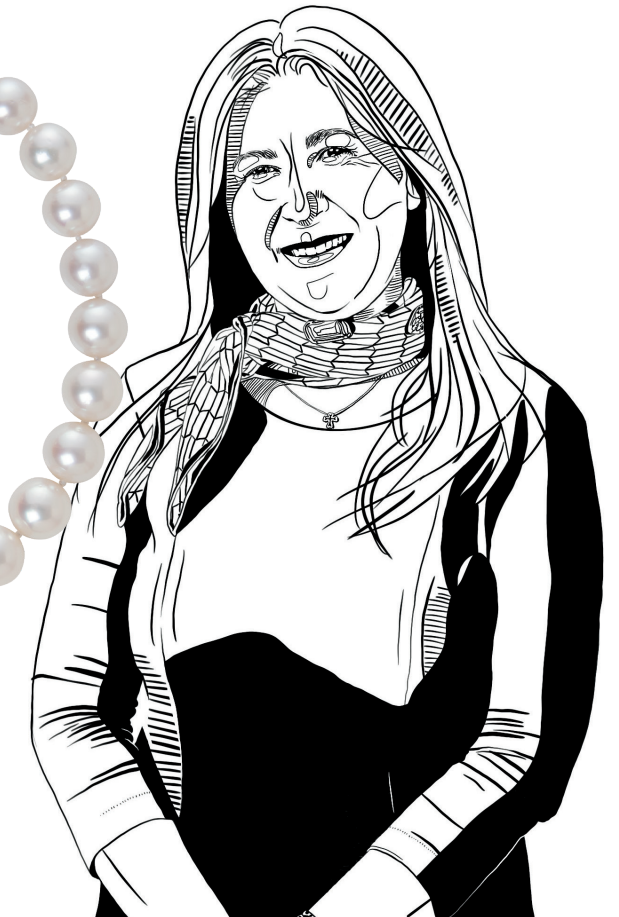
“Since tennis champion Chris Evert famously wore hers on the tennis court in the 1970s, this style of bracelet has become a popular addition to both sporty and formal looks. It is the perfect accessory for the most elegant occasions, and the straight-line design of a tennis bracelet makes for a slender and flexible fit. It’s this combination of history, versatility, and comfort that makes the tennis bracelet a modern essential.”

# 8

## Classic Pearl Necklace

*Weaam Harrak, Sales Specialist*

“This natural beauty from the sea can be worn on casual, dressy, and special occasions. It makes a perfect gift, and a pearl necklace is sure to be worn and cherished by many generations to come. Since so many of the world’s most beautiful and famous women have made pearl necklaces part of their look over the years, I think they certainly deserve a place in anyone’s collection.”





# timeless TREASURES

*Gemstones are among the most prized minerals on earth,  
taking millions or even billions of years to form.  
Here's a glimpse at what makes them so captivating*

At Humbertown Jewellers, our team of gemologists and designers are happy to share their extensive knowledge of gemstones and assist you in choosing a piece of gem-set jewellery you'll love, whether you're looking for a classic pendant or a more elaborate custom-designed creation.

## sapphire

**1** This stone can be violet, green, yellow, orange, pink, or purple, but the most well-known variety is blue.



## ruby

**3** This red gemstone is one of the most valuable on earth. Rubies occur across the globe, from the United States to Australia.



## emerald

**2** The world's oldest emeralds are believed to be almost three billion years old. From Cleopatra to Elizabeth Taylor to Angelina Jolie, emeralds complement the natural beauty of the wearer.





# DIAMOND DREAMS

When it comes to timeless jewellery, nothing tops the opulence of diamonds



## Chain Link Collar Necklace

Some occasions call for boldness, and this dramatic 18K white gold necklace set with 4.28 carats of dazzling diamonds is a piece that's made for them. A white gold and 0.95-carat diamond link ring, and a simple white gold polyangular ring offer an understated complement to the necklace's iridescent sparkle.



## Pavé Diamond Bangle

With 23 carats of glittering pavé diamonds, this opulent 18K white gold bracelet is designed to make a grand entrance at the most elevated of occasions. To complete a truly radiant look, add a matching 18K pavé ring and a necklace outfitted with a single brilliant-cut centre stone and a double halo of diamonds.





### Chandelier Drop Earrings

The clean lines and timeless glamour of the Art Deco era are on breathtaking display in these chandelier-style earrings crafted from 18K white gold and 6.92 carats of rose-cut, baguette, and brilliant-cut diamonds. A tennis bracelet featuring two rows of brilliant-cut diamonds and a half-eternity ring with 22 additional straight baguette-cut stones provide a contemporary but equally enduring addition to this classic look.



### Marquis Ring

Nothing makes a statement quite like a truly spectacular gemstone. This ring, which features a mesmerizing 6.79-carat center stone flanked by a pair of .75-carat trillion-cut diamonds, produces a breathtaking shimmer in a platinum setting. Accompanying this refined trio is a pair of 18K white gold earrings set with 5.51 carats of pear, round, and brilliant-cut diamonds, with 76 total stones in a four-flair design.



# AMONG THE STARS

Timeless statement jewellery and watches that shine as brightly as the ethereal night sky



## PATEK PHILIPPE

This independent Swiss watchmaker is particularly respected for its annual calendars, which mechanically display the day, date, and month, and require adjustment just once per year. The classically inspired steel 4947/1A (hers) and white gold 5205G (his) both offer this unique complication with the added celestial opulence of a moon phase display.





CHANEL

The Chanel J12 Cosmic, a whimsical take on Chanel's beloved J12, combines a bright white ceramic case with a diamond-studded dial decorated with a motif of rhodium-plated astronauts, shooting stars, and flying saucers.



PANERAI

Panera's unmistakable diver's watch was created in the 1930s, but thanks to a range of luxurious materials and a modern palette, it remains just as fresh in the 2020s. The Luminor Chrono Goldtech Blu Notte (his) and Luminor Due Luna Goldtech (hers) make artful use of Goldtech, Panera's signature red gold alloy, which proves equally alluring in a blue sunray dial or in a mother-of-pearl dial with moon phase display.



CHRISTINA WEARS

Ring: Sapphire band with 3.26 carats of sapphires and 0.4 carats of diamonds.







**CARTIER**

The Santos de Cartier watch was originally designed in 1904 for Alberto Santos-Dumont, a pioneering aviator whose experimental flying machines changed the face of flying. Today's Santos watch styles are available in a wide array of modern models and make for a particularly high-flying choice, shown here in a blue PVD bezel (on him) or set with 206 brilliant-cut diamonds (on her).





CHRISTINA WEARS  
Ring: One-carat sapphire with  
sapphire and diamond halos.

JAEGER-LECOULTRE

If the glitter of 18k white gold and 166 diamonds set into the case, bezel, and crowns aren't mesmerizing enough, the Jaeger-LeCoultre Rendez-Vous Moon watch (hers) puts the cosmos on your wrist with an extra-large moon phase display set inside a miniature map of the stars. The Master Control Date (his) strikes a subtler but equally captivating note with a dial the colour of a twilight sky.







OMEGA

The world is yours, or, if you prefer, the sky. The Omega Seamaster Aqua Terra 150m Co-Axial Master Chronometer GMT Worldtimer (his) features a 24-hour glass ring surrounding a map of the Earth depicted on a grade 5 titanium plate, while the Constellation Co-Axial Master Chronometer (hers) places diamond hour markers around a speckled deep blue dial that evokes the night sky.



CHRISTINA WEARS

Necklace: "Diamonds by the Yard" chain necklace with 19 diamonds.  
Earrings: Inside-out hoops in 18K white gold with 2.46 carats of brilliant-cut diamonds.





CHRISTINA WEARS  
Ring: 11.7 mm Tahitian pearl  
with 1.1 carats of diamonds.



ULYSSE NARDIN

The unmistakable glow of mother-of-pearl proves the perfect contrast to the glimmer of diamond hour markers and a diamond-set bezel in the Ulysse Nardin Diver (hers). In the Blast Skeleton X (his), the mesmerizing swirl of a Carbonium case proves similarly complementary to an ethereal open-worked dial.



LONGINES

With a classic Roman numeral dial and moon phase display complemented by a stylish modern case and bracelet in two-tone stainless steel and 18K yellow gold, the Longines PrimaLuna offers the best of both worlds.



CHRISTINA WEARS

Ring: Emerald band with 3.25 carats of princess-cut emeralds and 88 brilliant-cut diamonds in an 18K yellow gold setting.  
Pendant: Diamond solitaire pendant in an 18K yellow gold halo setting.  
Earrings: Diamond studs.

IWC

The IWC Portugieser Chronograph updates a 1930s classic for the 21st century with the addition of a Swiss chronograph movement, sea blue Arabic numerals, and a matching blue alligator strap.





# AN EVENING WITH TUDOR

To celebrate the launch of Tudor's 2023 collection in June, Humbertown Jewellers customers were invited to experience the brand's novelties in person in advance of their retail debut. New models like the Black Bay 54 diver's watch and travel-ready Black Bay GMT were the stars of the evening, along with new versions of the sleek and stylish Tudor Royal with a salmon-hued dial. Guests were invited to try on watches and treated to drinks, appetizers, Tudor Swiss chocolates, and a special Tudor gift.



# CHAMPAGNE AND DIAMONDS WITH CHANEL

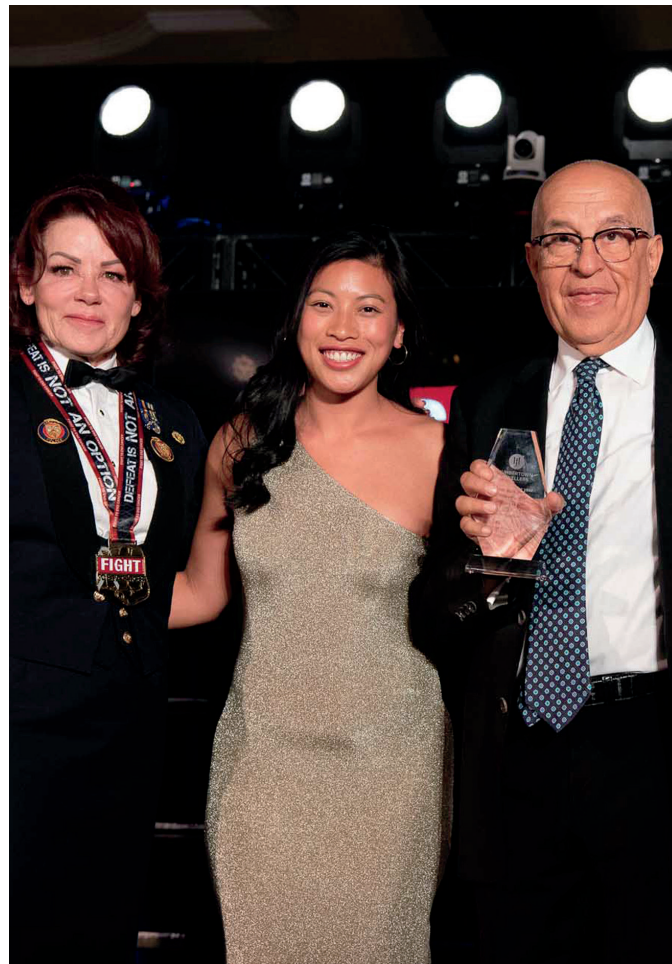
Last fall, Humbertown Jewellers customers were invited for a special evening to view, try on, and shop a special selection of Chanel jewellery. In an atmosphere befitting the famed Parisian Maison, renowned for its fashion creations as much as for its elegant watches and jewellery, customers were treated to hors d'oeuvres, champagne, and a special gift.





# HUMBERTOWN SUPPORTS THE FIGHT TO END CANCER

In May, Humbertown Jewellers was once again proud to be a presenting partner for the 10th annual Fight to End Cancer Charity Gala, an amateur boxing match supporting the Princess Margaret Cancer Foundation. Through the donation of a pair of men's and women's Omega Seamaster Aqua Terra 150 watches, Humbertown assisted in raising \$30,000 for the charity and received a special award for their continued support of cancer research. This donation is part of Humbertown Jewellers' ongoing commitment to giving back to its community.





# PERPETUAL LEGACY

ROLEX and National Geographic team up to protect the planet for future generations



A team of scientists supported by National Geographic and Rolex assembles the world's highest weather station on Mt. Everest.

If the best way to see the stars is to get closer to them, there's no better place on Earth to enjoy the night sky than the slopes of Mount Everest, the highest point on Earth. Here, more than 8,000 metres above sea level, the majesty of the celestial world is on full display, unspoiled by light and air pollution, and seemingly close enough to touch. As part of a partnership going back nearly 75 years, Rolex and National Geographic are dedicated to protecting the land, air, water, and skies of our planet so that future generations may enjoy this otherworldly spectacle for many centuries to come.

Rolex has been a supporter of pioneering explorers since the 1930s, and Rolex Oyster Perpetual watches have been worn by those who have ventured to the highest mountain peaks and the deepest depths of the ocean. In 1954, Rolex cemented its commitment to exploration through an official partnership with the National Geographic Society and has since supported countless expeditions to the world's most remote corners. Over the last six decades, Rolex and National Geographic have been instrumental to historic achievements such as the 1960 Bathyscaphe *Trieste* expedition, which descended a record-breaking 10,916 metres below the surface of the Pacific Ocean, and Hollywood director James Cameron's 2012 solo dive to the bottom of the ocean aboard the *Deepsea Challenger*.

In 2017, in light of growing environmental crises from climate change to overfishing, Rolex and the National Geographic Society re-

defined their partnership to promote and prioritize exploration linked to the preservation of the planet. The first expedition supported by this new partnership was in 2019, led by National Geographic and Tribhuvan University, to study the effects of climate change on the glaciers of the Hindu Kush-Himalaya. In addition to the glaciers being part of some of the world's least-studied ecosystems, they are a critical source of water for more than one billion people living downstream. Over two months, the interdisciplinary team set up the two highest weather stations in the world, collected the highest-ever ice core sample, surveyed local biodiversity, and gathered new data on the history of the glaciers.

The Everest expedition was the first of many to come, each specifically intended to increase human knowledge about life on the planet and the threats facing it in the future. The wealth of information collected by the Everest team, along with data gathered by other Rolex-supported expeditions, will assist scientists around the world in studying the effects of climate change on critical resources like the glaciers of the Hindu Kush-Himalaya. These expeditions will also serve as beacons to inspire the next generation of scientists and conservationists to take up the challenge of working to protect life on our planet. As anyone fortunate enough to gaze up through the crisp, clean air of the Himalayas at the blanket of stars overhead will immediately understand, it's worth saving.



# ENDURING STYLE

The new OMEGA Constellation 36mm and Speedmaster Super Racing combine classic design with 21st-century precision



The new Omega Speedmaster Super Racing (above) and the Omega Constellation 36mm (right) bring 21st-century movements and stylish new aesthetics to a pair of classic 20th-century designs.

Designing a watch is a deceptively simple process. After all, what more do you need than a case, a dial, some hands, and a movement? As anyone with an interest in watches knows, however, there is an entire universe of possibility in the details and – with the right mix of inspiration, innovation, and skill – the opportunity to create something truly timeless. The new Omega Speedmaster Super Racing and the Omega Constellation 36mm collection reimagine a pair of celebrated designs for the 21st century and prove just how enduring such designs can be.

Since its release in 1957, the Omega Speedmaster has been one of the world's favourite chronographs. Its innovative original design, which incorporated the world's first tachymeter bezel, became the industry standard for high-performance chronographs, while its sturdy case and ultra-reliable movement earned it the approval of NASA, who made the Speedmaster standard issue for astronauts in the Apollo program. Just as NASA's scientists continue to explore ever further into the solar system, though, Omega's designers continue to refine the Speedmaster's capabilities and style in the 21st century. The new Omega Speedmaster Super Racing, with its advanced modern movement and distinctive look, is the latest chapter in this icon's ongoing evolution.

As suggested by its honeycomb dial and bold yellow accents, the Omega Speedmaster Super Racing is powered by the Co-Axial Master Chronometer 9920, which is the first movement ever to include Omega's Spirite System. Thanks to a new patent-pending spiral that allows for ultra-fine rate adjustments, this movement boasts an unprecedented precision of only 0/+2 seconds a day, making it the most accurate Speedmaster ever. This, in addition to sporty modern touches like bright yellow Super-LumiNova lume, makes the Speedmaster as much of a cutting-edge instrument in the 21st century as it was in the 20th.

The Constellation has been an integral part of Omega's lineup since the 1950s, and its expressive design has earned it a longstanding reputation as a stylish accessory for both women and men. A new 36 mm collection, however, reinterprets its design for contemporary tastes with a trio of colourful new dials and a decidedly feminine aesthetic. Among the Constellation's trademarks is a set of "claws" that cling dramatically to the bezel, and the new collection builds on this distinctive feature with a circle of 38 diamonds that glitter against its polished bezel and complement its diamond hour markers. Previous versions of the Constellation have featured Omega's famous mono-rang bracelet, but these versions strike a softer note with alligator leather straps in the same shades of blue, burgundy, and brown as their sun-brushed dials.

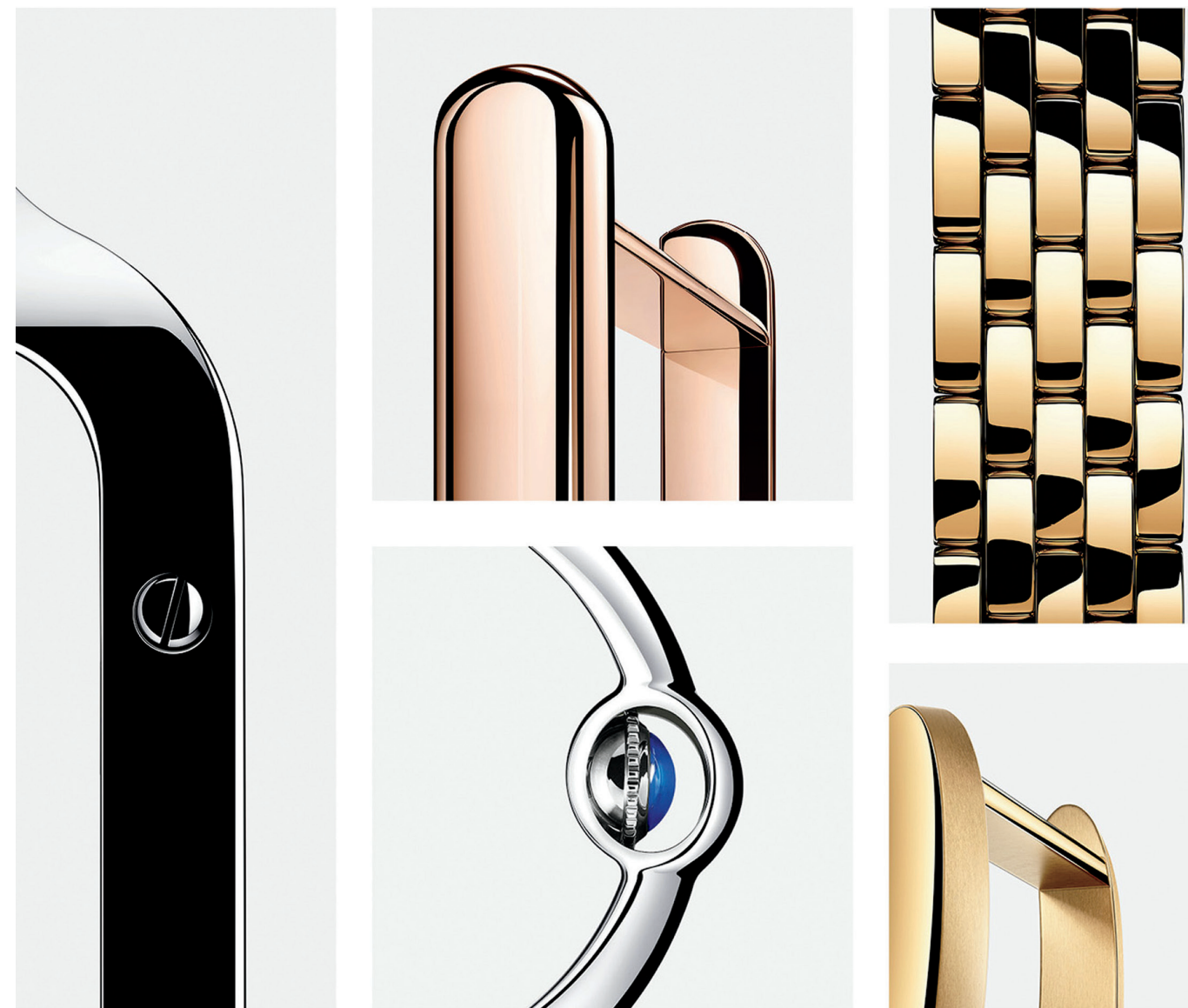
In addition to these updates, the Constellation upholds Omega's reputation for ultra-accurate movements with its Co-Axial Master Chronometer Calibre 8800, which is visible through the sapphire crystal case back. Like the chronometer-certified movement in the Speedmaster Super Racing, it has been tested to ensure not just superior precision but exceptional anti-magnetism, water resistance, and durability as well. These horological advancements reflect how Omega strives to improve upon all aspects of its timepieces, inside and out, and upholds its reputation as one of the world's top watchmakers through constant innovation. As these new models prove, even the most timeless designs are never truly finished.





# BELOVED OBJECTS

The simple formula behind CARTIER's timeless creations



The Cartier Tank is among the most recognizable watch designs of all time and has been worn by some of the most stylish people in the world over the last 100-plus years. Its design, however, is an exercise in simplicity, with a square or rectangular case and a simple Roman numeral dial. The Tank, which was designed in 1917 and remains a pillar of Cartier's collection in 2023, reveals how Cartier's creations are designed to stand the test of time.

Each of Cartier's designs draws its timeless appeal from four main principles. The first principle, concerning the purity of lines, aims to distill a piece down to its essential elements and create a form that's both easy to read and instantly understandable. There's no better illustration of this principle than the Tank, whose form consists of just two sets of parallel lines connected to a strap or bracelet.

Accuracy of shapes is another key principle – one concerned with using symmetry, parallelism, and asymmetry to underscore the aesthetic power of circles, squares, and other common shapes. While the Tank reveals the beauty found in a rectangle's hard corners, the Ballon Bleu watch, introduced in 2008, is a meditation on the softness of the circle. Composed of a series of concentric circles, the Ballon Bleu's design places its sapphire-capped crown under a metal hoop, a detail that protects the blue bubble while preserving the purity of its overall shape.

The third principle focuses on proportions and the balance between line and shape that gives Cartier pieces an overall harmonious appearance. The Cartier Panthère watch, created in 1983, exemplifies how these disparate elements can work together to create a cohesive whole. Named for the panther, a recurring motif in Cartier creations for more than a century, the watch features a square case with rounded angles paired with a bracelet of rounded rectangular links. This contrast of soft and hard lines and rounded and squared shapes makes the bracelet and the case perfect complements to each other while evoking the strength and litheness of the watch's namesake feline.

The final touch – precious details – is anything but an afterthought. Beauty can be found in all kinds of details, but at Cartier, they must be meaningful and functional, rather than for their own sake. A particularly elegant example can be found in the bezel of the Santos de Cartier watch, which is held in place by eight miniature screws. An evolution of the original Santos-Dumont watch, whose riveted bezel was itself an homage to the Eiffel Tower, these screws give the watch a distinctly modern look while serving an important role in its overall design. It's a radically simple idea executed with rare elegance, which, as Cartier has proven time and again in its watches, is the formula for a truly timeless object.



# A TIMELESS SYMPHONY

JAEGER-LECOULTRE partners with composer  
TØKIO M¥ERS to create music inspired by the golden ratio



Myers drew inspiration from a visit to the Jaeger-LeCoultre Manufacture in Le Sentier and the so-called “golden ratio.”

Time is an important element of every piece of music, but perhaps none more so than *Timeless*, an original symphony commissioned by Jaeger-LeCoultre and written by British musician Tokio Myers. Featuring piano accompanied by a wide variety of electronic sounds, the work is part of *Made of Makers*, a series of collaborations with artists, designers, and craftsmen that expands the dialogue between horology and art. An up-and-coming musician who rose to fame following his winning appearance on *Britain's Got Talent* in 2017, Myers – like each of the creators taking part in *Made of Makers* – embodies the unique balance of timelessness and modernity that defines Jaeger-LeCoultre's luxurious creations.

To create *Timeless*, Myers drew inspiration from two main sources: a visit to the Jaeger-LeCoultre Manufacture in Le Sentier, and the mystical number behind some of humankind's most beautiful creations – the golden ratio. Expressed as the Greek letter Phi or the number 1.618, the golden ratio has fascinated great thinkers from Pythagoras to Le Corbusier and appears in many of humankind's most celebrated creations, from the compositions of Erik Satie and Debussy to *The Last Supper*. Among its many influential appearances in the modern world, the golden ratio can also be found in the sleek rectangular proportions of the Jaeger-LeCoultre Reverso.

“Being in Le Sentier, seeing first-hand how Jaeger-LeCoultre operates, experiencing the atmosphere in the Manufacture, seeing all the

skills, hearing all of the different sounds, enjoying the calm surroundings of the Vallée de Joux – that gave me a lot of inspiration to draw on,” says Myers, explaining his creative process.

*Timeless*, which premiered earlier this year at the Shanghai International Film Festival, with additional performances in Los Angeles, London, and Dubai, was staged in Jaeger-LeCoultre's 1931 Cinema, a specially designed performance space inspired by the world's first drive-in movie theatre, which – like the Reverso – was created at the height of the Art Deco period. Each performance of *Timeless* features Myers playing the piano in front of a projection of falling water on a giant screen and tells the story of the golden ratio in four chapters – spanning its presence in nature, the scientific quest to unlock its mystical properties, its ubiquity in architecture and art through the ages, and its indelible impact on contemporary designs like the Reverso. The piece – which is played at a tempo of 161.8 beats per minute – is designed to take the listener on a powerful journey through art and time.

“Music has never been static; it's in constant evolution,” Myers says. “For me, it starts with mastery of the basics, then breaking free from the norms and composing my own story – constantly searching for the balance between the voices of the past and my own. Composing for Jaeger-LeCoultre was so natural for me because we're looking for the same thing; there's a common goal,” he says. “To reinvent the classic and find what is universal and timeless.”



# FORM AND FUNCTION

The PATEK PHILIPPE Calatrava Ref. 6119 and the birth of modern design



The new Patek Philippe Calatrava Ref. 6119, available in white gold or rose gold, bears the hallmarks of modern design as expressed by the famed Bauhaus school.

“An object is defined by its nature,” wrote the German architect Walter Gropius in the Bauhaus school’s 1919 manifesto. “It must serve its purpose perfectly; it must fulfill its function usefully, be durable, economical, and “beautiful.”” This revolutionary idea, along with a commitment to simplicity, honest use of materials, and continuous innovation, was the guiding philosophy of the famed German design school and has informed some of the most timeless designs of the last century, from the graceful lines of Marcel Breuer’s Wassily chair to the original iPod. Gropius, however, could have also been describing the new Patek Philippe Calatrava Ref. 6119. While an argument can be made for the Calatrava’s economy – it is designed and built to last for generations, after all – its clean lines, simple geometric shapes, and respect for materials are textbook Bauhaus.

The first Patek Philippe Calatrava, the Ref. 96, was released in 1932. As the first numbered reference in the brand’s history, it reflected a desire to bring watchmaking into the modern era, and over the last century the Calatrava remained one of the most respected names in the independent Swiss watchmaker’s lineup. The influence of Bauhaus can be found in the original Calatrava’s basic form – a circular gold case containing a dial, a small seconds sub-dial, three hands, and 12 indices – as well as its artful use of materials and its cutting-edge (for the time) movement. Its case, which measures just 30.5 mm in diameter, might be small by modern standards, but the ultra-legible design of its dial, hands, and hour markings ensures this diminutive piece is nonetheless perfectly suited to its role as a daily timekeeper.

Many versions of the Calatrava have been created since, spanning a wide range of precious stones, officer-style cases, different bezels, designs for both men and women, and a variety of case sizes and movements. The new Ref. 6119 is among the latest of these, and it gently updates its forebear’s distinctive look for the 21st century. With a 39 mm case available in 18K rose or white gold, a diamond-polished “Clous de Paris” hobnail bezel, and a slim profile of just 8.08 mm – perfect for slipping under a shirt cuff – its design remains as true to the principles of Bauhaus as the original. Even its movement, the new manually-wound calibre 30-255 PS, balances form and function with its combination of high-tech silicon components as well as surfaces subtly decorated with chamfered and polished edges and Geneva striping.

The principles laid out by Gropius and his colleagues when they founded the Bauhaus school were intended to create an entirely new way of thinking about the built world. Objects designed using their principles could, they envisioned, exist almost outside of time, adapting and evolving to suit changing tastes and new technologies while remaining true to their essential functions. The Patek Philippe Calatrava Ref. 6119, which remains as much of a quintessential dress watch in 2023 as it was in 1932, is a perfect example of how well this notion works in practice. This makes the Calatrava not just a versatile accessory and a future heirloom, but an important reminder that nothing is more powerful – or timeless – than a great idea.







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