

# Humbertown Jewellers

MAGAZINE





**ROLEX**

THE DATEJUST 41

The new generation of the essential classic, with a new movement  
and design that keep it at the forefront of watchmaking.  
It doesn't just tell time. It tells history.



OYSTER PERPETUAL DATEJUST 41







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Begin your own tradition.

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the next generation.



Nautilus Ref. 7118/1A



HUMBERTOWN  
JEWELLERS

Toronto | 416.234.1600



# PANERAI



LUMINOR *due*  
3 DAYS AUTOMATIC  
ORO ROSSO - Ø 42MM / 45MM  
(REF. 677 - REF. 675)

LABORATORIO DI IDEE.

# Humbertown Jewellers MAGAZINE



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HUMBERTOWN  
JEWELLERS

## Ferit Tecimer

opened Humbertown Jewellers in 1980 with the goal of establishing the finest jewellery store in his neighborhood. As a fifth generation jeweller, with a wealth of product knowledge and industry contacts, success was almost immediate. Today, Humbertown Jewellers is not only a local hotspot, but also the premier destination for fine timepieces and jewellery in Canada. The store has grown in size and remained in the same location - the very location where Ferit enjoys greeting his customers every day and makes sure they receive the best service possible.





# The Humbertown Jewellers Promise

From the beginning, Ferit Tecimer has committed to offering only the finest jewellery. In order to do this, he controls the manufacturing process from design to final execution. Today, most of our jewellery is made at Humbertown Jewellers workshops, by the hands of our local artisans. They contain only the finest diamonds and gemstones, subjected to stringent quality control. "I love the design aspect of fine jewellery", says Ferit, who credits the skills he acquired while earning his master's degree in architectural engineering to his knack for jewellery design.

Because of this design and manufacturing capability, Humbertown Jewellers is well equipped to handle custom jewellery orders. Clients often bring loose gemstones to be designed into a new piece, or old jewellery to be modernized or redesigned, or simply an idea for a design they have always wanted. "If you can dream it, we can make it," says Ferit, "and this also means that if you break it, we can repair it, whether it was made by us or not. We do everything from A to Z - nothing is too big or too small."

This level of exclusivity is rare, and it applies to our timepieces as well. Humbertown Jewellers is one of the oldest established Authorized



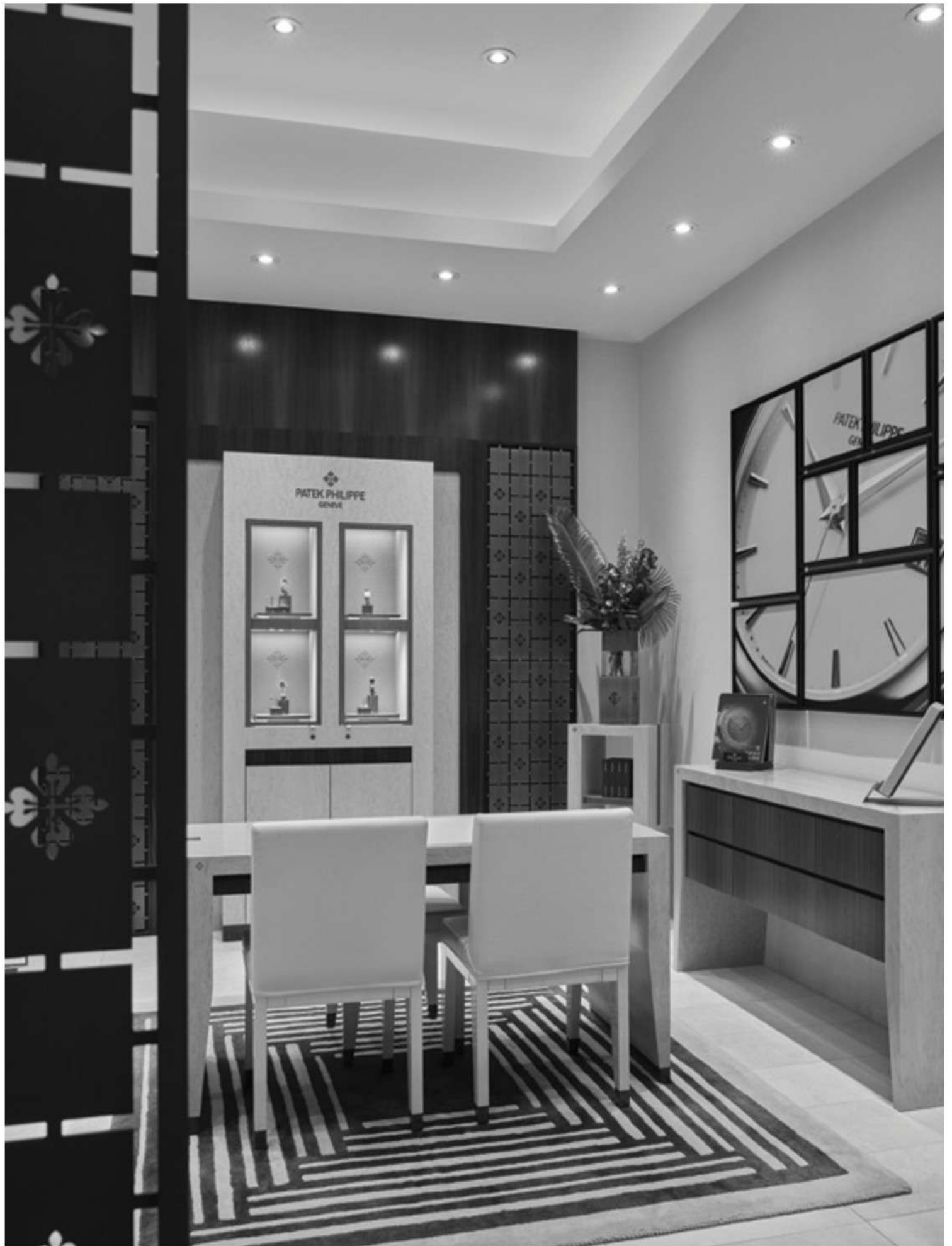
Dealers for *Patek Philippe, Cartier, Rolex, Jaeger-LeCoultre, Panerai, IWC, Omega and more*. Ferit and his staff are able to show customers rare, limited-edition pieces from time to time that are not available anywhere else in the country. Limited editions are sold through a few of the brands' top dealers in the world, and in stores only. Every watch includes a manufacturer's warranty, and can be serviced in the store. (Learn more from our watchmaker, Gabor Juhas, in the story in this issue!)

This global profile extends to the product knowledge of the staff at Humbertown Jewellers, and that includes the capability of speaking several languages, including Mandarin, Cantonese, Italian, Arabic and French.

Rooted in its immediate community, Humbertown Jewellers has been involved in local sponsorships and events that support schools, hospitals and other organizations.

Humbertown Jewellers approaches its 40th anniversary with the certainty that Ferit Tecimer's initial goal of excellence has been achieved. That goal, however, is a moving target, as excellence is something that must be updated, refined and re-examined on a regular basis. Humbertown Jewellers is poised to take on the next 40 years of challenges with the confidence that it will continue to share its passion and expertise with its partners and loyal customers.









PATEK PHILIPPE  
GENEVE

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You merely look after it for  
the next generation.



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World Time Ref. 5230G





## A Shared Passion

**E**ver since I can remember, I have been fascinated by gemstones. My passion eventually led me to attend the Gemological Institute of America in Santa Monica, California, where I became a Graduate Gemologist. It was the beginning of a wonderful adventure that has included working as a professional appraiser and expert consultant for the RCMP, and eventually brought me to Humbertown Jewellers, 38 years ago.

Here, my interest quickly expanded to include fine timepieces, and, like many of you, I have become hooked on the intriguing world of watchmaking.

Since our humble beginning in this community in 1980, we have grown to become Canada's premier destination for fine timepieces. As Authorized Dealers for *Cartier, Rolex, Patek Philippe, Jaeger-LeCoultre, IWC, Chanel, Omega* and more. We stand behind the promise of excellence represented by these brands by offering you not only manufacturers' warranties but a lifetime of service. In this issue, our resident watchmaker, Gabor Juhas, shares some of the magic of his craft, pulling back the curtain on what happens to your watch when it comes to us for service.

I feel very fortunate to have found a calling that surrounds me on a daily basis with some of the most beautiful jewellery and timepieces

in the world, and with the people, our customers, who share our passion and enthusiasm. This magazine is an important part of our commitment to serve you better and to inspire you with our latest selection of treasures. All are designed to add beauty and meaning to the milestones in your life, from graduation and wedding celebrations to anniversaries and personal achievements. We are honored to share them with you.

We wish you all the joy of the season, and on behalf of the Humbertown Jewellers family, I would like to thank you for your support and confidence.

A handwritten signature in dark ink, appearing to read 'Doug Youngson'. The signature is stylized with a large, sweeping initial 'D' and 'Y'.

Doug Youngson GG, GIA.





—H—



# IWC PILOT. ENGINEERED FOR ORIGINALS.



Join the conversation on  
#B\_Original.

**Big Pilot's Watch Edition "Le Petit Prince". Ref. 5009:** The little prince tells the pilot he will give him a friendly laugh from the countless stars in the night sky. The sight of this watch inspires similar sentiments, for every single detail is a joy to behold. The time-piece is not only an imposing 46 millimetres in diameter but also impresses with classic elegance that sets off the midnight blue dial to perfect advantage. Technical perfection, on

the other hand, is guaranteed by the IWC-manufactured 51111-calibre movement with its seven-day power reserve. Time enough to forget time and follow the dream-like journey of the little prince. **IWC. ENGINEERED FOR MEN.**

Mechanical movement, Pellaton automatic winding, IWC-manufactured 51111 calibre, 7-day power reserve when fully wound, Power reserve display, Date display, Central hacking seconds, Screw-in crown, Sapphire glass, convex, antireflective coating on both sides,



Special back engraving (figure), Water-resistant 6 bar, Diameter 46 mm, Calfskin strap by Santoni

**IWC**  
SCHAFFHAUSEN







L'INSTANT  
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CHANEL.COM THE CHANEL MOMENT

# BOY·FRIEND

## TWEED



# BORN TO DARE

#BornToDare

BLACK BAY  
CHRONO



TUDOR



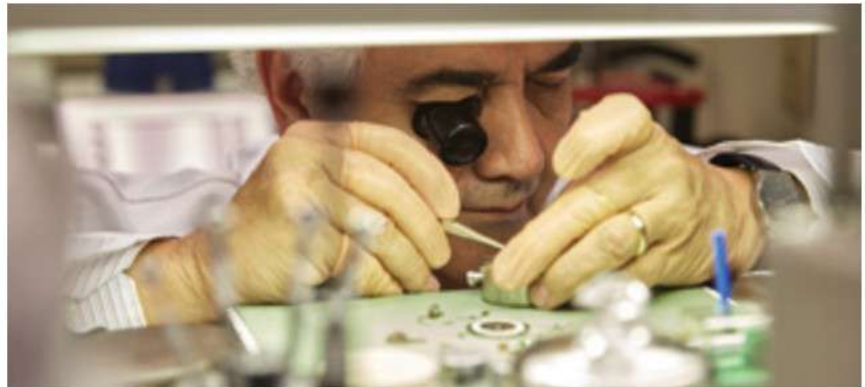
# A Lifetime of Service

Why your watch needs regular service and how Humbertown Jewellers can help

**C**ongratulations! You have just purchased the watch of your dreams and you're getting ready to take it out into the world to be admired and appreciated for years to come. But this is only the beginning of our service to you.

A mechanical watch needs to be maintained regularly by a qualified, authorized service centre. As one of the oldest Authorized Dealers and service centres in Toronto, Humbertown Jewellers performs CTR (complete technical revision) on most brands. This service is conducted by our watch specialist, Gabor Juhas, a Rolex trained technician.

As a watchmaker for 30 years, Gabor is as passionate about your watch as you are: "I was always interested in how mechanics worked and when I discovered that they came in such small sizes, that was it, I was hooked." Many people are surprised to learn that their watch needs service, but in truth, a mechanical timepiece is far more efficient and long-lasting than a car or a household appliance. A good watch, properly maintained, will last more than a lifetime - it will last for generations, despite the remarkable fact that it is in constant operation 24/7 for many years. Generally, a watch requires service every five years, or, in the case of silicon movements or bearings which needs no lubrication, every 10 years.



So what's involved in "servicing" your fine timepiece? Below we list some of the procedures, and we invite you to come in and watch Gabor performing some of them, peering through his loupe, performing micro-surgery on their inner workings.

- First, the watchmaker dismantles the movement, examines individual parts and identifies damage, wear and tear.
- Then he cleans and lubricates parts that require lubrication, particularly moving parts, using different types of oil. The precise amount of oil used for any given component is extremely important and requires years of knowledge and experience.
- Any pieces that show wear and tear are replaced with factory components, and will be registered in your watch service record, validating your watch as authentic, with manufacturer parts.
- Next, the watchmaker will reassemble and check the function of the movement. If necessary, he will adjust the rate of the watch.
- Before reassembling the watch, he will clean and, if necessary, refurbish the case and bracelet, replace the crown, pushers and correctors.

Some repairs and services for high complications and vintage restorations may need to be conducted by the manufacturer. As an authorized dealer, we facilitate this process for you by shipping your watch to the factory, ensuring the repair is handled in a timely manner and to the highest standard. We serve as your advocate.

Every timepiece comes with a manufacturer's warranty. The industry standard is two years, yet brands like Rolex and Omega have benchmarked their warranties to 4 or 5 years. These warranties cover any defect that affects the rate or functioning of the timepiece, and may even result in a full replacement of the watch.

Warranties do not cover damages caused by users or regular wear and tear. Humbertown Jewellers assures you that your timepiece will receive the best service available. With every repair assignment, we check and clean your timepiece thoroughly before sending it back to you for many more years of enjoyment.





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It is the *wondrous moments*,  
places, milestones and people  
we share them with, that  
truly transform life into a  
masterpiece.

— HJ —





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Classic jewellery never goes out of style, and there is nothing more classic than the combination of pearls and diamonds. In this set, gold cable chain links set with perfectly matched diamonds add a contemporary twist - and a lot of drama - to fine Akoya and South Sea pearls.

—H—

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Capture perfect moments of a marriage of lavish decadence and the brilliant simplicity of being in love. The moments that have led step by step down the aisle and the journey that has just begun, creating new life moments together.

—HJ—



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Cushion cuts and halos are the new classics in engagement ring design. A cushion cut exudes vintage style and romance, while the halo and diamond-set shank add a special glow. Made of platinum, this ring is designed to stand the test of time as a treasured family heirloom and an enduring statement of elegance.





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Fancy shaped diamonds add glamour and drama to the classic engagement ring. Pear, cushion and emerald cut centre stones illuminate vintage charm, especially when embraced by a halo of surrounding diamonds. These timeless yet playful designs are an ideal expression of timeless romance.





From 1930s Art Deco to the modern Y-necklace, iconic designs endure as important aesthetic benchmarks - they are stylish, yet never out of style. Each section of these “en tremblant” geometric earrings is hinged to move when you move, bringing life and sparkle to your every gesture. The Y-necklace is set with rose cut and oval diamonds.





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An eternity band symbolizes the circle of life, an expression of the commitment you share with your loved ones. Fancy shapes - princess, oval, radiant and emerald cuts - add dimension and sparkle. Stack more than one for a modern look and bring style and vitality to life.





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Cherish precious moments of tenderness. The eternity band's circular design is symbolic of undying love, like the goddess Venus herself, a whispered reminder of the moment you said and meant forever.



—HJ—



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Fancy colored diamonds unleash a special glow that is unsurpassed in the world of gemstones. Because diamonds are the hardest of all gems, their facets release a multitude of light and beauty from within. The cushion-cut canary yellow diamonds in this suite are surrounded by halos of fancy colored diamonds and white round brilliants.





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The most cherished love is the kind that awakens the soul and makes us reach for more each coming year. It can light a fire in our hearts and bring peace to our mind.



—HJ—



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Red is the colour of intense emotion - love and anger, passion and fury. It is associated with objects of power and desire, like the robes of royalty. Early cultures treasured rubies for their similarity to the redness of the blood that flows through our veins and believed that rubies held the power of life.





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Embrace pivotal moments of graduation, of chapters both ending and commencing. Letting go and stepping back with pride, trusting you've prepared them for the moments ahead.



—HJ—



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Vivid colors and shapes have the power to transform a classic piece of diamond jewellery into a dazzling masterpiece. These diamond cluster pendants in 18k yellow, pink or white gold are perfect “signature style” pieces that can take you anywhere, on any occasion, with confidence.





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Pearls and diamonds together redefine classic solitaire jewellery. And as couture designer Giorgio Armani once said, the difference between style and fashion is quality. We use only the finest quality pearls and diamonds, sourced from our network of gem dealers who reserve us the top quality gems.



—HJ—



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Celebrate moments in the spotlight, surrounded by the warmth of laughter and those you hold dear, a sparkling reminder that this day is all about appreciating you.



—H—

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Rejoice in the personal moments of success found after timeless dedication, the immense feeling of power when the moon and stars are within your reach.





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Reach for the stars, live by your heart and celebrate your loved ones. The symbolism of this bracelet makes it the perfect heirloom to be passed on to the next generation. The classic charms on this 18k white gold cable chain bracelet radiate the joy of life and love.

—H—





*Rendez-Vous Moon Medium*

  
**JAEGER-LECOULTRE**

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Sapphires are the hardest gems next to diamonds. At Humbertown Jewellers we use nothing but fine, high color-saturated gems that will look beautiful forever in a piece of jewelry. The sapphires in this ring are invisibly set, a high-precision process that creates a sheer expanse of color without any metal prongs or channels showing between the gems.



—H—



*Master Control Date  
Automatic Calibre Jaeger-LeCoultre 899/1  
219 components, 28.800 beats per hour*

  
**JAEGER-LECOULTRE**



# Jaeger-LeCoultre: The Power Of Simplicity

If there is one strong trend in watchmaking this year it is the paring down of new models to create a vintage look. Gone are the massive showpieces of previous years, with decorative dials and avant-garde designs. The rule now among most of the top brands is classic simplicity, with minimalist dials and useful functions. It is an aesthetic that dovetails with the current popularity of vintage designs. The three-hand watch was the hit of the Swiss watch fairs this year, and steel was a strong preference in case materials.

This paring down of design and functions does not mean lower quality, and it has not resulted in a reversion to sub-par movements. On the contrary, there is great value and collector's potential in neo-vintage timepieces, because they combine iconic design codes with new-generation components and movements. Calibers are now engineered to be slimmer, an important component of vintage design, and they are made to last.

The new Jaeger-LeCoultre Master Control Date is a fine example of this development. It is a simple watch, with three hands and a date window - the pure, clean aesthetic of a vintage model, and a distinctive sector dial - with concentric circles marking the

indexes. The watch is one in a series of three new stainless steel models introduced in the Master Control collection this year that reinterpret existing models with slight alterations - the chronograph version, for example, is modified to be a two-counter instead of a three-counter, and contains Caliber 751G instead of Caliber 751A1. The Master Control Date Automatic, pictured here, has the same caliber as its predecessor (899/1), but with dial modifications - the numerals are stamped rather than applied, which makes the watch simpler and more accessible. Humbertown Jewellers is an Authorized agent of Jaeger-LeCoultre, and we would be delighted to show you this timepiece and other new models.





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Building a jewelry collection is a personal journey of discovery, one that can lead to an eclectic mix of treasures. Start with the classics: a simple pair of diamond stud earrings or a triple-row platinum bracelet with bezel set diamonds – jewellery that can accompany you anywhere with elegance and style.





## THE ETERNAL MOVEMENT

Ulysse Nardin, from the movement of the sea to the perpetual innovation of Haute Horlogerie. For over 170 years, the powerful movement of the ocean has inspired Ulysse Nardin in its singular quest: to push back the limits of mechanical watchmaking, time and time again.

Marine Tourbillon  
Self-winding movement  
Silicium technology  
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**ULYSSE NARDIN**  
SINCE 1846  LE LOCLE - SUISSE



# The Patek Philippe Promise of Excellence

**P**atek Philippe's high value retention and superior craftsmanship make it a favorite among collectors, and we are proud to be an Authorized Dealer for this remarkable brand. This year, we are pleased to offer three new references that showcase Patek Philippe's excellence and innovative spirit.

## Ref. 5320 G Perpetual Calendar



Patek Philippe has produced 30 different versions of the perpetual calendar since 1925, and has come to be known as the world leader in this realm. The new Ref. 5320G is a tribute to this heritage. The double windows for day and month display were first used in the 1940s and 1950s, and have become a signature element of the brand's perpetual calendars. The font on the new dial resembles the one used on a 1944 model, and the baton hands draws inspiration from a chronograph model of the 1950s. The fluted sides and the complex, three-tiered lug profile on the white gold case are modeled after a Calatrava piece from the same era. The boxed crystal is made of sapphire rather than Plexiglas, commonly used in the 1940s and '50s. Technology has improved since then, and the crystal is dramatically cambered to prevent optical distortion of the dial from any viewing angle, a construction that was technically impossible in those days. It contains the automatic Calibre 324, with a large central rotor in 21k gold that rests on ball bearings and boasts a rate deviation of only -3 and +2 seconds per day, well above the industry standard. If you come in to see this watch, remember to look through the sapphire caseback at the decorated bridges with round-chamfered and polished edges, côtes de Genève striping and gold-filled engravings, polished screws, chamfered slots and polished countersinks - all hallmarks of an exquisitely finished timepiece.



## Calatrava Haute Joaillerie Ref. 4899-900G

A version of the ultra-slim Calibre 240 is used in the new ladies' jewellery watch, contributing to its sleek profile. It is masterfully set with 149 flawless diamonds and 182 pink sapphires, in a variance of shades, for a total aggregate weight of 4.35 carats. The background on the upper dial is natural pink mother-of-pearl that has been carved with feather motifs - not an easy feat on this delicate material. Another subtle but exquisite detail is the engraving on the 18k gold hands, also designed to resemble feathers.



## 20th Anniversary Aquanaut Ref. 5168G

Patek Philippe introduced the sporty, accessible Aquanaut collection at the Basel watch fair in 1997. We were there at the beginning and now are excited to celebrate the 20th anniversary of this contemporary classic. This commemorative piece is the first men's model in this collection offered in 18k white gold, with a blue dial and tropical strap. At 42mm, it is a tribute to the original Nautilus, which was nicknamed the "Jumbo." It is a true sports watch, with 120-metre water resistance and luminous numerals and markers. It contains the automatic Calibre 324 S C, a slim movement that keeps the case thickness at only 8.25mm.





# Rolex Datejust 41: More to Love

One of the most iconic timepieces in the world just got bigger and more accessible. The new Rolex Datejust 41 is now available in stainless steel, with a Rolesor (white gold) bezel, and in a larger diameter. The Datejust is one of the most recognizable watches in the world, with a signature design that has not changed significantly since it was introduced in 1945. Its fluted bezel, cyclops date window, gold crown logo and flawless construction have made it a collectors' favorite.

Last year, The Datejust became the Datejust 41, when it was offered in a larger 41mm size, compared to 36mm. This change in diameter was made in response to popular demand and changing preferences.



This year, another dream comes true for aficionados, with the steel model. Previously, the watch existed only in yellow gold or two-tone case and bracelet. The bright blue dial is both elegant and sporty and suits the white metal. The movement is also new. The Rolex-made Caliber 3235 is not only certified as a Swiss chronometer by COSC (Swiss Official Chronometer Testing Institute), but has been tested a second time by Rolex after being cased to ensure that in everyday use it satisfies Rolex's criteria for precision. Its accuracy rating is -2/+2 seconds per day.

So solid is this movement that Rolex offers it with a five-year warranty, more than twice the industry standard.

The Oyster bracelet is precisely engineered to be both robust and flexible, and it is equipped with Rolex's proprietary Oysterclasp and Easylink comfort extension link, which means you can increase the bracelet length by 5 mm. You can even witness the watch's precision in real time: if you stay up late, you can watch the date switch instantaneously at midnight.







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Saying “I love you” just got easier. Nothing expresses the joy of romantic love like a dazzling pavé diamond heart. This matching multi-row pavé diamond cuff bracelet is just icing on the cake. Come in and take a look at the inside of this piece and you will see that it is made to last for generations. Diamonds – and love! – truly are forever.



Elegance is an attitude

Aaron Kwok

**LONGINES®**



The Longines Master Collection





L I F E I S A B O U T M O M E N T S



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